

## DICKSON GROUP PTE LTD

Self-discipline has been of the utmost importance for Mr Kim Wah Boon, Founder & Group CEO of Dickson Group. This has largely powered his success for the past 30 years.

Back before Mr Kim started his business, he observed how customers were not being fairly treated when making vehicle purchases. He wondered if he could change the perspective people had of the auto industry and set out to build his own business where customers can have an enjoyable experience while purchasing their cars.

His drive and steadfast dedication to his business earned him the opportunity to pursue an MBA despite only having a GCE-O level qualification. The program was rigorous, and Mr Kim had to juggle his business, studies, and family with three children at home. However, the reward was resounding, with him acquiring the knowledge and skillset to build a more structured, systematic, and scalable organisation, and gain a broader perspective on the different aspects of business.

Through his leadership, Dickson Group has grown over the past 30 years from a one-man business to a multimillion-dollar company with business interests spanning across pre-owned car sales, leasing solutions, auto financing, insurance, and aftersales.

Dickson Group listens with care, advises with honesty, and serves with a heart.



**KIM WAH BOON**  
FOUNDER & GROUP CEO

## DN HYBRID PTE LTD

DN Hybrid was founded in 2002 and celebrates its 20<sup>th</sup> Anniversary this year. 20 years in the business has seen the organisation weathered a series of global challenges. One clear lesson that both the founders, Nelson and Desmond, learned is that risk creates business uncertainty. Hence, it is critical to identify, measure, mitigate and monitor risk from various sources.

To survive in a small, open and competitive economy, the founders knew that the prerequisite of entrepreneurship goes beyond having passion, commitment and hard-work. The key is in the power of belief. The first 10 years were dedicated to building credentials and, importantly, a strong rapport with their local bank OCBC, who provided them with relentless support during this period of challenges.

Significant time was spent in the following 5 years to groom their human capital. The founders believe in the importance of early identification of key personnel and placing them in critical roles.

Disciple making disciples. To build a strong and resilient team, these individuals must be willing to learn, to teach by investing in others and in relearning.

In 2018, the founders started the training phrase for the next-gen leadership, focusing on their development to meet future business needs. The 2020 pandemic, although unfortunate, provided the opportunity to put their crisis management skills to test. It was also during this crisis that the next-gen leaders learned the true spirit of leadership, which was compassion.

DN Hybrid's next-gen leaders learned that employees treated with compassion produced positive emotions which strengthened their commitment and gratitude towards the organization.

Nelson and Desmond are strong advocates of staff development. They strongly believe in nurturing them into the potential leaders they could be, giving them a sense of belonging, independence and ownership in the establishment.



**NELSON  
HAM WEE DENG**  
DIRECTOR

**DESMOND  
TO ENG HOE**  
DIRECTOR

## HAKO TECHNOLOGY PTE LTD

Gerry Eng is the Co-Founder and Chief Technology Officer (CTO) of Coinhako, Singapore's market-leading crypto platform, where he is responsible for driving the technological development and key business support functions of the Coinhako platform. Gerry's entrepreneurial spirit compelled him to work in growth stage companies and startup environments, equipping him with valuable work experience and the fundamentals of operating in a startup environment. In 2014, he founded Coinhako with his long-time friend, Yusho Liu, after identifying a market gap in trading cryptocurrencies like Bitcoin. Regarded as a pioneer in Singapore's cryptoeconomy, Gerry is realising his vision of bringing simplicity and security to Asia's crypto space.

Yusho Liu is the Co-founder and Chief Executive Officer (CEO)

of Coinhako, Singapore's market-leading crypto platform, where he drives Coinhako's corporate strategy, investor relations as well as its business development and expansion. In 2014, Yusho and his long-time friend, Gerry Eng identified a new business opportunity as there was a market gap in trading cryptocurrencies like Bitcoin. Inspired by the entrepreneurial spirit to start something that they can call their own, the pair founded Coinhako in that same year. Coinhako was developed to improve access to cryptocurrency and block chain technology for the mass market in Singapore and beyond. Regarded as a pioneer in Singapore's cryptoeconomy, Yusho believes that blockchain technology will eventually play a critical role in society and crypto-based finance will coexist with traditional financial systems.



**YUSHO LIU**  
CEO & CO-FOUNDER

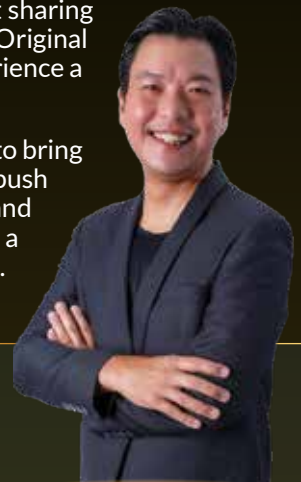
**GERRY ENG**  
CTO & CO-FOUNDER

## HOCK TONG BEE - CORNERSTONE WINES

As a family business that has lasted 3 generations and counting, Hock Tong Bee's approach has always been to ensure their business has continuity and scalability beyond generations. Challenging times present the most opportunities, viewing a glass of water half-full rather than half empty - do not be afraid to hire talent for the long haul. The ONLY constant in LIFE is CHANGE.

Hock Tong Bee took the challenge to PIVOT and quadrupled down on B2C, launching their warehouse cash and carry almost overnight, a mega warehouse sale and many other initiatives. Everyone thought they were crazy to continue hiring when many were retrenching - from 43 staff during pre-covid to 59 staff now. They also continued to incentivize by increasing profit sharing when others were cutting their staff. They took the opportunity to buy large amounts of Original Wooden Case wines and spirits at discounted prices with a long-term view, only to experience a surge of demand and short supply, with higher margins than expected.

