

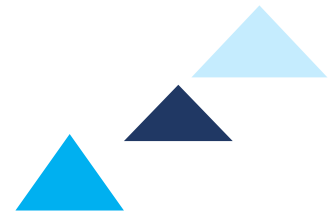


PropNex

Service You Trust
SINGAPORE

PROPNE X LIMITED

FY2021 ANNUAL GENERAL MEETING



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FY2021 NPAT SOARS 109.6% TO \$65.4M

Revenue \$957.5m,
strong cash position
\$145m



Revenue

FIRST in Singapore
to cross **10,000-**
salespersons mark



Salesforce

Strategic
expansion into
GCB Luxury
Landed



New segment

Dividend pay-out
77%, yield 7.1%



Profits



FINANCIAL SNAPSHOT

FY2021 INCOME STATEMENT

(in S\$'000)	FY2021	FY2020	▲ ▼
Revenue	957,492	513,461	87%
COS	(855,705)	(457,880)	87%
GP	101,787	55,581	83%
GP%	10.6%	10.8%	
Other income	7,337	7,614	(4%)
Staff costs	(16,804)	(14,070)	19%
Dep. ROU	(2,210)	(2,545)	(13%)
Expenses	(12,077)	(9,948)	21%
Gain on disp. PPMC	637	-	NM
NPBT	78,670	36,632	115%
NP%	8.2%	7.1%	
Tax	(13,545)	(5,929)	129%
NPAT	65,125	30,703	112%
Discontinued Opt.	19	521	(96%)
Profit for period	65,144	31,224	109%

- Rental ↑ 36% FY21: \$114.1m, FY20: \$84.1m
- HDB resale ↑ 48% FY21: \$128.1m, FY20: \$86.8m
- Proj. mktg ↑ 99% FY21: \$435.5m, FY20: \$218.7m
- Pte resale ↑ 127% FY21: \$213.2m, FY20: \$94.0m
- Landed resale ↑ 146% FY21: \$61.2m, FY20: \$24.9m

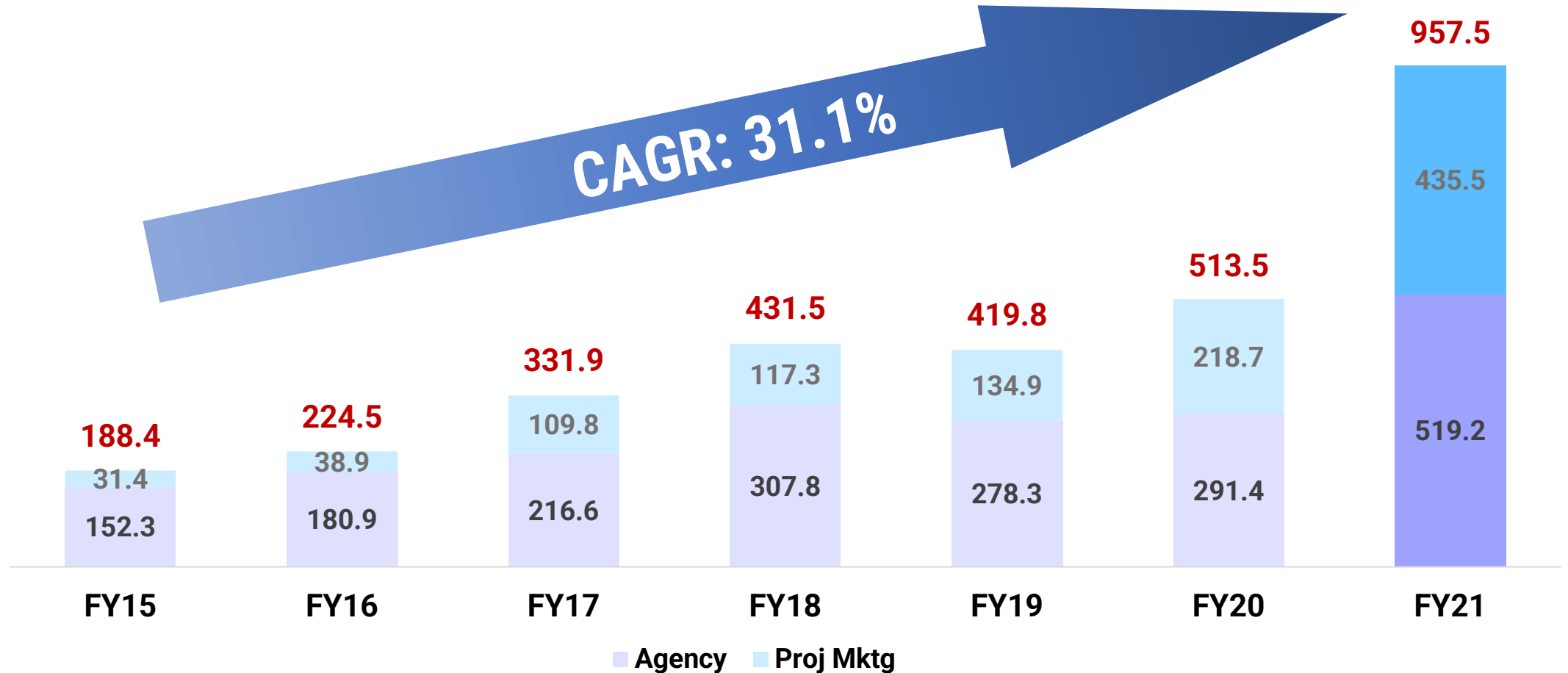
- Salary increment ↑ FY21: \$12.4m, FY20: \$10.9m
- Performance-linked bonus ↑ FY21: \$3.2m, FY20: \$2.1m
- Ave headcount ↑ from 128 to 137

- Discontinued branch office lease in Aug20

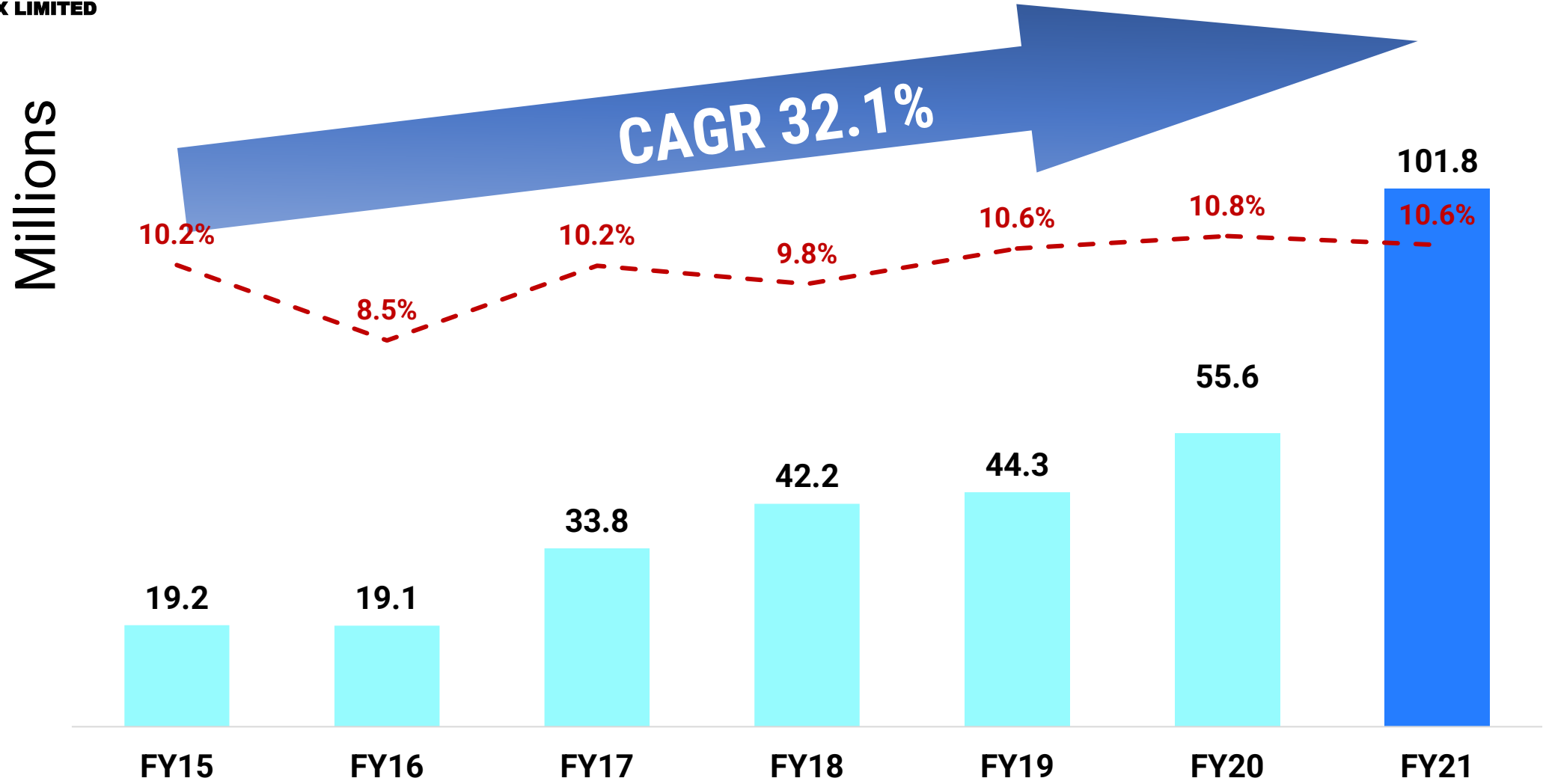
- Impair. loss on assoc. ↓ FY21: \$0, FY20: \$0.5m
- PPE w/o ↓ FY21: \$0, FY20: \$0.2m
- Corp. event ↑ FY21: \$0.6m, FY20: \$0.4m
- Corp. gift ↑ FY21: \$0.5m, FY20: \$0.1m
- Professional ↑ FY21: \$1.3m, FY20: \$1.1m
- Recruitment ↑ FY21: \$2.2m, FY20: \$0.9m
- Referral ↑ FY21: \$1.7m, FY20: \$1.1m

