



CHOO CHIANG HOLDINGS LTD.

Annual General Meeting FY2024

28 April 2025

HERE IN EVERY WAY



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BUSINESS REVIEW



1

A Snapshot

About Us

- **ONE** of the leading retailers and distributors of electrical products and accessories in Singapore
- Also holds **11⁽¹⁾** investment properties from which we derive rental income

Customers

Wide Customer Base...

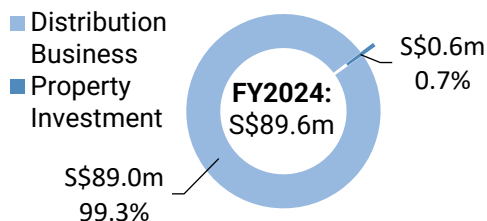
- Electrical contractors
- Interior designers
- Walk-in customers



Market Presence



FY2024 Revenue by Business Segments



Products and Brands

- Extensive product range for residential and industrial use
- Carries various brands



⁽¹⁾ The investment properties have yet to include the acquisition of 5 units of commercial property at "Food Ascent" (as announced by the Company on 27 February 2024) which is expected to be completed by end of 2027

Key Corporate Milestones

Set up in 1977

1977: Choo Chiang Electrical Trading Service was set up by Thomas Lim with a business partner
1991: Thomas Lim corporatised the business and Choo Chiang Marketing Pte. Ltd. was set up operating from Dunlop Street (retail branch) and Ang Mo Kio (retail branch/warehouse)

In the 1990s

Distributor and dealer for many established brands

1991: Local distributor - *Clipsal, Legrand & MK*
1995: Local distributor - *Hager*
2004: Local distributor - *CCM* and *CRM*
2006: Authorised dealer - *Philips* (light bulbs) & *KDK* (fans)
2011: Ramped up sales of “*CCM*” and “*CRM*” brand of electrical products and accessories
2023: Local distributor – *CHINT*

Since 1990s

Over 30 years of retail presence in Singapore

1993: Opened Toa Payoh retail branch
1997: Opened Sims Avenue retail branch
2000: Opened Woodlands retail branch
2001: Opened Bendemeer and Pioneer retail branches
2002: Opened Rowell retail branch & acquired warehouse in Woodlands
2007: Opened Toh Guan retail branch
2015: Opened Ubi retail branch
2015: Opened Tampines retail branch
2018: Relocation of existing retail branch from Bendemeer Road to Hamilton Road

Developments/Achievements

2015: Listed on the SGX-ST Catalist on 29 July 2015
2016: Incorporation of Choo Chiang Properties Pte. Ltd.
2018: Launched Choo Chiang Mobile Application
2019: Incorporation of Choo Chiang Cable Support System Sdn. Bhd.
2020: (i) Repositioning Choo Chiang brand
(ii) Awarded the Certificate of Business Excellence from Enterprise Singapore
2018-
2024: Ranked 93 in top 100 brands in Singapore conferred by Brand Finance
2023-
2024: Entry into Forbes Asia’s “BEST UNDER A BILLION” List





