



*Prepared by Mett.AI*

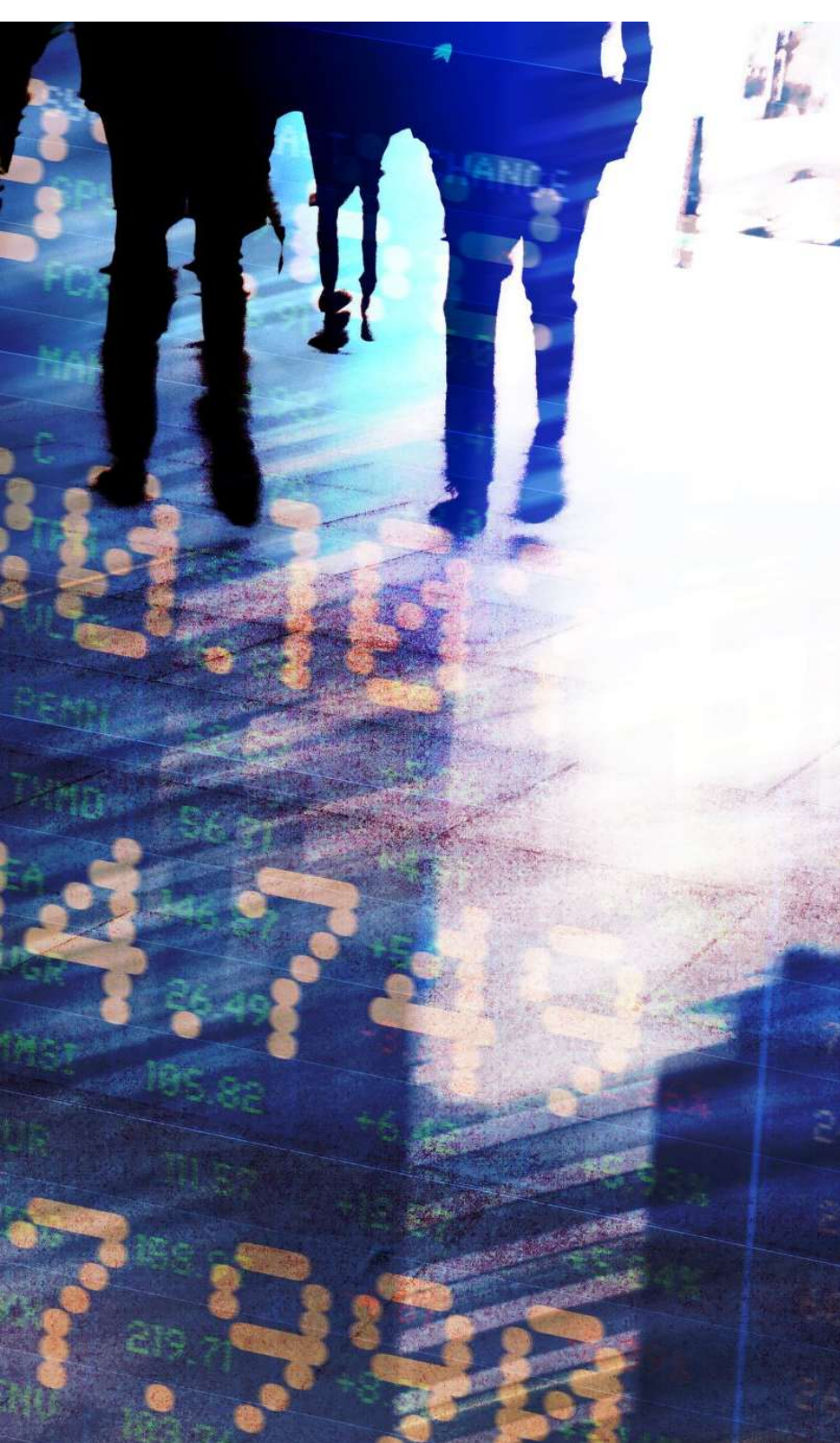
## Book Launch- How Not to Lose the Billion Dollars You Didn't Know You Had

Date- 11 September 2025

The background of the slide features a low-angle shot of two large satellite dish antennas. The dishes are silhouetted against a sky that transitions from a deep blue at the top to a bright orange and yellow near the horizon, suggesting a sunset or sunrise. The foreground is a dark, flat landscape. A semi-transparent grey rectangular box with a thin white border is positioned horizontally across the middle of the image, containing the text "Media Coverage".

