

PRA^XIS

Private Wealth & Corporate Services

Hong Kong SAR



Praxis at a glance	1
Private Wealth & Corporate Services	2
Our Hong Kong SAR office	2
Core solutions and products	4
Corporate structuring	4
Trusts	4
Family office services	6
Offshore company formation services	6
Financial reporting, accountancy and bookkeeping	6
Our people	7
Our team	8

Praxis at a glance

About us

We are an independent, leading provider of bespoke private wealth, corporate and fund administration, and yacht services to companies, individuals and families across the world.

Our clients' interests are at the forefront of everything we do. We are focused on delivering excellence in client service at every opportunity. A consistent quality of thinking that has shaped our reputation for innovation and proven delivery for over 50 years.

Our expertise and experience is generated by recruiting and retaining the brightest and best, and creating a culture that allows talented people to thrive.

We have always taken the long-term view, believing that the future of our business rests on the trust we build through the lasting quality of our relationships.

Our approach:

Ours is a bespoke, personal service, one that pursues all avenues to engineer solutions that are highly efficient today and flexible for tomorrow.

With over 50 years' experience behind us, we understand the uncertain nature of the world, so we use our experience and expertise to plan ahead.

Our values drive our business forward: we inspire, we listen, we trust, and we succeed together.

Our aim is to build a deeper understanding of your specific requirements, one that enables us to equip you with the tools to stay agile, ready to react.

Creating the kind of solutions that generate both long term value and enduring relationships.



Scan the QR code to follow us on WeChat

Private Wealth & Corporate Services

Private Wealth

We provide forward-thinking solutions for high and ultra-high net worth individuals and families, as well as multi and single family office arrangements.

Our approach, for more than 50 years, has always been to nurture lasting relationships, seeking a deeper understanding of your exact requirements through closer collaboration, becoming a trusted partner as wealth passes from generation to generation.

Working side-by-side with your trusted fiscal and legal advisers, our dedicated teams provide efficient, informed and personal services, across jurisdictions.

Insightful and innovative, we seek to build trust in our judgement, continually reassuring you that we have the expertise and experience to deliver complete peace of mind, now and in the future.

Corporate Services

Forward looking and focused on strategic efficiency, we have the expertise and multi-jurisdictional capabilities to establish and administer beneficial and compliant structures, providing the required level of substance for international corporate clients.

Our solutions derive from a deeper understanding of your requirements, knowledge built on a collaborative and innovative approach that generates the insight needed to develop precise, bespoke results with appropriate levels of governance across all structures.

Our Corporate Services team boasts extensive expertise and experience in the areas of administration, financial reporting, tax compliance, governance, treasury, and employee benefits, enabling us to provide a globally integrated service and a seamless client experience.

Our Hong Kong SAR office

Based in Hong Kong SAR, our Private Wealth offering includes a wide range of bespoke professional services to an international client base.

We have significant experience in assisting all types of clients with their succession and estate planning needs.

We pride ourselves on being able to support you with our global offering from Asia.

Our international team delivers a highly responsive and proactive service, which centres around the long term relationships we have with our clients, their advisers and professional intermediaries.

Our services include:

- > Trust services
- > Corporate formation and secretarial services
- > Accounting and bookkeeping
- > Offshore company formation services

“

Creating the kind of solutions that generate both long-term value and enduring relationships.

”



Core solutions and products

Corporate structuring

Hong Kong is known as one of the leading finance centres in the world due to its well established legislation and professional talent in law, accountancy, tax, company secretarial services, finance and banking.

Hong Kong as a jurisdiction has excellent infrastructure, so when it comes to starting a business and trading across borders, Hong Kong is considered an attractive jurisdiction.

The use of a Hong Kong incorporated and tax resident company is an alternative vehicle which could be used in corporate structuring with its requirement for a full company secretarial service, audited accounts and annual tax return filing and would be appropriate for use for both investment and trading purposes.

Drawing on the expertise of our team in the British Virgin Islands, we support clients with the implementation and administration of corporate structures in accordance with external professional advice. We also provide company formation and administration services in Guernsey, the Isle of Man and Jersey, offering tailored solutions designed to support the evolving needs of international families, private clients and institutional investors.

We provide the following services within our corporate offering:

- > Formation services
- > Full management services including individual and corporate directorships, corporate secretarial support as well as commercial services including banking, general administration and a registered office address
- > Compliance with anti-money laundering regulations and corporate governance
- > FATCA/CRS reporting
- > Accounts preparation and tax compliance
- > Escrow and treasury services

Trusts

Trusts are often set up to protect assets and for succession planning so can be an ideal solution in many circumstances, although it is important that individuals have a trust structure that works for their specific requirements.

