



Advisory but different

Flexible financial guidance to future-proof your business and accelerate growth

At fresh advisory, we're passionate about helping your growing SME thrive with tailored financial guidance. We bring you clear performance metrics, insightful analysis, and strategic planning on a flexible, fractional or interim basis. Our project- or time-based solutions are designed to fit your unique needs and make expert financial support accessible, without the cost of a full-time specialist.

But we don't stop at finance. Through our trusted network of partner firms, we offer comprehensive advisory services to support every facet of your business. We're here to partner with you, ensuring your vision stays on track and your business is ready for whatever comes next.



The support you need when you need it

Get the expert direction you need to increase profitability and prepare your business for the next steps, with support levels tailored to your specific needs.



Expert advisory at an accessible price point is crucial for any business looking to take their operations and profitability to the next level.



Cloud-based reporting and forecasting software

We harness the extensive functionality and advanced analytical capabilities of Spotlight Reporting to deliver comprehensive financial insights and strategic planning for client businesses.



Award-winning financial reporting tool

Using Syft, we are able to analyse both simple and complex reports, create dashboards, analyse KPIs, and consolidate unlimited entities for in-depth insights.



Seamless solution for multi-entity teams

For our bigger clients, Translucent allows us to combine multiple Xero and Quickbooks accounts. We can consolidate reports, reconcile intercompany balances and search all accounting data in one place.

How fresh can help

At fresh advisory, we do more than balance the books; we bring strategic clarity, financial insight and leadership to your business when you need it most. Whether you're navigating growth, facing complex decisions or simply need more control over your financial operations, our flexible advisory solutions deliver real impact without the full-time overheads.

From improving visibility and performance to freeing up time for innovation, we let you focus on what matters most – growing your business.

The fresh difference



Complete flexibility

Every business has a different level of need that changes and evolves over time. Our advisory packages are available from as little as one day a month or on a project basis for scalable, cost-effective access to the support you need.



Unparalleled expertise

Our advisors are seasoned professionals, each with a proven track record of success in businesses of all shapes and sizes. We bring hands-on, practical knowledge gained across a wide range of industries.



Trusted partnership

We go above and beyond to ensure the best results for your business. We get to know your company inside and out, including the landscape you operate in and any influencing factors. That means better recommendations, faster results, and a true sense of partnership.

With fresh advisory, your success is our success.



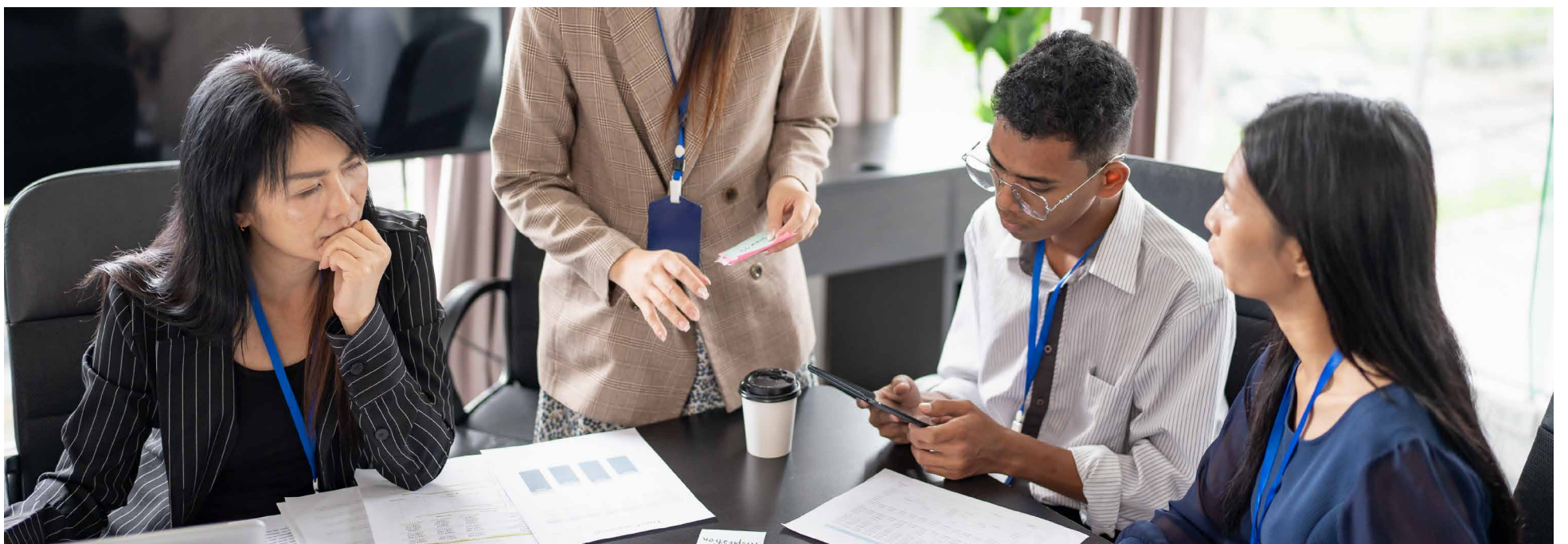
CFO for Hire

Every business hits a moment when strategic financial leadership is essential. With a fresh CFO, you get expert input, on demand.

