

RT rebrands to unify, rationalize, and diversify

Find out more about RT's comprehensive suite of professional services and how the firm's recent rebranding streamlined its accounting practice.

All great organisations have humble beginnings. RT's journey began in 1974 as a small local firm which were acquired by a team of highly motivated and driven individuals. Over the years, RT has grown from strength to strength with talented and visionary leaders joining the firm who widened the service offerings.

In the last 3 years, the firm has widened its scope of services from traditional audit and assurance to an array of advisory and related services in other areas. In 2015, with increasing cross border clients, the firm started to extent its footprint into the region with the formation of RT ASEAN - an initiative that is seeing interest coming from partners beyond ASEAN.

Comprehensive professional services

RT is a fast growing and forward-looking professional services firm. In addition to providing audit and advisory services, RT has a comprehensive suite of professional services to serve the needs of its clients readily.

Just as the saying goes - change is the only constant, RT believes in embracing change and has an entrepreneurial approach to business expansions with a keen eye on seeing to clients' needs and market dynamics. RT forges a culture of staying relevant and competitive, with work ethos focused on quality, delivery and productivity. In 2015, RT re-branded itself to unify, and at the same time rationalize and diversify, the different businesses and services. The RT Group has been restructured into 2 broad categories - RT LLP and the RT group of companies that are streamlined in terms of service provision. RT LLP is primarily the audit and assurance focused entity. It is regulated by ACRA as a public accounting practice. The partners, who are Public Accountants, take care of regulatory and compliance needs of Clients and advice on all aspects of regulations with respect to statutory

compliance. RT LLP also houses the transactional services, which amongst other services would include reporting accountants for capital market listing, financial due diligence, special purpose audits, and compliance audits for regulatory purposes.

The other services, specifically, non-audit services, are provided by our various RT entities. This was done so that the RT Group can better service client needs by providing innovative solutions with a dedicated and effective service and delivery system.

The result of rebranding

The rebranding has positioned RT as the first and only locally-branded professional services network with a dedicated ASEAN network – a key value proposition contained in the tag line: ONE FACE ACROSS ASEAN. In its cross border expansion and initiative, RT is supported by the Ministry of Foreign Affairs and many government agencies. With the support from the government agencies and professional accounting organisations, RT has set up the RT ASEAN Network, headquartered in Singapore, to expand not only in the region, but also beyond it to recruit member firms. RT ASEAN Network was conceptualised for the purpose of expanding RT's services to the countries in ASEAN as well as to provide global companies a door way into the ASEAN region.

As a result of the restructuring, the RT Group is proud to be recognized by the *Singapore Business Review* as the "Best Restructuring in the Year" in the accounting sector. An accolade that vindicates its position as one of the leading firms in Singapore servicing a spectrum of clients in various industries, both listed in capital markets and private companies. Its clients range from local to international organizations. With the cross border clientele increasing RT has expanded its footprint into ASEAN and



Mr Ravi Arumugam
CEO & Managing Partner

beyond through the network of firms in the RT ASEAN network.

The restructuring saw the formation of RT Advisory which provides a spectrum of advisory service in taxation (corporate and personal), outsourced financial reporting & management, valuation, litigation support, investigative accounting, internal audit, to name some. RT Academy was also formed to cater for the training needs of accounting and finance professionals.

A boutique style approach

RT aims for a client-centric personable boutique style approach towards client services and needs. The firm places client needs above everything else and takes a comprehensive, innovative and pragmatic approach in providing solutions and advice.

The partners and directors get involved personally in all professional engagements. With a focus on quality, and a basic requirement to exceed client expectations in terms of delivery, the investment has been and continues to be on talent acquisition and retention, and technology.

To learn more about the services we provide, or to discover more business opportunities, feel free to contact Mr Chiang Fock Pong who is the Executive Director at chiangfp@rt-ca.com or +65 62260080.

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