

Company Profile

1.1 Introduction of company and founder

Our company name is ATS WEALTH ADVISORS SDN BHD. ATS means A Top Strategy. The company's strategy is to change the perception of financial planners in the entire financial industry from just an agent to a partner with corporate thinking. It can improve the identity of financial advisors and the recognition and acceptance of financial advisors in Malaysian society. LOH TIEN NIU founded the company. She is ATS WEALTH ADVISORS SDN BHD's CEO, founder, and shareholder. She is a certified FAR by Bank Negara Malaysia and a professional estate planner. She has been in the financial industry for over 15 years and is a very experienced FAR.

Logo of Company



The details of the company are as below:

Company name: ATS Wealth Advisors Sdn Bhd.
Date in cooperate: 10th Jan 2023
Registration number: 202301000975 (1494894-K)
Company Address: BLOCK B, 7-03, KOMPLEKS AUSTIN PERDANA,
 JALAN AUSTIN PERDANA 2, TAMAN AUSTIN PERDANA,
 81100 JOHOR BAHRU, JOHOR
Telephone number: 6010-5669011
Email address: contactus@atswealth.com.my

1. CEO: LOH TIEN NIU (Managing director/CEO/FAR)

Email: euniceloh@atswealth.com.my

2. CMO: FAN HOOI THENG (Director/CMO/FAR)

Email: rachelfan@atswealth.com.my

2. Business Overview

2.1 Business description

i. VISION

Our company's vision is to enhance the professionalism of financial advisors in the financial industry in Malaysia while educating the public on the importance of financial literacy.

ii. MISSION

Our company's mission is to help the Malaysian public improve their financial knowledge through financial education. And then improve their personal and family financial status. To achieve the purpose of financial planning, growth, risk management, and financial allocation.

iii. Value Proposition

Financial planning is a piece of knowledge that everyone needs. It can affect individuals as much as the economic situation of a country. However, everyone's financial situation and needs are different, so we can't deal with all customers' problems and needs in a set way. Therefore, individual customers must be dealt with tailor-made strategies. Our value is to use the most suitable strategies to deal with their needs. (A Top Strategies)