



THE TREMENDOUS ENTERTAINMENT GROUP



SECTOR MEDIA & COMMUNICATIONS

REGION
ASIA-PACIFIC, AMERICAS, EUROPE

What do Star Trek and Star Fleet Academy, CSI (Crime Scene Investigation), Leonardo da Vinci, dinosaurs, 1000 years of INCA gold and the Terracotta Army, all have in common? Apart from being globally recognised, they have all been developed into stunning interactive educational and entertainment exhibition experiences by EMS, part of The Tremendous Entertainment Group Ltd, based in Singapore.

There can rarely have been a more appropriately-named business than Tremendous. With worldwide commercial operations in the media and entertainment industry, the group is also behind one of the world's most popular children's pre-school television shows, Hi-5, and has structured itself in Singapore and Australia to produce, market, distribute and develop the programme. A brand new series has just completed filming in Malaysia. Hi-5 is also well known through the Hi-5 tour show within Asian markets.

What is more, through its Base Entertainment Asia company, Tremendous is expanding its theatre management and licensing footprint for the Asian market. Base already boasts a portfolio of exceptional high profile shows including, among many other well known productions: Cats, Phantom, Cirque du Soleil, The Lion King, Beauty and the Beast, Barbie Live and Mamma Mia.

THE CHALLENGE

It is not surprising that rapid expansion into new jurisdictions, new market sectors and new entertainment sectors brings with it a host of technical, organisational and financial complexities. While most group businesses are wholly owned, others have been established as joint ventures with specialist partners.

"There are nearly 30 entities in The Tremendous Group structure across Europe and the US and here in Asia, so staying on top of different auditing requirements and different standards and regulatory compliances, is an ongoing need," says Waiyin Yap, CFO, The Tremendous Group.

THE SOLUTION

UHY in Malaysia was initially recommended to Waiyin by a number of directors and group shareholders with whom the member firm in Singapore was working on an individual basis. Waiyin decided to engage the firm together with the Malaysian and Australian practices, reflecting The Tremendous Entertainment Group's core markets. "I had been aware of UHY for some time and have seen the network grow across the world," she says. "That was an important factor for our future growth plans, but currently I am working with UHY in Malaysia, UHY Lee Seng Chan & Co in Singapore and UHY Haines Norton, Sydney, Australia."

Developing a strong understanding with UHY's member firms in Singapore and Australia in particular, has been a building block towards achieving a more seamless accounting experience within the group. Although it is 'early days' with the various audit and assurance teams busy working on initial audits, (UHY Lee Seng Chan & Co are also tasked with consolidating the financial statements and audit from group companies operating in the US and Europe), Waiyin is happy with the response and calibre of the member firms.

THE RESULT

The Tremendous Group has strong internal teams in the US, Australia, Singapore and Europe, so their feedback on accounting operations pulls no punches. "Hi-5 and EMS are both Singapore based companies, so this relationship in particular is very important to us," she says. "Vincent Tang is our project lead at UHY Lee Seng Chan & Co, and is responsible for audit and assurance services. If anyone runs into a problem, I ask Vincent to fix it."

Vincent Tang enjoys the challenge. "It is vital that we understand our client's business deeply," he says. "This first audit consolidation and the process we are building together is very positive. It is a



Our business has grown in so many ways, and we look forward to our professional providers growing with us on the journey.



complex and demanding organisation so we are fortunate to have UHY colleagues in the US and Europe to provide local advice and help it all run smoothly."

Waiyin Yap agrees. "I am as excited by this business as I was when I joined over five years ago. It has grown in so many ways, and we look forward to our professional providers growing with us on the journey."

UHY IN THE MEDIA AND COMMUNICATIONS SECTOR

Media and communications are among the world's fastest growing industries, having been transformed by technology. Digital presents risks and opportunities on a scale not seen before, and the development of areas such as mobile platforms is leading to unprecedented shifts in consumer behaviour. As the industry becomes more global, clients can draw on our specialist knowledge and insight in both mature and emerging markets. Our experts have experience in royalty agreements, licensing and valuing of intellectual assets. Many clients in the sector use management consulting services provided by member firms in the UHY network to address specific projects or business needs. UHY sector specialists can provide insight into the latest trends, implications and opportunities for clients.