GROUP REVENUE

Millions

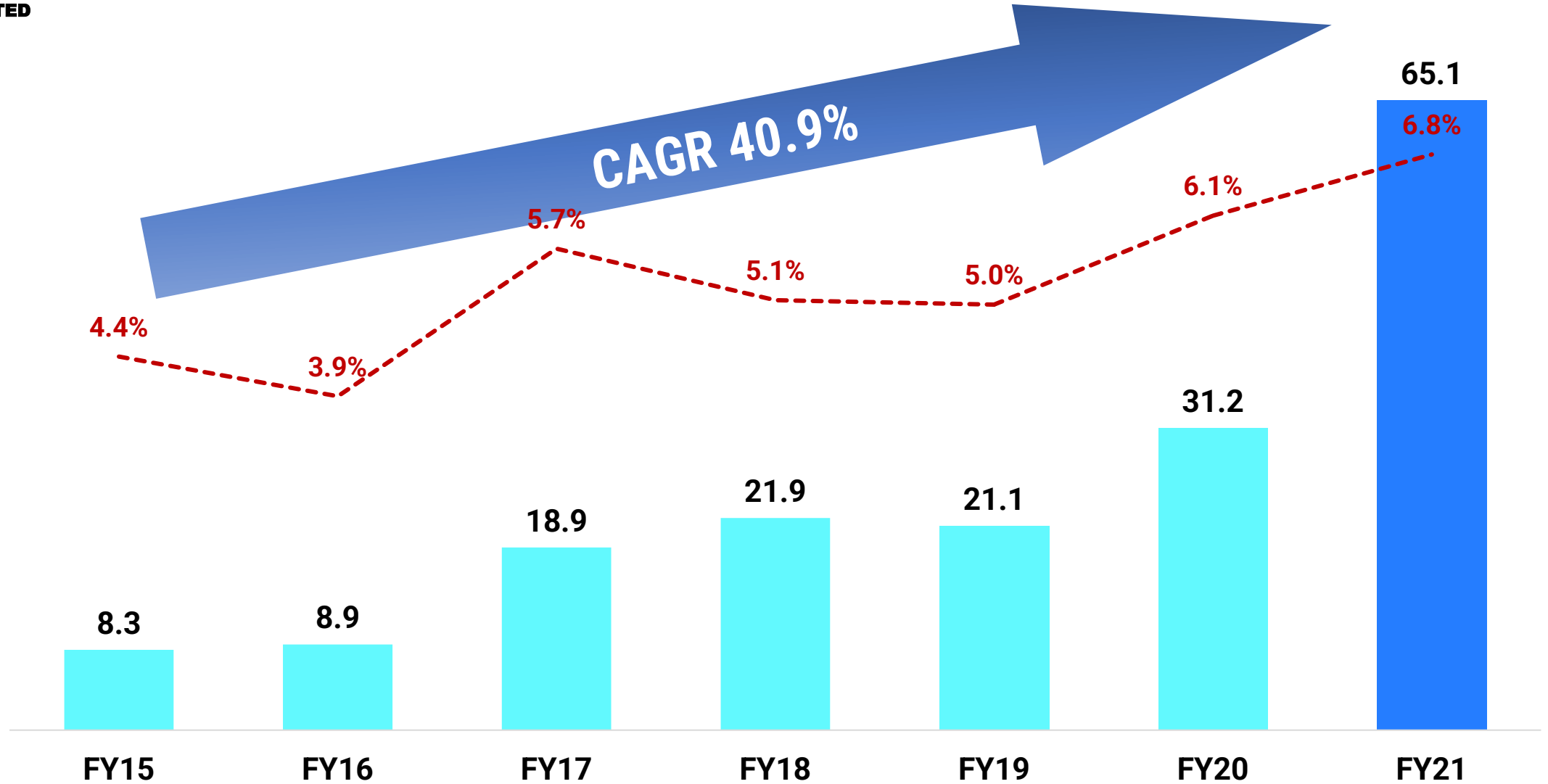


GROSS PROFIT & MARGIN



NET PROFIT & MARGIN

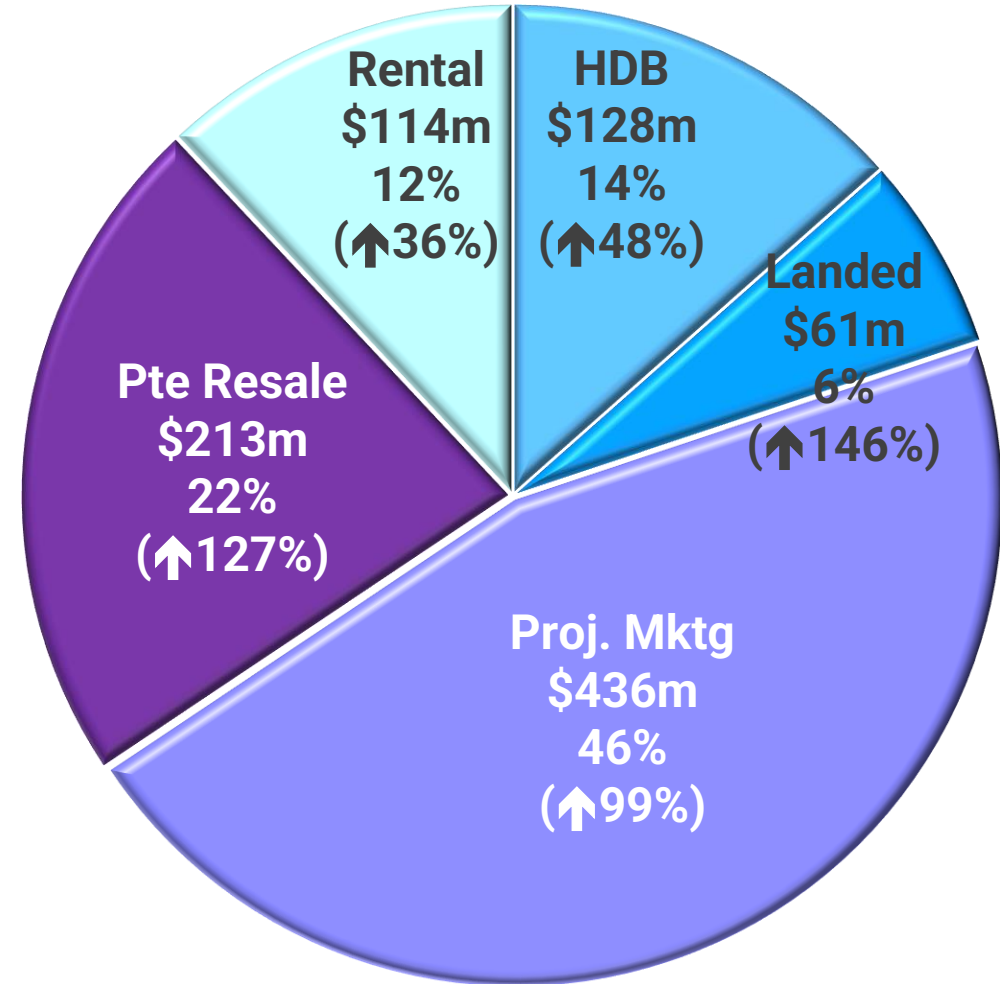
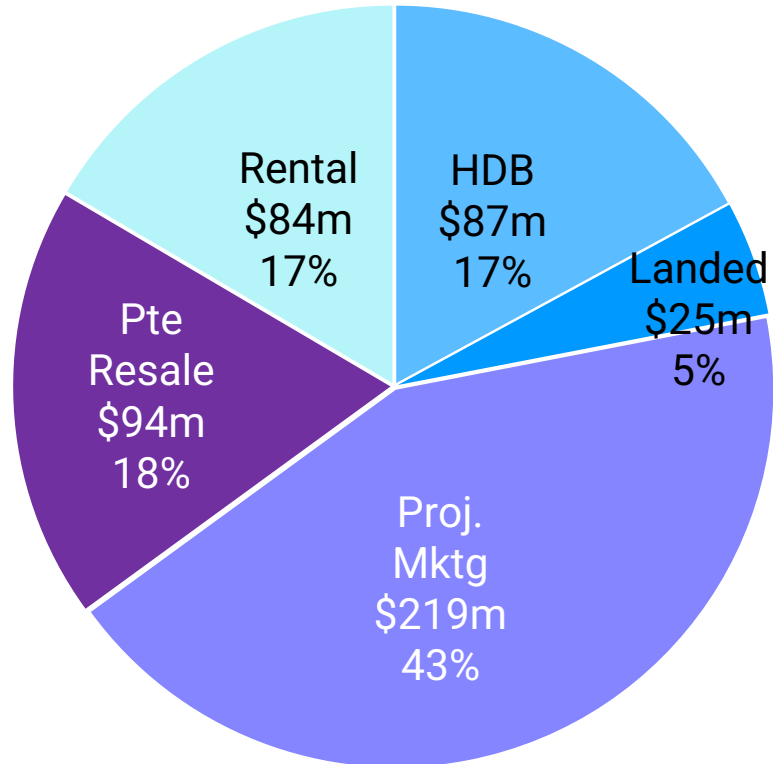
Millions



SEGMENT CONTRIBUTION

FY2021

FY2020





BUSINESS UPDATES

WINNERS & LOSERS OF 15 DEC 2021 COOLING MEASURES

WINNERS



Singaporeans buying their first home

Measures will ensure that home prices do not rise rapidly and become more stable



Singaporeans looking to buy a property in the CCR

Face less competition from foreigners for units
(1) attractive prices for new launches
(2) could be in a better position to negotiate on prices for resale transactions



Upgraders entering the resale market

