



**SG GLOBAL HOLDINGS**

group of companies

**COMPANY  
PROFILE**

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# About Us

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Singapore

Malaysia

Indonesia

Thailand

Myanmar

Cambodia

Vietnam

China

Philippines

Taiwan

## ESTABLISHED IN 2015,

**SG Global Holdings** (SGGH) is a holding company with a wide range of subsidiaries under its wing.

It is recognised as an export giant with extensive reach and network across Southeast Asia—namely Singapore, Malaysia, Indonesia, Thailand, Myanmar, Cambodia, Vietnam, China, Philippines and Taiwan.

Across our subsidiaries, SGGH's highly motivated staff have made every difference to our company. Our subsidiaries are also major importers and exporters of commodities with their own technology platforms and business consultancy services. Furthermore, SGGH is also expanding into adult training classes and medical device manufacturing, wholesaling and trading.



# Company Values

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## Mission

To serve as a bridge between local and international businesses in wholesale, supply, commodity and trading whilst establishing strong global connections to bring SMEs to the forefront of the global market.

## Vision

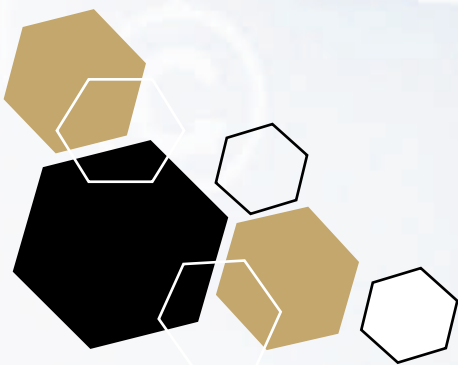
To attain a prominent international reputation and foster perennial relations and foreign investments with global counterparts.



Invest

Manage

Develop



# A Word From The Director

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**SG** Global Holdings as a company is to act as a bridge connecting SMEs in Singapore to export their products and building services globally to other countries as well as bringing in investments worldwide into Singapore.

Since being established, we have helped to build several brands and brought them to a global stage, gaining worldwide recognition. Currently, we have been helping more SMEs in terms of revenue increment and business activities to strengthen the reputation of local businesses here in Singapore.

For instance, we have undergone many different researching and developing of brands involved in chemicals, disposables and fragrances. To name a few successful subsidiaries under our wing, we have Mscentis Pte Ltd- a company that specialises in aroma health and diffusing systems, which has already expanded to most South-east Asian countries within a span of a few years under SG Global Holdings.



**Reeve Ho**  
Managing Director

**Looking ahead**, our company hopes to continue connecting Singapore with the rest of the world, establishing global recognition for local brands by continuing our investments and activities as a forward-looking holding company.



# Meet The Team

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**Reeve Ho**  
Managing Director



**Shawn Zhang**  
Group Executive Director



**Magdalene Ang**  
Executive Director



**Mike Yang**  
Group General Manager



**Fiona Zhang**  
HR & Development Director



**Jimmy Tan**  
Division Director



**Jude Lee**  
Division Director



**Derrick Ng**  
Division Director



**Karen Lin**  
Sales Director



**Joan Serrano**  
General Manager



**Amanda Tay**  
Admin Account Manager



**Carissa Teo**  
Center Manager



**Faith Ng**  
BD Manager



**Ren Zhong**  
BD Manager



**Peng Lim**  
Sales & Technical  
Supervisor



**Joanne Low**  
Channel Sales Manager



**Sandra Goh**  
Marketing & Media  
Executive



**Arrow Wang**  
Senior Sales Manager



**Siow Hooi**  
HR & Admin Executive



**Sharmin Natasha**  
Sales & Admin Executive



**Ricard Lee**  
Warehouse & Logistics  
Supervisor

# Milestones

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**2015**

**SG Global Holdings** founded with \$1 million startup to expand in corporate, assets, business management.

**MSCENTS Pte Ltd** was founded. Focusing on Commercial Scentings, Aroma development for, B2B, Hotels, F&B, Retails and etc

**2017**

**2019**

**MSCENTS** expanded globally with distribution and exported to countries like Malaysia, Taiwan and Cambodia. Setting up training and distribution in S.E.A

**SG Learning and Training** was founded. Providing Skill lessons for enterprising adults. With 3 learning centers covering North, East and West of Singapore

**2020**

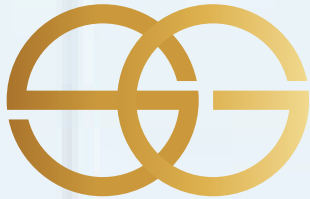
**2021**

**EP Services** Pte Ltd a division with SG Global Holdings also established its own OEM factory to provide end to end services for customers.

**SGGH** experienced an increase of **200%** of growth. SG Tech (BIG) founded and undergoing further development for trade communication.