Wide Retail Network Strategically Located Across Different Parts of Singapore

10 retail branches

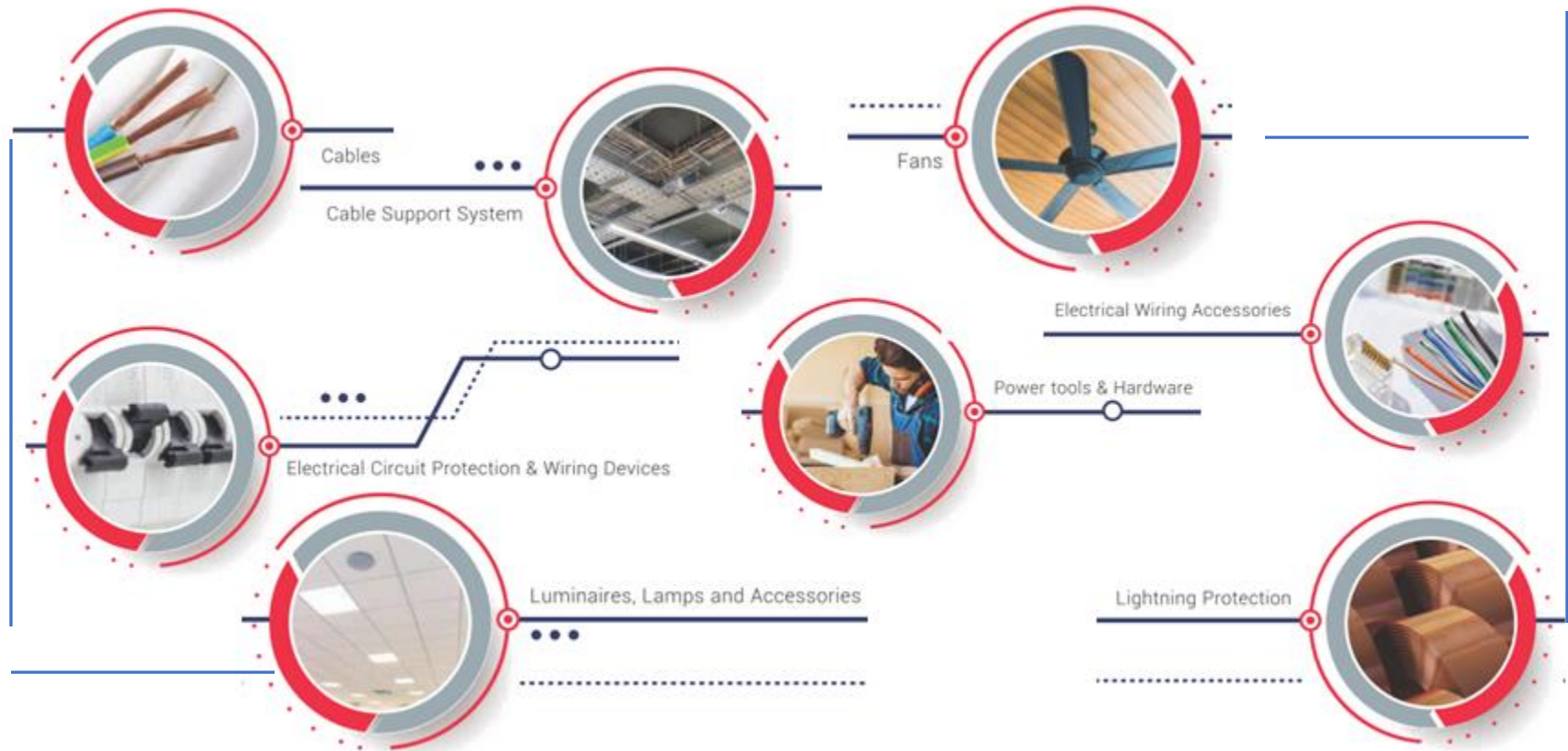
>50 sales staff

>30 3rd party brands

- Allows our customers to be able to purchase our products conveniently throughout the island
- Able to deliver our products quickly and efficiently



