



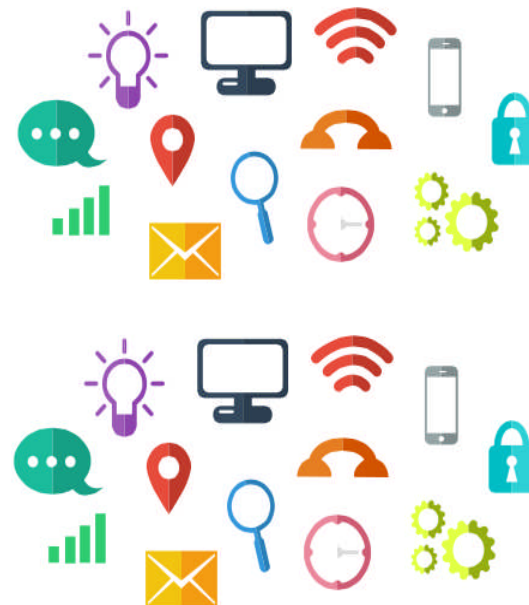
Singapore eDevelopment Ltd

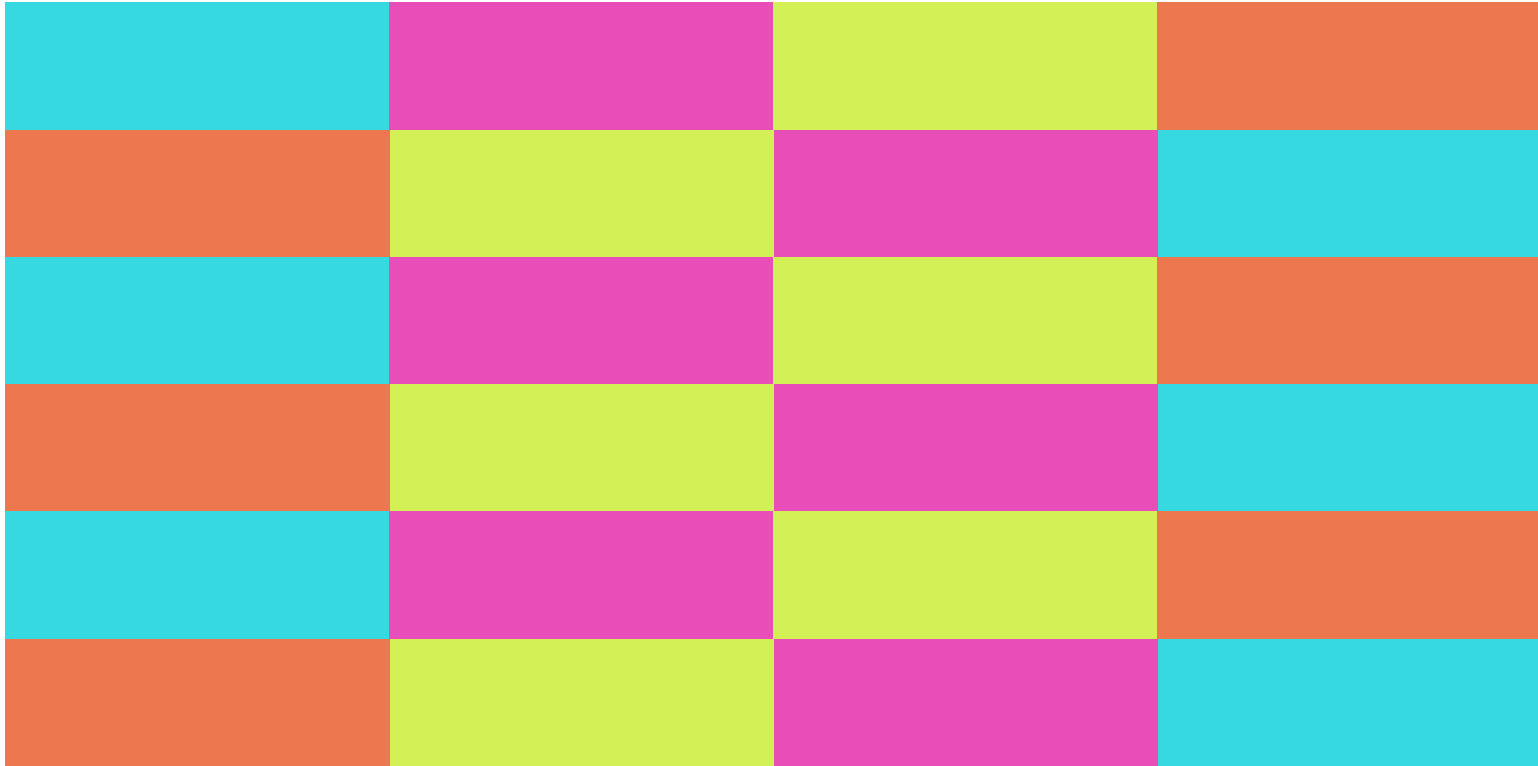
Pursuing A New Corporate Destiny



Presentation Flow

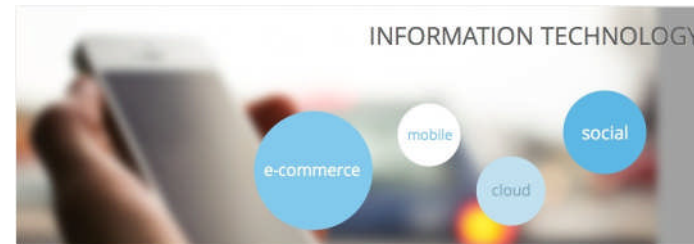
- 1 About SeD
- 2 Recent Corporate Developments
- 3 Rights & Bonus Share Issue
- 4 Stock Info





ABOUT SINGAPORE EDEVELOPMENT

A New Beginning



- Formerly known as CCM Group Limited; Name change effected after 5 Aug EGM and revealed new corporate identity
- In May 2014, completed disposal of legacy construction business in Singapore which had contributed to major losses
- 2 Growth Engines – Construction/ International property development and IT businesses
- Shareholders have approved issue of 12 rights shares at 0.3 Singapore cent each for every existing share held, and one bonus share for every Rights Share subscribed for

