

# ANNUAL REPORT for 2012 year



**KEY WILL  
GROUP**

**Global Accounting And Consulting Network**  
— Independent member firms affiliated —

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KEY WILL Group is a non-trading voluntary network of independent services firms; registered in England as a private company limited, number 7859081. The registered office is 27 Old Gloucester Street, London, WC1N 3AX. Member firms and individual members contribute to the cost of managing and marketing the network and they use the KEY WILL Group name under license. All services are provided independently by member firms or individual members of KEY WILL Group, and each member is solely responsible for its work on behalf of clients.

## CHAIRMAN's Statement



Dear members

KEY WILL GROUP is the global network alliance of independent accounting and consulting firms. All individual members and member firms need to work and pull together to make certain that the alliance continues to thrive and grow year on year.

2011 was an exciting year during which to be Chairman of the Key Will Group. Myself, Registrar of membership, International Coordinators of each regions and Regional Representatives of each regions on the alliance, who have all volunteered their free time and expertise to the benefit of the alliance, have worked hard to ensure the expansion of number of members and to fight for the just recognition of Key Will Group's members around the world. I would like to take this opportunity to thank the board for their commitment and drive.

**Global Accounting And Consulting Network**  
Finally, thank must also go to the Secretariat, whose team of high quality staff provide first-rate support and excellent services to individual members and member firms. This year's Annual Report is a tribute to the labours and loyalty of the Key Will Group's all members.

You too, as Key Will Group's member, can have a direct influence on the alliance's success. Little things count as much as the big things: display Key Will Group's logo on your website; make sure that you use Key Will Group's logo your letters or business name cards and support the alliance by participating voting event. The way you conduct yourself professionally reflects on the standing of Key Will Group and all of these things contribute to its overall success. Stand tall, your membership of Key Will Group is an achievement to be proud of.

Thank you all!

Alex CHU

Chairman for 2012 to 2015 years

## 2013 year the Board and Advisor of Key Will Group

**CHAIRMAN:**

Mr. Alex CHU  
Managing Director  
Key Will Limited, United Kingdom

**REGISTRAR OF MEMBERSHIP:**

Ms. Mancy CHAN  
Key Will Accounting LLC, Delaware, U.S.A.

**INTERNATIONAL COORDINATORS:**

Regions:-

ASIA-PACIFIC AND OCEANIA

Mr. William CHAN  
Key Will Business Advisory Services Limited, Hong Kong

SOUTH AND NORTH AMERICAS

Mr. Iceson MO  
Key Will Professional Limited, New Zealand

EUROPE, MIDDLE EAST AND AFRICA

Ms. Alice LAI  
Key Will Corporate Consulting (PTY) Limited, South Africa

**REGIONAL REPRESENTATIVES**

Regions:-

AFRICA

AMECHI IHEKWEREME & CO, Nigeria represented by JOSEPH  
O IHEKWEREME

AMERICAS

Valenzuela Yáñez y Asociados S.C., Mexico represented by  
Sergio Alberto Valenzuela Yáñez and Miguel Angel  
Valenzuela Yáñez

ASIA-PACIFIC

Lifeway Business Services, Hong Kong represented by Mr.  
LAM Yu Tim, Teem or Mr. NG Ka Wa, John

Europe

ADNAW ACCOUNTING SERVICES SP. Z O.O., Poland  
represented by Wlodzimierz T. SAWCZUK

Oceania

[Not yet to be appointed]

## 2013 year the Board of Key Will Group (Continued)

### Secretariat

Key Will Group Global Alliance Secretariat Limited was incorporated in Hong Kong, is location at 2<sup>nd</sup> Floor, Eton Tower, 8 Hysan Avenue, Causeway Bay, Hong Kong

### Registered office

27 Old Gloucester Street, London, WC1N 3AX

### Legal advisor

Henning Schwarzkopf

### Auditors

Mr. Paul Zakos  
Paul Zakos & Co, Accountants & Auditors, United Kingdom

### Internet technical

Yeung's Design Interactive Limited is known as YSD

### Graphic designer

Ms. Crystal LEUNG

### Founding members

#### And sponsor

Key Will Business Advisory Services Limited, Hong Kong  
Key Will Professional Limited, Auckland, New Zealand  
Key Will Accounting LLC, Delaware, USA

Key Will Corporate Consulting (PTY) Limited, South Africa





## Message from Board and Advisor of Key Will Group

Dear all

Since Eddie WU resigned from the Registrar of Membership. I turned from the International Coordinator to Registrar of Membership. I am worried that qualified for less than this office, I would like to thank everyone to assist under in order to smooth the transition in 2012, the next few years, my job will be more heavy, because we laid down a five-year target like countdown, but we must successfully because you professional addition, there is a capable lead us

Sincerely yours

Mancy Chan

Registrar of Membership

Dear Chairman, Registrar and all members

First of all, I would like to take this opportunity to thank the Chairman, each member of the Board of Directors and member of the support, so that I can once again be able to re-election.

