



MR LIM GHIM KEONG

Mr Lim Ghim Keong joined Bata Shoe (Singapore) Pte Ltd in January 2023 as Country Finance Director. He is a senior finance professional with 22 years of working experience across Corporate Finance, Plant Finance and Market Finance roles within Multinational Companies on Fast Moving Consumer Goods Industry.

LEADERSHIP AND KEY ACCOMPLISHMENTS:

Current: Finance Director of Bata Malaysia & Singapore

Board member and Directorship duties of 3 Bata Group legal entities.

- Bata Shoe (Singapore)
- Global Footwear Services
- China Footwear Services

Achievements

- Bata APAC President award winner in overachievement of 2023 results doubling EBIT vs Target, Return on Assets improvement and costs savings. Delivered highest forecast accuracy 99% vs Budget and achieved +150% Free Cash Flow vs Budget.

Experience with Other Companies.

PepsiCo Inc: Finance Leader From 20th Nov 2017 to 31st Dec 2022 (5 years, 1 month) and Directorship of 3 Singapore Legal entities.

Managed full P/L of PepsiCo Concentrate business in the region with annual turnover of US \$3 Billion, paid up share capital of US \$18 Billion.

Achievements

1. Successfully integration on PepsiCo Intellectual Property valuation of USD \$17 Billion increase in share capital.
2. Leading as Plant Productivity Champion to deliver annual productivity cost savings of USD \$3 million per annum from 2020 to 2022.

Procter & Gamble International Operations: Senior Finance Manager from 1st Jul 2006 to 17 Oct 2017 (11 years, 3 months)

Achievements

1. Implemented Highest ever Asia Pricing Strategy of Revenue and Profit growth.
2. Led analysis on Profit margin growth on five year CAGR +5%
3. Led Process Simplification on systems delivered +10% Cost Savings year on year.

EDUCATION:

Singapore Institute of Management, (2004-2006)
Bachelor of Accountancy, RMIT

Ngee Ann Polytechnic Singapore, (2000-2003)
Diploma in Accountancy