1st Growth Engine

Construction & Property Development

Construction

- New construction arm, Singapore Construction Pte Ltd (“SCPL”), has secured S\$7.7M worth of contracts
- Led by team of highly-experienced professionals such as:
 - Mr. Greg Kobayashi: Industry veteran with over 20 years of experience incl. significant local experiences and track record
 - Mr. Arturo: CEO of renowned Spanish architecture firm with which SCPL will form 51%-held JV

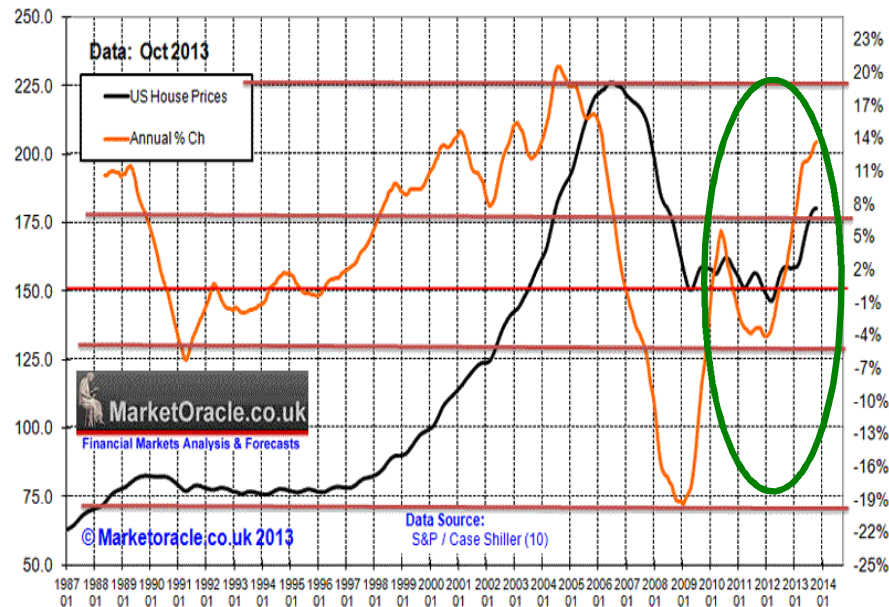


Property Development

- **Black Oak project, Texas, U.S.A.**
 - SeD owns 60% of the land development and sub-division project
- **Mandurah City, Perth, W. Australia**
 - Developing 7 units of waterfront bungalows & townhouses for sale
 - Marketing & construction to commence in 2H2014 and expected to complete in FY2016

