

Ho Bee Land Limited

(Co. Reg. No.: 198702381M)

ANNOUNCEMENT

RETIREMENT OF MR ONG CHONG HUA AS EXECUTIVE DIRECTOR & CHIEF OPERATING OFFICER AND NEW LEADERSHIP APPOINTMENTS IN HO BEE LAND UK

Ho Bee Land Limited (the “Group”) announces the retirement of Mr Ong Chong Hua from his role as Executive Director and Chief Operating Officer, effective 28 April 2025. The Group also announces the appointment of Federico Bianchi as CEO of Ho Bee Land (UK) Ltd and Gerald Kaye as Deputy Chairman of Ho Bee Land (UK) Ltd.

Retirement of Mr Ong Chong Hua

Mr Ong joined Ho Bee Land in 1995 and has been a key figure in shaping the Group’s strategic direction and operational success. Appointed as Chief Operating Officer in 2018, he played an important role in investment and development strategies across the Group’s portfolio.

Dr Chua Thian Poh, Executive Chairman of Ho Bee Land, said, “Chong Hua’s professionalism, expertise, and dedication have greatly impacted Ho Bee Land’s success. I thank him for his invaluable service over the years. His leadership, alongside the collective expertise and dedication of our Board and teams, has helped Ho Bee Land through various milestones.”

Nicholas Chua, Chief Executive Officer, added, “Chong Hua’s commitment to operational excellence and insight has been important in our growth and success. He has been a guide to many and has helped shape the strong foundation on which Ho Bee Land stands today.”

Mr Ong will continue to offer his insights as a Senior Advisor, ensuring that Ho Bee Land continues to benefit from his wealth of experience in the real estate industry.

New Leadership Appointments in Ho Bee Land UK

As part of Ho Bee Land's strategic growth in the UK, the company has appointed Federico Bianchi as UK CEO and Gerald Kaye as the UK Deputy Chairman.

Federico Bianchi brings over 24 years of exceptional track record of optimising large-scale real estate portfolios, executing value-add strategies, and positioning assets for long-term success. His leadership will help strengthen our UK operations and unlock future growth opportunities.

Gerald Kaye, a veteran in UK real estate, has an extensive track record in commercial office development and investment, most recently serving as CEO of Helical plc. His experience in prime London developments, planning, and portfolio management will provide invaluable strategic guidance for the business.

Nicholas Chua, CEO of Ho Bee Land, said, "We are delighted to welcome Fede and Gerald to the team. Their combined expertise in asset management, development, and strategic growth will drive our business forward in one of our key global markets."

By Order of the Board

Nicholas Chua
Executive Director
Chief Executive Officer

26 February 2025