Sellers may be less aggressive with asking prices due to reduced TDSR from 60% to 55%

LOSERS

Purchasers buying a second and subsequent residential property

The hike in ABSD rates will soften investment demand



Foreigners

30% ABSD could prove to be concern for many foreign buyers, especially for big ticket purchase in CCR



Developers with CCR projects

High-end home demand will likely slow down as investment demand moderates and lack of foreigners entering the market

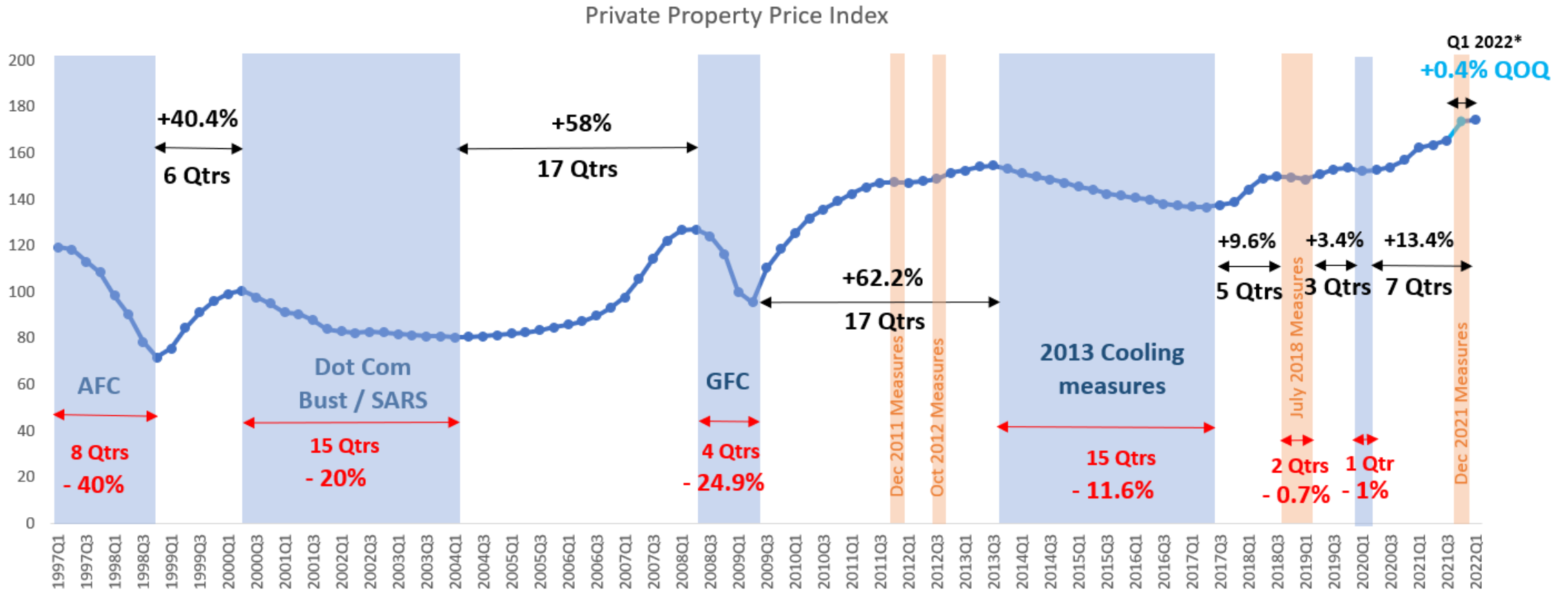


En bloc hopefuls

- Impact on the collective sale market may be uneven, with mega sites and CCR sites facing more challenges
- Collective sale sites in the OCR could still find buyers provided the owners are realistic on pricing