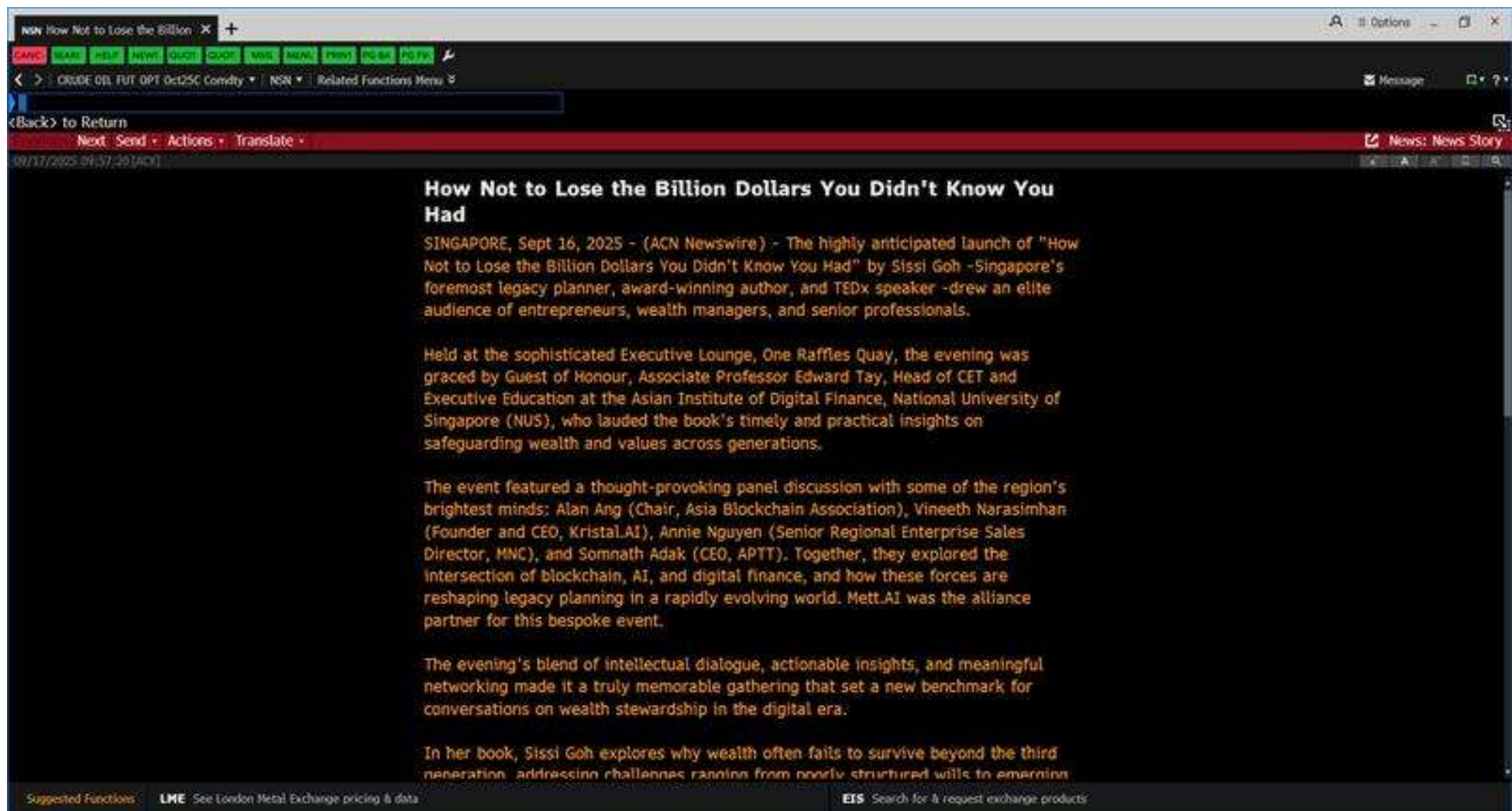
# Media Coverage





# Bloomberg

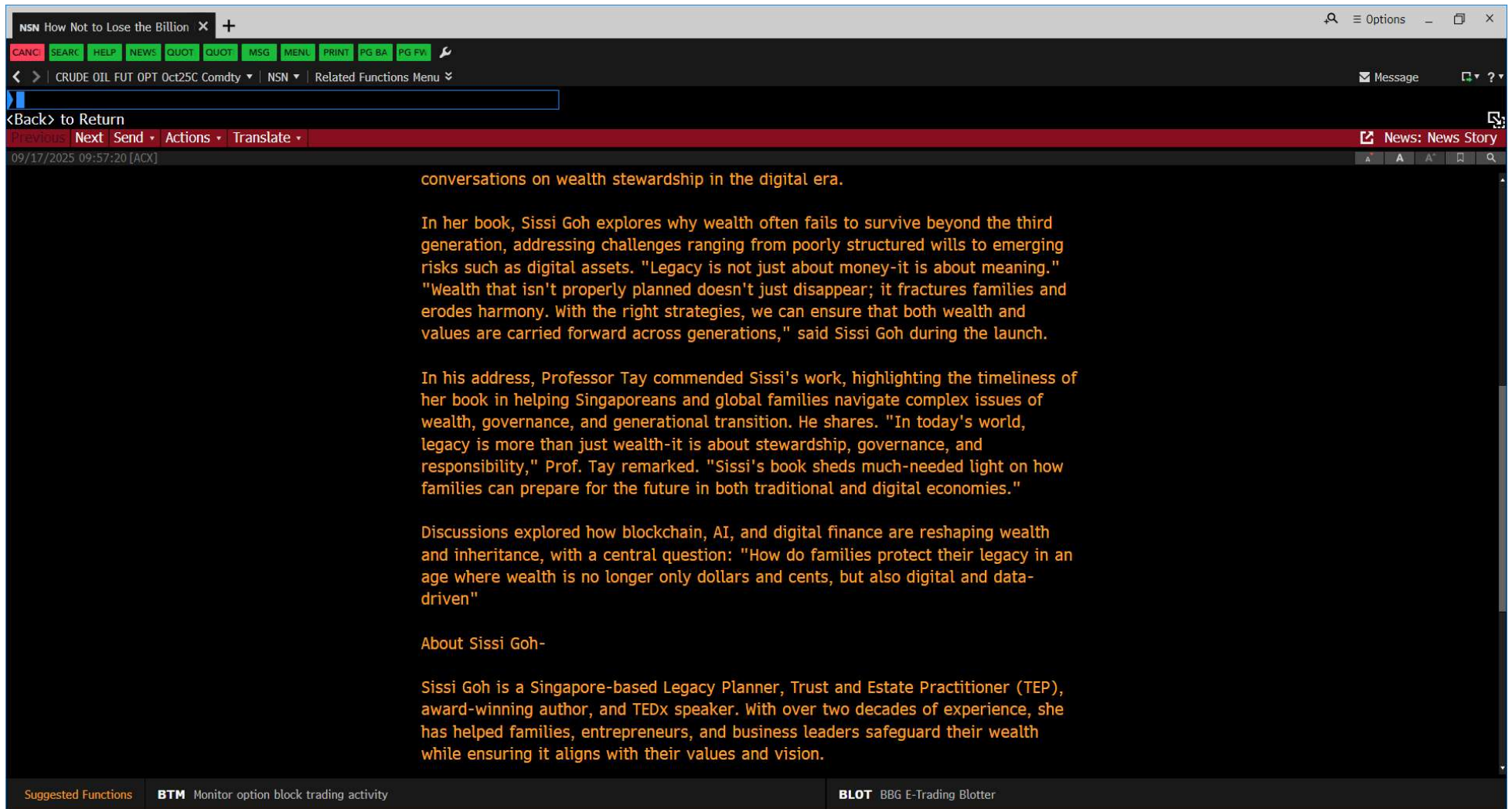
- **Bloomberg (*By Subscription*)**
- **Audience Reach:** ~1.7 million global subscribers
- **Primary Audience:** Institutional investors, wealth advisors, financial strategists, HNWIs
- **Impact:**
  - Being featured on Bloomberg positions Sissi alongside top-tier financial intelligence.
  - Enhanced brand credibility in the eyes of seasoned finance professionals and global decision-makers.
  - Solidifies Sissi' voice within conversations on wealth planning, and legacy planning



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NSN How Not to Lose the Billion

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09/17/2025 09:57:20 [ACX]

News: News Story

