

Change in Principal Officer

ADVANCECON HOLDINGS BERHAD

Date of change	17 Apr 2025
Name	MISS ALICIA CHIN MEI YOKE
Age	48
Gender	Female
Nationality	Malaysia
Type of change	Appointment
Designation	Chief Financial Officer

Qualifications

No	Qualifications	Major/Field of Study	Institute/University	Additional Information
1	Professional Qualification	Certified Performance Coach, ICF L2 certification	International Coaching Federation	
2	Professional Qualification	Practical Decision Making using Data Science	NUS Business School Executive Education	
3	Professional Qualification	Lean Six Sigma (Black Belt)	GE Company	
4	Degree	Bachelor of Science in Mathematical Science with Finance & Economics	City University, London	

Working experience and occupation

Madam Alicia Chin Mei Yoke ("Alicia") is an accomplished finance leader with over 25 years of experience in financial management, strategic planning, and transformation leadership, primarily within the oil and gas industry.

She has held various senior leadership positions across Asia Pacific with renowned multinational corporations, including Baker Hughes and General Electric.

Her most recent role was as Assistant Controller & Transformation Leader at Baker Hughes' Global Finance Organization, where she was responsible for financial operations across two global hubs. She led organizational design strategies, for a team of over 600 personnel, and spearheaded initiatives to enhance profitability, operational efficiency, and compliance.

Prior to that, Alicia served as APAC Finance Leader and Asia Services Finance Leader at Baker Hughes and GE Oil & Gas, where she led financial planning, cash flow management, and commercial analytics for regional businesses with revenues of USD 1 billion.

Her strategic acumen and collaborative leadership significantly improved financial performance and operational outcomes.

Alicia is a graduate of General Electric's prestigious GE Financial

Management Program, certified GE's Six Sigma Black Belt and is also a Certified Performance coach.

Directorships in public companies and listed issuers (if any) Nil

Family relationship with any director and/or major shareholder of the listed issuer Nil

Any conflict of interests that he/she has with the listed issuer Nil

Details of any interest in the securities of the listed issuer or its subsidiaries Nil

Remarks :

The position should be read as Group Chief Financial Officer.

Announcement Info

Company Name	ADVANCECON HOLDINGS BERHAD
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Stock Name	ADVCON
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Date Announced	17 Apr 2025
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Category	Change in Principal Officer
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Reference Number	C04-17042025-00004
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