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BDO Complimentary Webinar

Beyond the Deal: Understanding Purchase Price Allocation (PPA), Intangible Asset Valuation and Impairment Assessment

Thursday, 3 September 2026 3:00pm - 5:00pm

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Mergers and acquisitions can drive growth, but the accounting implications after a deal are often overlooked. Under MFRS 3, every business combination requires a Purchase Price Allocation (PPA), which can significantly impact future earnings through intangible assets, goodwill and impairment assessments.

This complimentary webinar provides a practical overview of post-acquisition accounting, covering PPA, intangible asset valuation, goodwill recognition and impairment assessment, with practical illustrations of common challenges.

The session is designed for CFOs, finance professionals, management teams, investment bankers, corporate advisers, auditors and other stakeholders involved in corporate transactions and financial reporting.

What You'll Gain

- A practical understanding of PPA under MFRS 3
- How to identify intangible assets separately from goodwill
- An overview of valuation methodologies for identifiable intangible assets
- How PPA and goodwill recognition affect financial reporting, future earnings and impairment assessments
- Why early PPA considerations support better-informed investment decisions and reduce post-acquisition surprises

Speakers:

Eng Cha Lun

Executive Director, Advisory, BDO Malaysia

Eng Cha Lun has over 14 years of experience in business, share and intangible asset valuation for transactions and financial reporting. His expertise covers PPA, impairment assessments, corporate valuations, financial model reviews, fairness opinions, M&A and IPO-related engagements. Prior to joining BDO Malaysia, he was an Associate Director in the Transaction Advisory Services practice of a Big Four accounting firm. He holds a Capital Market Services Representative's Licence for Advising on Corporate Finance and has completed the CFA Level II Programme.

Hasanuddin Bin Amiruddin

Director, Advisory, BDO Malaysia

Hasan has 10 years of experience in corporate finance advisory, specialising in PPA, business and intangible asset valuations, and independent advisory engagements. He has advised PLCs, MNCs and private businesses on financial reporting valuations and corporate transactions. Prior to joining BDO Corporate Finance in 2016, Hasan was with BDO's Audit practice, giving him a strong foundation in financial reporting and assurance. He is a member of MICPA and holds a Capital Markets Services Representative's Licence (CMSRL) for Advising on Corporate Finance.

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