Dr. Tan Chong Koay,

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*Founder**
Pheim Asset Management

I was born in Malaysia on January 3, 1950 into a humble family. We lived in a small village with neither running water nor electricity. Nor were there normal sanitary facilities which we now take for granted. Growing up in this basic environment, I was determined to work hard and to excel in my career. My dream was to build a long-term track record in my selected field. After working for 18 years helping others to build their fund management businesses, I founded Pheim Asset Management Sdn Bhd, Malaysia (Pheim Malaysia) on January 4, 1994 and then Pheim Asset Management (Asia) Pte Ltd, Singapore (Pheim Singapore) on January 11 the following year.

I have to date spent 39 years of my 40-year working life in the fund management industry in Asia. I have been, and still am, the Chief Strategist of Pheim Malaysia since its inception in 1994. I was also the Chief Strategist of Pheim Singapore from the period of its inception in 1995 to December, 2010.

The successes of these firms were notable: in 1999 Pheim Singapore became one of two boutique fund managers in Singapore to be granted the Investment Advisor Boutique Fund Manager Licence by the Monetary Authority of Singapore. In 2002, Pheim Singapore became the first boutique fund manager in Singapore to be granted a full Investment Advisor's Licence, now known as the Capital Markets Services (Fund Management) Licence. Pheim Asset Management is now among the oldest boutique asset management companies in Asia. Its first offshore and flagship fund (Pheim ASEAN Fund) which Pheim launched on February 3, 1995 is now among the oldest Asean Equity funds in the world.

One of my best days, if not the best, was February 3, 2015 when Lipper Thomson Reuters on its 20th Funds Anniversary, informed us that our Pheim ASEAN Fund had taken top position for all of the one- to 20-year periods among all Equity funds of Lipper Global classification in the International Offshore Universe - a truly unprecedented record. From February 3, 1995 to February 3, 2015, for the 20-year period since the fund's launch, the Fund recorded a total return in US dollars of 497.37% vs FTSE AW ASEAN index's 44.56%. This performance compared extremely well with that of its top rivals which showed a comparative return of 94.52%. In recognition of its long-term performance, The China Daily, Beijing cited that "the Pheim Asean Fund has become World Best ASEAN Equity Fund in the category of ASEAN Equity Fund".

One of my goals has been to write a book to share my near 40-year experience of the asset management industry and to add value to society through this knowledge and the donation of all profits to charity. I have a committed investment team that I help mentor to maintain our long-term record. The discipline of compliance alongside maintaining the operating standards expected by top institutional clients of its fund managers is also vital. With the support of clients, business associates, colleagues and friends, the opportunity for me to publish an investment book about investing based on Pheim's unique investment philosophy has finally arrived.

I believe my book, 'Rising Above Financial Storms', can make a meaningful contribution to the global fund management industry and I hope to inspire others, including those just coming into the industry, to overcome the challenges of investing, as well as the storms of life.

Many have read various books on investment but have not been able to find a satisfactory solution to mitigate the volatilities of the markets. Based on my long years of observation and research, I believe the Pheim investment philosophy of not being fully invested at all times is an effective strategy in the volatile Asian environment. Although it is not a perfect formula, the Pheim investment philosophy has proven to be able to outperform the index and our peers in the long-run and to weather all major crises. Stock selection is important and proper allocation of assets is always a boost to performance. Investors should not hesitate to sell shares when they are grossly overvalued and vice versa. Ultimately what I have learned in my long career is that an investor who has the skills and wisdom to take advantage of the market's peaks and troughs is a true value investor.

** On October 29, 2015, Monetary Authority of Singapore (MAS) approved the appointment of Dr. Tan Chong Koay as CEO and Executive Director of Pheim Asset Management (Asia) Pte Ltd., Singapore.*