GOOD TRACK RECORD OF WEATHERING CRISIS

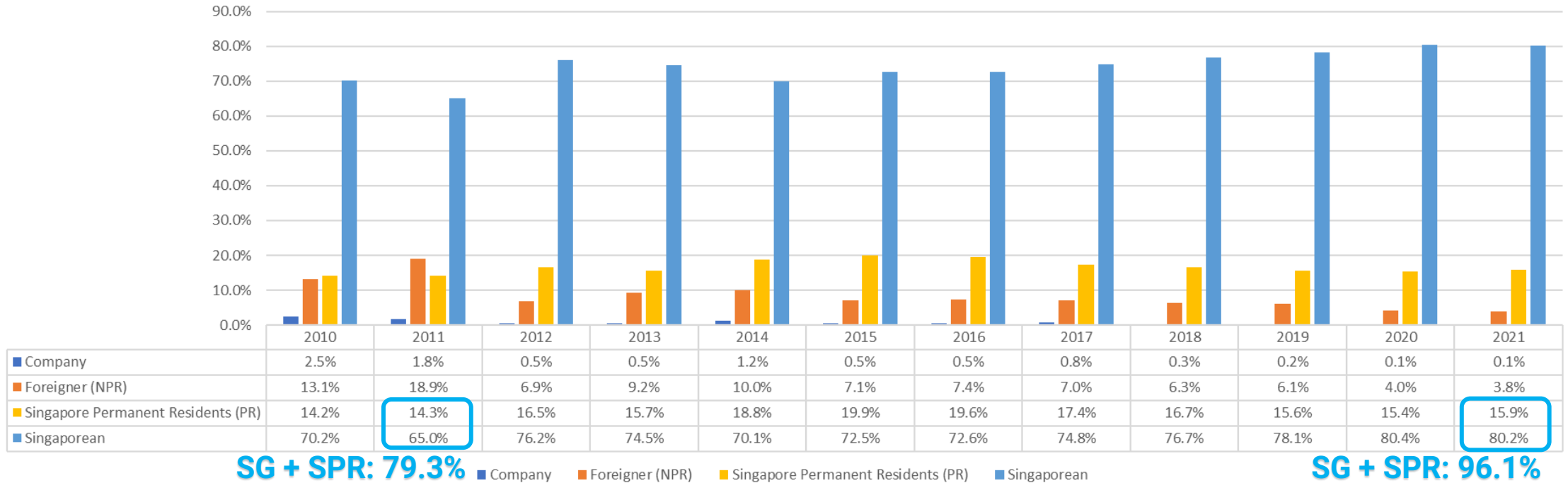


Source: PropNex Research, URA (*Flash estimates released on 1 Apr 2022)

From the last round of cooling measures in July 2018, property prices dipped only -0.7% for two quarters
Market is expected to be resilient despite this recent round of cooling measures

SUSTAINED DEMAND FROM S'POREANS & PRS FOR HOMES

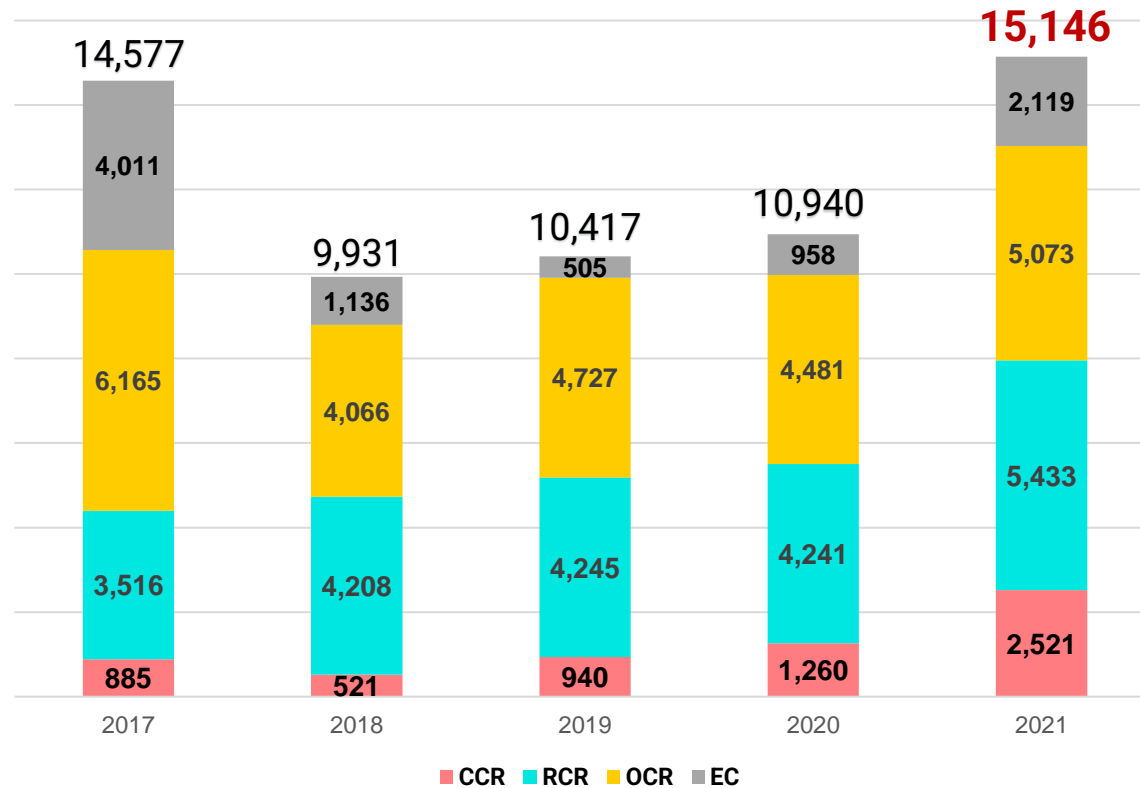
Proportion of non-landed private home sales by residential status (new sales and resales)



In **2011**, Singaporeans and Singapore PRs make up about **79.2%** of buyers for non-landed home sales
 In **2021**, Singaporeans and Singapore PRs make up **96.1%** of buyers (*16.8 percentage point % increase*)

2021 OVERALL PRIMARY SALES

New Home Sales Volume by Region (including EC)

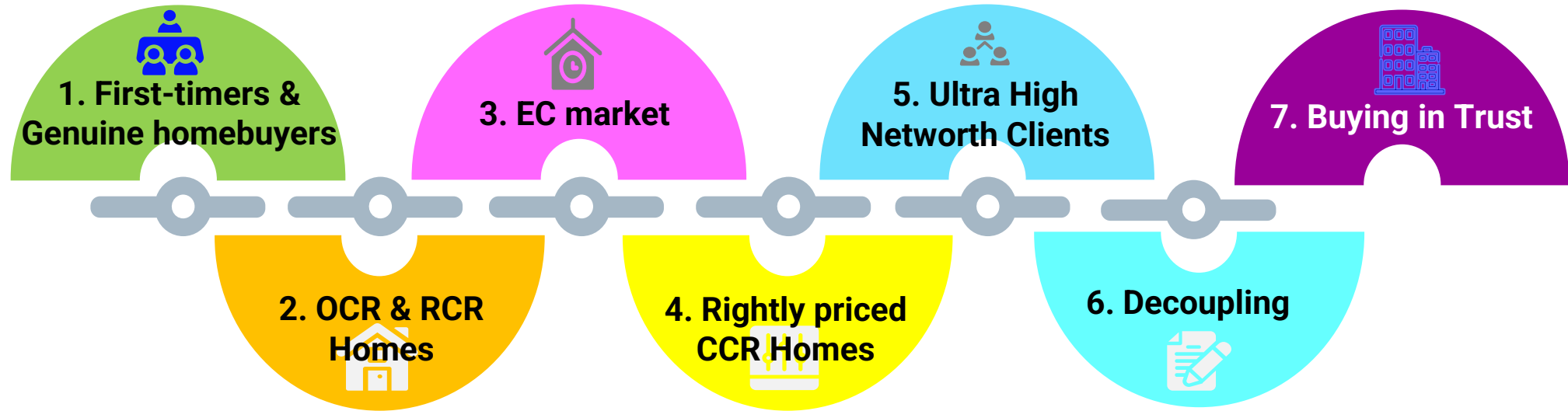


Source: PropNex Research, URA

- 1 More than 15,000 new homes (including EC) were sold in 2021
- 2 Total new sales in 2021 (incl. EC) surged by 38% YOY from 2020
- 3 2021 new sales (incl. EC) have surpassed the last high in 2017 (14,577 units sold)

