



COMPANY BRIEF

July 2026

Your partner for growth
in Southeast Asia

TODAY'S BUSINESS ENVIRONMENT

- **Companies are built for efficiency, not growth**

Structures, processes and incentives naturally favour operational performance over strategic objectives

- **Leadership bandwidth is limited**

Executives spend most of their time managing today's business, leaving limited capacity to build tomorrow's

- **A culture of short-term performance prevails**

Quarterly objectives often take precedence over longer-term opportunities

- **Growth and transformation compete with operation**

Taking key people offline to lead new initiatives risks disrupting daily performance

- **Organizations struggle to self-diagnose**

Internal perspectives can limit objective assessment and problem solving



For business leaders, running today's business rarely leaves room to build tomorrow's

THE REALITY OF MID-MARKET COMPANIES



- **Ambition and capital is rarely the real constraint**

Mid-market companies typically have the vision, organizational foundation and financial resources to grow

- **Leadership bandwidth is the real constraint**

Key people are already busy running the business, leaving limited capacity to lead strategic growth initiatives

- **Permanent hires can be a premature commitment**

Building permanent structures before opportunities are validated increases cost and organizational complexity.

- **Local execution requires specialized expertise**

Southeast Asia's fragmented markets reward hands-on regional experience that many organizations do not have in-house

The challenge is rarely vision, structure or capital ... It's execution

NO DEDICATED SUPPORT IN THE MARKET



Local Boutique Advisors

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

Fractional / Interim 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.

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 smaller setups.

MID-MARKET COMPANY

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.

Corporate Services Firms

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

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.

Boutique firms and fractional leaders fill the execution gap

WHO WE ARE



A boutique **international growth** partnering firm built on expertise and passion



Established in 2024 by a former MNC executive



Based in Singapore, active across **Southeast Asia**



Partnering with ambitious companies in **B2B sectors** expanding globally



Execution-driven - we help implementing your vision, turning 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



HOW WE MAKE THE DIFFERENCE



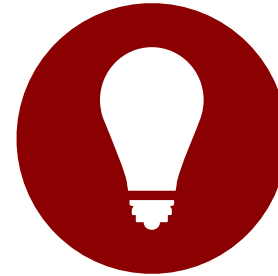
DEDICATED FOCUS

Lead initiatives end-to-end, freeing your teams from operational distractions



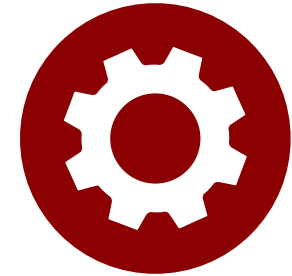
EXPERTISE

Leverage deep regional and functional experience to accelerate projects



UNBIASED INSIGHT

Provide independent assessment and challenge assumptions objectively



EXECUTION CAPABILITY

Turn strategy into action with structured planning and disciplined follow-through

From strategy to tangible results, faster and more effectively

WHO WE WORK WITH

Suppliers of:

Equipment & Machinery
Systems & Components
Industrial Technology
Engineering Services
Lifecycle Services
Solution Providers
OEMs
Distributors & Channel Partners

Vertical Markets

Manufacturing
Process Industries
Energy & Power
Oil and Gas
Chemicals and Specialty Chemicals
Infrastructure

Geographical Markets

Southeast Asia (ASEAN)
Northeast Asia - selective engagements
• Projects in S. Korea and Japan

Target Clientele



Mid-market (Our core): plug-in capabilities to run projects and initiatives
Large Multinationals: support for key initiatives as extension of your organization
Investment Groups: deal support on commercial assessment and improvement projects

