



COMPANY BRIEF

Feb 2026

Your strategic partner for
market development and
lasting impact in Southeast Asia



WHY AMBITIOUS INT'L COMPANIES CAN NO LONGER IGNORE SOUTHEAST ASIA

- **Market scale with global relevance**

680+ million consumers and one of the world's largest economic regions.
- **Structural growth outperforming mature markets**

Long-term GDP, consumption and urbanization growth above Europe and North America.
- **Rapid expansion of the middle class**

Rising purchasing power driving demand for international, premium and trusted brands.
- **Strategic hub for supply chains and diversification**

Core beneficiary of China+1 strategies and regional trade integration.
- **Digital-native markets accelerating go-to-market**

High mobile usage, e-commerce penetration and openness to new business models
- **Early-mover advantage still available**

Market leadership and partnerships remain accessible in many sectors.



Scale, growth and risk diversification outperforming other emerging markets

WHY EVEN EXPERIENCED COMPANIES FAIL IN SOUTHEAST ASIA



1. Hidden Complexity

Southeast Asia isn't one market — what looks simple often isn't

2. Compliance Pitfalls

What is routine elsewhere can stall operations or damage credibility

3. Operational Challenges

Local execution is harder than it looks; scaling without experience is risky

4. Strategic Blind Spots

Not knowing what you don't know, leads to many wrong decisions

5. Unstructured Approach

No plan → bad bets, poor execution, costly missteps, missed oppties

6. Impatience

Expecting fast results undermines long-term success

Failure comes from over-relying on past success and misjudging local complexity

WHAT COMPLEXITY MEANS IN A SOUTHEAST ASIA CONTEXT

Labor law rigidity and enforcement Supply chain reliability Legal system heterogeneity Non-tariff barriers
Reputational and compliance risk Customs and trade compliance Infrastructure unevenness
Currency and FX volatility Talent availability and retention Licensing and permitting complexity
Tax structure variability Local content requirements Transfer pricing exposure Political and policy volatility
Tariff barriers Regulatory fragmentation Partner and distributor dependency Contract enforceability risk
Cultural and communication barriers ESG and sustainability expectations Investment approval regimes
Market fragmentation across countries Leadership and management localization Consumer behavior and adoption variability
Foreign ownership restrictions Governance and transparency gaps Business and work ethics differences

Regulatory Complexity | Trade & Market Access Barriers | Political & Governance Risks | Cultural & Human Capital Challenges | Operational & Supply Chain Complexity |
Strategic & Market Considerations

Southeast Asia's complexity is multi-dimensional – and must be managed, not ignored.

PROFESSIONAL SUPPORT AVAILABLE

Consulting Groups

- Global brands providing high-level strategy via resource-heavy, project-based engagements.
- Strong for large enterprises; often cost-prohibitive and overly complex for SMEs.

Interim / Fractional Execs

- Experienced operators providing interim, project-based and part-time leadership to fill capability gaps.
- Highly effective for execution; work as plug-in into a client's organization on complex, multi-faceted initiatives.

Corporate Services Firms

- Specialists in entity setup, governance, compliance, accounting, tax, legal and other essential corp. functions.
- Strong on governance and compliance; limited impact on growth's strategy and execution.

SME

Local Boutique Advisors

- Country- or sector-focused experts with local knowledge, relationships and on-the-ground insights.
- Well-suited for SME growth, offering pragmatic, flexible support aligned with local market realities.

Market Research Firms

- Providers of market sizing, trends, drivers, and key players through data-driven research and reports.
- Useful for understanding a market opportunity; limited support in translating insight into action.

Trade Associations

- Membership-based bodies offering networking, advocacy, visibility and market orientation.
- Helpful for exposure and connections; not structured for execution or sustained growth support.

Different paths exist — local insight determines outcomes

WHO WE ARE



exponasia

GROWTH PARTNERS

-  A boutique **growth partnering firm** built on expertise and passion
-  Established in 2024 by former MNC executives.
-  Based in Singapore, active across **Southeast Asia**.
-  Partnering with ambitious **SMEs in B2B sectors** expanding globally
-  **Execution-driven:** turn strategy into action
-  **Trusted partner:** collaborative, approachable and easy to work with.

