



DONGSHAN

东山集团

THE REBIRTH

John Soh C W
9 November 2015

THE AGENDA FOR TODAY

DONGSHAN – THE REBIRTH



1. INTRODUCTION
The Rebirth



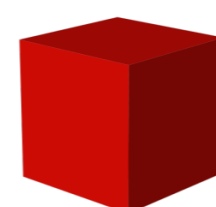
2. OBJECTIVES
From Nov 2015 - 2018



3. THE “HOW”



**4. ASSETS
TARGETING
MATRIX**



**5. KEEPING TO THE
BASICS**
We pledge to...



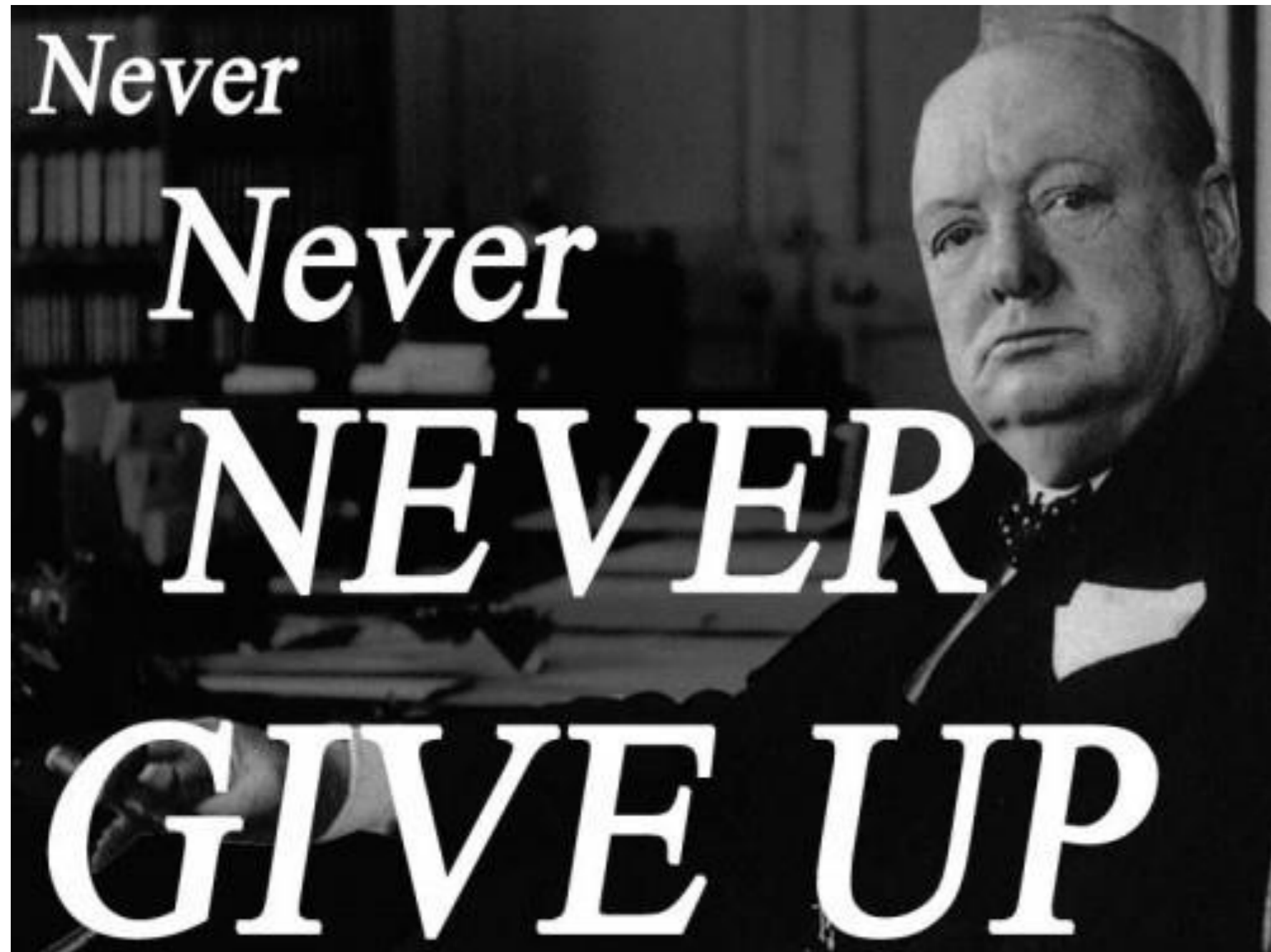
6. WHAT'S NEXT



INTRODUCTION

The Rebirth

WELCOME!



