



About ZICO Asset Management

ZICO Asset Management is a manager and advisor of private and financial assets for high-net worth individuals, businessmen, entrepreneurs and family office clients in ASEAN member countries.

With a team of highly experienced professionals, we provide concise and insightful solutions that ensure our clients receive the best outcome possible for their personal and family wealth in today's fast changing world. We are the only asset manager who can work on our clients' entire asset portfolio from private businesses, bank assets and the most important asset of all – their families.

We have a Capital Markets Services licence in Fund Management issued by the Monetary Authority of Singapore. As part of ZICO Group, we have the ability to combine a suite of multidisciplinary services with our depth of financial markets capabilities, empowering us to provide integrated solutions across ASEAN member countries.



Why us?

Our team of strategists, asset managers and portfolio advisors help clients navigate their portfolios to optimise their holdings. We hold a broader view of the markets and investment ideas available to clients.

*We do business
ethically, sustainably and profitably.*

Our services

Key Capabilities



External AM

(also known as
Independent AM)

Private Wealth, Portfolio Management & Consolidation. Income and Retirement Investing, Wealth Planning and Private Banking



Fund Management

Co-investments, Asset Structuring, Fund Platforming & Fund Manager Services.

Additional Capabilities

through ZICO Group's multidisciplinary services



Family Office Support

Family Office Structuring and Development Advisory, Investment Advisory, Strategy and Tax Structuring



Capital Markets Solutions

Share & other Asset Financing, Private Debt and Alternative Financing

Key contacts



Simon Lim

Chief Executive Officer

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Simon has significant professional experience in handling wealth management for an extensive portfolio of corporate and high net worth individuals; ensuring that client needs are consistently met through forward-thinking, integrated and result-oriented advice.

Simon was an entrepreneur since 1994 with his span of businesses from trading, property development to hospitality, making him a reliant and relevant advisor to the Asian businessman today. He specialises in advising and developing family office strategies for a wide range of clients from all over the world.



Elaine Long

Chief Operating Officer

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Elaine has over a decade of experience in wealth management handling client's portfolio. She has multidisciplinary knowledge and experience in transactional banking, wealth management and corporate banking.

Elaine's responsibility includes ensuring business standards, operational requirements and processes for the firm.

ASEAN INSIDERS, by origin and passion

INDONESIA | LAOS | MALAYSIA | MYANMAR | PHILIPPINES | **SINGAPORE** | THAILAND | VIETNAM