age where wealth is no longer only dollars and cents, but also digital and data-driven"

About Sissi Goh-

Sissi Goh is a Singapore-based Legacy Planner, Trust and Estate Practitioner (TEP), award-winning author, and TEDx speaker. With over two decades of experience, she has helped families, entrepreneurs, and business leaders safeguard their wealth while ensuring it aligns with their values and vision.

For details Contact:  
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[www.mettai.world](http://www.mettai.world)

Source: Sissi Goh

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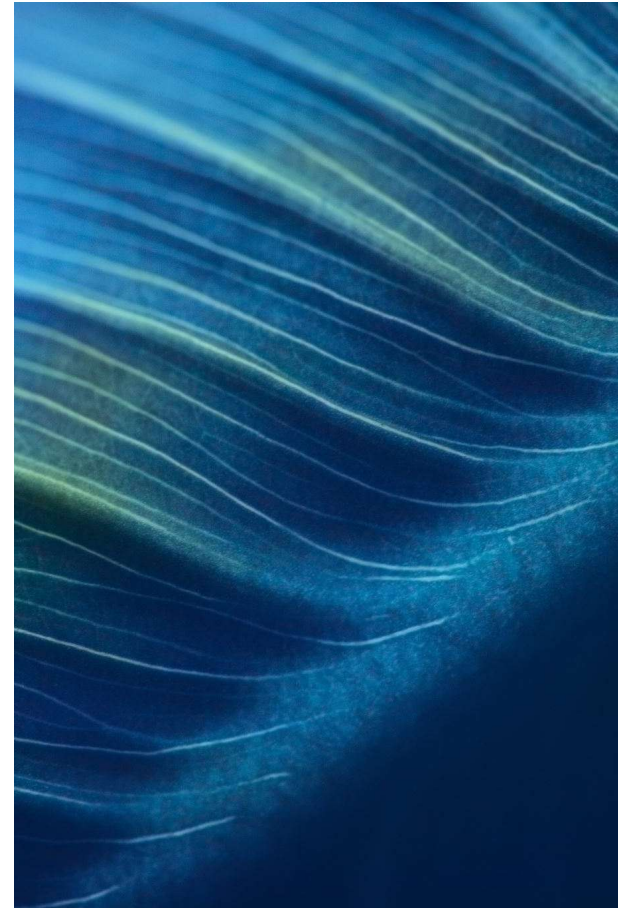
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It is the **publisher of The Wall Street Journal (WSJ)** — one of the most respected financial newspapers globally.

