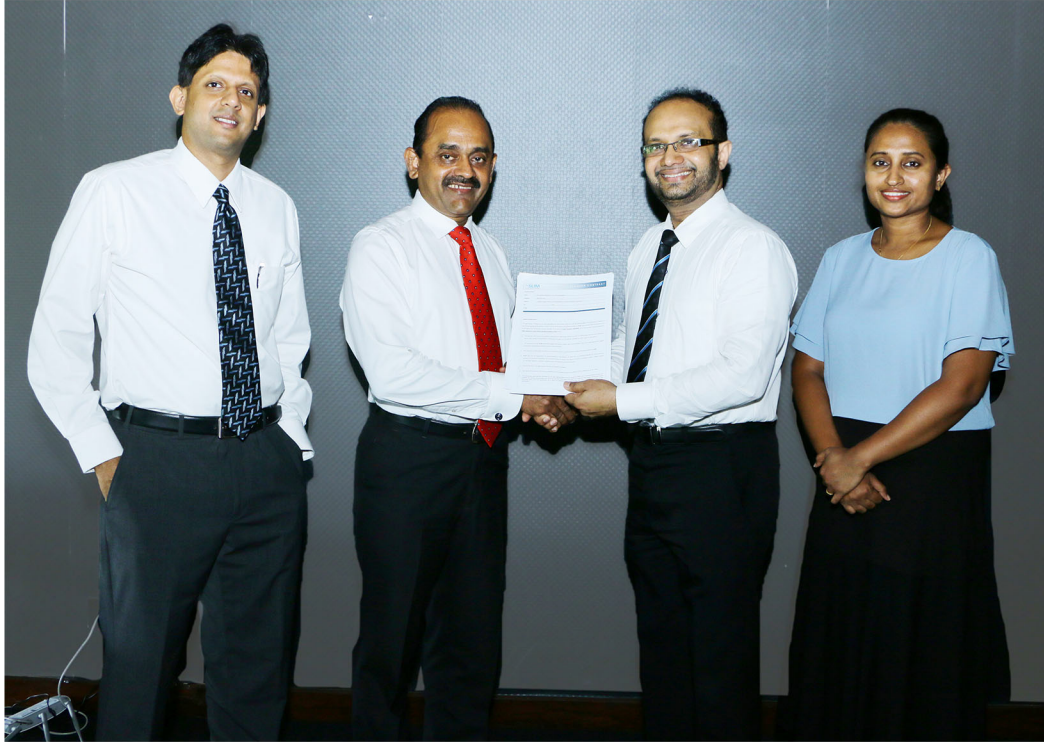


BDO Partners to power SLIM's Effie and Brand Excellence Awards as Official Audit Partner



BDO's Deputy Managing Partner Mr. Ashane Jayasekera, Managing Partner Mr. Sujeewa Rajapakse and SLIM President Mr. Suranjith Swaris and Vice President Ms. Thilanka Abeywardena

One of Sri Lanka's leading professional service firms, BDO Partners has partnered with the Sri Lanka Institute of Marketing (SLIM) to power the Effie Awards Sri Lanka 2019 and Brand Excellence 2019 as the Official Audit Partner.

An agreement was signed recently between BDO's Managing Partner Mr. Sujeewa Rajapakse, Deputy Managing Partner Mr. Ashane Jayasekera and SLIM President Mr. Suranjith Swaris and Vice President Ms. Thilanka Abeywardena at a special signing ceremony in Colombo.

As the Official Audit Partner, BDO Partners will supervise the judging sessions of Effie Sri Lanka 2019 and Brand Excellence 2019, which are two flagship marketing centric award events in the country, which recognizes exceptional marketing and branding across the Sri Lankan marketing arena.

Mr. Rajapakse said that two exceptional brands have joined hands to steer two of the country's leading awards ceremonies forward. "BDO Partners, which is a world class professional service firm is delighted to partner with the apex body for Sri Lankan Marketers, SLIM in steering forward the Effie Awards and Brand Excellence for 2019 by supervising both events as the Official Audit Partner for 2019."

Mr. Rajapakse added that BDO Partners is dedicated to ensure that both Effie Awards and Brand Excellence are successful events from start to end. "As the Official Audit Partner, it is upon our responsibility to ensure these events will be among the most successful awards ceremonies in the country."

Mr. Jayasekera noted that as part of a reputed international network, BDO Partners ensures that its level of service matches international standards while also incorporating a high level of integrity and best practices in ensuring its international and local clientele receives the best of the best service. "Our ultimate aim as the Official Audit Partner is also to provide this same level of expert service for both events," he said.

Mr. Swaris said his Institute was delighted to partner with BDO Partners. "In our capacity as the apex body for Sri Lankan marketers as well as the national body for marketing in the country, we endeavor to partner with the best in the business, and therefore I am delighted to partner with BDO Sri Lanka as the Official Audit Partner for the Effie Awards Sri Lanka 2019 and Brand Excellence 2019 organized by SLIM," Mr. Swaris added.

BDO Partners will also offer recommendations to SLIM on the online judging portal for the two events, as well as carry out necessary audits of the judging process for both Effie Sri Lanka 2019 and Brand Excellence 2019 and offer recommendations on how the awards and the judging process can be further improved.

BDO Partners, which is a member of BDO International Limited is known to provide a range of exceptional services from audit, tax, advisory as well as business services and outsourcing to a multitude of local and international clients.