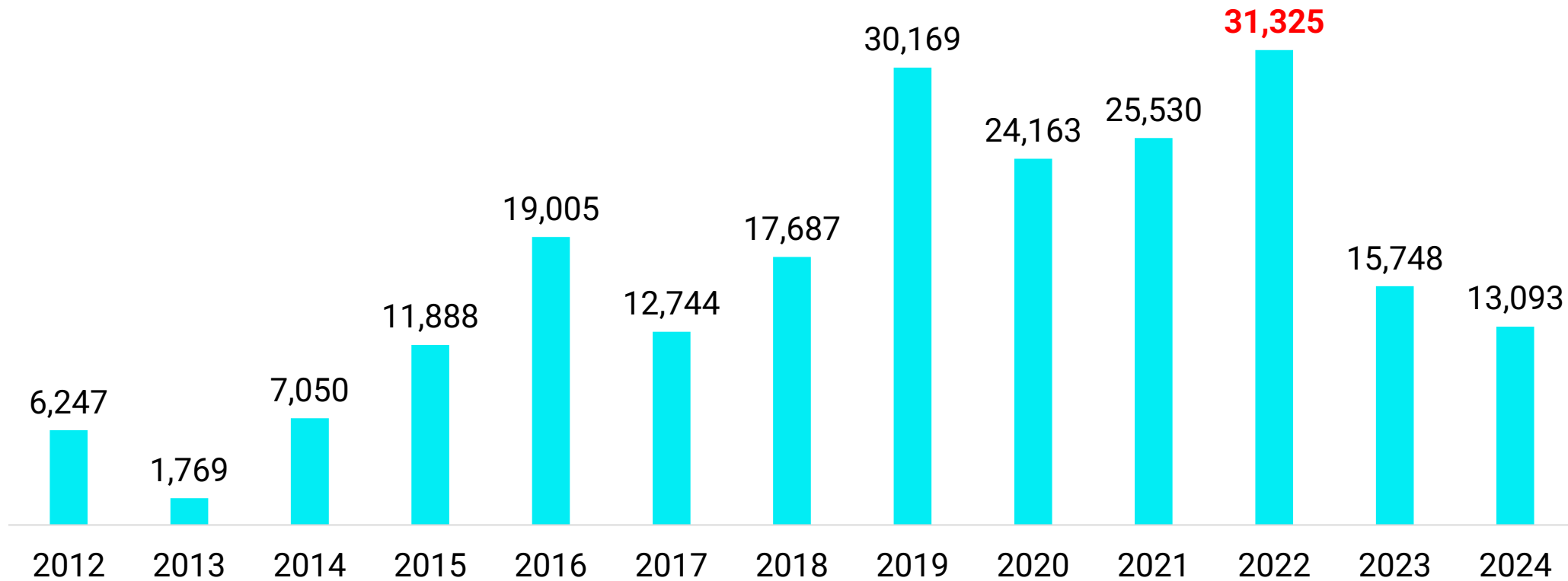
Strong underlying demand for SG residential property

MARKET MOVEMENTS - 2022



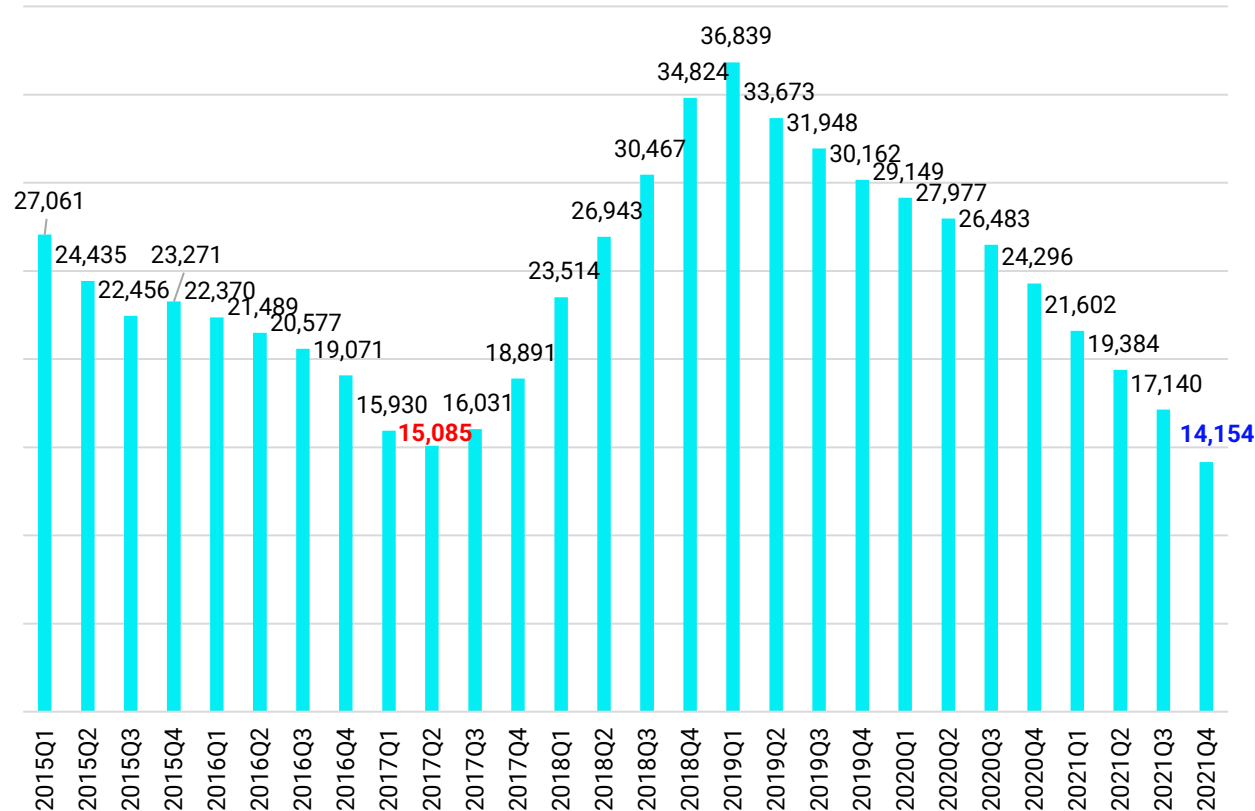
BUMPER CROP OF MOP HDB FLATS

Estimated Number of HDB Flats Reaching 5-year MOP



UNSOLD UNITS DIMINISHING

Total Uncompleted Unsold Units (excl ECs)



Source: PropNex Research, URA

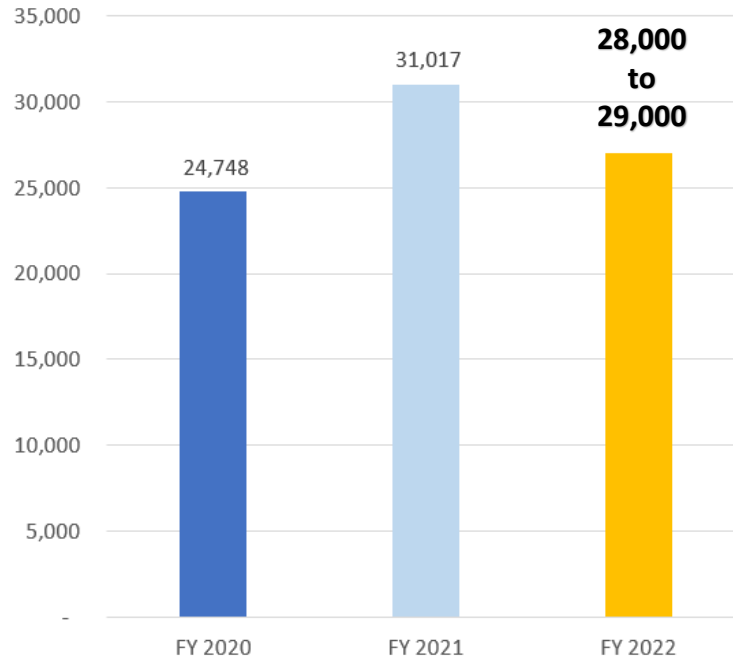
Unsold Units By Region	CCR	RCR	OCR
Q1 2021	7,073	7,724	6,805
Q2 2021	6,839	6,706	5,839
Q3 2021	6,880	5,878	4,382
Q4 2021	5,876	4,306	3,972

