

# COMPANY PROFILE

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COMPANY PROFILE 3

# PRELL

Nexxu was established when we noticed a gap in combining strategy with marketing technology. The global industry is fast-moving and filled with big players that set the towering standards. We believe the small companies of today will be the big companies of tomorrow. We are reinventing traditional marketing, bringing together unrivalled talent, resources and skills to provide disruptive innovation. Nexxu combines innovation, technology and strategy to deliver the best results for our clients.



COMPANY PROFILE 4

We partner with our clients to transform their organisations in the ways that matter most to them. This requires embedding strategies and tactics in conventional and non-conventional ways, marketing, publicity, digital marketing, branding and design into core processes that build capabilities that support organisations and people to thrive in an ever-changing context.

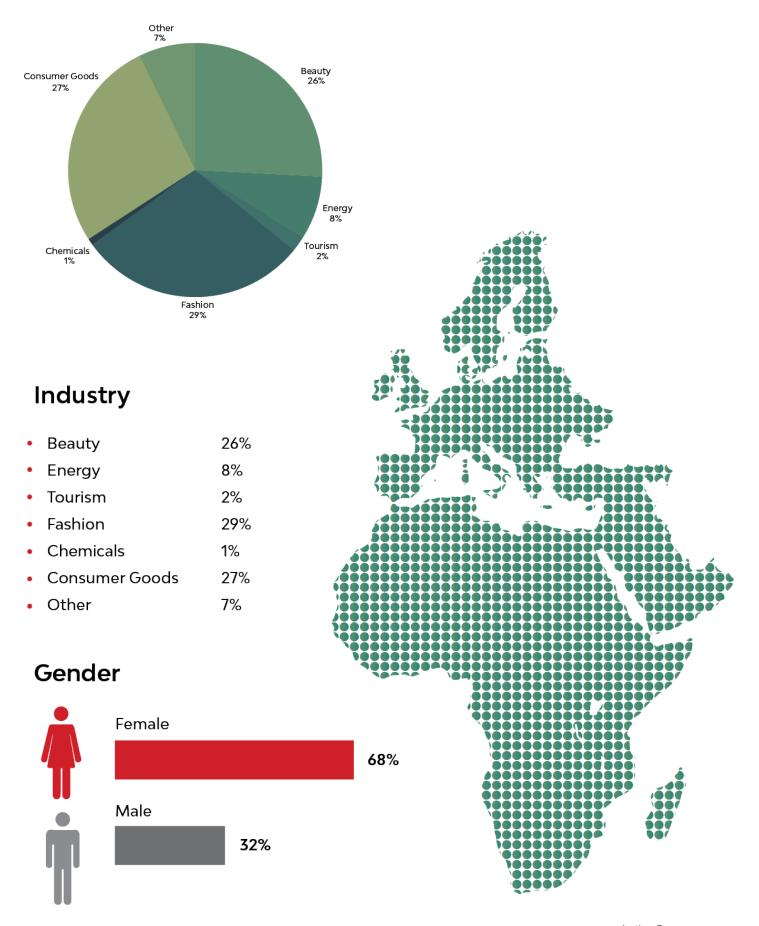
With exceptional people from all around the globe, we combine international expertise and local insight to help you turn your ambitious goals into reality.

Our work is founded on a rigorous understanding of every client's context, industry dynamics, and macro-economic environment. We are always at the front wave of change as we deeply study markets, trends, and emerging best practices, in every industry and region, locally and globally. Our approach to knowledge also helps advance the practice of management.

We drive transformation and build businesses by bringing together the capabilities needed to support organisations grow and thrive in their respective industries locally, regionally, or even globally.