**2022**

# Corporate Structure



**SG GLOBAL HOLDINGS**

group of companies

## Management Team

 <b>Reeve Ho</b> Managing Director	 <b>Shawn Zhang</b> Group Executive Director	 <b>Magdalene Ang</b> Executive Director	 <b>Mike Yang</b> Group General Manager
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# Our Subsidiaries

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## Asther Medical Supplies

Sales and the distribution of medical devices



## EP Services Pte Ltd

Service and Maintenance.



## SG Tech

Commodities Trading and Logistice Solution.



## SG Learning & Training

Adult Learning and Training Provider



## SG Agriculture Pte Ltd

Import & Export of Fruits, Vegetables and Food Products



## MSCENTS Pte Ltd

OEM Wholesale and Distribution of Aroma Products

# Asther Medical

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## **One of Singapore's most reliable and service-oriented medical and healthcare companies,**

Asther Medical Supplies has been providing holistic and quality healthcare services in Southeast Asia since 2018.

Over the years, Asther Medical Supplies has established itself as one of the region's leading remote healthcare service providers, supplying many medical disposables such as gloves and isolation gowns.

## **Expansion and Growth**

Asther Medical Supplies has since expanded operations in Malaysia, Thailand, Cambodia, China and Vietnam by leveraging on the good relations we have with multinational companies.



# SG Learning and Training

**SG Learning and Training** is a learning hub established in 2020 based in Singapore, providing high quality adult learning and career skills enrichment courses for interest or career advancements.

We offer a suite of courses such as baking, flower arrangement, soap making, data analytics and many more. SG Learning and Training aims to bring forth enrichment, enhancement and transformation to our students' competency and skills.

SG Learning and Training is also working closely with the Salvation Army and Yellow Ribbon Initiative Singapore to contribute back to society.



**Magnifique**, a studio specialising in the training and teaching of baking techniques, was established in 2022 and has since conducted many baking classes at different skill levels and ages.

Our instructors are highly trained professionals that are skilled in the area of baking expertise with many years of experience.

Led by Chef Carissa, Magnifique offers a wide variety of baking classes ranging from beginner-friendly cakes to more advanced decorating courses. Since its launch, Magnifique has aimed to promote the joy of baking with its step-by-step day courses which equips students with the ability to bake from scratch.

# SG Agriculture

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**SG Agriculture** was established in 2022 and based in Singapore.

Our new subsidiary is involved in the wholesale and import of fresh fruits and vegetables such as durian and young coconuts from countries like Malaysia, Thailand and Indonesia.

We place high importance and emphasis on the quality and the preservation of fresh produce with attentive and innovative packaging, providing convenience for our customers.



**Mike Yang**  
Group General Manager

**Headed** by our Group General Manager- Mike, SG Agriculture is venturing ahead and looking towards food security here in Singapore.



# EP Services Pte Ltd

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**EP Services** established in 2020, mainly operates in Singapore and Malaysia providing machine servicing, maintenance and outbound servicing such as washing machine repair to our valued customers.



We offer quick and efficient assistance with troubleshooting, major repair and overhaul.



# MSCENTS ASIA

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**MSCENTS** offers a wide spectrum of scenting appliances specialising in aroma health fragrances and diffusing systems. Mscentis is also actively involved in commercial scenting and the exportation of in-house organic aromatherapy products worldwide to countries like Korea, Japan, Malaysia, Saudi Arabia, Vietnam, Cambodia, Myanmar, Philippines since 2017.



Mscentis has grown and **expanded globally**, supplying scented and aromatherapy products in many countries. Mscentis is an innovative brand that constantly innovates its products to keep up with the changing trends.