Source: PropNex Research, URA

Unsold inventory of new homes has fallen to an all-time low of **14,154** units as of **4Q2021**
 Lowest figure since **2Q2017** which had a low of **15,085** unsold units

FORECAST: EASING OF SALES MOMENTUM IN 2022

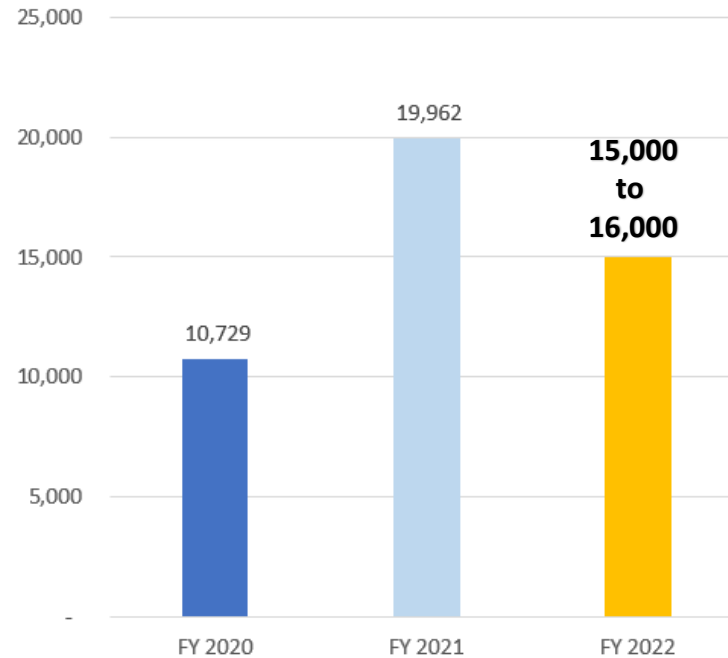
HDB Resale Volume



Source: PropNex Research, HDB

Projected volume for 2022 will drop by 5-10% to 28,000 to 29,000 units

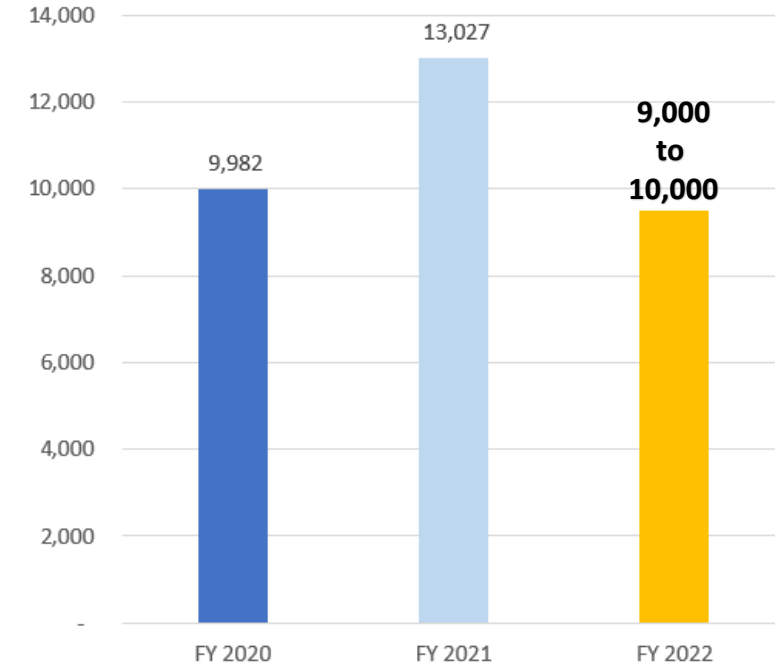
Private Resale Volume



Source: PropNex Research, URA

Projected volume for 2022 will drop by 20-25% to 15,000 – 16,000 units

Private New Sale Volume

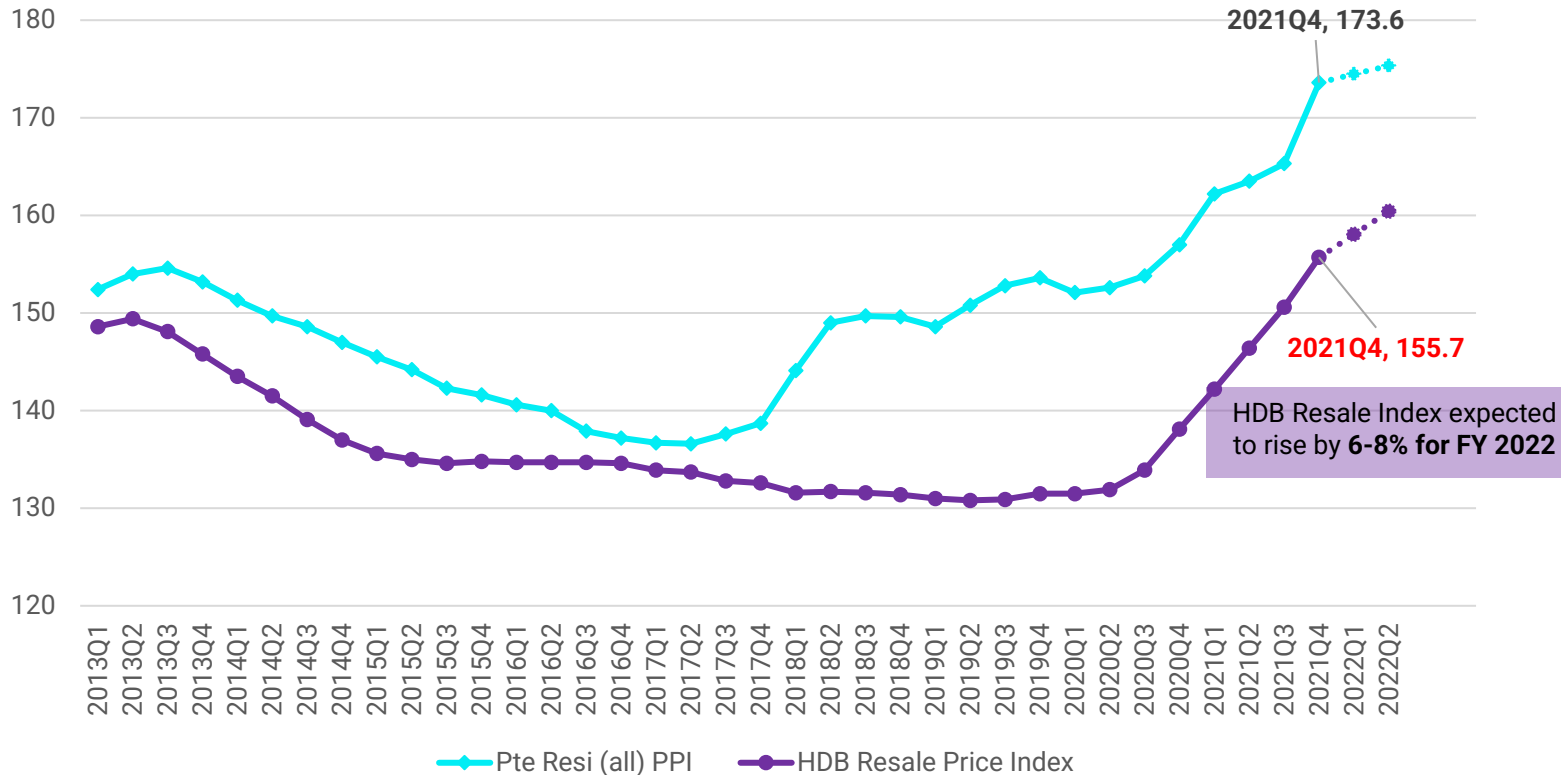


Source: PropNex Research, URA

Projected volume for 2022 will drop by 20-30% to 9,000 – 10,000 units

OUTLOOK PREDICTIONS: 2022 HOME PRICES

Private Residential Price Index (Overall) vs HDB Resale Price Index



Private Residential Price Index

Year	Y-on-Y change
2013	1.1%
2014	-4.0%
2015	-3.7%
2016	-3.1%
2017	1.1%
2018	7.9%
2019	2.7%
2020	2.2%
2021	10.6%
2022	3-5%