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02:16:07 PM	6603.HK	ACN - IFBH手中龍名莊舊 強強聯合旁實長遠發展根基
01:33:06 PM		ACN - Professor Lin Xiang Xiong Hosts Landmark Art Exhibition and Peace Prize Ceremony in Paris
01:11:20 PM	2767.T	ACN - Ultraman Card Game Original Illustration of "Alien Metron" By Manga Artist Yukinobu Tatsu to be Included in the Upcoming Booster Pack Release
11:59:38 AM		ACN - How Not to Lose the Billion Dollars You Didn't Know You Had-Groundbreaking Guide to Protecting Family Fortunes
11:19:46 AM	KARX.PK	ACN - Karbon-X Corp. Files Year-End Financial Results
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08:24:34 AM	2511.HK	ACN - EASD 2025   君聖泰醫藥口頭報告 HTD1801治療2型糖尿病臨床3期研究成果
08:16:03 AM		ACN - TruMerit Adds Two More Global Credentials for Rehabilitation Care Workers
08:13:36 AM	2511.HK	ACN - EASD 2025   君聖泰醫藥口頭報告 HTD1801治療2型糖尿病臨床3期研究成果
08:04:14 AM	2511.HK	ACN - EASD 2025   HighTide Therapeutics Announces Oral Presentation of Phase 3 Data in Patients with Type 2 Diabetes
07:56:45 AM		ACN - Second Blue Magic Netherlands Event Set for November 18
2025		
20:51 PM		ACN - 華檢+仁和：於美國共同籌建全球首家OTC垂直領域RWA交易所
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## How Not to Lose the Billion Dollars You Didn't Know You Had-Groundbreaking Guide to Protecting Family Fortunes

ACN Newswire | 17 Sep 2025 11:59:38 AM

SINGAPORE, Sept 17, 2025 - (ACN Newswire) - The highly anticipated launch of "How Not to Lose the Billion Dollars You Didn't Know You Had" by Sissi Goh - Singapore's foremost legacy planner, award-winning author, and TEDx speaker - drew an elite audience of entrepreneurs, wealth managers, and senior professionals.

Held at the sophisticated Executive Lounge, One Raffles Quay, the evening was graced by Guest of Honour, Associate Professor Edward Tay, Head of CET and Executive Education at the Asian Institute of Digital Finance, National University of Singapore (NUS), who lauded the book's timely and practical insights on safeguarding wealth and values across generations.

The event featured a thought-provoking panel discussion with some of the region's brightest minds: Alan Ang (Chair, Asia Blockchain Association), Vineeth Narasimhan (Founder and CEO, Kristal.AI), Annie Nguyen (Senior Regional Enterprise Sales Director, MNC), and Somnath Adak (CEO, APTT). Together, they explored the intersection of blockchain, AI, and digital finance, and how these forces are reshaping legacy planning in a rapidly evolving world. Mett.AI was the alliance partner for this bespoke event.

The evening's blend of intellectual dialogue, actionable insights, and meaningful networking made it a truly memorable gathering that set a new benchmark for conversations on wealth stewardship in the digital era.

In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. Legacy is not just about money-it is about meaning. Wealth that isn't properly planned doesn't just disappear; it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations, said Sissi Goh during the launch.

In his address, Professor Tay commended Sissi's work, highlighting the timeliness of her book in helping Singaporeans and global families navigate complex issues of wealth, governance, and generational transition. He shares, "In today's world, legacy is more than just wealth-it is about stewardship, governance, and responsibility," Prof. Tay remarked. "Sissi's book sheds much-needed light on how families can prepare for the future in both traditional and digital economies."

Discussions explored how blockchain, AI, and digital finance are reshaping wealth and inheritance, with a central question: "How do families protect their legacy in an age where wealth is no longer only cash and cents, but also digital and data-driven"

About Sissi Goh-

Sissi Goh is a Singapore-based Legacy Planner, Trust and Estate Practitioner (TEP), award-winning author, and TEDx speaker. With over two decades of experience, she helps business leaders safeguard their wealth while ensuring it aligns with their values and vision.