“We focus on what we excel at, leaving the rest to those who excel at it”

Giuseppe Di Lieto
Founder



WHO WE PARTNER WITH



International SMEs

with the ambition of entering or expanding in Southeast Asia



MNCs

running their own growth and commercial excellence initiatives - We can work embedded in your teams as an extension of your organization



Consulting & Investment Groups

We can work embedded in your teams on commercial excellence, due diligence and post-merger integration projects with your clients



Industry Focus

- B2B in general
- Specific focus on Engineering & Manufacturing sectors

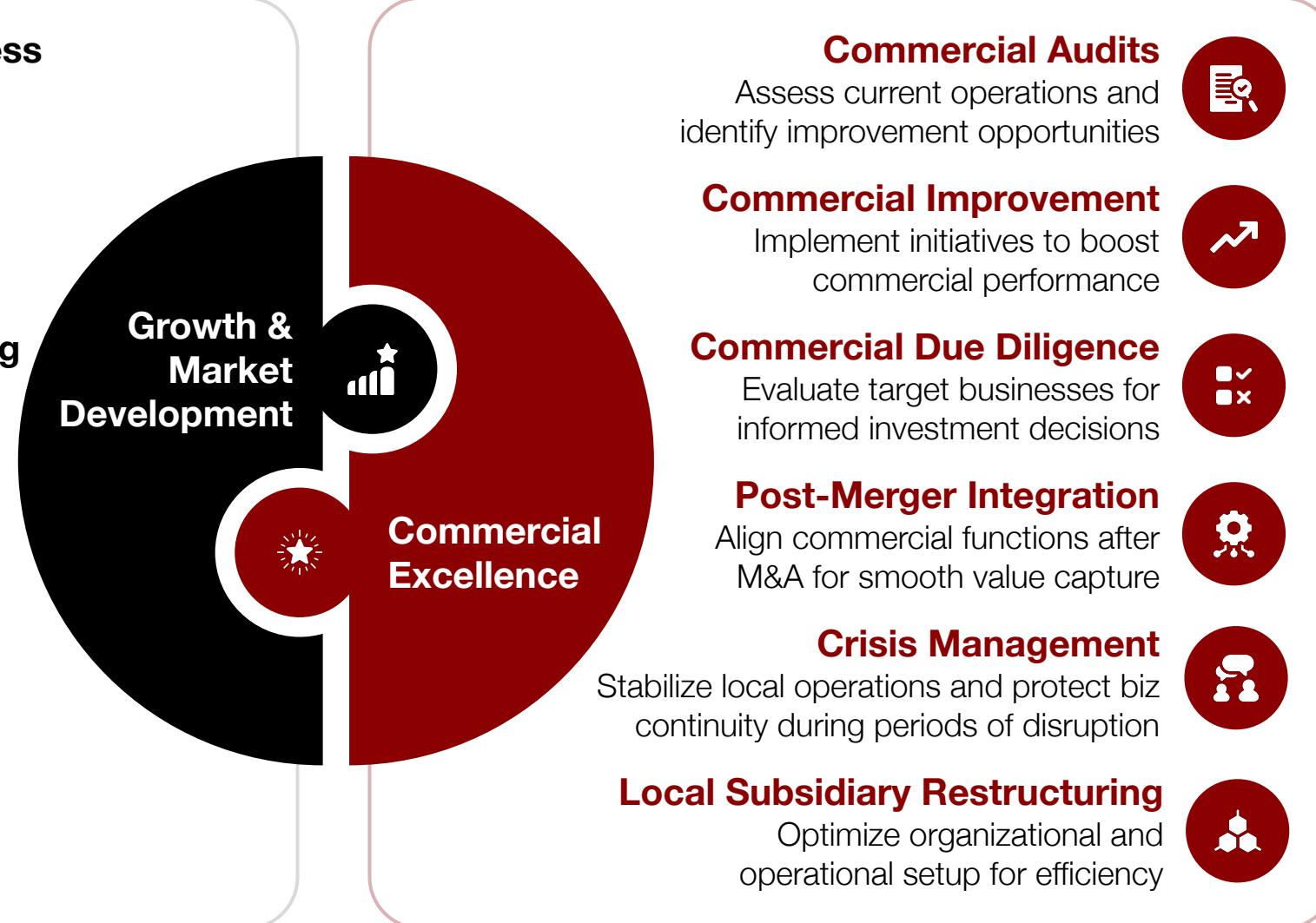


Geographical Focus

Southeast Asia



BUSINESS AREAS WHERE WE DRIVE IMPACT



Fractional & Interim Management



We step into leadership or operational roles within your organization (either part-time or full-time) for a defined period

