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# SYAIRUL IRWAN RASED

69, PERSIARAN SAUJANA 6, SAUJANA UTAMA 3, 47000 SUNGAI BULOH

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## PROFESSIONAL SUMMARY

Experienced and versatile management professional with expertise in asset management, investment, portfolio & asset analysis, strategic/business planning, market research and sustainability management.

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## SKILLS

- Asset Management
- Investment
- Portfolio/Asset Analysis
- Strategic Planning
- Business Planning
- Market Research
- Sustainability Management
- Stakeholder Management

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## WORK HISTORY

### BERJAYA ASSETS BHD

*Assistant General Manager, CEO's Office | March 2023 - Current*

- Assist the CEO in monitoring the performances of key subsidiaries and oversee the implementation of strategic plans and initiatives for the Group including exploring potential joint-venture/investments, and asset monetization/divestment. Currently overseeing an EOI exercise for a major asset with market value of over RM1 billion.
- Assist the CEO in establishing the sustainability framework for the Group including the establishment of material sustainability matters as well as reporting of sustainability matters in line with the latest Bursa Malaysia's sustainability reporting requirements in the Main Market Listing Requirements. Currently engaging with RE companies on the potential implementation of RE projects at Berjaya Assets' properties.
- Undertake studies/research on the real estate industry including identifying emerging industry trends and developments.
- Oversee corporate communication matters including the preparation of Berjaya Asset Berhad's 2023 Annual Report.

## **HEKTAR ASSET MANAGEMENT SDN BHD**

*Assistant General Manager, Strategy | 2018 – February 2023*

- Establish pipelines for Hektar REIT as well as undertake feasibility studies and due diligence on potential retail and education assets for acquisitions with the total assets value of over RM1 billion.
- Undertake diverse spectrum of asset management responsibilities for Hektar REIT including preparation of the annual business plan and BOD/strategy papers for the implementation of assets enhancements initiatives (AEI) as well as other asset-level strategies. Also undertake REITs sector and market research as well as portfolio benchmarking and asset-level analysis and oversee the annual revaluation exercise of Hektar REIT's properties in line with Securities Commission's **Guidelines on Listed REITs**.
- Oversee investor relations matters including preparation of Hektar REIT's annual report, quarterly results presentations and press releases as well as conduct analyst briefing from time to time.
- Oversaw Hektar REIT's private placement exercise (2021), successfully raising about RM4.2 million despite the challenging market conditions.
- Oversaw Hektar REIT's sustainability matters including formulation of sustainability framework, establishment of material sustainability matters, collection and reporting of related sustainability data including climate change management (Scope 1 – 3 GHG emission), energy efficiency, waste and water management as well as preparation of the annual sustainability statement. Hektar REIT's ESG practices was recognised with two Silver awards at the inaugural of **The Edge Malaysia ESG Awards 2022** under the Most Improved Performance Over Three Years (for Market Cap below RM300M) and Property & REIT Sector Award categories as well as achieving a 4-star ESG rating in the June 2022 evaluation by FTSE Russell for the Bursa FTSE4Good Index.

## **PLUS MALAYSIA BERHAD**

*Deputy General Manager, Corporate Affairs | 2016 - 2017*

- Responsible for the overall spectrum of corporate finance including preparation of Annual Operating & Strategic Plan 2017 for PLUS Malaysia Berhad Group.
- Undertook feasibility studies on the proposed acquisition of brownfield and greenfield highways.

## **PROJEK LEBUHRAYA USAHASAMA BERHAD**

*Head, Toll Department | 2008 - 2016*

- Responsible for the overall management of toll collection operations for PLUS Malaysia Group of highways including development and implementation of strategies to enhance operational efficiency.
- Job responsibilities also included engagement with various Government Agencies including Ministry of Works, Ministry of Transport, Malaysian Highway Authority (MHA), PDRM and Road Transport Department (JPJ) on relevant matters.
- Member of MHA's Multi-lane Free-Flow (MLFF) Technical and Commercial Sub-Committees and was also involved in the formulation of MHA's Standard Operating Procedures for Toll ("Arahan Operasi Tol").
- Team member of the UEM Group Berhad consortium's bid for the privatization of Turkish Highway in 2010-2011. Undertook studies on traffic volume as well as establish operational structures and requirements.
- Formulated PLUS Travel Time Advisory during major festive seasons with the strategic objective of promoting safer and efficient traffic flow during peak period.

## **PLUS EXPRESSWAYS BERHAD**

*Manager, Toll Department | March 2006 - December 2007*

- Responsible for the formulation and implementation of traffic marketing campaigns for PLUS, ELITE and LINKEDUA.
- Responsible for the preparation of revenue and traffic data analysis for reporting to Senior Management.

## **PLUS BERHAD**

*Section Manager | June 2000 - March 2006*

- Responsible for the overall management of the operations and maintenance of 50 - 60 km long sections of the North-South Expressway.
- Areas of management responsibility include Toll Collection, Civil and Electrical/Electronics Maintenance, Traffic Safety, Commercial Facilities, Administration, Human Resource and Finance.
- Job responsibilities also included engagement with various Government Agencies including MHA, PDRM, JPJ and local councils.

## ***EDUCATION***

### **BACHELOR OF ARTS Finance**

University of Manchester

*United Kingdom, | Jun 1996*

2nd Class Upper

### **ONTARIO SECONDARY SCHOOL DIPLOMA**

Sunway College

*| Jun 1993*

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## ***PERSONAL INFORMATION***

Personal Particulars, Age: 49 years; Date of Birth : 29 Jun 1974; Nationality: Malaysia; Marital Status: Married

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## ***REFERENCES***

References: Puan Zarina Halim

Relationship: Past Superior

Position: Chief Retirement Services Officer (CRSO), Kumpulan Wang Persaraan (Diperbadankan) - KWAP

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## ***ADDITIONAL INFORMATION***

- Willing to Travel: Yes; Willing to Relocate: Will Consider; Availability: 2-months' notice