HDB Resale Price Index

Year	Y-on-Y change
2013	-0.6%
2014	-6.0%
2015	-1.6%
2016	-0.1%
2017	-1.5%
2018	-0.9%
2019	0.1%
2020	5.0%
2021	12.7%
2022	6-8%

Private residential home prices expected to grow 3-5% in 2022
HDB Resale home prices expected to grow by 6-8% in 2022

OUTLOOK PREDICTIONS: 2022 HOME PRICES

Private Residential
Overall Price Index

PPI expected to rise by **3% - 5%**

CCR

CCR prices expected to stagnate **-2% - 0%**

RCR

RCR prices expected to rise by **2% - 4%**

OCR

OCR prices expected to rise by **3% - 5%**

HDB Resale
Price Index

HDB Resale Index expected to rise by **6% - 8%**

ESTIMATED 27 PROJECTS LINED-UP IN 2022

The no. of units and estimated launch dates were gathered from developers

***PROPNE X APPOINTED AS MARKETING AGENCY**

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of Launch
1	Belgravia Ace*	AMK Ave 5	28	OCR	FH	Tong Eng Brothers	107	Launched
2	Atlassia*	Joo Chiat place	15	RCR	FH	K16 Development	29	1Q 2022
3	Royal Hallmark*	Haig Lane	15	RCR	FH	Nobel Design,Lian Huat Group & 2E Capital	32	1Q 2022
4	The Arden*	2-24 Phoenix Road	23	OCR	99	Qingjian Realty	105	1Q 2022
5	North Gaia*	Yishun Ave 9 EC	27	OCR	99	Sing Holdings Limited	600	2Q 2022
6	Evelyn Newton*	1C Evelyn Road	11	CCR	FH	Victory land Pte Ltd	25	2Q 2022
7	Gems Ville*	Lorong 13 Geylang	14	RCR	FH	East Asia Geylang Development	24	2Q 2022
8	Sophia Regency*	105 Sophia road	14	RCR	FH	East Asia Sophia Development	38	2Q 2022
9	Baywind Residences*	Telok Kurau Lor N	15	RCR	FH	Baywind Properties/ Lim Wen Heng	24	2Q 2022
10	Sophia Ville / Fairhaven*	128 & 130 Sophia Road	9	CCR	FH	DB2 Land	84	2Q 2022

ESTIMATED 27 PROJECTS LINED-UP IN 2022

The no. of units and estimated launch dates were gathered from developers

***PROPNE X APPOINTED AS MARKETING AGENCY**

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of Launch
11	Picadilly Grand*	Northumberland Road	8	RCR	99	CDL and MCL	405	2Q 2022
12	Sceneca Residences*	Tengah Merah Kechil Link	16	OCR	99	MCC Land	265	3Q 2022
13	LIV @ MB*	Arthur Road (fka Katong Park Towers)	15	RCR	99	Bukit Sembawang Estates	298	3Q 2022
14	Pollen Collection*	Nim Road/Ang Mo Kio Avenue 5	28	OCR	99	Bukit Sembawang Estates	30	3Q 2022
15	Lentor Modern*	Lentor Central	20	OCR	99	Guocoland	605	3Q 2022
16	TBA*	(fka Ji Liang Gardens)	15	OCR	FH	Hoi Hup and Sunway Development	18	3Q 2022
17	TBA*	Ang Mo Kio Ave 1	20	OCR	99	UOL, Singapore Group and Kheng Leong	370	3Q 2022
18	TBA*	2 Surrey Road	11	CCR	FH	Amara Holdings, Santarli Capital Venture and Kay Lim Realty	36	3Q 2022
19	TBA*	Tengah Garden Walk EC	24	OCR	99	CDL and MCL	615	3Q 2022
20	TBA*	Slim Barracks Rise (Parcel A)	5	RCR	99	EL Development	265	3Q 2022

ESTIMATED 27 PROJECTS LINED-UP IN 2022

The no. of units and estimated launch dates were gathered from developers

***PROPNE X APPOINTED AS MARKETING AGENCY**

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of Launch
21	TBA*	Yew Siang Road (fka Flynn Park)	5	RCR	FH	Hoi Hup and Sunway Development	271	3Q 2022
22	TBA*	Slim Barracks Rise (Parcel B)	5	RCR	99	Kingsford Development	240	3Q 2022
23	TBA	Jalan Anak Bukit GLS	21	RCR	99	Far East Organisation & Sino Group	845	4Q 2022
24	TBA*	Tampines Street 62 EC	18	OCR	99	Qingjian Realty and Santarli Construction	590	4Q 2022
25	TBA*	Thiam Siew Ave	15	RCR	FH	Hoi Hup and Sunway Development	800	2022
26	TBA*	8 Shenton Way (AXA Towers)	2	CCR	99	Perennial Real Estate Holdings	190	2022
27	TBA*	36 Shelford Road (Watten Estate)	11	CCR	FH	UOL and Sing Land Group	266	2022
TOTAL UNITS TO BE LAUNCHED in 2022							7,177	
TO-DATE APPOINTED TO MARKET							6,332	

INVENTORY

EXISTING & 2022 PROJECTS



Existing Projects Still Marketing
 (Landed, Non-landed & Retail)

Existing Inventory Still Marketing
 (No of Units:
 incl Landed, Non-landed & Retail)

