

EY Young Tax Professional of the Year 2025 Malaysia

Instructions

1. Please submit the following:
 - a) A response to the case study below using a PowerPoint presentation and a video clip of yourself presenting the response; and
 - b) A personal statement.
2. The PowerPoint and video presentations and personal statement must be received by Team EY no later than **5:00 p.m. on Friday, 13 June 2025.**

A. PowerPoint submission

1. You are required to submit a response to the case study, with a maximum of five PowerPoint slides (including the cover and index slides), which discusses only two key issues.
2. Please indicate the following details on the cover slide of your PowerPoint presentation:
 - Full name
 - I.C. no.
 - Name of university/college
 - Faculty
 - Major
 - Undergraduate (Year)
 - Email address
 - Telephone number
 - Whether you are interested in:
 - Internship (please provide the internship period)
 - Permanent employment (please provide your estimated graduation date)

Also, please include the following confirmation statement on the cover page:

I confirm that I understand what plagiarism is and that this presentation is my own work. All contributions from other authors are duly referenced and acknowledged.

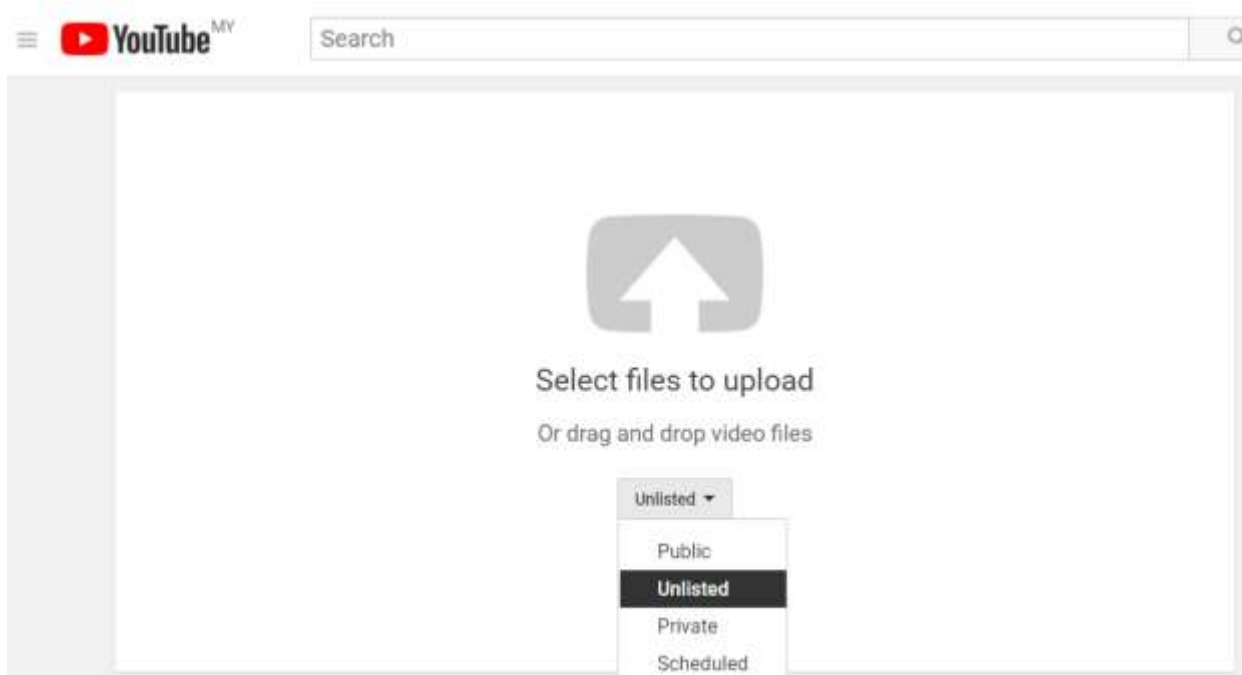


3. The final presentation must be submitted in PDF format, not exceeding 2MB, to the following email address: eyytpy@my.ey.com.

Please indicate “EY Young Tax Professional of the Year 2025 Malaysia” as the email subject.

B. Video submission

1. You are required to present your response to the case study using a video clip posted on YouTube.
2. The length of the video presentation must not exceed three minutes.
3. Please ensure the following:
 - a) You are clearly visible in the video. Your face and upper body should occupy approximately three quarters of the screen. This helps us to see your expressions and gestures clearly.
 - b) Your voice is clear and audible. Avoid background noise and speak at a moderate pace.
 - c) Use good lighting so that your face is well-lit. Natural light or a well-lit room is ideal.
 - d) Choose a neutral or uncluttered background to keep the focus on you.
 - e) Use a stable camera (smartphone, webcam or video camera) positioned at eye level. Avoid handheld recording to prevent shaky footage.
 - f) The PowerPoint presentation is not required to be seen in the video.
4. Please set the visibility of your YouTube video presentation to “unlisted”.
5. To submit your video clip, upload the video on YouTube and share the link with eyytpy@my.ey.com.



C. Personal statement

1. What is the impact of artificial intelligence (AI)/generative AI (GenAI) adoption in the tax industry and how can it be effectively harnessed to enhance tax advisory and compliance, streamline processes and optimize value creation?
2. The essay should not be more than 1,000 words.



Case study

Granvia Textiles is a 60-year-old, family-owned company in the traditional textile manufacturing sector. Known for its high-quality woven fabrics, the company serves premium regional and international fashion and home textile brands.

Over the last five years, Granvia Textiles has begun modernizing its operations and embedding sustainability into its core strategy. The following major business developments have taken place:

- Launch of Granvia Digital, a proprietary AI-powered business-to-business (B2B) online ordering platform.
- Establishment of Granvia Greenworks, an innovation unit focused on environmental, social and governance (ESG) initiatives, including waterless dyeing, recycled fiber research and development (R&D) and generation of carbon credits.
- Creation of Granvia Global Sourcing, a procurement and logistics arm handling vendor relationships and cross-border sourcing.
- Expansion into new markets via digital channels, onboarding vendors and remote staff across multiple jurisdictions.

All business units are wholly owned by Granvia Textiles Co., which is incorporated in Country X (the home jurisdiction).

Additional information

- Remote staff are engaged in Countries A, B and C, including digital developers and marketing support teams.
- Staff from Greenworks and Granvia Digital are frequently seconded to other entities for projects.
- The company has limited intercompany documentation and has not conducted a formal transfer pricing review.
- Granvia Textiles is preparing for Series B investment and a future initial public offering (IPO) - targeted within three to four years.



Required:

The chief financial officer (CFO) of Granvia Textiles has requested a meeting with you (their tax advisor) to discuss on the preparation for its Series B investment and future IPO. However, he has only three minutes to meet with you. As such, prepare a presentation on the following:

- a) Identify two or three significant tax issues or risks.
- b) Highlight initial high-level considerations to support Granvia Textiles' investment readiness from a tax perspective.

You may include any commercial considerations that may be relevant to your analysis.



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ED None

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