Extensive Range of Electrical Products and Accessories



Distributor and Dealer for Many Established Brands

hager

legrand



ABB

Schneider Electric

CHNT



Holdkey



CRM™



Greenland PLASTICS

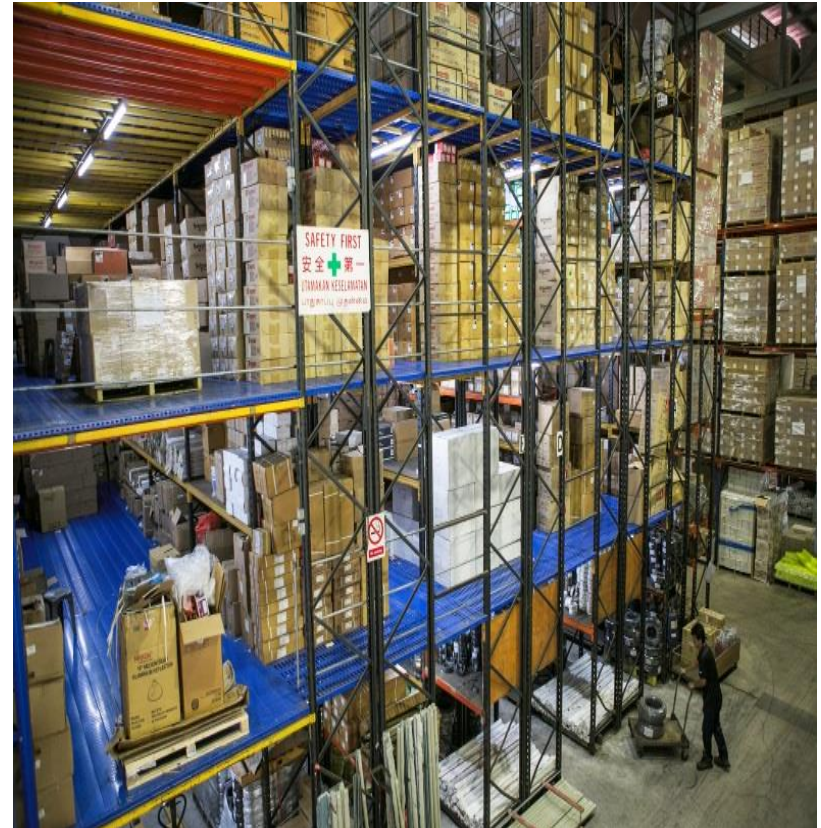


PHILIPS

mistral
The Cool Life Specialist

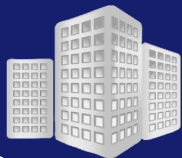


Panasonic
ideas for life



Our Properties in Singapore

11 Investment properties

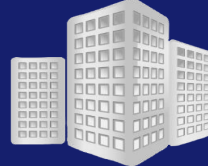


\$10.6M

Net Book Value⁽¹⁾

We own 11 investment properties from which our Group derives rental income

5 New investment properties



2027

Estimated year of completion

\$5.72M

Total cost

Our upcoming investment properties in Singapore, the 5 new units of commercial properties located at 45 Tuas South Ave 1, Singapore 639427, known as “Food Ascent”

4 Properties used for operations



\$ 6.4M

Net Book Value⁽¹⁾

Our Group also holds 4 properties which are used as our retail branches for our operations

- Woodlands (warehouse & retail branch)
- Pioneer branch
- Rowell branch
- Ubi branch

⁽¹⁾ Net book value as at 31 Dec 2024



Awards and Achievements

Year	Award/Certification	Award Organisation
2024 & 2023	Forbes Asia “BEST UNDER A BILLION” List	Forbes Asia
2024 (Since 2018)	Ranked 93 in Brand Finance Singapore Top 100	Brand Finance
2020	Business Excellence Award	Enterprise Singapore
2018	Singapore SME 1000 Company	DP Information Group
2014 (Since 2004)	Legrand Top Customer of the Year	Legrand (Singapore)
2011	Schneider Electric Top Performance – Premium Products	Schneider Electric
2011 (2008 & 2009)	Singapore SME 1000 Company	DP Information Group
-	bizSAFE Level 3	Workplace Safety and Health Council
-	ISO 9001:2008 (Quality Management Systems Standards)	Anglo Japanese Registrars Pte. Ltd.
-	ISO 9001:2015 (Quality Management Systems Standards)	SOCOTEC Certification Singapore Pte. Ltd.