107

6,850



No. of appointed projects
 to be launched in 2022

Estimated total units
 to be launched in 2022

27

6,332



TOTAL PROJECTS
 MARKETING IN 2022

TOTAL UNITS
 MARKETING IN 2022

132

13,182



WHAT SETS US APART

Largest Real Estate Agency
Resilient Business Model

ANOTHER MILESTONE

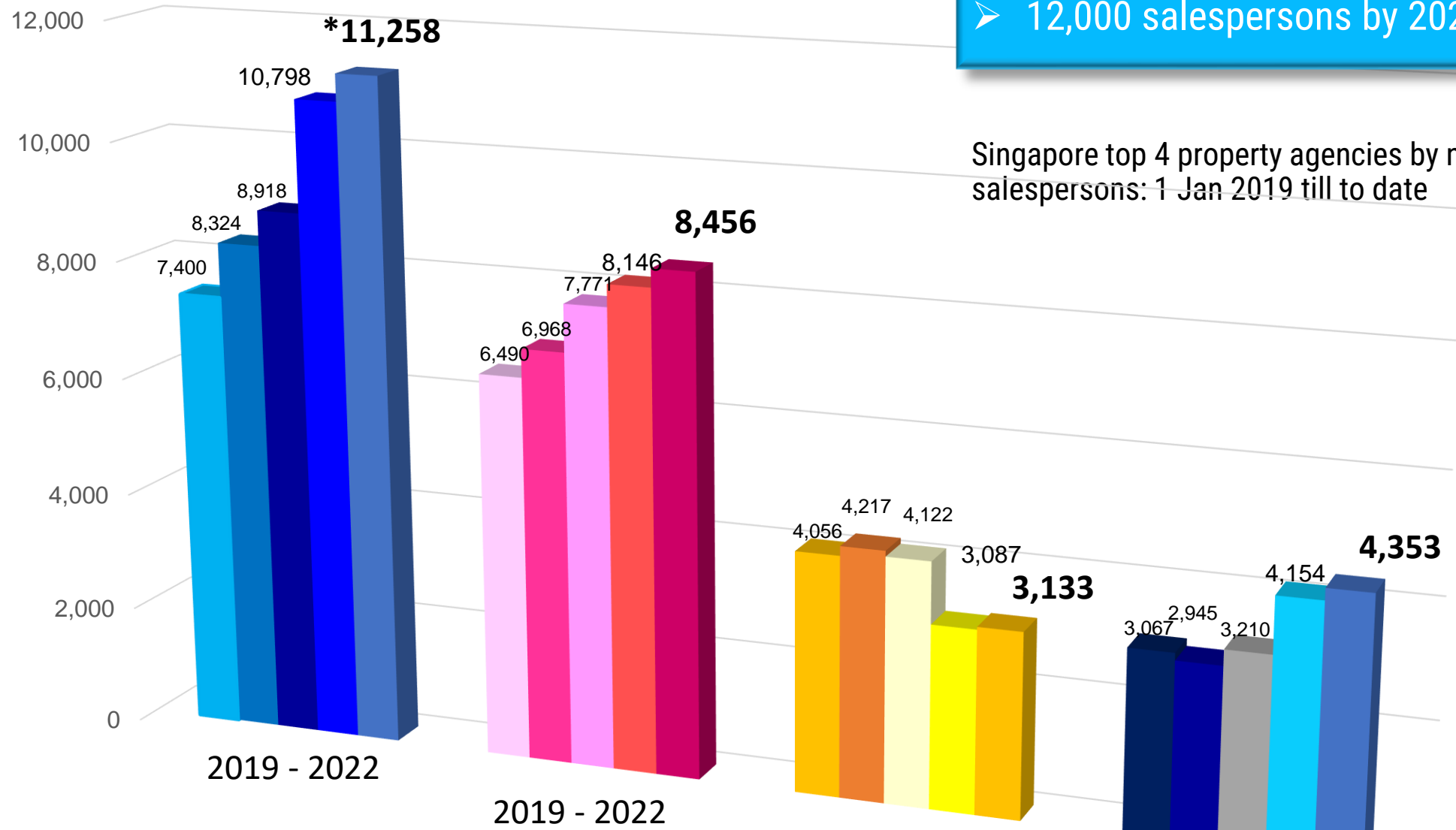
11,000 SALESPERSONS



**Likely to cross
12,000
salespersons by
end of 2022**

OUR SALESFORCE

✓ First to **cross 11,000** mark
 ➤ 12,000 salespersons by 2022



Singapore top 4 property agencies by number of salespersons: 1 Jan 2019 till to date

*Source: The Council for Estate Agencies as at 13 April 2022

CONTRIBUTION TO COMMUNITY

Contributed over

\$2,000,000

To charity and
education bursaries in 2021



NEW MARKET PENETRATION

INTRODUCING

PropNex

GCB

PRESTIGE LANDED

HENRY LIM
Head of Good Class Bungalows
District Branch Director

The team will also spur business growth and market share in the GCB and prestige landed deals. This will further complement our existing salespersons who are already in the high-end segment



Key Featured Sessions



It has been 100 days since stiffer property cooling measures were implemented to co...



Critical Facts ALL First-time Buyers Must Know



How will Sell 1 Buy 2 Strategy Work After ABSD #3? What Are The Risks?



An exclusive dialogue between CEO Ismail Gafoor and Guest-of-Honour, Mr Tan Kiat...

- 100K ENGAGEMENT
- TENS OF THOUSAND attendees
- 30 DEVELOPERS & PARTNERS
- TWENTY-FIVE Power Hybrid Workshops
- 20 KEYNOTE Speakers
- THREE LEVELS of Learning (First-timer, Upgrader and Investor)
- Guest-of Honour Minister Tan Kiat How





PROP NEX
MONOPOLY
CHAMPIONSHIP

<https://monopoly.propnex.com/>



LIMITED SLOTS ONLY

JOIN THE EARLY BIRD REGISTRATION
TO SECURE YOUR SLOT.

REGISTER NOW

**EMPOWERING
FINANCIAL
LITERACY**



REGISTRATION NOW OPEN

HELPING HOME INVESTORS

For a better understanding of Financial Literacy amidst cooling measures



Estimated over 10,000 consumers participating

COMING UP



May – Aug 2022
www.propnex.com



HOW IT WORKS?



Participants must be above 18 years and above, no medical condition. All Real estate salespersons registered under CEA and staff of PropNex group of companies do not qualify for this challenge.

MONOPOLY CHAMPIONSHIP

Publicity and Promotions



14 Buses islandwide
15 February – May 2022

MONOPOLY CHAMPIONSHIP

Publicity and Promotions



100 Taxis islandwide
March – June 2022

MONOPOLY CHAMPIONSHIP

Publicity and Promotions

MRT stations (City Hall & Toa Payoh station)
April – May 2022



Platform A3
(to Jurong East)

	A3 Left	A3 Inner	A3 Right	A3 Face Door
Height	299cm(h)	299cm(h)	299cm(h)	299cm(h)
Width	92cm(w)	135cm(w)	92cm(w)	135cm(w)
Content	MAP	The Propnex Monopoly edition featuring latest Singapore's real estate market policies and measures. Includes QR code and 'Limited Slots, Sign Up Now.' text.	Are you ready to buy your own property? Includes QR code and 'Limited Slots, Sign Up Now.' text.	TOP 100 FINALISTS WIN OVER \$308,000 CHAMPION WALKS AWAY WITH \$108,000 CASH. Includes QR code and 'Limited Slots, Sign Up Now.' text.

Platform B3
(to Joo Koon)

	B3 Right	B3 Face Door	B3 Left	B3 Inner
Height	299cm(h)	299cm(h)	299cm(h)	299cm(h)
Width	92cm(w)	135cm(w)	92cm(w)	135cm(w)
Content	MAP	TOP 100 FINALISTS WIN OVER \$308,000 CHAMPION WALKS AWAY WITH \$108,000 CASH. Includes QR code and 'Limited Slots, Sign Up Now.' text.	Are you ready to buy your own property? Includes QR code and 'Limited Slots, Sign Up Now.' text.	Learn financial literacy and gain insights into Singapore's real estate market. Includes QR code and 'Limited Slots, Sign Up Now.' text.



MONOPOLY CHAMPIONSHIP

Publicity and Promotions

Branding & Awareness

Television, Radio and Social Media Advertising

(Shot to be in wider view)



Frame 01 - Starts off with PropNex Monopoly board and tokens, ends with PropNex Edition Monopoly logo.

Video clip: C9006
 Duration: 0:07-0:05 (reverse)

(0:00)



Frame 02 - A close up shoot of the board with a hand playing with the token. Monopoly Championship emblem appears, in a spinning animation.

VO: PropNex Monopoly Championship

Video clip: C8988
 Duration: 0:00-0:03 (slow down)

(0:02)



Frame 03 - Shot of 3 players playing.

VO: Over \$300,000 cash prizes

Video clip: C8983
 Duration: 0:00-0:05

(0:07)



Frame 04 - One girl as the champion shouts in excitement. With 3 other players on her side.

VO: Be a Champion and win \$108,000.

Video clip: C8973
 Duration: 0:07-0:08

(0:12)



Frame 05 - Showing 4 players in the frame.

VO: Register Now at monopoly.propnex.com, Limited Slots.

Video clip: C8993
 Duration: 0:03-0:05

(0:13)



Frame 06 - Camera zooms and focus on the Monopoly set. The players in the background laughing and celebrating.

Video clip: C9014
 Duration: 0:10-0:12

(0:15)



Thank You for Your Trust in
PropNex