Perfect for filling gaps, accelerating changes or managing transitions

Project Implementation



We lead or co-lead the implementation phase, acting as an extension of your team

Suit for organizations looking for hands-on support to turn plans into results

Expert Advice

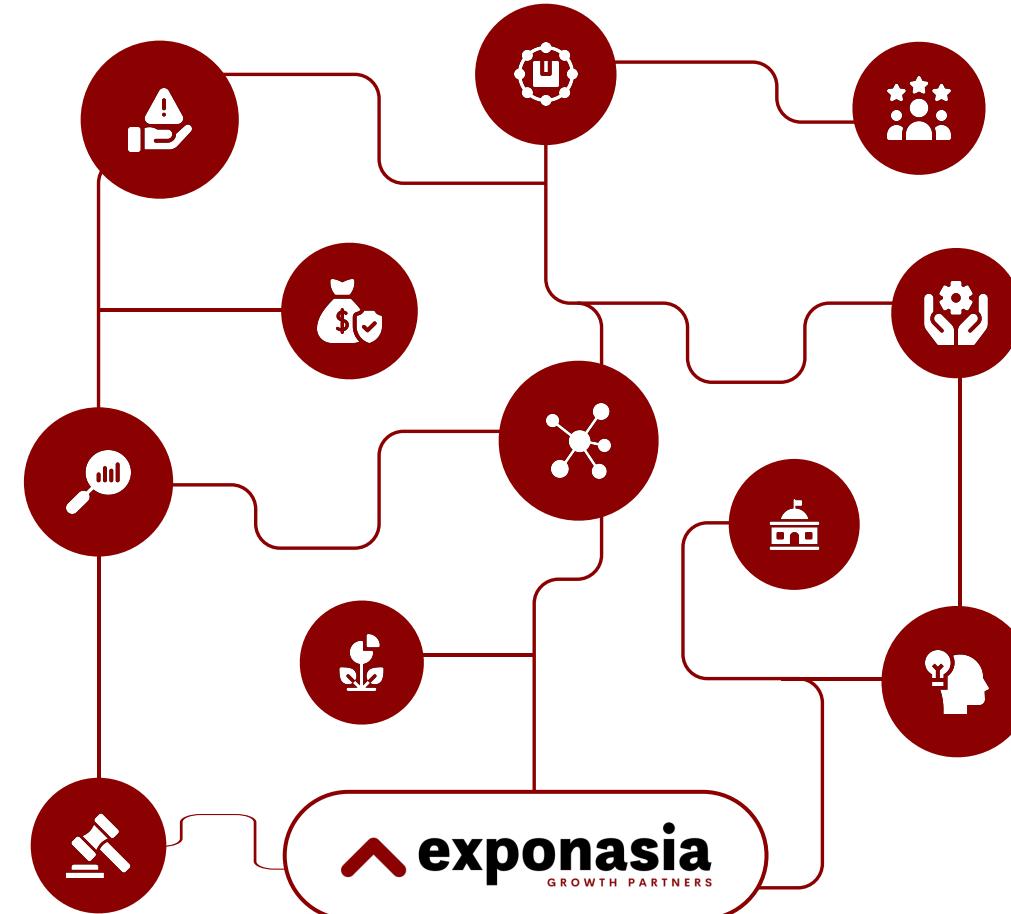


We support you in developing an actionable plan, then leave implementation in your hands

Ideal for organizations with strong internal execution capacity

OUR OPERATING MODEL

We leverage our network of subject-matter experts to complement our in-house expertise



Country & Political Risk
Market Research & Intelligence
Legal & Regulatory Advisory
Financial Strategy & Compliance
Grants & Incentives Advisory
Commercial & Industrial Property Sourcing
Supply Chain & Logistics
Talent Acquisition & Development
Other Services

We maintain project leadership and insure all pieces come together efficiently and professionally

AN ACTIVE VOICE IN THE BUSINESS COMMUNITY

Featured in



Member of



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer

**Established
voice on topics
such as:**



Turning ambition
into action in
Southeast Asia



Scaling SMEs
across Southeast
Asia's complex
markets



Flexible leadership
in contemporary
business
environments

WHY US?



Impact-driven: We focus on making a meaningful, lasting impact for your business.



Strength-focused: We focus on what we excel at, leaving the rest to others.



Passionate and independent: No boards to please or KPIs to meet — just passion for jobs well done



Flexible approach: Personalized, practical, and agile — no rigid models to apply.



Easy to work with: Approachable, respectful, and always ready to enjoy a good laugh.

ARE YOU READY TO TURN YOUR VISION INTO ACTION?

Reach out today for a **FREE**
meeting or video call!

Email

Website

LinkedIn



Exponasia Growth Partners
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