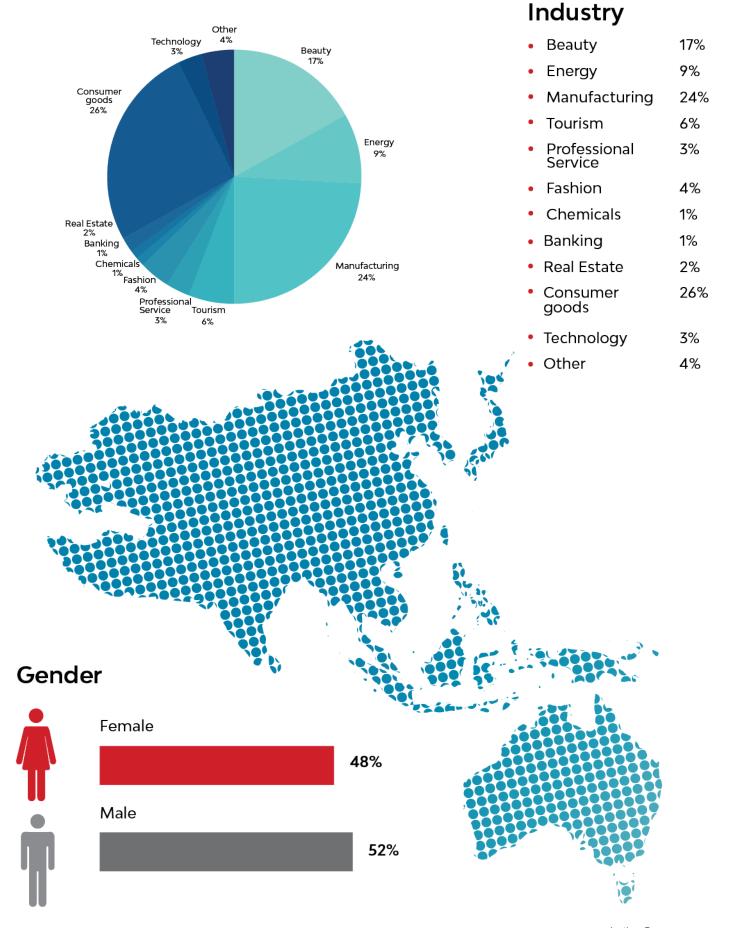


# SOME OF OUR NUMBERS **EMEA**

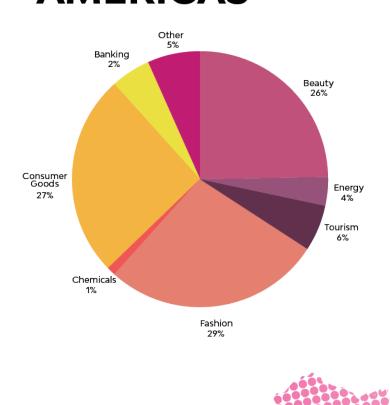


OUR NUMBERS 7

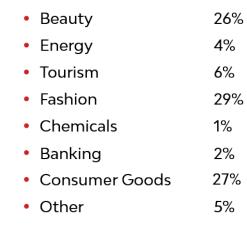
# SOME OF OUR NUMBERS APAC



# SOME OF OUR NUMBERS AMERICAS

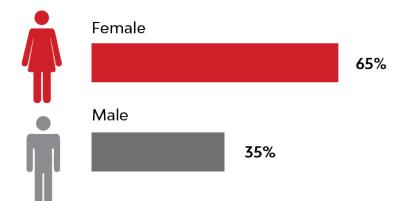


# Industry





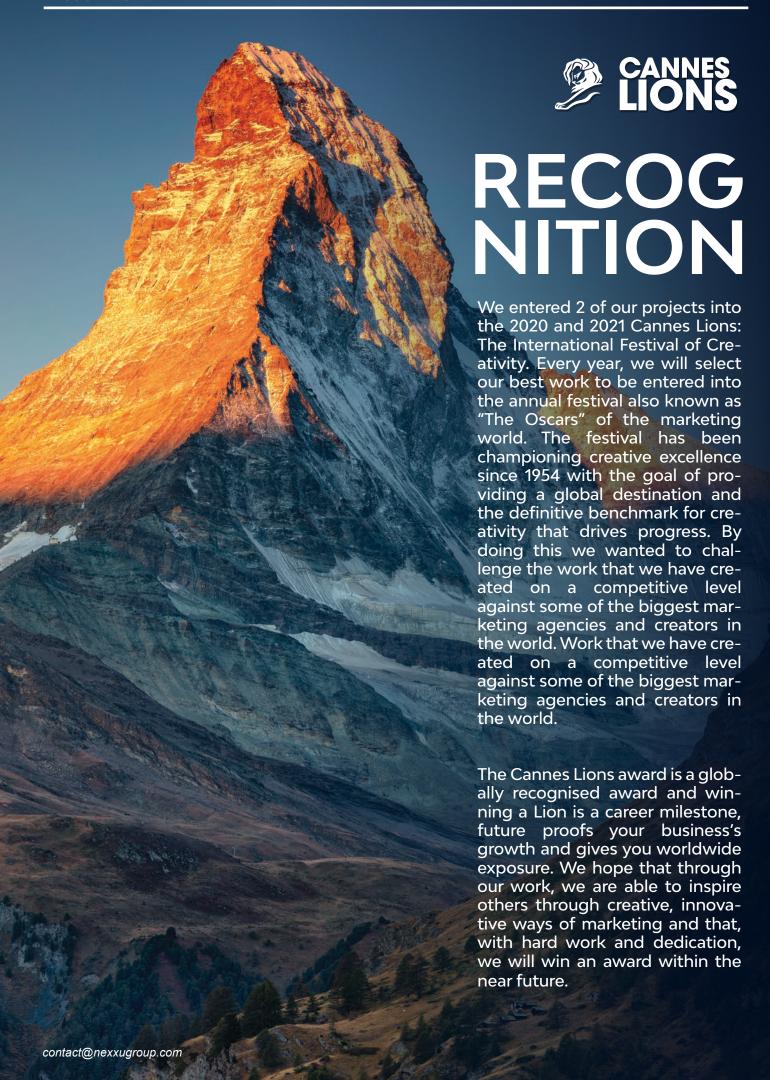
# Gender



# N NEXXU GROUP

**GROWING COMPANIES** 

RECOGNITION 10





COMPANY PROFILE 12

# **SUSTAINABILITY**



Nexxu aims to make a positive impact on society and the environment. We advise our clients on making ethical and sustainable choices to create brands with a purpose and to embed sustainability into our products and services. We create transformation and give back to the community with our pro bono campaigns. These campaigns help to start conversations and bring out positive change on social and environmental issues for the government, NGOs