U.S. Property Market Opportunities

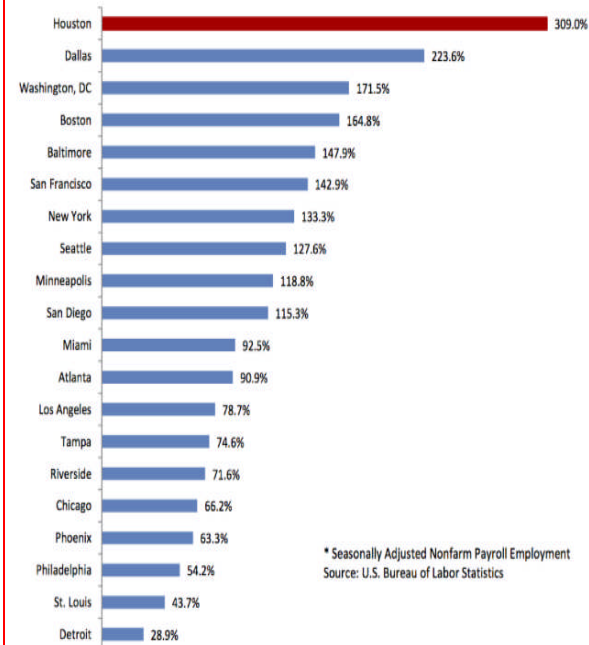
US House Prices Momentum (12month % Change)



- U.S. property market recovering and is on an up-trend.
- Significant opportunities for low-cost entry; prospect for capital appreciation and high yield

Houston is America's #1 job creator and home to 26 Fortune 500 companies

Percentage of Jobs Recovered through April '14*
20 Most Populous U.S. Metro Areas





2nd Growth Engine – IT

- Obtained shareholders approval 5 Aug to diversify to IT sector including new business activities in software and hardware development riding on mobile internet & cloud computing wave
- Potential of IT sector:
 - ***Typically higher valuations, potential for exponential growth***
 - Global and scalable especially with rapid growth of mobile-internet services and cloud-based technology
 - New and consistent revenue streams for SeD's turnaround

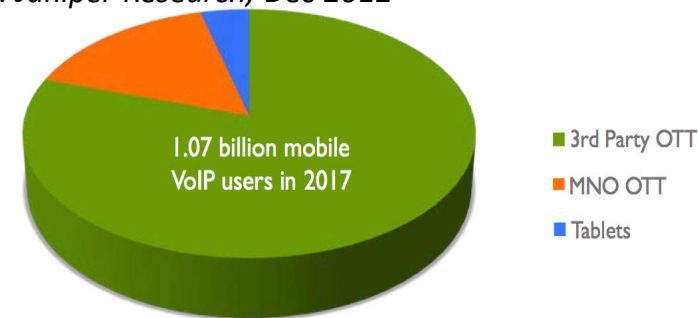
IT-Market Opportunities

- Smartphones and “Over the top” (“OTT”) market is expected to double from 925M users in 2013 to 2.1B users in 2017 (*Mobile Squared, Sep 2013*)
- OTT market to reach US\$166.5B in 2016 (*Tyntec OTT Services Report, Aug 2012*)
- By 2019, more than half of all calls made will be on VoIP (*Juniper Research, Dec 2012*)
- OTT communications may cannibalise more than US\$86B of SMS revenue by 2020 (*Ovum, April 2013*)

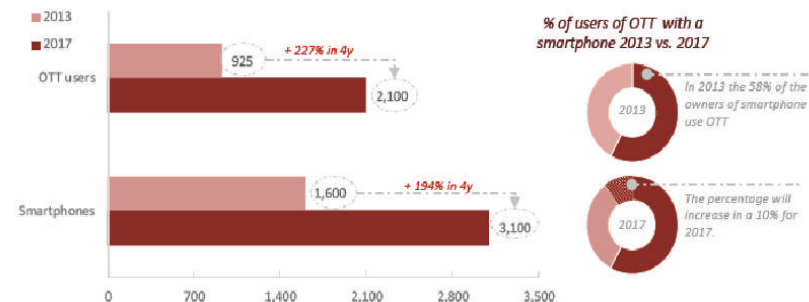
Global Mobile VoIP Users, 2017

Third Party vs. Mobile Network Operator OTT Services

Source: Juniper Research, Dec 2012



Smartphones and OTT market expected growth 2013 vs. 2017 (in million of owners and users)