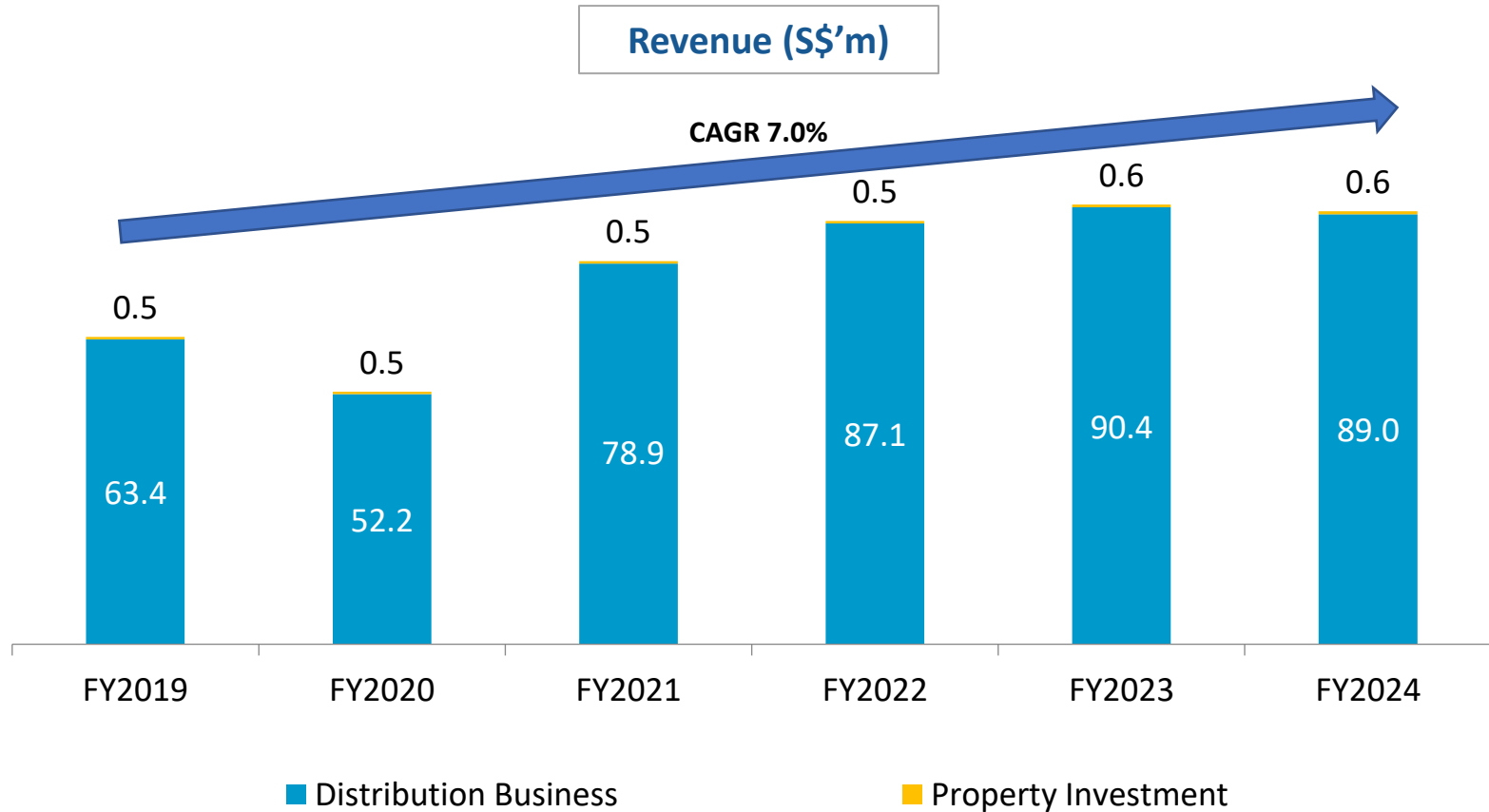
FINANCIAL HIGHLIGHTS



2



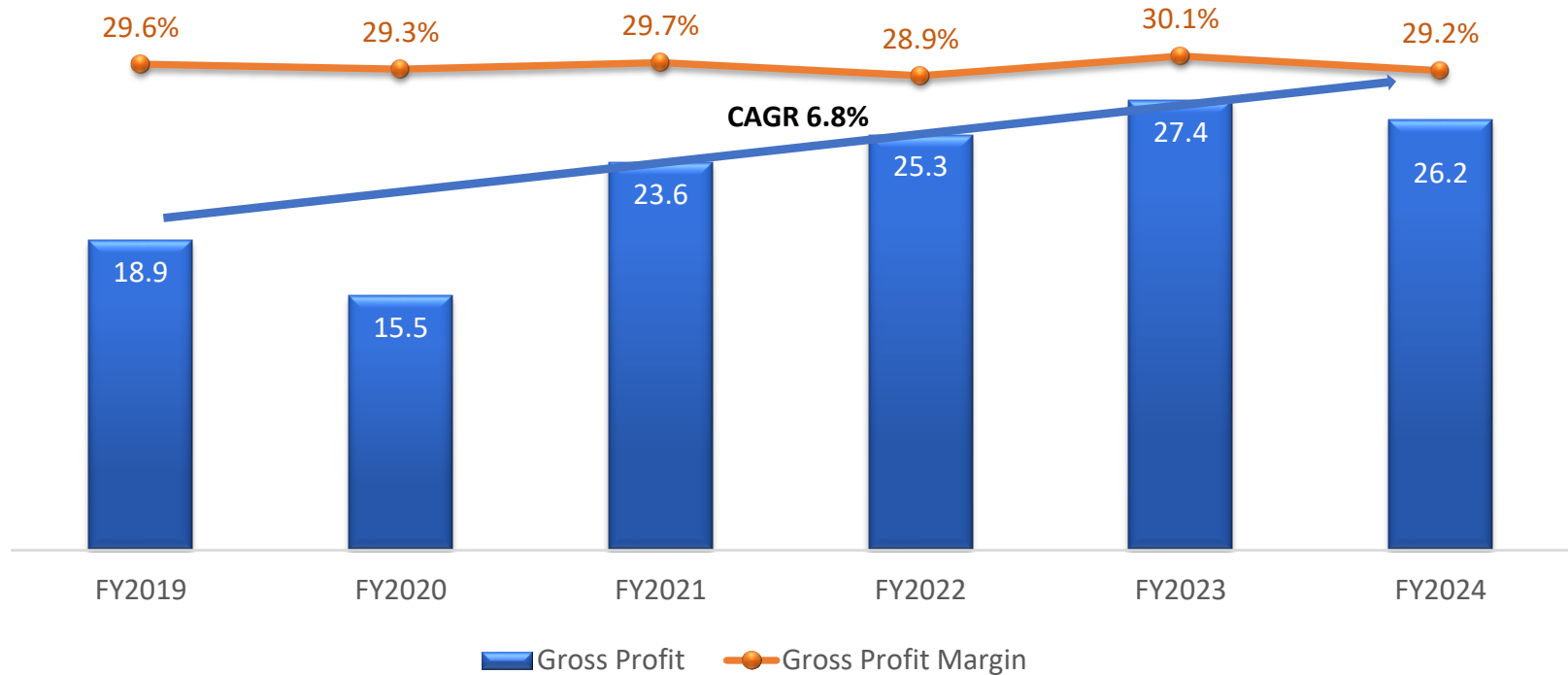