and social enterprises in the world that need our services to take their noble cam- paigns to the next level. All of our pro bono campaigns are aligned with the UN Global Compact. We follow the ten principles of the United Nations Global Compact as an approach to running our company. By adopting these principles, we can assure that we are operating in ways that meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. Looking into the future, our goal for Nexxu Group is to become a key player in leading sustainable development and change within

# **HUMAN RIGHTS**

**Principle 1**: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

# LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

# ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

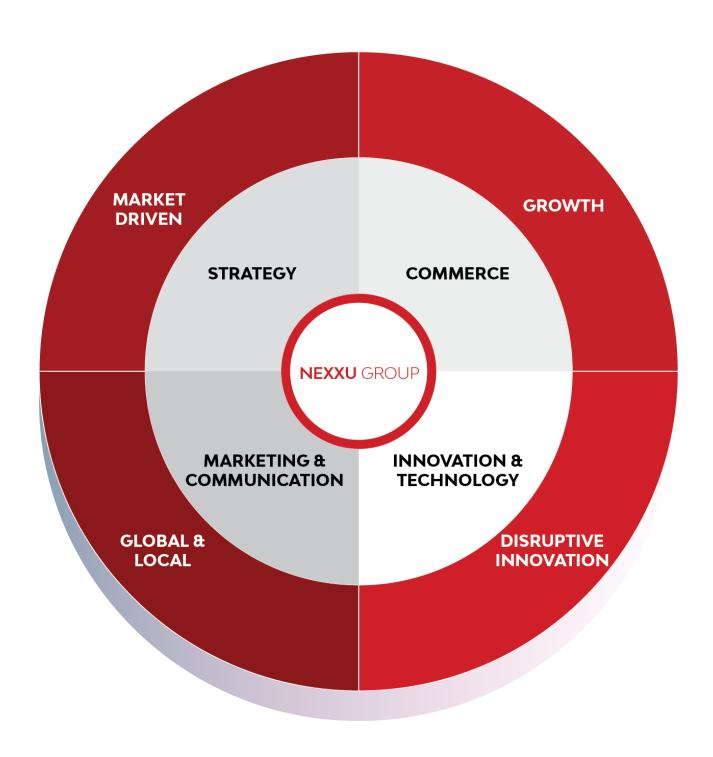
Principle 9 : encourage the development and diffusion of environmentally friendly technologies

