



AIM FOR THE PEAK

We will get you there.

Corporate Brochure
2026 Edition · v2.8 · 2026-10-10 · EN

 **ASCENT PARTNERS**
Together We Flourish

Our Vision

Together we flourish

Ascent Partners is an independent valuation and advisory firm based in Hong Kong, with offices in Shenzhen and Singapore. For more than 400 corporations, our work underpins the decisions that matter most — when you are aiming for the peak, leave the rest to us.

Corporate Service

Risk, held in balance with growth.

Technology Advisory

Technology is your growth engine. We help it run — and help the market value it.

Valuation Service

A valuation is a claim about the future. We make it one you can defend.

A note from our founder



In 2008 I left a Hong Kong valuation firm to build a practice of my own — one whose work a client could stand behind. William Yuen and Paul Wu soon joined me.

We began with a single idea: to flourish together with our clients, through relationships that last. A chairman, Mr Ronald Ho, joined us in 2009 and guided our early growth until his passing in 2016.

Nearly two decades on, the same core team is still here — and that constancy is why Ascent Partners has endured. From a standing start, we now serve more than 400 corporations from Hong Kong, Shenzhen and Singapore. In 2017 we established the Ascent Partners Foundation as a Section 88 charity, and we have continued our climate work at COP28 and COP29.

Whatever your next peak, we will help you reach it. Together, we flourish.

Simon Mak

Founder & Chief Executive Officer

Our Team

The people behind the work

**Simon Mak**

Founder & Chief Executive Officer

Founded Ascent Partners in 2008 and has built it into a practice serving 400+ listed companies, multinationals and state-owned enterprises across Hong Kong, the Chinese Mainland and Singapore. A CFA charterholder, CMA and MIPA, he advises boards on valuation, risk and ESG strategy and is the author of 12 books on ESG reporting and corporate valuation.

**William Yuen**

Co-Founder & Director of Valuation Service

Leads the valuation practice, providing business, intangible-asset and financial-instrument valuations for transactions, financial reporting and disputes. A CFA, FRM and Chartered Valuer and Appraiser (Singapore), he has acted as signing valuer on numerous HK-listed and SFC-regulated engagements.

**Paul Wu**

Co-Founder & Director of Technology Advisory

A Certified Management Accountant (Australia) and Chartered Valuer and Appraiser, he began in senior technology roles at Nortel Networks and UTStarcom across North America and Asia Pacific — an operator's understanding of technology businesses he now brings to their valuation.

Our Team

The people behind the work



Chris Chan

Director, Corporate Service

A Fellow of the ACCA, a Certified Internal Auditor and a CRISC holder, he advises listed and pre-IPO clients on risk advisory, internal audit, regulatory compliance and financial advisory. He is an independent non-executive director of two HKEX-listed companies.



Stephen Yeung

Principal of Property Valuation

Leads property valuation and acts as signing valuer on numerous HK-listed circulars and SFC filings. A Chartered Surveyor, he is a member of the RICS, HKIS and CIREA and a Registered Professional Surveyor (RPS, GP).



Wayne Hu

Principal & General Manager, Shenzhen Office

A CFA charterholder with a master's from the University of Sydney, he specialises in business valuation — intangible assets, financial instruments and equity for public transactions — bringing an audit-ready approach to listings, M&A and pre-IPO exercises.



Kelvin Ng

Principal of Property Valuation

A Member of the Royal Institution of Chartered Surveyors (MRICS) with an MSc in Real Estate from the University of Hong Kong, he advises on property investment, land acquisition and portfolio valuations across Hong Kong and the Chinese Mainland.

Contents

Our Journey	7
At a Glance	9
Why Ascent Partners	10
Corporate Service	12
Technology Advisory	15
Valuation Service	18
Our Offices	21

Growth and impact

Seventeen years, one idea: that value should be measured honestly, and shared.

400+

ESG-integrated reports delivered since 2016

200+

listed companies served across Hong Kong, Mainland China and Singapore

270

member firms in the Allinial Global network, ranked #2 globally

Milestones

2008	Founded in Hong Kong, September.	2022	Joined Allinial Global — the #2 accounting association worldwide.
2012	Expanded to Shenzhen and Singapore.	2023	MOUs with Ampere; partnerships with UNESCAP and IOM.
2016	Launched ESG reporting and embedded ESG into valuation.	2024	Signed an MOU with the IUCN on biodiversity in valuation.
2017	Established the Ascent Partners Foundation (Section 88 charity).	2025	Consolidated our ESG work around the Foundation.

At a Glance

More than valuation: decisions that hold.

What we do

More than valuation: decisions that hold.