So far I remember the first time held a founding meeting was attended by only the President, and four members are representatives.

Now, our membership has reached 36 members from 28 countries.

I believe that as long as there is a dream, everything will come true.

In 2013 year, I hope to be able to accomplish our goal - the number of members to 60.

Thank you very much

Best regards

William CHAN

International Coordinator

Asia-Pacific and Oceania Region

Dear Chairman, Registrar and all members

I thank you for giving my take opportunities as International Coordinator for South and North Americas. Also and, I would like to congratulate Ms. Mancy Chan was appointed as Registrar of Key Will Group together with our ranking 36 number of members of Key Will Group. Cheer!!

Yours sincerely

Iceson MO

International Coordinator of South and North Americas





## 2012 Statistics of membership

Total number of members (individuals and firms) # 36



The number of members' distribution for regions:-

|                         |    |
|-------------------------|----|
| Africa                  | 4  |
| Asia-Pacific            | 10 |
| Americas                | 7  |
| Europe                  | 12 |
| Oceania                 | 3  |
| Total number of members | 36 |



# - the information up to 15 February 2013



## 2012 Statistics of membership (Continued)

2013 KEY WILL GROUP statistical information#

Number of countries 28

### Europe

Cyprus, The Netherlands, France, Poland, Germany, Spain, Denmark, Portugal, Italy

### Africa

Nigeria, Kenya, Mauritius, South Africa

### Americas

Mexico, Canada, Argentina, Uruguay, Chile, United States

### Asia-Pacific

Hong Kong, Macao, Japan, Malaysia, India, Korea, Singapore

### Oceania

New Zealand, Australia

Number of partners 55

Number of staffs 491

Number of offices 33



# - the information up to 15 February 2013





## 2012 Statistics of financial data

### 2011 KEY WILL GROUP financial information<sup>^</sup>

#### Total of revenue (GBP unit)

|           | GBP        |
|-----------|------------|
| 2011 year | 12,754,843 |
| 2010 year | 12,444,599 |
| 2009 year | 9,999,851  |

#### Distribution regions in respect of revenue (GBP unit) and percentage (%) for the 2011 year

|              | GBP       | %       |
|--------------|-----------|---------|
| Africa       | 567,500   | (4.5%)  |
| Americas     | 5,346,873 | (42%)   |
| Asia-Pacific | 1,174,735 | (9.2%)  |
| Europe       | 4,490,735 | (35.1%) |
| Oceania      | 1,175,000 | (9.2%)  |



<sup>^</sup> - financial data up to 31 December 2011

## 2012 Statistics of financial data (Continued)



2011 KEY WILL GROUP financial information<sup>^</sup>

Total of expenses (GBP unit): 13,117.24

Nature of expenses

|  |           |
|--|-----------|
| - Company secretarial services fee         | 1,593.80  |
| - Compensation claim                       | 409.50    |
| - Design, printing and stationery          | 2,791.28  |
| - Postage                                  | 43.79     |
| - Repair and maintenance                   | 700.48    |
| - Staff costing                            | 9,661.84  |
| - Telephone, fax and internet service fees | 483.09    |
| Total of expenses                          | 13,117.24 |



<sup>^</sup> - financial data up to 31 December 2011



## Fifth years plan

2011-2015

### Vision

Key Will Group is recognized globally as the preeminent alliance of mid-tier accounting and consulting network, alliance and association that leads and serves members and their members' clients in the world.

### Mission

Key Will Group will rank to a top 35 international networks, alliances and associations of independent accounting and consulting, around 220 offices, 120 countries and 150 members.

## Global Accounting And Consulting Network

### Values

Independent member firms affiliated

We have expertise, integrity, professionalism and quality.

So wherever you are, and wherever you want to go,

We are there to help you.

### Strategic goals

1. Our governance structure befits a mid-tier networks, alliances and associations of independent accounting and consulting;
2. Our brand name and logo is premier designation internationally recognized;
3. Our ideas, products and services provide clear, innovative leadership to serve the needs of our members and their members' clients;
4. Our publication of "MONTHLY NEWSLETTER" is effectively promoted to all members and public.
5. Our presence in the mainland and global site visiting enhances Key Will Group's role as the international bridge.



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