# **ANTI-CORRUPTION**

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

# STRATEGY & TACTICS

# **NEXXU'S STRATEGY**



 $\bullet$   $\bullet$   $\bullet$   $\bullet$ 

# **OMNI-CHANNEL MARKETING TACTICS**

Using our Global Marketing Omni Channel approach, we are able to determine some of the key aspects within the global sales and marketing platforms. There are so many different moving parts to a sales strategy. Depending on where you are, what you take as the norm might not be the same for you on the other side of the country — imagine on the other side of the world. Different platforms, terminology, cultural differences, that are completely unknown to you, your products and/or services. Legislation, distribution channels, social media platforms, search engines, what is acceptable for your target market? Using this approach we tailor made the best route for your needs in order for your business to flourish and succeed.



**Growth** 

**Tactics** 

Internationalisation

Black swan approach



### **CLIENT: Enviros Survey and Consultancy Ltd**

Enviros Survey and Consultancy focuses on providing innovative and integrated enviromental, geosciences, asset integrity, and decommissioning solutions to Oil & Gas and Renewable Companies globally. Being an International player it is always seeking opportunities in different places and as a consequence it finds itself limited by market knowledge. Where to go next? How to get there? Depending on the client and region targeted the game plan might be completely different. Enviros decided to target the Caribbean as a region to position themselves. Market research intelligence, who is in there, clients, competitors, suppliers were some of the areas worked by Nexxu Group and Enviros. The countries of Trinidad and Tobago and Suriname were chosen as of high importance to them and a bespoken strategy was created. Just a few months after its implementation, Enviros was awarded a multi-million dollar contract in Suriname.

# ADVISORY

ADVISORY 1



**CLIENT: Solar Tenaga Sdn Bhd** 

Nexxu Group has been requested to identify and test the geographical differences in prices of solar PV assets across different parts of South East Asia. We concluded that installed capacity in Malaysia, Indonesia and Thailand trades at a lower price than the global multiple, while installed capacity in Singapore, Brunei and Vietnam trades at a premium. We also find that large variations exist among the SEA countries analysed. We find that installed capacity in Malaysia, Thailand, Indonesia and Vietnam trades at a discount while installed capacity in Singapore and Brunei trades at a premium compared to the global estimate. Working together with Solar Tenaga we were able to provide them strategic advisory combined with market intelligence that was then used to help our client positioning in the region.

# MARKETING

MARKETING 21



### **CLIENT: CO2 Securities Limited**

Co2 Securities is the leading global climate mitigation specialist company dedicated to developing sustainable, large-scale investments and activities in the environmental market as well as committing to carbon-cutting actions in our society. Nexxu Group was given the task of initiating their marketing strategy as well as managing all marketing campaigns and creating marketing content.



# INTERNAT ONAL SATION



COMMERCE 24



### **CLIENT**

### BERRY BLOSSOM LONDON

Berry Blossom collaborated with Nexxu Group for strategic commerce, planning and execution. By using the omnichannel marketing strategy we were able to identify the key players in the beauty industry before developing a solid plan to cater to the com- munication and marketing needs of Berry Blossom.