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09:22:19 PM1931.HK000650.SZACN - 華檢+仁和：於美國共同聯建全球首家OTC垂直領域RWA交易所

07:20:44 PMACN - U.S. Polo Assn. 作為2025 Engel & Völkers 柏林 Maifeld 馬球杯官方服裝贊助商，慶祝運動與時尚

07:19:25 PMACN - U.S. Polo Assn. 作為2025年馬克爾和福爾克斯柏林Maifeld馬球杯官方服裝贊助商，慶祝運動與時尚

07:08:53 PMACN - U.S. Polo Assn. Celebrates Sport and Style as Official Apparel Sponsor of the 2025 Engel & Völkers Berlin Maifeld Polo Cup

03:31:45 PMACN - MIHAS 2025, World's Largest Halal Exhibition Opens Tomorrow

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Head at the sophisticated executive lounge, One Raffles Quay, the evening was graced by guest of honour, Associate Professor Edward Tay, Head of CEI and Executive Education at the Asian Institute of Digital Finance, National University of Singapore (NUS), who lauded the book's timely and practical insights on safeguarding wealth and values across generations.

The event featured a thought-provoking panel discussion with some of the region's brightest minds: Alan Ang (Chair, Asia Blockchain Association), Vineeth Narasimhan (Founder and CEO, Kristal.AI), Annie Nguyen (Senior Regional Enterprise Sales Director, MNC), and Somnath Adak (CEO, APTI). Together, they explored the intersection of blockchain, AI, and digital finance, and how these forces are reshaping legacy planning in a rapidly evolving world. MettAI was the alliance partner for this bespoke event.

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For details Contact:  
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Source: Sissi Goh

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How Not to Lose the Billion Dollars You Didn't Know You Had-Groundbreaking Guide to Protecting Family Fortunes

JCN Newswire (Published: 16-Sep 2025 21:00, Received: 22:18:27)  
Word Count: 460

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Ganesh Somwanshi

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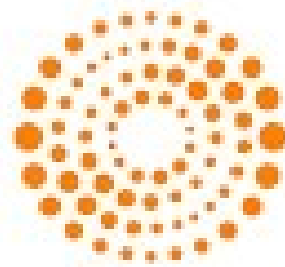
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- **Primary Audience:** Tech-savvy investors, retail wealth clients, fintech enthusiasts
- **Impact:**
  - Massive visibility among the millennial HNWI segment interested in digital wealth tools.
  - Reinforces Kristal.AI as a brand aligned with next-gen wealth platforms

# Trading View

How Not to Lose the Billion Dollars

tradingview.com/news/reuters.com,2025-09-17:newsml\_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/

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ACNNEWswire

## How Not to Lose the Billion Dollars You Didn't Know You Had-Groundbreaking Guide to Protecting Family Fortunes

Sep 17, 2025, 11:59 GMT+8 · Refinitiv · 2 min read

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SP500	18.24%

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REG - Morgan Stanley&Co.LLC Qualcomm Inc - Form 8.5 (EPT/RI) - Aqua Acquisition Sub LLC

Watchlist

Symbol	Last	Chg	Chg%
SPX	6,600.36	-6.41	-0.10%
NDC	24,223.6	-50.56	-0.21%
DJI	46,018.3	260.42	0.57%
VIX	14.83	-0.89	-5.66%
DXI	96.889	-0.126	-0.13%

STOCKS

AAP

238.99

0.84

0.35%

TSL

425.86

4.24

1.01%

NFL

1,228.50

27.99

2.33%

FUTURES

USOIL

63.46

-0.50

-0.78%

GOLD

3,671.60

12.710

0.35%

SILVE

41.9320

0.2747

0.66%

AAPL

Apple Inc

NASDAQ

Electronic Technology · Telecommunications Equipment

238.99 USD

+0.84

+0.35%

Last update at 07:59 GMT+8

240.49 USD

+1.50

+0.63%

Pre-market

Last update at 17:27 GMT+8

Apple's stock bolstered the Nasdaq amid profit-taking in tech stocks, thanks to its robust business model and cash flow, making it a safe investment choice.

Key stats

Next earnings report	In 35 days
Volume	46.51 M
Average Volume (30D)	55.49 M
Market capitalization	3.55 T

[https://www.tradingview.com/news/reuters.com,2025-09-17:newsml\\_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/](https://www.tradingview.com/news/reuters.com,2025-09-17:newsml_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/)

# Trading View

How Not to Lose the Billion Dollars

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REG - SSga SPDR ETFs Eurl - Net Asset Value(s)

1 minute ago · London Stock Exchange · Refinitiv

REG - Societe Generale SA Alpha Group Intl PLC - Form 8.3 - Alpha Group International plc

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DXY	96.889	-0.126	-0.13%
STOCKS			
AAP	238.99	0.84	0.35%
TSL	425.86	4.24	1.01%
NFL	1,228.50	27.99	2.33%
FUTURES			
USOIL	63.43	-0.53	-0.83%
GOLD	3,671.17	12.280	0.34%
SILVE	41.9100	0.2527	0.61%

AAPL

Apple Inc · NASDAQ

Electronic Technology · Telecommunications Equipment

238.99 USD +0.84 +0.35%

Last update at 07:59 GMT+8

240.59 USD +1.60 +0.67%

Pre-market

Last update at 17:27 GMT+8

Apple's stock bolstered the Nasdaq amid profit-taking in tech stocks, thanks to its robust business model and cash flow, making it a safe investment choice.

