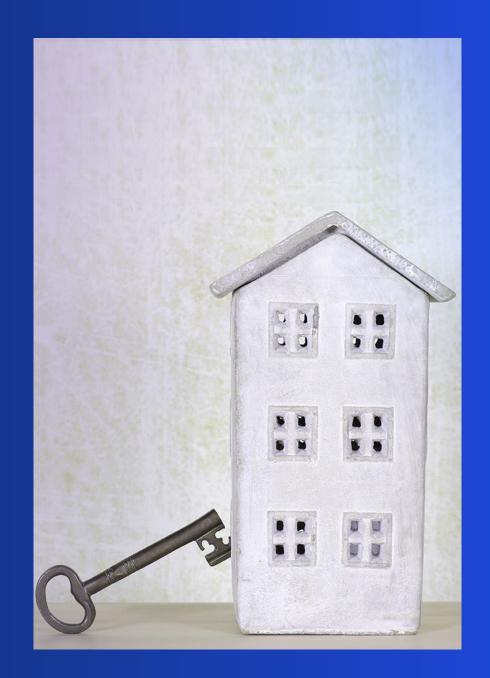


Family office consulting services brochure

kpmg.com/cn



Why a family office?



- Discreetly manage family wealth
 and affairs
- Act as a gatekeeper between the family and third parties
- Enhance harmonious family growth
- Maintain family value and family governance



- Provide bespoke services tailored for the family that differ from those of wealth management institutions and multi-family offices
- Excel at responding to and anticipating the needs of the family



- Comprehensively manage philanthropy, estate planning, tax and family wealth distribution
- Handle strategic asset allocation, wealth protection and succession and long-term prosperity
- Carry out duties professionally, increase compliance and reduce risk



Family office setup blueprint

Identifying the purpose

- Define family value Define family vision and expectations
- Specify current and future beneficiaries
- Specify the portion of the family's wealth managed by Family Office
- Outline scope and functions of the family office
- Understand the philosophy behind philanthropy

O[®] Structuring and set up

- Create strategic asset holding structure (which may include setting up Trust), taking into consideration of asset protection, succession, control, tax and regulatory requirements
- Develop investment policy
- Structure family board and drafting of family governance documentations
- Create effective communication channels for family members
- Build philanthropy framework and management control methods
- Establish technology, key functions and organizational oversight
- Establish key procedures and internal controls
- Recruit talent and appointment of key roles

Planning

- Determine the most suitable location
- Family board and family governance planning
- Preparation for NextGen's education, growth, development, living and succession
- Business rules on integrating NextGen and family member recruitment policy
- Defined roles and functions of executive and non-executive family members
- Thoughtful resourcing (insourcing vs outsourcing)



- Strategic asset allocation based on investment policy and strategic asset holding structure
- Finance management and control system, wealth management dashboard
- Philanthropy implementation
- Produce investment performance analysis dashboard
- · Measure investment results against benchmarks



What makes for an effective family office



Prompt response to economic changes and regulatory requirements



Long-term family prosperity and harmony



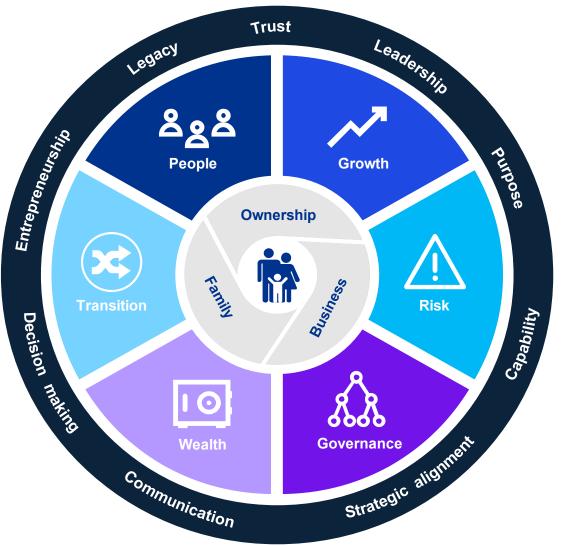
Systematic and robust wealth management protocols



Solutions for the bespoke needs of family members



Managing the family business dynamics





KPMG Solutions for Family Office set-up





Our service offerings for family

Addressing business needs

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Cross-functional services

- Audit and IPO
- Tax advisory
- Corporate finance
- M&A advisory

 Financial & tax due diligence

• ESOP

• ESG

audit

- IT advisory
 - People and Change
- Strategy
- Executive recruitment

Family office Consulting

KPMG will become the trusted advisor for family offices.

Our KPMG family office consulting team have the capability to identify cross-functional services that help family offices.

Addressing family needs Family office services

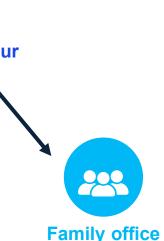
- Family office set-up
- Asset allocation / wealth protection restructuring planning
- Health check on existing trust or holding structure
- Family governance
- Tax residency planning for family members

Entrepreneur

- Succession planning
- Technology enablement
- Philanthropy

· Book-keeping / annual

Next generation development



Operating

Business

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