The focal target for the brand is to market the products directly to the consumers, which is why building a strong e-commerce platform that is user-friendly is important. Social media is also a strong asset of Berry Blossom as it engages with the consumers on a personal level and directs them to the website. Being a global skincare brand that is operating in Europe, Americas & Asia Pacific, all of the technology that is curated caters to the local market of each region.

By applying the omni channel approach, we were able to determine the different marketplaces for each region (Shoppe & Lazada in South- east Asia, a physical store in the heart of London, and Lojas Americanas in Brazil).

# WORKFORCE SOLUTIONS

WORKFORCE SOLUTIONS 26

# SPECIALISED TALENT SOURCING SUPPORT

Working in a world where acquiring the right talent at the right time is a competitive advantage, Nexxu excels at connecting talent with organizations through an optimized, multi-channel approach that works better and faster. With years of experience working with international professionals, an unparalleled global reach and local expertise, we match companies with top talent with the most in-demand skills.

We help our clients develop and maintain the flexibility of their workforce, which enables them to respond to dynamic business needs and staffing requirements. With in-depth knowledge of the skills required in each industry, our consultants and staffing agents understand the business challenges of today and tomorrow.



WORKFORCE SOLUTIONS 27

# RENEWABLE, SUSTAINABLE, RESOURCES

In the face of market volatility and a growing focus on long-term, sustainable supply, energy producers need top-quality commercial and technical teams to support the development of their asset infrastructure.

Focused on energy exploration, development and optimization, Nexxu can help companies maneuver through complex energy projects in remote locations – both onshore and offshore. Regardless of project type or phase, Nexxu offers a range of services to help companies achieve their goals and grow their business at every stage of the project lifecycle. Our integrated service offering means we can assist you with everything from scoping, planning, engineering and construction management, to delivery, operations and asset optimization.

# **ENERGY SECTORS**



OIL & GAS



ENERGY STORAGE



SUSTAINABLE ENERGY



POWER & GAS NETWORK



### **OIL AND GAS**

The oil and gas industry is recovering globally, and producers are looking at new strategies to improve profits while addressing the technical difficulties associated with delivering resources to the market in an efficient and safe manner.

Our team has a solid track record of working on a variety of technically challenging oil and gas projects. We support informed investment, investigation, operation and decommissioning – whether onshore or offshore.

We assist clients in controlling environmental impacts, building smart infrastructure, maximising their return on investment, and bringing oil and gas to market efficiently, effectively and safely. We specialise in providing technical and consulting services for projects in remote, sensitive and operationally complex areas.

### **ENERGY STORAGE**

Energy storage is becoming a critical element in several large scale wind, solar and distributed energy projects. As this technology becomes more important, Nexxu has developed the skills to provide technical and economic support for these investments at all stages of the project lifecycle.

With our strategic insight, proven leadership and in-depth technical expertise, we help clients to embrace, refine and commercialise energy storage technologies for utility-scale and distributed projects.

Our strength in industrial design gives us a unique insight into how companies can benefit from adopting this technology as an integral part of their renewable energy generation portfolio.



### **POWER AND GAS NETWORK**

We provide the support you need to deliver your network projects within the constraints of a highly regulated sector. We specialise in the strategic planning for energy distribution networks and a whole host of technical services to support their effective design and delivery.

Our expertise covers all phases of the project lifecycle, from initial feasibility studies through detailed design to implementation and operations. We can assist with engineering work such as environmental impact assessments, heritage surveys, surveying and spatial modelling, and planning law matters such as route selection and negotiation of grid connections.

As we believe in the importance of sustainable asset management, we pride ourselves on working with our clients to improve their assets, maximise operational efficiency and reduce costs.

### SUSTAINABLE ENERGY

Nexxu's experts are providing assistance with the investment, innovation and commercialization of renewable energy as the industry evolves and producers look to take advantage of the possibilities of clean energy within regional markets.

We are focused on enhancing global energy security through cost-effective, sustainable infrastructure with high yield and low impact at scale. The technology expertise we have spans large-scale solar, wind, tidal and hydro power, as well as geothermal, carbon capture and storage solutions.