Deep industry experience ... Focused client selection

OUR VALUE OFFERING

ENTER

Market Access

Access to new markets
in Southeast Asia



Market Entry Plan

Actionable entry strategies for an effective and efficient launch



Market Validation / Pilot Dev't

Test market potential through pilot initiatives and early cust. engagement



Go-to-market Setup

Connect with the right sales channels, partners and suppliers



Business Representation

On-the-ground presence to engage and build relationships



JV Partner & M&A Search

Find strategic partners for growth or acquisition

GROW

Commercial Performance & Transactions

Drive revenues growth & execute
successful investment deals



Commercial Excellence Projects

Optimize your commercial system to drive revenue and profitability growth



Sales Development Workshops

Align leadership teams to identify and prioritize high-impact growth initiatives



Commercial Due Diligence

Evaluate commerce strength and growth potential in investment decisions



Post-merger Integration

Align commercial functions after M&A for smooth value capture

LEAD

Leadership & Execution

Provide hands-on leadership to achieve
success



Start-up Local Subsidiary

Ensure the subsidiary becomes operational quickly and effectively



Performance Improvement

Hands-on initiatives to improve commercial and operational performance of the subsidiary



Crisis Mgmt / Leadership Gaps

interim leadership during periods of disruption, leadership gaps or transition

In fractional or interim management capacity only

MULTILEVEL SERVICE SUPPORT

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

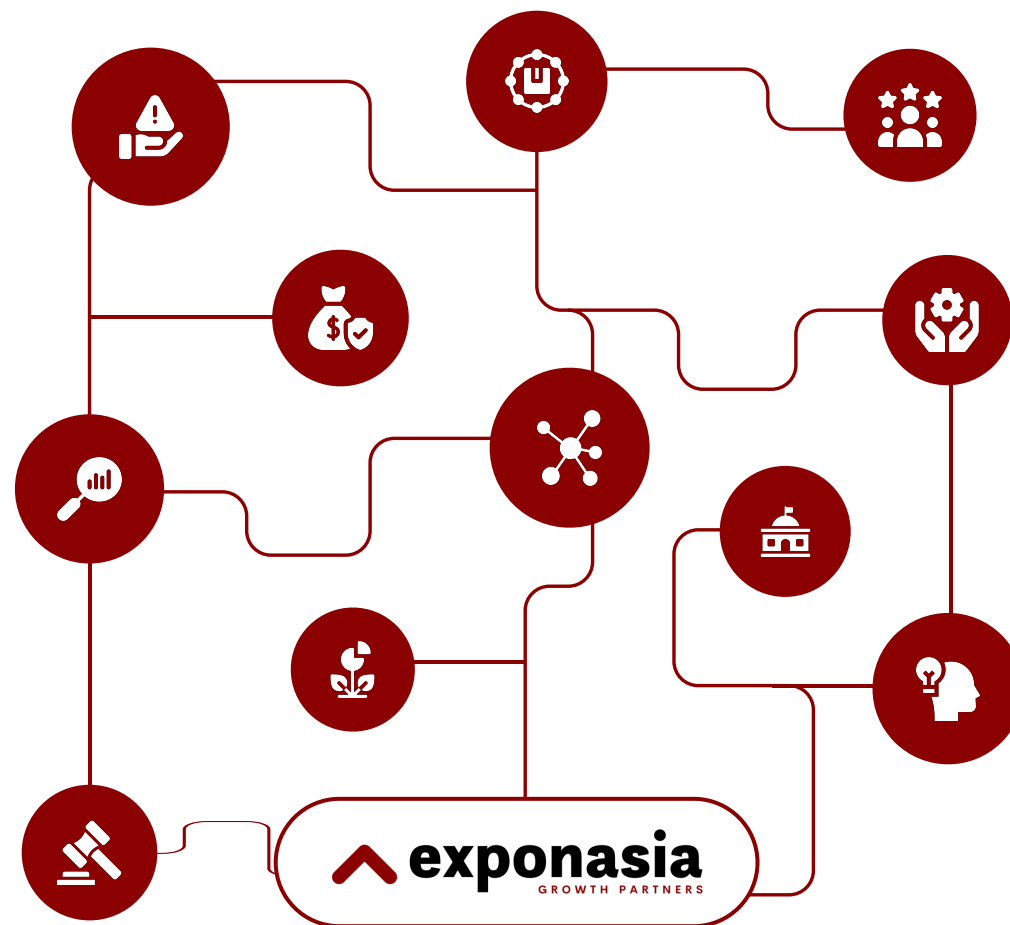


We support you in developing an actionable plan, then leave implementation in your hands

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

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

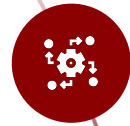


Scaling SMEs
across Southeast
Asia's complex
markets



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



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