



LOO ENG WAH

Founder | Chartered Management
Accountant | Tourism & Hospitality
Entrepreneur

30 Years in Travel & Tourism

Malaysia + Iceland

Executive Profile for Banking & Investment
Partners

30 YEARS Travel industry	2000 CIMA admission	2002 Beautiful Planet founded	2015 N66 founded in Iceland
50+ Employees in travel business	30 BUSES 2027 fleet target	ISK 1 BN 2027 turnover target	

Loo Eng Wah is an entrepreneur and tourism industry professional with approximately **30 years of experience** across travel, transportation and hospitality, combining hands-on operating experience with a professional background in management accounting.

Professional & Entrepreneurial Track Record

PROFESSIONAL QUALIFICATION

Mr. Loo was admitted as an **Associate of The Chartered Institute of Management Accountants (CIMA)** on **22 February 2000**, entitling him to use the description **Chartered Management Accountant**. This background supports disciplined financial planning, cost management, investment evaluation and strategic decision-making.

30 YEARS IN TRAVEL & TOURISM

Mr. Loo has spent approximately three decades in the travel and tourism sector. In **2002**, he founded **Beautiful Planet Holiday in Malaysia**. The company has since developed into a **multinational travel agency with more than 50 employees**, giving him extensive experience in international sales, tour operations, supplier negotiations, transportation, financial management and tourism product development.

BUILDING IN ICELAND SINCE 2015

Recognising Iceland's long-term potential as an international tourism destination, Mr. Loo founded **N66 ehf. in 2015**. Over more than a decade, the business has expanded into complementary tourism, transportation and hospitality operations.

Hotel Vos	Owned and operated at Þykkvabær, Hella
Bus fleet	7 buses currently in operation
Premium fleet	4 VIP coaches serving private and premium travel
Tourism platform	Destination services and international tourism relationships

MALAYSIA BOOK OF RECORDS RECOGNITION

Mr. Loo was recognised by the **Malaysia Book of Records** for taking the most Aurora photographs for tourists within one year. The recognition reflects his personal passion for Iceland's Northern Lights, direct customer engagement and ability to turn destination expertise into market visibility and customer attraction.

N66: 2027 Growth Vision

7
Current buses



~30
Planned buses in 2027

ISK 1 BILLION
2027 annual turnover target

EXPANSION STRATEGY

N66 is entering a significant new phase of expansion. The company plans to increase its fleet from the current **7 buses to approximately 30 buses during 2027**, substantially increasing capacity to serve international tour operators, group travel partners and the Icelandic tourism market.

Alongside the fleet expansion, N66 is targeting approximately **ISK 1 billion in annual turnover in 2027**. The target is intended to be supported by the company's existing operating platform, international customer relationships, Mr. Loo's travel-industry network and the commercial synergies between transportation, tourism and hospitality.

MANAGEMENT STRENGTH

- **Financial discipline:** professional management accounting background.
- **Proven entrepreneurship:** more than two decades building Beautiful Planet Holiday.
- **International market access:** established Asian and European tourism relationships.
- **Iceland operating experience:** investing and operating locally since 2015.
- **Tangible operating base:** hotel ownership, bus fleet and premium coaches.
- **Hands-on leadership:** direct involvement in operations, customers, investment and business development.

LOOKING FORWARD

Mr. Loo's objective is to continue developing an integrated, professionally managed and financially sustainable tourism, transportation and hospitality group with Iceland at the centre of its operations.

For banking and investment partners, the N66 expansion represents an opportunity to support a business led by an entrepreneur with a **demonstrated operating history, professional financial qualification, international tourism network, existing Icelandic assets and a long-term commitment to continued investment in Iceland**.

Note: Fleet size and turnover figures for 2027 are management targets and forward-looking plans, not current results.