To support this expanding industry, we offer a variety of services such as site exploration, planning and permitting, environmental management, community engagement, oceanography, and engineering.





# PRINCIPLES OF NEXXU'S ORGANISATION

# PRINCIPLES OF NEXXU'S ORGANISATION

### **CLIENT - CENTRIC**

Focusing on the client's needs to give them the best results.

### LOCAL

Adapting to the local business needs based on local cultures, consumer behaviours and preferences.

### **GLOBAL**

To allow organisations to fully expand internationally whilst maximising their full potential.



# TALENT CULTURE LEADERSHIP



# **NEXXU CULTURE & LEADERSHIP**

# **LEADERSHIP**

Nexxu provides leadership opportunities to executives.

# **DEVELOPMENT**

Investing in knowledge, personal growth and skill growth.



# OUR LICENSES



# MANAGEMENT SYSTEM CERTIFICATE

Certificate no.: C520954 Initial certification date: 23 May 2022

Valid: 23 May 2022 – 22 May 2025

This is to certify that the management system of

## NEXXU COMMUNICATIONS SDN. BHD.

B1-3A-6 Menara Soho, No.20, Jalan Perak, 50490, Kuala Lumpur, Kuala Lumpur, Malaysia

has been found to conform to the Quality Management System standard:

ISO 9001:2015

This certificate is valid for the following scope:

Provision of Consultancy and Advisory Services in the areas of Strategy, Management, Marketing, Market Intelligence and Internationalisation worldwide

Place and date: Singapore, 23 May 2022



IAF

For the issuing office: DNV - Business Assurance 16 Science Park Drive, DNV Technology Centre, 118227. Singapore



Saravanan Gopal Management Representative





### LICENSE TO SUPPLY PRODUCT/SERVICE TO EXPLORATION AND OIL/GAS COMPANIES IN MALAYSIA

In exercising the powers conferred by Section 7, Petroleum Development Act 1974 and in accordance to Regulation 5 of the Petroleum Regulation 1974, delegated to me by the Prime Minister of Malaysia, I hereby issue the license under Regulation 3 of the Petroleum Regulation for the purpose of the above to:

Certificate generated at: 03.03.2022

BORNEO ALLIANCE OILFIELD SERVICES SDN. BHD.. (1443670W) LOT 3564, 1ST FLOOR,MIRI 101 COMMERCIAL CENTRE,MIRI PUJUT ROAD, BLOCK 5, MCLD,98000 MIRI,SARAWAK,

Details of License are as follows:

Company's No : 1443670W

Type of Company : License

Duration of License : 28.01.2022 - 27.01.2025

License Fee : RM 750.00

Categories of Product/Service : As attached in 'CATEGORIES OF LICENSE / REGISTRATION'.

Special Conditions impose onto this license:-

Subject to the special conditions as attached.

General requirements of this License are as stated in the next page.

Reminder: License Must Apply For Renewal 4 Months Before The Expiry Date.

### PETRONAS LICENSE GENERAL CONDITIONS

- Company is required to register, obtain a license, permit or authorization from the relevant authority to carry out the services or supply of product or material used in company's operation and activities;
- 2. This license is not transferable to any company/other party;
- ${\it 3. This license will be revoked if the company is found to be in the process of liquidation, winding-up or dissolution;}\\$
- 4. Company shall inform PETRONAS on any changes related to company's position such as equity ownership, board of directors and management staff within fourteen (14) days. Failure to do so can result in revoke of License;
- 5. Company should take immediate action to adhere to the special conditions imposed as stated in the appendix of the PETRONAS license certificate and to inform PETRONAS on the progress of this action;
- 6. Company is not allowed to take another company as principal, agent, sub-contractor or otherwise to provide any service or supply of any facility, fittings or equipment on its behalf without prior written consent from PETRONAS;
- 7. Company shall allow PETRONAS representatives for inspection visit / site / company audit and review / copy of documents and interviewing employees and related parties;