Key stats

Next earnings report	In 35 days
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Average Volume (30D)	55.49 M
Market capitalization	3.55 T

[https://www.tradingview.com/news/reuters.com,2025-09-17:newsml\\_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/](https://www.tradingview.com/news/reuters.com,2025-09-17:newsml_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/)



# Trading View

How Not to Lose the Billion Dollars

tradingview.com/news/reuters.com,2025-09-17:newsml\_ACN102566a:0-how-not-to-lose-the-billion-dollars-you-didn-t-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/

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Source: Sissi Goh

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Asian Corporate Newswire

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Watchlist

Symbol	Last	Chg	Chg%
SPX	6,600.36	-6.41	-0.10%
NDC	24,223.6	-50.56	-0.21%
DJI	46,018.3	260.42	0.57%
VIX	14.84	-0.88	-5.60%
DXY	96.893	-0.122	-0.13%

STOCKS

AAP	238.99	0.84	0.35%
TSL	425.86	4.24	1.01%
NFL	1,228.50	27.99	2.33%

FUTURES

USOIL	63.45	-0.51	-0.80%
GOLD	3,671.45	12.560	0.34%
SILVE	41.9150	0.2577	0.62%

AAPL

Apple Inc • NASDAQ

Electronic Technology • Telecommunications Equipment

238.99 USD +0.84 +0.35%

Last update at 07:59 GMT+8

240.61 USD +1.62 +0.68%

Pre-market

Last update at 17:28 GMT+8

Apple's stock bolstered the Nasdaq amid profit-taking in tech stocks, thanks to its robust business model and cash flow, making it a safe investment choice.

Key stats

Next earnings report	In 35 days
Volume	46.51 M
Average Volume (30D)	55.49 M
Market capitalization	3.55 T

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# SEA CHRONICLE

- **Audience Reach:** ~75,000 monthly
- **Primary Audience:**  
Professionals and policy-watchers in Singapore and ASEAN
- **Impact:**
  - Amplifies Sissi' social responsibility ethos through regional storytelling.
  - Establishes soft power positioning with SEA business influencers.



September 18, 2025/ by: bea

Counterfeit Products Sold Online in Malaysia Threaten Halal Compliance, Consumer Health, and the E-Commerce Sector, Says Muslim Consumers Association (PPIM)



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How Not to Lose the Billion Dollars You Didn't Know You Had – Groundbreaking Guide to Protecting Family Fortunes



# SHAREINVESTOR

- **Audience Reach:** ~300,000 investors across Singapore, Malaysia, Indonesia
- **Platform Type:** Equity markets and investor intelligence
- **Impact:**
  - Facilitates recognition from the independent advisory communities.



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1 day ago | ACN Newswire

Back



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[https://www.shareinvestor.com/news/457145?source=regional\\_acnnewswire](https://www.shareinvestor.com/news/457145?source=regional_acnnewswire)

- **Audience Reach:** ~500,000  
Mandarin-speaking business readers in SEA
- **Impact:**
  - Reaches a culturally distinct audience of Chinese-speaking HNWIs and private investors.
  - Builds cross-cultural brand resonance in Singapore and Malaysia.





# Sinchew Business

How Not to Lose the Billion Dollars

sinchewbusiness.com/acn-newswire/how-not-to-lose-the-billion-dollars-you-didnt-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/

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September 16, 2025

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By **BRIT**






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Held at the



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<https://jp.advfn.com/exchanges/share-news/96832768/how-not-to-lose-the-billion-dollars-you-didnt-know>



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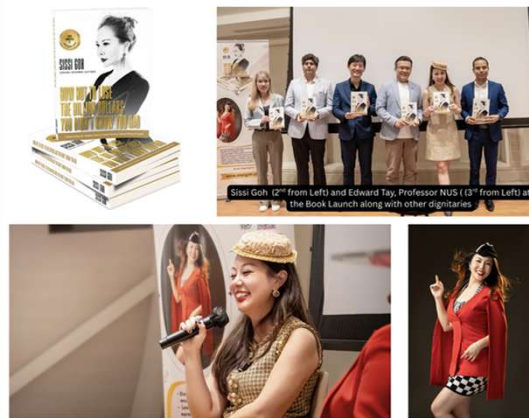
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**Asia Tab**

News & Press Releases in Asia

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Source: Sissi Goh

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Sissi Goh (2<sup>nd</sup> from Left) and Edward Tay, Professor NUS (3<sup>rd</sup> from Left) at the Book Launch along with other dignitaries



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**BANGKOK NEWS**



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## Business Diary

Inspiring Ideas. Empowering Entrepreneurs

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The event featured a thought-provoking panel discussion with some of the region’s brightest minds: **Alan Ang** (Chair, Asia Blockchain Association), **Vineeth Narasimhan** (Founder & CEO, Kristal.AI), **Annie Nguyen** (Senior Regional Enterprise Sales Director, MNC), and **Somnath Adak** (CEO, APTT). Together, they explored the intersection of blockchain, AI, and digital finance, and how these forces are reshaping legacy planning in a rapidly evolving world. Mett.AI was the alliance partner for this bespoke event.