Financial Statistics





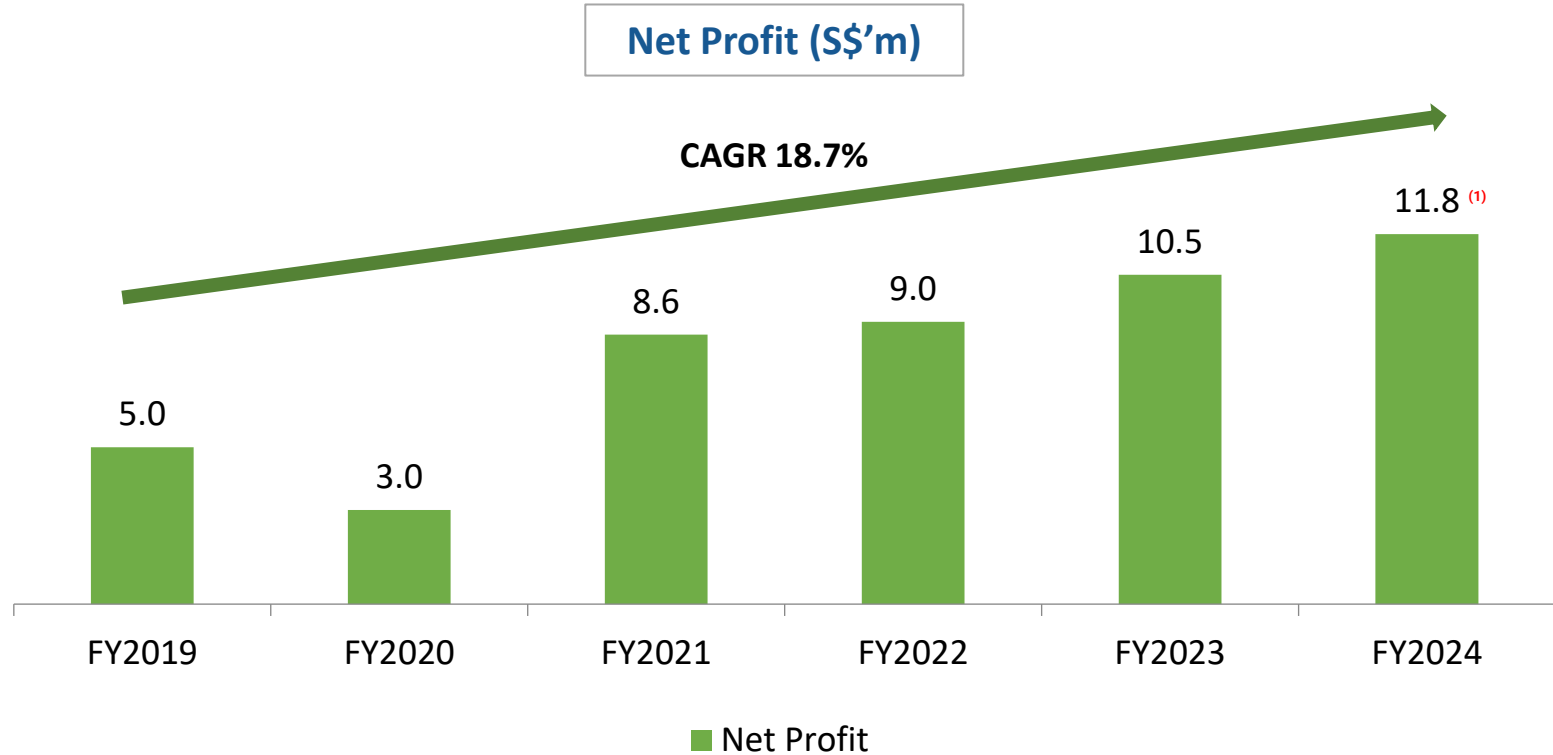
Financial Statistics

Gross Profit (\$\$'m)