Corporate Service

- Governance & enterprise risk management
- Internal audit & internal control — IPO PN21/PN2
- Regulatory compliance & Sarbanes-Oxley
- ESG reporting & disclosure — Appendix C2, ISSB/TCFD
- Process improvement & director training

Technology Advisory

- Process automation & improvement
- FINCAD Analytics Suite (part of Numerix)
- Applied AI & open tooling — MCP servers, public APIs
- Derivatives & fixed-income pricing and risk
- Rapid prototyping on real client data

Valuation Service

- Business valuation
- Financial instruments — IFRS 9 / IFRS 13
- Property, plant & equipment — HKAS 40 / HKAS 16
- Natural resource & biological assets
- Purchase-price allocation & impairment — IFRS 3 / IAS 36

Industries we serve

Financial Services · Technology · Real Estate · Manufacturing · Energy & Natural Resources · Healthcare

The strongest backing for every right decision

“At Ascent Partners, we offer sophisticated and reliable valuation and advisory services powered by the expertise of our seasoned professionals.”

Simon Mak, CEO

A decision is only as good as the information behind it

We give our clients independent, timely advice — the facts they need to run the business, and the confidence to act on them.

A team that has seen it before

Our multidisciplinary bench spans finance, accounting, property surveying, environmental science, risk management and engineering. Just as important is a network cultivated for nearly two decades — the contacts that matter when a company is seeking investors or weighing an acquisition.

Advice that holds together

We do not advise in isolation. Our cross-functional team works as one — connecting the parties, sequencing the work and following each project through to a timely, durable result.

Corporate Service

Your opportunity advisers.



Risk, held in balance with growth.

Risk is not the enemy of growth; unmanaged risk is. We help boards and issuers hold governance, risk, compliance and performance in balance.

Governance & Risk

Enterprise risk management, risk appetite and internal control — the confidence to be examined.

Compliance & ESG

Risk-based programmes under the Listing Rules, the SFO, SFC guidance and Sarbanes-Oxley; ESG disclosure to Appendix C2 and ISSB/TCFD.

What you receive

- Governance and control frameworks, policies and procedures
- Enterprise, entity- and process-level risk assessments
- Internal audit plans and internal control review reports
- ESG reporting and disclosure support
- Compliance programme design and regulatory audit
- Business process improvement and director training

Internal Audit, Performance & Director Training

Outsourced internal audit and internal-control reviews — including IPO PN21/PN2 work — plus process improvement and director training.

Practice lead

Chris Chan

Director, Corporate Service

“Ascent Partners was engaged to help with our cost management efforts. However, the breadth and depth of their insight proved invaluable to our operation teams. They really understand our management style, our business and challenges at a micro and macro level.”

Dr Ricky Szeto, Executive Director, Hung Fook Tong

Corporate Service

Corporate Service

Baiwang Co., Ltd.	6657.HK
Everest Medicines Ltd.	1952.HK
Fountain Set (Holdings) Limited	0420.HK
Freeman FinTech Corporation Limited	0279.HK
IPE Group Limited	0929.HK
Lam Soon (Hong Kong) Limited	0411.HK
Microware Group Limited	1985.HK
Prinx Chengshan (Cayman) Holding Limited	1809.HK
Trio Industrial Electronics Group Limited	1710.HK
Willas-Array Electronics (Holdings) Limited	0854.HK

Technology Advisory

Technology is your new growth engine.



We prove whether an automation is worth pursuing — a fast prototype, not an enterprise build.

Every firm now runs on software; few can say where it slows them down. We look inside the workflow and make it faster, cleaner and provable — the deliverable is a decision, not an enterprise build.

Process Automation & Improvement

We map how work truly runs, strip out the manual effort and bottlenecks, and integrate it with the systems around it.

FINCAD Analytics Suite (part of Numerix)

Derivatives and fixed-income pricing and risk — for instruments a spreadsheet cannot carry, with models a review can follow.

What you receive

- Process automation and improvement — mapping, flowcharts, controls
- Integration of business processes with information technology
- FINCAD Analytics Suite licensing and deployment (part of Numerix)
- AI-agent-ready tooling — MCP servers and public APIs
- Derivatives and fixed-income pricing, risk and cash-flow analytics
- Audit-ready calculation methodologies and reporting

Applied AI & Open Tooling

MCP servers and public APIs that put valuation, ESG and regulatory data where software can use it — including a 135-method valuation engine under IVS 2025.

Practice lead

Paul Wu

Co-Founder & Director of Technology Advisory

"It has been a pleasure working with Ascent Partners over the past few years. The team is always professional and helpful. They are truly a 'partner' and I will not hesitate to recommend them to anyone needing independent valuation service."