The evening’s blend of intellectual dialogue, actionable insights, and meaningful networking made it a truly memorable gathering that set a new benchmark for conversations on wealth stewardship in the digital era.

In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. “Legacy is not just about money—it is about meaning. “Wealth that isn’t properly planned doesn’t just disappear; it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations,” said Sissi Goh during the launch.

In his address, **Professor Tay** commended Sissi’s work, highlighting the timeliness of her book in helping Singaporeans and global families navigate complex issues of wealth, governance, and generational transition. He shares, “In today’s world, legacy is more than just wealth—it is about stewardship, governance, and responsibility,” Prof. Tay remarked. Sissi’s book sheds much-needed light on how families can prepare for the future in both traditional and digital economies.”

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Source: Sissi Goh

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Source: Sissi Goh

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**EventsNewsAsia**  
Asia Events and Business News



## How Not to Lose the Billion Dollars You Didn't Know You Had Groundbreaking Guide to Protecting Family Fortunes

SINGAPORE, 16 September 2025 – (ACN Newswire via SeaPRwire.com) – The highly anticipated launch of "How Not to Lose the Billion Dollars You Didn't Know You Had" by Sissi Goh — Singapore's foremost legacy planner, award-winning author, and TEDx speaker — drew an elite audience of entrepreneurs, wealth managers, and senior professionals.



Sissi Goh (2<sup>nd</sup> from Left) and Edward Tay, Professor NUS (3<sup>rd</sup> from Left) at the Book Launch along with other dignitaries

Held at the sophisticated Executive Lounge, One Raffles Quay, the evening was graced by Guest of Honour, Associate Professor Edward Tay, Head of CET & Executive Education at the Asian Institute of Digital Finance, National University of Singapore (NUS), who lauded the book's timely and practical insights on safeguarding wealth and values across generations.

The event featured a thought-provoking panel discussion with some of the region's brightest minds: Alan Ang (Chair, Asia Blockchain Association), Vineeth Narasimhan (Founder & CEO, Kristal.AI), Annie Nguyen (Senior Regional Enterprise Sales Director, MNC), and Somnath Adak (CEO, APTT). Together, they explored the intersection of blockchain, AI, and digital finance, and how these forces are reshaping legacy planning in a rapidly evolving world. Mett.AI was the alliance partner for this bespoke event.

The evening's blend of intellectual dialogue, actionable insights, and meaningful networking made it a truly memorable gathering that set a new benchmark for conversations on wealth stewardship in the digital era.

In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. "Legacy is not just about money—it is about meaning. "Wealth that isn't properly planned doesn't just disappear; it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations," said Sissi Goh during the launch.

In his address, Professor Tay commended Sissi's work, highlighting the timeliness of her book in helping Singaporeans and global families navigate complex issues of wealth, governance, and generational transition. He shares, "In today's world, legacy is more than just wealth—it is about stewardship, governance, and responsibility." Prof. Tay remarked, Sissi's book sheds much-needed light on how families can prepare for the future in both traditional and digital economies."

Discussions explored how blockchain, AI, and digital finance are reshaping wealth and inheritance, with a central question: "How do families protect their legacy in an age where wealth is no longer only dollars and cents, but also digital and data-driven?"

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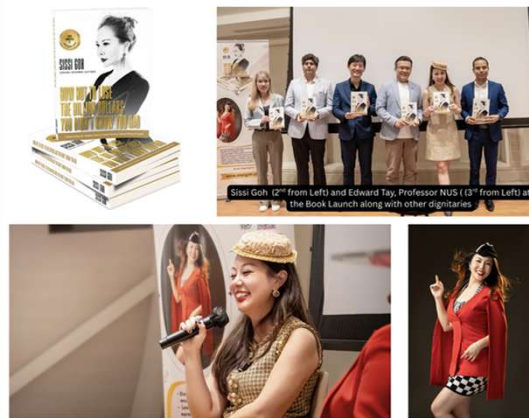
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## Indonesia News Zone

Things happened in Indonesia | Hal-hal yang terjadi di Indonesia



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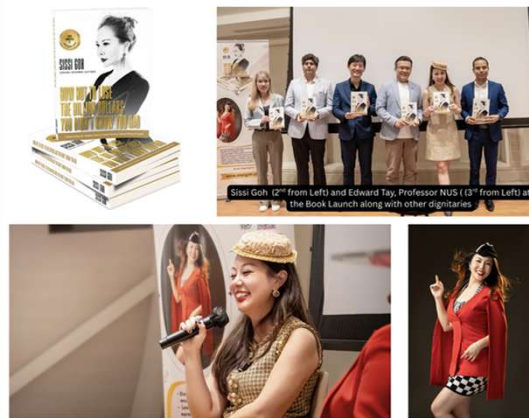
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In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. “Legacy is not just about money—it is about meaning. “Wealth that isn’t properly planned doesn’t just disappear, it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations,” said Sissi Goh during the launch.