- $f. \ Sub-contract \ work \ to \ another \ contractor \ without \ written \ permission \ from \ PETRONAS.$
- g. Reject any contract or tender awarded.
- h. Entering or accepting contract or tender during the license suspension period.
- i. Provide false, inaccurate or misleading information.
- j. Does not follow tender's regulations and ethics including but not only limited to sending poison-pen letters, bribing or lobbying.
- k. Engaged in any impropriate activities with this License.
- 11. According to Act 9, Petroleum Acts 1974, a person who initiate or continue any business or continue providing services as mentioned in Act 3 without a license or do not comply with any condition of the license is committing a crime and can be fined not exceeding RM50,000.00 (Fifty Thousand Ringgit) or imprisonment for a period not more than two (2) years or both and in respect of each continuous crime, it is subject to further fine of RM1,000.00 (One Thousand Ringgit) for every one (1) day or any part of one (1) day which the offense continues after the first conviction is recorded;
- 12. This approval is not an agreement/guarantee that your company will be called to participate in a tender or quotation of PETRONAS or its subsidiaries;

- 8. This License must be shown to PETRONAS's officers when it is required for inspection;
- 9. This License is only valid for services and supply of products as stated in the appendix of the PETRONAS license certificate;
- 10. This company can be penalised if in PETRONAS' opinion, it has conducted one or more of the following:
- a. Failed to execute the award job until completion.
- b. Failed to perform a contractual obligation or any other obligation under the law to partners, principals, agents, sub-contractors and others.
- c. Received garnishee order.
- d. Facing bankruptcy action.
- e. Cannot be traced through the last address.

- 13. The company either by itself, through its employees, directors, agents or its employees;
- a. Not allow to use the logo of the PETRONAS's oil drop or the word "PETRONAS" or use any mark, logo or words or wearing typeface, font, which resembles the appearance or colour trademarks owned or used by PETRONAS or its subsidiaries ("the PETRONAS trademarks") in any form whether in printing materials, websites or hand board; and
- b. Not allow to perform any act or in any way either directly or indirectly admits that it is a partner or have any connection/relationship with PETRONAS and/or its subsidiaries, UNLESS AND EXCEPT company is allowed to use reference [Company] is licensed by PETRONAS [No. license], under Act 3 Petroleum Act 1974.
- 14. This License may be revoked, suspended or blacklisted at any time if any of the above conditions, general conditions of PETRONAS license and registration and any other conditionsset in PETRONAS License and Registration General Guidelines are not fulfilled.

COMPANY'S NAME : BORNEO ALLIANCE OILFIELD SERVICES SDN. BHD.

LICENSE NO : 1443670W

LICENSE PERIOD : 28.01.2022 - 27.01.2025

CATEGORIES OF LICENSE / REGISTRATION  APPROVED LICENSE CATEGORIES								
L/R/PROVISIONAL	Service / Supplier Code	Mode of Operation	Principal Name (If Applicable)	Approval Date / Time	Expiry Date			
License	25131100S Offshore Catering	Self-operated	Not Applicable	26/02/2022 07:13:06 PM	27/01/2025			
License & Registration	11180000S Scaffolding Services & Inspection	Self-operated	Not Applicable	01/03/2022 02:14:11 PM	27/01/2025			
License	27131000S Offshore Pipeline Inspection & Repair	Self-operated	Not Applicable	01/03/2022 02:14:26 PM	27/01/2025			
License	15151000S Commissioning of Specialist Electrical, HVAC & Instrumentation System	Self-operated	Not Applicable	01/03/2022 02:14:28 PM	27/01/2025			
License & Registration	27131100S Onshore Pipeline Inspection & Repair	Self-operated	Not Applicable	01/03/2022 02:14:15 PM	27/01/2025			

\*\*\* END \*\*\*



Nexxu Malaysia Sdn. Bhd.:

A2-13A-1, Menara Soho, 20, Jalan Perak, 50450 Kuala Lumpur, Malaysia.

www.nexxugroup.com