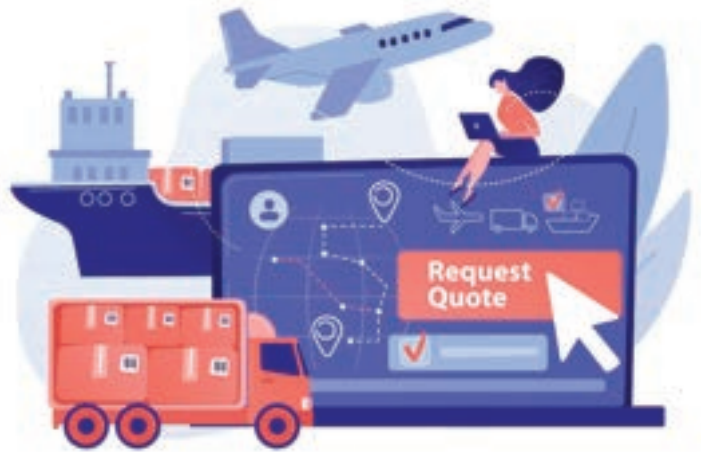


# SG Tech Trade

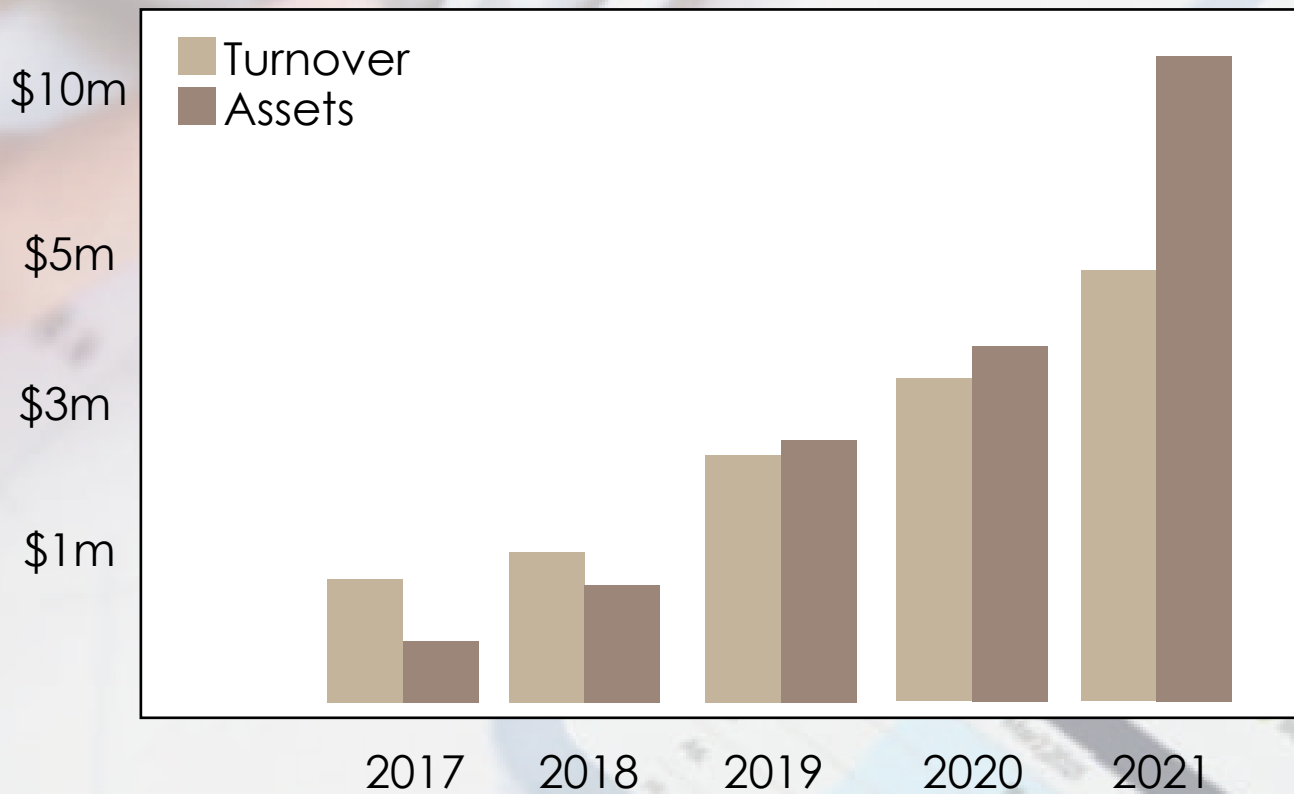
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**BIG** is a commodity trading platform heavily and actively involved in the trading of raw materials with an extensive network of partners across Southeast Asia countries and China. It is a **technological** platform which allows manufacturers to trade with other factories with a seamless transaction.



# Annual Growth



**With** a fast growing number of subsidiaries under our wing, we hope to bring in revenue and greater investment opportunities here in Singapore from all over the world, acting as a bridge for Singapore and other countries. Furthermore, we are also looking towards adult learning and training courses for Singaporeans to continually upgrade and acquire skills. This includes classes like data analytics, soap-making and flower arrangement classes that will be open to the public soon. SG Global Holdings aims to continue accelerating the growth and expansion of local SMEs, eventually building these companies to be successful in the long run.





A man in a dark suit and white shirt is shown in profile, looking out a window. The background is a bright, slightly blurred view of a city or landscape. The title 'Investor Relationship' is overlaid on the top left of the image.

# Investor Relationship

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**At SG Global Holdings**, we strive to sustainably add value to our partners, community and the global supply-chain. Despite the COVID-19 Pandemic, SG Global Holdings experienced an accelerated growth in our medical disposables business, scenting and air sanitizing division with our international partners in Asia Pacific region, Saudi Arabia, China and Taiwan.

As the times are changing, a key focus for this year would be to nurture and maintain the constant learning of skills and training. Therefore taking this into account, we have launched several baking schools equipped with state of the art baking equipment and established baking chefs helming the courses.

## **Moving Forward**

SG Global Holdings is committed to growing our holding company by expanding and diversifying our businesses to stay relevant in today's rapidly changing society moving forward. SGGH is keeping abreast with the changing economy and potential world issues, such as looking into the food security and agriculture sector, especially in a small country like Singapore with limited natural resources.

# Contact Us

Enquiries? Simply connect with us and we will get in touch shortly.

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