Source: Mobile Squared. Sept. 2013



RECENT CORPORATE DEVELOPMENTS

FIRING UP TWIN GROWTH ENGINES

1st Growth Engine – Black Oak Project

Houston, Texas, U.S.A



- Announced on 2 Sept 2014 that Black Oak project is currently 35% sold – 140 lots out of 398 lots sold for US\$20.72M (S\$25.88M) – placing SeD on course to recovery
- Received US\$800,000 in deposits for the 140 lots sold
- Revenue from Black Oak to be progressively recognised over three years starting from FY2015

2nd Growth Engine

HotApps Bound for U.S. OTCBB

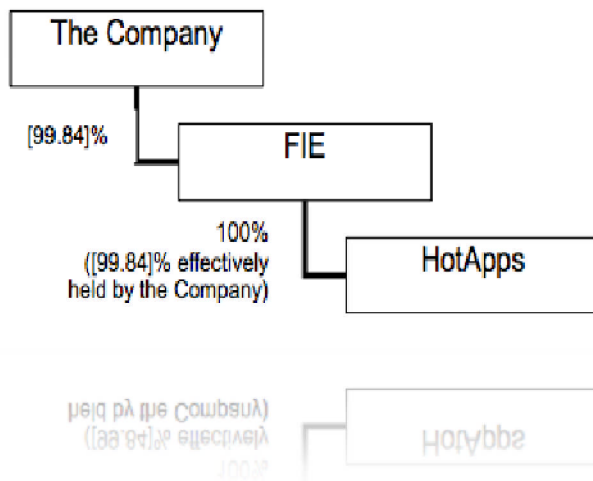
OTC Markets



- SeD completed the acquisition of 100%-stake in HotApps International Pte Ltd (“HotApps”), which owns a suite of instant messaging (“IM”) products, for S\$98,000 on 27 Aug 2014
- Announced on 4 Sept 2014 that SeD has entered a term sheet for U.S. company, Fragmented Industry Exchange Inc. (“FIE”), to acquire HotApps for **US\$700M**
- FIE has filed for the quotation of its shares on the U.S. OTC market
- Eventual listing on OTC market will allow HotApps to tap into U.S. capital market to fund growth, and facilitate flagship mobile application launch in North America and Latin America

2nd Growth Engine

FIE to Become Part of SeD Group



- US\$700M consideration to be satisfied by:
 - 1M new FIE shares at US\$10 each (US\$10M)
 - US\$690M worth of convertible zero-coupon perpetual bonds at a conversion price of \$10
- Following the transaction and full conversion of perpetual bonds, SeD will control 99.84% of FIE and HotApps

2nd Growth Engine

About HotApps

- HotApps owns a suite of instant messaging (“IM”) products with enhanced features such as e-Commerce
 - Carves competitive edge over existing players and global IM giants
 - Confident of securing high subscription rate as its platform will fill gaps in existing IM and social media landscape
 - Expected to be officially launched by the last quarter of 2014



2nd Growth Engine

CloudTel MoU



- SeD entered into separate MOU to acquire 100%-stake of Singapore-based cloud-based communication solutions provider, CloudTel Pte Ltd (“CloudTel”)
 - Consideration to be satisfied via combination of new shares and/or corporate bonds
 - Acquisition price subject to independent valuation and shareholders’ approval at EGM to be convened
- Engages in the provision of communications hardware and software platforms to complement its cloud-based solutions
- Led by highly-experienced IT-professionals; CloudTel CEO, Mr. Jacky Zhuang, has more than 15 years’ experience including 10 years with a Fortune 500 company.
- Mr. Zhuang will be invited to join SeD as CEO of its IT-businesses

CloudTel's Flagship Product



- Unique cloud-based interactive “smart terminal” – All-in-one multimedia and cross-platform phone terminal running on Android Operating System; poised to replace traditional desktop phones
- Low-cost, high-quality international voice and video conferencing facilities, and other value-added features
- Diverse applications in multiple industries – e.g. homes or offices for online shopping, hotel bookings, direct sales, healthcare, social care and distance learning, etc

CloudTel's Flagship Product



- World's first 10-inch interactive smart communication terminal with various value-added services
- Poised to partner telcos to replace traditional phones in homes, offices, hotels and healthcare sectors
- Opportunity for revenue-sharing model with businesses and telcos
- In talks with major telcos to offer the terminals to the China market; creating access to a large consumer base