Hock Tong Bee never forgets to give back to community, supporting 30 charities yearly to bring blessings to others. In 2023, they will embark on a recycling project as part of their push towards sustainability. They will also be adapting their business to integrate fintech and automation, as well as embracing the Metaverse. To Clinton, being a winner of the EYA is a perfect tribute to his grandparents and father, who, to him were the true entrepreneurs. He also shares this award with his team, who have been supporting him relentlessly.



**CLINTON ANG**  
MANAGING DIRECTOR

## INEX INNOVATE PTE LTD

Dr Mahesh Choolani, an academic clinician, founded a company to help his patients: one patient at a time. INEX stands for Innovations Exchange, a platform from which highly innovative patents, and novel technologies, are deployed into the Women's Health Diagnostic space.

INEX Innovate introduced a non-invasive test to detect fetal abnormalities without the need for amniocentesis. The company invented a device for diagnosing ovarian cancer within a few minutes. Using its core strengths in Genetics and Genomics, INEX Innovate stepped up to help the fight against the COVID-19 pandemic.

INEX was built on a promise, on a belief, and on trust: on a promise of its four founders standing by each other through tough times and happier days; on a belief that together as one company INEX would deploy high-impact new medical technologies that would fill the gap for unmet clinical needs; and trusting that they would all build a company that will help patients across the world.

Dr Choolani started INEX before it was common for academic-clinicians in Singapore to found molecular diagnostics, biotech, and FemTech companies. A young clinician who had just recently let lapse an important intellectual property from lack of resources, Dr Choolani was resolved to build INEX Innovate into a company with a strong IP portfolio. It now holds forty-nine patents that focus on improving women's health and wellbeing.

Dr Choolani's success has been solely due to the dedication of his colleagues, loyalty of his co-founders, and an unwavering support of his wife and family.



**MAHESH CHOOLANI**  
FOUNDER & DIRECTOR

## NEW LIFE GLOBAL PTE LTD

Lynn Zhang is the director of New Life Global Pte. Ltd. and the founder of Hair+lab, own brand for hair growth products.

Although she was not born into a wealthy family, she did not give up on her studies and completed her university degree in Shanghai through a work-study program. She went to Singapore with her dream to start her own business and invested in different businesses. Starting in 2014, she gradually discovered that she and her friends had hair loss and the need for hair growth. After three years of continuous R&D and experimentation, she finally succeeded in developing "Hair+lab" hair growth brand.

While she encountered different difficulties and challenges in the process of developing products, she believes that as long as she focuses on doing a thing, resists temptations, receives different opportunities all the time and keeps trying, she will be successful.

Hair+lab combines traditional and innovative technology to extract a variety of herbal ingredients. It helps hair loss patients to grow their hair simply, safely and effectively and rebuild their confidence. Hair+lab also developed different business models to help distributors to be profitable. Lynn will continue to build a positive and progressive corporate culture that benefits everyone who follows the business and make Hair+lab a leading company in the scalp industry.

"Better Hair, Better Life"



**LYNN ZHANG**  
DIRECTOR

## PC DREAMS PTE LTD

Ching Hwee thought he would grow up to be a professional musician after being inspired by his time in the Chinese Orchestra. He was put through the gauntlet to be trained as a professional musician, but soon realised that many other musicians were more talented and committed than himself. During his university days, Ching Hwee saw the potential of the internet as a medium for commerce despite it being in its infancy. Before long, he was selling mobile phones and laptops to newly acquired customers from the internet. The dream became a reality, and PC Dreams was setup as a sole proprietor when he was still a university student.

In 2007, to meet his customer base's different and growing needs, Ching Hwee incorporated PC Dreams and subsequently started Laptop Factory Outlet and Digital Hospital. Collectively known as PC Dreams Group, he could synergise the companies' capabilities to increase overall business and brand value.

As the world matures and demands businesses and brands to be more responsible regarding their impact on sustainability, PC Dreams Group possesses the resources and capability to integrate into a sustainability tech company fully. One that was focused on helping more people start their zero e-waste journey.

Today, PC Dreams Group's flagship brand is myhalo, a sustainability tech-based business offering products and services that integrate seamlessly to elevate devices into the circular economy and encourage users to live a zero e-waste lifestyle.



**TAN CHING HWEE**  
FOUNDER & MANAGING DIRECTOR

## YEAP MEDICAL SUPPLIES PTE LTD

Victor Yeap of Yeap Medical Supplies was a winner of the EYA award in 2014. This year, he is back as a winner again, a testament that the company is on the right track. Yeap Medical Supplies is in the business of providing medical devices such as homecare supplies and disposable medical items to various institutions such as hospitals, nursing homes and clinics.

Their retail arm, Pharmex Healthcare is in the business of running and operating physical shops as well as online channels (the likes of Shopee, Grab, Pandamart and Amazon to name a few) to provide homecare medical supplies direct to end consumers. Victor's leadership style and direction were more pronounced after the retirement of the company directors after 2014.

Emphasis in recent years has been to grow the company's house brand ASSURE, as well as expand upon their retail business, Pharmex Healthcare.

To date, the ASSURE brand has grown to be widely recognizable, not just in the healthcare sector, but also in the general consumer market with their ASSURE Surgical Mask being prominently available in many places.

Pharmex Healthcare/YMS is now the largest fully Singaporean, privately owned and managed company in the Singapore homecare retail space with 6 branches. This will grow further with when their physical retail presence grows to 8 locations by January 2023 with the addition of their Tanjong Pagar Community Club and Bukit Timah Community Club outlets.



**VICTOR YEAP CHEE KIONG**  
MANAGING DIRECTOR