



BUKIT SEMBAWANG  
ESTATES LIMITED

**50<sup>TH</sup> ANNUAL GENERAL MEETING**

**27 JULY 2016**

## GROUP'S PROJECT DEVELOPMENT PLANS

- 1) Updating of development progress and sales status
  - ❖ Landed development projects
  - ❖ Condominium apartment projects
- 2) Looking forward – marketing plans
  - ❖ Challenging residential market conditions
  - ❖ Refining marketing plan and strategies

## GROUP'S PROJECT DEVELOPMENT STATUS

- ❖ Update of development projects under construction
- ❖ Review of marketing sales status



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LUXUS HILLS AERIAL VIEW







# L LUXUS HILLS PHASE 5









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LUXUS HILLS PHASE 7





## 2 Semi-detached Houses @ Paterson





## 2 Semi-detached Houses @ Paterson



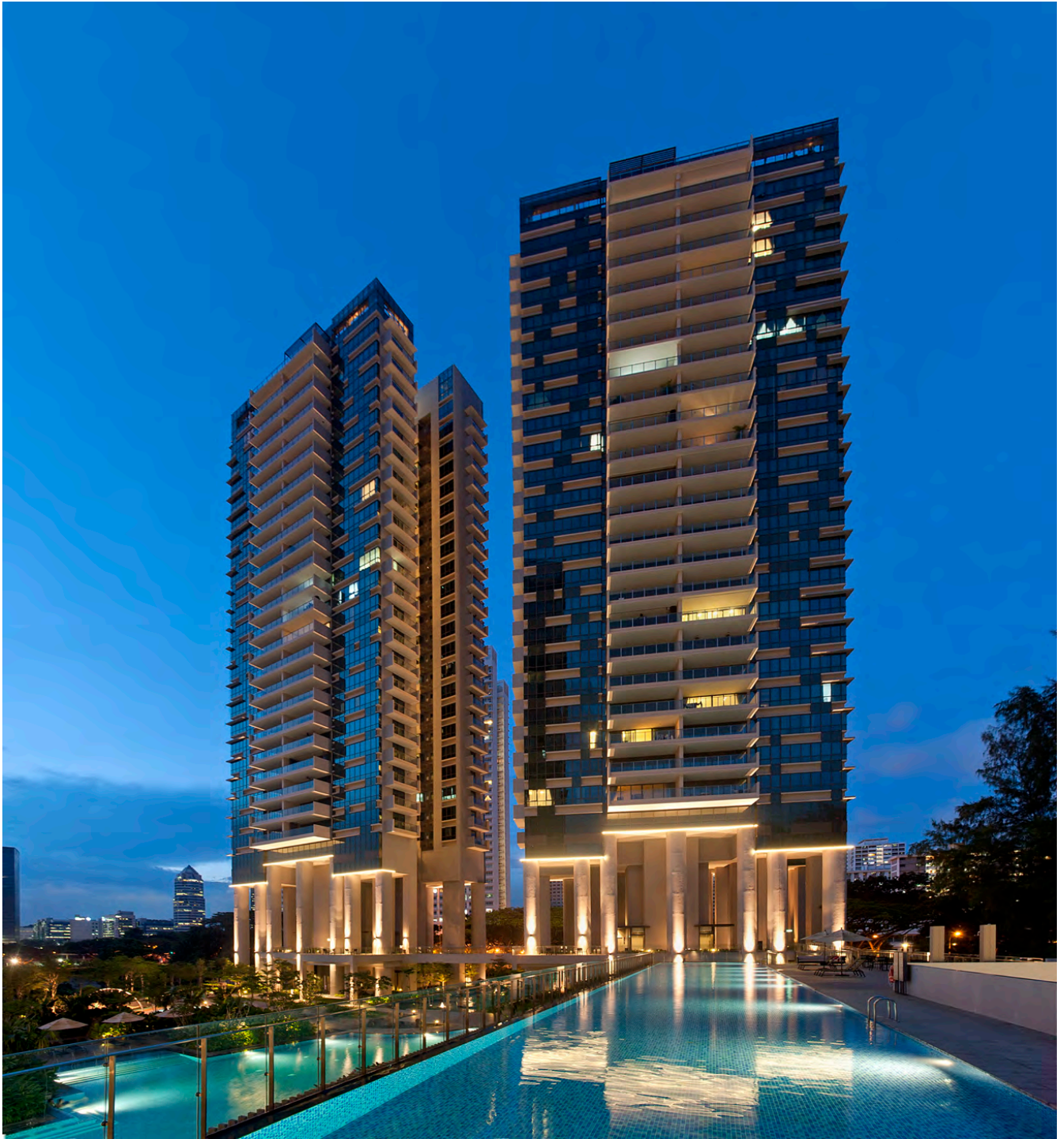


**Paterson Collection**





# Skyline *Residences*



## SUMMARY OF SALES & DEVELOPMENT STATUS

- ❖ For condominium apartments projects
- ❖ For landed development projects



# CONDOMINIUM APARTMENTS PROJECTS SALES STATUS

- ❖ Vermont @ Cairnhill Rise
- ❖ Skyline Residences



THE VERMONT  
ON CAIRNHILL

- ★ Asia Pacific Property Awards 2015  
Residential Development (Singapore)
- ★ Singapore Property Awards 2015  
FIABCI World Prix d'Excellence





# Paterson S U I T E S

- ★ Singapore Property Awards 2015  
FIABCI World Prix d'Excellence



Skyline  
*Residences*







## CONDOMINIUM APARTMENTS PROJECTS SALES & DEVELOPMENT STATUS

Property	Location	No. of Units	Sales Status	Development Status
1) The Vermont	Cairnhill Rise	158	100%	TOP
2) Skyline Residences	Telok Blangah Road	283	83%	TOP
	Total	441	89%	



## SALES & DEVELOPMENT STATUS FOR LANDED PROJECTS

❖ Luxus Hills Phase 6

❖ Luxus Hills Phase 7

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LUXUS HILLS PHASE 6







## LANDED PROPERTIES – LUXUS HILLS SALES & DEVELOPMENT STATUS

Phase Development	No. of Units	Sales Status	Development Progress
Phase 6	36	92%	TOP
Phase 7	32	62%	71%
Total	68	78%	



Part 1 : Updating of development progress  
and sales status in FY 2016

Part 2 : Looking forward – Marketing plans

## LOOKING FORWARD – MARKETING PLANS

- ❖ Government cooling measures and challenging residential market
- ❖ Marketing thrusts and strategies
  - 1) Focusing on needs of target purchasers for selling remaining unsold apartment units
    - Skyline Residences
  - 2) Strengthening Group's core businesses in developing and offering different types of landed properties
    - Luxus Hills at AMK Ave 5: 999 yrs lease conventional housing