RIGHTS & BONUS SHARE ISSUE

Rights and Bonus Share Issue Details

- 12 rights shares at S\$0.003 for every existing share held, and one bonus share for every rights share subscribed for
- Net proceeds of between minimum of S\$3.3M and maximum of S\$129.1M will be partially used to invest in 2 growth engines – construction and property development & IT-related businesses

21 August 2014	Last day share trade cum-Rights
26 August 2014	Book closure date
29 August 2014	Commence trading nil-paid Rights
8 September 2014	Last day of trading nil-paid Rights
12 September 2014	Closing date for receipts and acceptances of application forms

Rights and Bonus Share Issue

Effective Price

Rights Price (*As at 3 Sept*) S\$0.001

+

Exercise Price S\$0.003

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Bonus Shares (*1 for 1*) 2

Effective Price	S\$0.002
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Rights and Bonus Share Issue Application Process

Full procedure detailed in Rights Issue OIS pages 93 to 101

Option 1: ARE Form

Cashier's Order OR
Banker's Draft payable
to "**CDP – SG EDEV
RIGHTS ISSUE
ACCOUNT**"

ARE form accompanied
by a single remittance
must reach CDP by **12
Sept 2014, 5pm**, either
by hand or post

Option 2: ATM Application

Participating banks: DBS
(POSB), OCBC and UOB

Application at ATMs
close on **12 Sept 2014,
930pm**

Investors who hold shares through finance companies or Depository Agents:

- Acceptance of the Right Issues and application for access rights must be done through the respective finance companies, Depository Agents or approved banks
- Application directly to CDP, Electronic Application, Share Registrar or the Company will be rejected