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**IR Zen**

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Source: Sissi Goh

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**Kuala Lumpur Press**

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**KUALA LUMPUR WEEK**  
Berita Serantau Malaysia, Acara & Siaran Akhbar



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Linking Malaysia

Berita Malaysia, Orang, Cerita Perniagaan

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MANILA NEWS

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Source: Sissi Goh

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Sissi Goh (2nd from Left) and Edward Tay, Professor NUS (3rd from Left) at the Book Launch along with other dignitaries



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Source: Sissi Goh

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## Philippines Business News

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<https://pressap.com/acn-newswire/how-not-to-lose-the-billion-dollars-you-didnt-know-you-had-groundbreaking-guide-to-protecting-family-fortunes/>

**PRESS AP**

## How Not to Lose the Billion Dollars You Didn't Know You Had – Groundbreaking Guide to Protecting Family Fortunes



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The evening’s blend of intellectual dialogue, actionable insights, and meaningful networking made it a truly memorable gathering that set a new benchmark for conversations on wealth stewardship in the digital era.

In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. “Legacy is not just about money—it is about meaning. “Wealth that isn’t properly planned doesn’t just disappear; it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations,” said Sissi Goh during the launch.

In his address, **Professor Tay** commended Sissi’s work, highlighting the timeliness of her book in helping Singaporeans and global families navigate complex issues of wealth, governance, and generational transition. He shares, “In today’s world, legacy is more than just wealth—it is about stewardship, governance, and responsibility,” Prof. Tay remarked. Sissi’s book sheds much-needed light on how families can prepare for the future in both traditional and digital economies.”

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**PRESS MALAYSIA**  
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**Press Vietnam**

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Source: Sissi Goh

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Sissi Goh (2nd from Left) and Edward Tay, Professor NUS (3rd from Left) at the Book Launch along with other dignitaries



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## SOUTHEAST ASIA NEWS DESK



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In her book, Sissi Goh explores why wealth often fails to survive beyond the third generation, addressing challenges ranging from poorly structured wills to emerging risks such as digital assets. Legacy is not just about money-it is about meaning. Wealth that isn't properly planned doesn't just disappear; it fractures families and erodes harmony. With the right strategies, we can ensure that both wealth and values are carried forward across generations, said Sissi Goh during the launch.

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Source: Sissi Goh

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## How Not to Lose the Billion Dollars You Didn't Know You Had A Groundbreaking Guide to Protecting Family Fortunes



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ประเทศไทยอยู่ที่  
Head Office & Regional Office in Thailand | Here in Thailand

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ข่าวประชาสัมพันธ์ทั่วโลกผ่านภาษาไทย



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Source: Sissi Goh

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# MEDIA VALUATION STATISTICS



## Quantitative Impact

Total Estimated Readership Exposure:  
~ 5.2 million (aggregated and weighted)  
Estimated Media Value  
(Equivalent Ad Spend): ≈ SGD 34 k+

Tier-1 Financial Mentions: 5 major networks (Bloomberg, Reuters, Eikon, ShareInvestor, Sin Chew)

ASEAN-Focused Digital Portals: 60 + syndicated placements



Platform	Audience Type	Reach & Market Relevance	Impact Summary
<b>Bloomberg</b> (Subscription)	Institutional investors, wealth advisors, private-bankers	~1.7 million global subscribers	Positions Sissi within professional finance narratives trusted by Singapore's banking ecosystem.
<b>Reuters / TradingView</b>	Retail and fintech-savvy investors	38 million / 30 million MAU	Visibility among tech-driven, digital-asset-aware millennial HNWIs across Asia; aligns with Singapore's fintech narrative.
<b>Sea Chronicle &amp; ShareInvestor</b>	ASEAN policy watchers and investors	~375 k readers across Singapore, Malaysia, Indonesia	Strengthens regional identity; reinforces Singapore's role as Asia's wealth-management hub.
<b>Sin Chew Business (Mandarin Edition)</b>	Chinese-speaking entrepreneurs and investors	~500 k readers	Penetration into the Mandarin business community in Singapore — key for local engagement and credibility.

# Way- Forward

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- CNA Radio (Media Corp) channel is aligned on 21 November 2025 MediaCorp. Interview will be conducted by Susan Ng