OUR WELCOME MESSAGE

“ The pessimist sees the problems in every opportunity. Whereas the optimist sees the opportunity in every problem”
"Never give in, never give in, never; never; never; never - in nothing, great or small, large or petty - never give in except to convictions of honour and good sense."

“Never, ever, ever, ever, ever, ever, ever, give up. Never give up. Never give up. Never give up.”
Winston Churchill

OBJECTIVES



NOV – DEC 2015

- Raising SGD 2M new capital
- Clarion Call: Reactivating old networks – The Band of Brothers

2016

- Sowing the seeds/building SBUs
 - Building SGD 20M NAV
 - PBT SGD 1M



2017

- Nurturing SBUs
- Spin-off No. 1
- SGD 40M NAV/PBT SGD 2M
- First Dividends

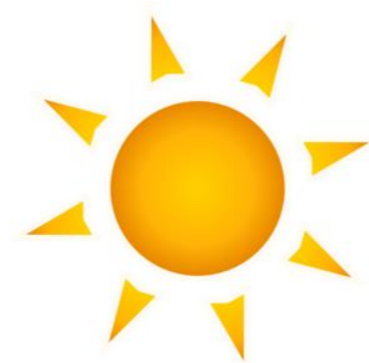
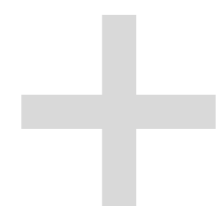


2018

- Spin-off No. 2
- SGD 80M NAV/PBT SGD 4M



THE "HOW"



01 ELEMENT ONE

Focus on takeovers / turnaround of dead / dying / distressed assets or aberrations-hit special situation companies

02 ELEMENT TWO

Balance between cash generating assets and undervalued assets for capital gains

03 ELEMENT THREE

Balance between sunrise sectors (e.g. Green business) and unfashionable sectors (e.g. coal)

04 ELEMENT FOUR

Strategic use of options, options, options

ASSETS TARGETING MATRIX/CRITERIA

THE 5 POINTS PYGMALION PLAN

ELEPHANT HUNTING

- The 5 – 10 bagger potential
- The “Wow” factor

MINIMUM 20% OWNERSHIP

- Preferably 51% ownership



CLEAR TURNAROUND PLAN

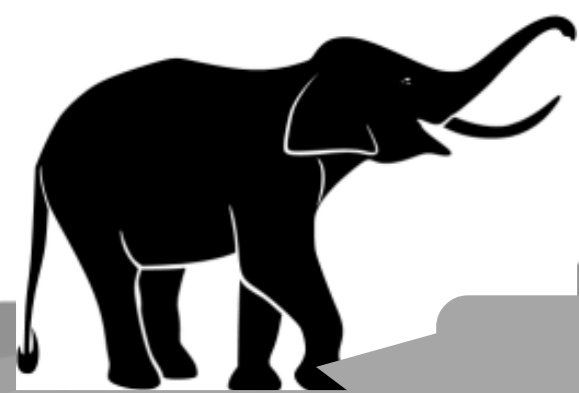
- The first 100 days
- Year 1 Roadmap
- Listable within 3 – 5 years

STRATEGIC ALLIANCES

- With industry stalwarts

ZERO GEARING

- Avoiding the fair weather Shylocks



KEEPING TO THE VERY BASICS

We pledge to...