Our trust services are tailor-made and can be part of a diversified wealth management plan. We have experience in administering trusts which involve specific and specialised tax matters and are established in conjunction with accompanying tax advice.

Trusts can also be an attractive solution for share sales and for businesses looking to set up incentives for employees. Our team has extensive experience in managing various employee benefit schemes and structures set up as part of a pre-IPO plan.

Although based in Hong Kong, our structuring solutions are international. Through our global network, we can provide relationship management locally while establishing and administering structures through our specialist teams in other jurisdictions.

We have extensive experience supporting trusts and corporate structures across a range of offshore financial centres, including the British Virgin Islands, Cayman Islands, Guernsey and Jersey. This enables us to deliver seamless cross-border solutions, combining a dedicated local relationship with access to specialist expertise across our wider group.

“

**We inspire, we listen, we trust,
we succeed together.**

”



Core solutions and products

Family office services

Praxis supports families by acting as a trusted adviser and central point of coordination across their wealth structures, assets and professional relationships. Rather than relying on multiple disconnected providers, families benefit from a joined-up approach that brings together investment management, fiduciary services, structuring and specialist advice. This provides a clear and consolidated view of global assets, supports consistent decision-making and helps ensure that long-term objectives are pursued in a coordinated and efficient manner.

Alongside working with licensed financial advisers and investment professionals, Praxis plays a critical role in governance, succession and legacy planning, including the provision of probate services. We help families establish appropriate governance frameworks, facilitate effective communication across generations and prepare future leaders. By aligning financial strategies with family values and long-term objectives, we help promote continuity, stability and cohesion while reducing the risk of conflict and preserving wealth for future generations.

Ultimately, Praxis serves as a long-term strategic partner, helping families navigate complexity, protect what they have built and create a lasting legacy for generations to come.

Offshore company formation services

The BVI has been a part of structuring for clients based in Asia for in excess of 25 years. The use of BVI companies provides clients straightforward, flexible and cost effective solutions. From Hong Kong we are able to assist with the incorporation and ongoing maintenance of BVI companies for professional regulated introducers through the BVI regulated Eligible Introducer (EI) programme. Servicing from Hong Kong provides clients with a quick turnaround within the Asia time zone to effectively facilitate business dealings.

Financial reporting, accountancy and bookkeeping

Our dedicated teams provide full accountancy, bookkeeping and financial reporting services which can be adapted to suit your corporate reporting needs. We recognise the difficulties of streamlining your accounting systems and have the reporting tools needed to create accurate, timely and useful data to assist you in the effective management of your business. We can also offer the flexibility of tailoring our reporting information to meet the ever-changing demands of your growing business.

Our selection of accounting and reporting services include:

- > Full bookkeeping and financial reporting
- > Preparation of financial statements under HKFRS and IFRS
- > Management of audit timetable and liaison with auditors
- > Management accounts and periodic reporting
- > Tax filing and compliance
- > Regulatory and country-by-country reporting including FATCA and CRS

Our people

We are committed to recruiting and retaining the brightest and the best.

Highly qualified people capable of meeting the challenges of the most technically demanding and varied structures.

People equipped to provide you with a knowledgeable, personal service that is designed to deliver efficiency, value and total peace of mind.

Our multi-disciplined team work as one, focused and committed to providing you with complete, seamless solutions, tailored to your specific requirements.

All delivered, across the world, with drive and enthusiasm.



Key contacts



Tom Zierer CG (Affiliated)
Senior Executive Director
Hong Kong SAR
T +852 9857 0488
E tom.zierer@praxisgroup.com



Cindy Cheng LLB (Hons) LLM TEP
Regional Head of Growth & Business Development Asia
Hong Kong SAR
M +852 3125 1211
E cindy.cheng@praxisgroup.com



Jon Yuen BSc (Hons)
Director
Hong Kong SAR
M +852 3125 1222
E jon.yuen@praxisgroup.com



Winnie Cheuk BSc MSc TEP
Senior Manager - Business Development
Hong Kong SAR
T +852 3125 1209
E winnie.cheuk@praxisgroup.com



Contact us

E info@praxisgroup.com

praxisgroup.com

Praxis is the brand name for the Praxis Group Limited and all its subsidiary and associated companies.

For company information and regulatory details, visit our website praxisgroup.com