    - Watercove at Sembawang Rd: Freehold cluster housing
    - Lot 12949A at AMK Ave 5/CTE: A fresh 99-yr lease to be issued by SLAOffering 3 different types of landed properties to meet purchasers' preferences
  - 3) Building our high-end residential projects with development options
    - St Thomas Walk project and Paterson Collection
- ❖ Marketing plans are subject to changes depending on market conditions and business environment



Skyline  
*Residences*





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LUXUS HILLS  
PHASE 7







# LUXUS HILLS PHASES 8 & 9





# Watercove







Lot 12949A

Lexus Hills



Lot 12949A Mk 18 at Ang Mo Kio Avenue 5/Nim Road  
(To Be Issued With Fresh 99-Year Lease)

- ❖ An Agriculture land with building restriction in the title
- ❖ Submitted plans to URA to upgrade the land for Residential Development to optimize and unlock potential land value
- ❖ The Singapore Land Authority (SLA) requires the Group to apply for lifting of the building restriction in the title
- ❖ To grant lifting of the building restriction, SLA requires the Group to surrender the existing 999-year lease for re-issuance of a fresh 99-year lease without building restriction and to pay differential premium (DP)
- ❖ Full compliance with above SLA requirements for URA to grant Planning approval for landed development by:
  - a) proceeding with payment of DP to upgrade the land use
  - b) accepting a fresh 99-year lease title issued by SLA in order to lift building restriction



# St Thomas Walk





# Paterson Collection





## SUMMARY OF MARKETING PLANS

- ❖ To develop and launch the various development projects in different stages and phases with 3 marketing strategies as outlined
- ❖ Projects in the pipeline – 3 apartment projects and 3 landed development projects

# Skyline *Residences*







# Skyline *Residences*





# St Thomas Walk



# Paterson Collection





# Paterson Collection



**L**  
LUXUS HILLS  
PHASE 7





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LUXUS HILLS PHASE 7





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LUXUS HILLS PHASES 8 & 9





Lot 12949A MK 18



Artist's Impression



**Lot 12949A MK 18**





# Watercove





# Watercove





- ❖ Looking forward – our marketing plans to launch the various development projects in different stages and phases with 3 outlined marketing strategies.
- ❖ The marketing plans as indicated in the presentation slides may be subject to changes depending on market conditions and the business environment.



BUKIT SEMBAWANG  
ESTATES LIMITED

**50<sup>th</sup> Annual General Meeting**