Make money



Be lean, agile,
hungry, foolish



Walk the extra
mile; in terms of
members'
communication,
transparency
and more as
ambitions grow



Shamelessly
attempt to copy
Berkshire
Hathaway

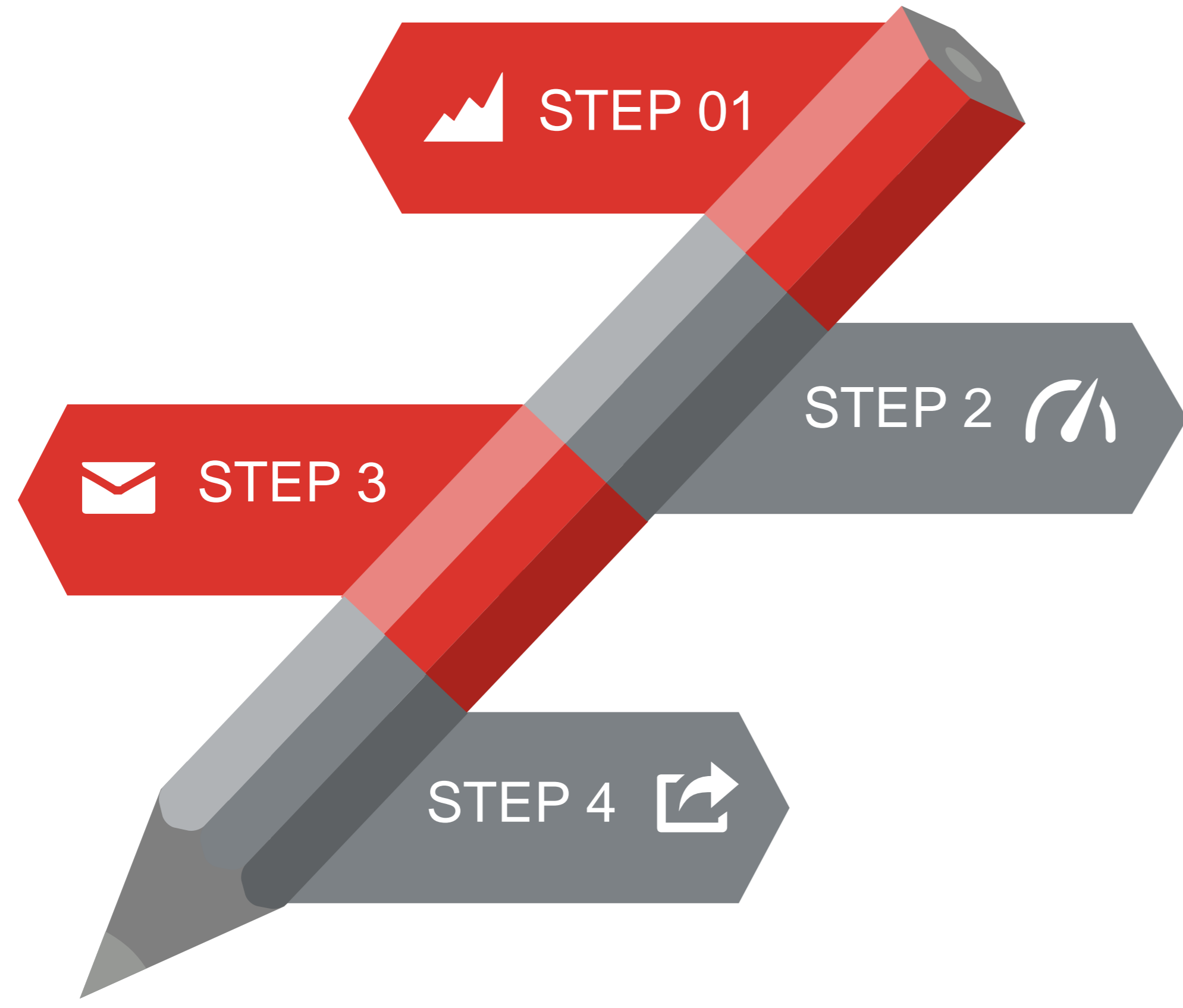
- No dividends
after year 2?!
- Build for long
term without
short term price
distractions







Never, Never,
Never Give up!

- Go read
Kipling's "IF"

WHAT'S NEXT



- 
STEP 01
—
Rights issue
- 
STEP 02
—
Re-birthing pangs
- 
STEP 03
—
Next dialogue:
February/March
2016
- 
STEP 04
—
Be noisy... be
nosy... come talk
to us!

IF -

**IF YOU CAN
KEEP YOUR
HEAD
WHEN ALL
ABOUT
YOU ARE
LOSING
THEIRS...**

from 'If--' by Rudyard Kipling



STAY IN TOUCH WITH US

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