STOCK INFO



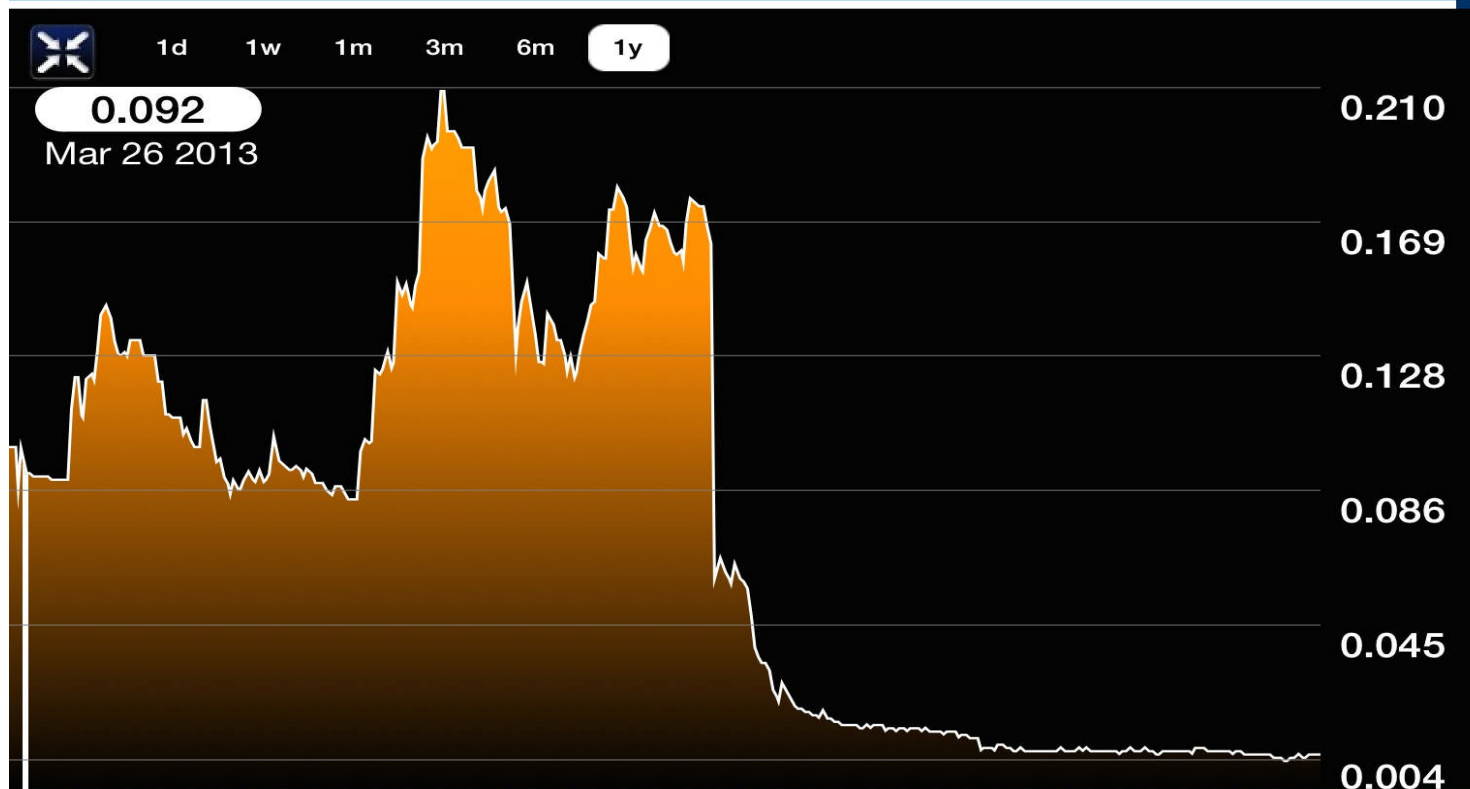
SeD – Stock Info

Basic Share Data	As at 3 September 2014
SeD Share Price	0.2 Singapore cent
Rights Share Price	0.1 Singapore cent
Warrant Share Price	0.2 Singapore cent
Average Daily Volume (past 4 weeks)	43,202,105
Market Capitalisation	~S\$2.46 million
Current issued share capital base	1.23 billion

Major Shareholders	Total Shareholding Interest	% Of Total Issued Shares
Chan Heng Fai	97,110,000	7.88
Toh Soon Huat	65,000,000	5.28

SeD – Share price

Stock Name	Last Done	Change	Bid	Ask	Vol (K)	BVol (K)	SVol (K)
 Singapore eDev SGX	0.006	+0 (+0.00%)	0.005	0.006	56,536	24,248	14,07



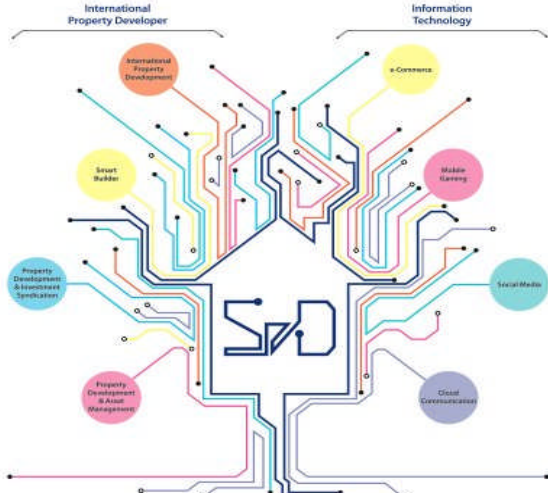
SeD – Warrants



Business Times Advertisements


Singapore eDevelopment Ltd.

Two Engines of Growth One New Vision



Singapore eDevelopment Limited, SeD, is an international property developer and a global mobile commerce and communications player. Propelled by two engines of growth, a wealth of experience and strong network, we are entering into an exciting new era.

Singapore eDevelopment Limited is listed on the Catalyst board of Singapore Exchange Securities Trading Limited.
Stock code: (SQZ)

Website : www.sed.com.sg

Tel: (65) 6333 9181 Fax: (65) 6333 9164 Add: 9 Temasek Boulevard, #09-02A Suntec Tower 8, Singapore 038989 Email: contact@sed.com.sg


Singapore eDevelopment Ltd.

The Hottest App to Cool the Competition

WhatsApp
acquired by Facebook
SGD24bn*

Tencent that owns WeChat, Market Cap:
SGD205bn*



**An app wholly-owned by SeD
that is set to be launched worldwide.**

Singapore eDevelopment Ltd's beginnings as a technological company has propelled it forward with its latest addition of HotApp to its family of creations. Synergising with its twin engine growth of Property Development and IT Business, HotApp unleashes a revolutionary new application that's set to invigorate the Communications Industry and be the game changer that shapes the app market.



"HotApp will ride on the global #10 towards mobile communications. Its suite of enhanced features is poised to transform the way people communicate, work and play. We want to engage consumers at all levels and exciting ways!"

Mr. Lim Joo Chuan
CEO, IT Business Division



"I will make Singapore proud of Singapore eDevelopment Ltd and I resolve to make this happen!"

Mr. Lim Joo Chuan
CEO, IT Business Division

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THANK YOU

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