

## Premia Partners Welcomes Say Boon Lim as Senior Advisor

Hong Kong - January 14, 2019 – Premia Partners Company Limited (“Premia Partners”), the Hong Kong-based investment firm that focuses on ETFs and smart beta solutions, welcomes Say Boon Lim who joined the firm as Senior Advisor, effective January 2<sup>nd</sup> 2019.

“Say Boon is a very well-respected leader that we have great regard for”, said Rebecca Chua, Managing Partner of Premia Partners. “We are very excited for the opportunity to leverage on his experience and work closely with him across a range of topics.”

Mr. Lim Say Boon is a well-known and respected figure in the Asian wealth management business. Mr. Lim has had a 36-year career in banking/finance and the financial media. Previously, Mr. Lim was Chief Investment Officer for DBS Bank, Consumer Banking Group and Wealth Management, where he spearheaded the development of global asset allocation strategies for DBS’ wealth management clients.

Prior to that, Mr Lim had held positions of Chief Investment Strategist for Standard Chartered Bank, Group Wealth Management & Private Banking; Director, Citigroup Private Bank; Head of Investment Research, OCBC Bank; Regional Research Manager, Societe Generale-Crosby Securities; and Head of Research, Standard Chartered Indonesia. Early in his career, he spent 12 years in the financial media, notably as Finance Editor for News Corporation's Herald-Sun and Sunday Herald newspapers in Australia.

Say Boon is currently a Consultant for DBS Bank. He is also a Non-Executive Director on the Board of Changi Airports International. He had also been a Non-Executive Director of Nikko Asset Management Asia and a member of the Singapore Exchange (SGX) Securities Trading Advisory Committee.

Premia Partners launched the first **multi-factor China A-shares smart beta ETFs** for bedrock and new economy exposure in Oct 2017, and two Asia growth thematic ETFs in Aug last year, one focusing on **Emerging ASEAN leaders** in Thailand, Vietnam, Malaysia, Indonesia and the Philippines, and the other on **Asia Innovative Technology** leaders across digital transformation, healthcare/ life science and AI/ robotics, industrial automation sectors.

### About Premia Partners

Premia Partners is an investment firm founded in Hong Kong in 2016, by a group of enthusiasts who believe in enabling investors with efficient investment tools and see enormous scope for innovation in the Asian ETF industry. The team came from various incumbent global and regional industry leaders and shares one common goal -- to reshape the ETF landscape in Asia by applying our collective knowledge and execution experience as well as by collaborating with the best-in-class global experts to curate ETF and smart beta solutions for investors in Asia, and for Asia -- because this is our home. For more information, please visit [www.premia-partners.com](http://www.premia-partners.com).

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