Our experienced team works part-time or on a project basis to help you optimise financial strategy, performance and profitability. Whether you're forecasting growth or navigating complex decisions, we're in your corner when you need us most.

What a fresh CFO brings

- Shaping strategic plans and long-term financial goals
- Developing budgets and managing forecasting cycles
- Overseeing cash flow and optimising working capital
- Analysing monthly accounts and delivering board-level reporting
- Designing KPIs and building performance dashboards
- Conducting financial modelling and profitability planning
- Identifying opportunities to increase profitability and efficiency
- Leading and mentoring finance teams to strengthen capability
- Establishing internal controls and managing financial risk

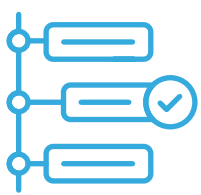


Additional support for business-critical milestones



Fundraising and investment readiness

Prepare your business for investor scrutiny with clear financial narratives, robust forecasting, and data-backed valuations. We help you craft effective plans and strong financial processes for navigating due diligence.



Mergers, acquisitions and valuations

Navigate complex transactions with confidence. From initial conversations and deal structuring to post-deal integration, we provide expert support at every step of the sale process.



Market entry and business restructuring

Expand into new markets or realign your existing operations with strategic insight and risk-aware planning. We identify financial implications and guide you through each transition.



With fresh advisory, an experienced CFO is only ever a phone call away.

Financial Controller for Hire

Think of the Financial Controller as the engine room of your finance team, making sure things run smoothly behind the scenes. This crucial role provided by the fresh team bridges the gap between a CFO and an accountant, bringing both oversight and hands-on expertise to your business.

Our Financial Controller service offers a smart, scalable solution, designed to provide expert financial control as your business and its needs grow.



What a fresh Financial Controller brings

- Overseeing financial operations and ensuring accurate financial records
- Developing and managing the company's budgeting and forecasting process
- Monitoring cash flow and managing working capital
- Preparing financial statements and reports for internal and external stakeholders
- Ensuring compliance with accounting standards and regulatory requirements
- Conducting financial risk assessment and implementing controls to mitigate risks
- Advising on cost management and efficiency improvements
- Managing relationships with in-house and external partners like banks and auditors
- Developing and maintaining financial policies and procedures
- Identifying and implementing opportunities for cost savings and revenue growth
- Leading and supporting financial audits and preparing audit schedules

**Reliable financial support frees up time and energy,
and for many of our clients, feels like a weight off their shoulders.**

Tailored solutions for efficiency and growth

We'll work with you to understand your business, then design and implement the right systems and frameworks to improve performance and enhance decision making, preparing you for every stage of growth.



Business planning

Whether you're drafting a new business plan or refining an existing one, fresh can assist you in shaping clear, actionable strategies to align with your objectives. From structure and funding to operational priorities, we ensure your plan is robust and ready for advisors, banks, or investors.



Operational reviews

fresh can assist with revenue growth and cost reductions by reviewing and evaluating your internal business processes and systems, ensuring they work efficiently, then making recommendations where we think there are areas for improvement.



Company formation

If you're looking to set up a new entity, we can help! fresh partners with professional service providers to assist in company formation in Hong Kong, Singapore and across Asia, as well as ongoing compliance support, including Company Secretarial services.



HR and legal services

We also have tailored solutions for HR and Payroll, as well as the provision of fast and affordable legal services, for peace of mind while you run your business.



Audit and tax services

fresh accounting partners with audit firms in Hong Kong, Singapore, and across Asia to provide a full-service solution, handling the audit process on your behalf and ensuring accounts are accurate and filed on time.



Find out more about
our other services



Contact us

Hong Kong

7/F W Place, 52 Wyndham Street, Central, Hong Kong
+852 2295 0881

Singapore

101B Telok Ayer Street #03-02, Singapore 068574
+65 6635 7320

Nepal

Janasahayog Marg, New Baneshwor, Kathmandu, Nepal

Australia

Unit 10, 913-915 Ann Street, Fortitude Valley,
Brisbane QLD 4006

hello@freshaccounting.biz

www.freshaccounting.biz