Mr Kenny Yeung, CFO, SCUD Group Limited

Technology Advisory

Technology Advisory

AIA Hong Kong	1299.HK
Bank of China (HK) Limited	2388.HK
BDO	
CBRE Limited	NYSE:CBRE
Jones Lang LaSalle	NYSE:JLL
KPMG	
Pacific Alliance Investment Management	
PwC	
Shanghai Commercial Bank (HK) Limited	
Voltex Asia Capital Limited	

Valuation Service

We shed light on the true value.

A valuation is a claim about the future. We make it one you can defend.

It takes independent judgement to say what something is worth — and the experience to defend it. We value what a board, an auditor and a regulator will test, under the standards they apply.

Business Valuation

What a company is worth to a buyer, built from the ground up on the market, income and cost approaches.

Financial Instruments

Convertibles, derivatives and options — priced at fair value under IFRS 9 and IFRS 13, with models chosen for the instrument.

Property, Plant & Natural Resources

Land, plant and machinery, and natural and biological assets — valued under HKAS 40 and HKAS 16.

What you receive

- Valuation report stating the basis, method and assumptions
- Documented inputs and workings
- Support for audit, transaction and financial-reporting purposes
- Support for purchase-price allocation and impairment (IFRS 3 / IAS 36)

Practice lead

William Yuen

Co-Founder & Director of Valuation Service

“Ascent Partners was engaged to ascertain the fair value of our share options. In addition to their professionalism, their expertise exceeded our expectations and they created value by addressing concerns from different parties within a tight timeframe.”

Mr David Cheung, Company Secretary & Financial Controller, Geely Automobile Holdings Limited

Business Valuation

Business Entities

Ausnutria Dairy Corporation Limited	1717.HK
Baofeng Modern International Holdings Company Limited	1121.HK
China Vered Financial Holding Corporation Limited	0245.HK
EverChina Int'l Holdings Company Limited	0202.HK
Hong Kong Education (Int'l) Investments Limited	1082.HK
Huanxi Media Group Limited	1003.HK
Kwoon Chung Bus Holdings Limited	0306.HK
Sony Group Corporation	TSE:6758
Town Health International Medical Group Limited	3886.HK
WellCell Holdings Co., Limited	2477.HK

Intangible Assets

Cetus Maritime Holdings Limited	
Crocodile Garments Limited	0122.HK
DX.com Holdings Limited	8086.HK
Golden Solar New Energy Technology Holdings Limited	1121.HK
Kam Hing International Holdings Limited	2307.HK
New Ray Medicine International Holding Limited	0610.HK
PetroAsian Energy Holdings Limited	0850.HK
SMI Culture Group Holdings Limited	2366.HK
Winfull Group Holdings Limited	0183.HK
Goodwill Impairment · Customer Relationship · Trademark · Domain Name · Agency Service Agreement · Copyrights · Publication Rights	

Valuation Service

Property, Plant & Machinery Valuation

CSC Holdings Limited	0235.HK
Ev Dynamics (Holdings) Limited	0476.HK
Huicheng International Holdings Limited	1146.HK
Huscoke Holdings Limited	0704.HK
Infinity Development Holdings Company Limited	0640.HK
Ju Teng International Holdings Limited	3336.HK
Kangqiao Service Group Limited	2205.HK
Perennial International Limited	0725.HK
Veeko International Holdings Ltd.	1173.HK
Veson Holdings Limited	1399.HK

Financial Asset Valuation

China International Development Corporation Limited	0264.HK
Chow Tai Fook Jewellery Group Limited	1929.HK
Citychamp Watch & Jewellery Group Limited	0256.HK
Geely Automobile Holdings Limited	0175.HK
HKBN Limited	1310.HK
Honghua Group Limited	0196.HK
Momentum Financial Holdings Limited	1152.HK
Suga International Holdings Limited	0912.HK
Tesson Holdings Limited	1201.HK
Time Interconnect Technology Limited	1729.HK

Our Offices

Hong Kong · Shenzhen · Singapore

Hong Kong

Room 805, 8/F Far East
Consortium Building
121 Des Voeux Road Central,
Hong Kong
Tel: (852) 3679 3890

Shenzhen

Room No. 1529, Golden Central
Tower
No. 3037 Jintian Road, Futian
District
Shenzhen, Guangdong, China
518048
Tel: (86) 755 8321 0319

Singapore

10 Anson Road, #10-13A
International Plaza, Singapore
079903
Tel: (65) 6221 5600



Together, we flourish.

Service enquiry: (852) 3679 3890 · contact@ascent-partners.com ·
www.ascent-partners.com

Ascent Partners Group Limited · 艾升集团 | © 2026 Ascent Partners Group Limited. All rights reserved.

Ascent Partners · Corporate Brochure 2026 · v2.8 · 2026-10-10 · EN