Financial Statistics

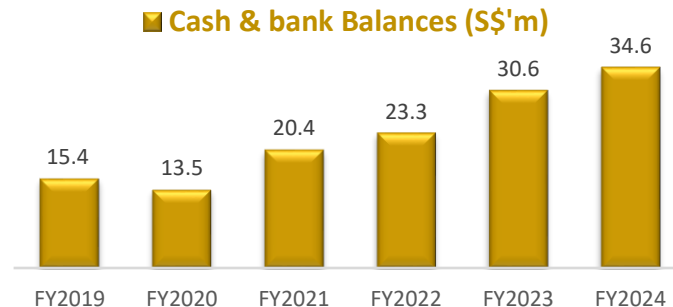
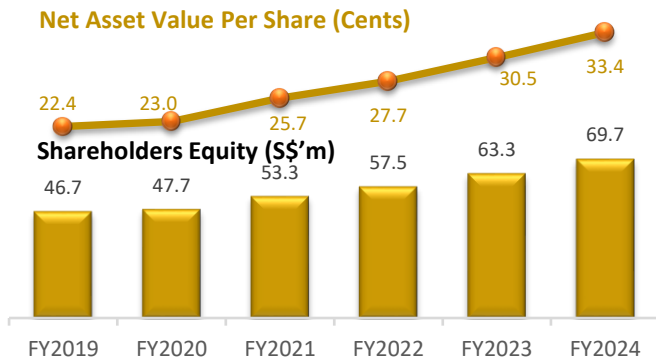
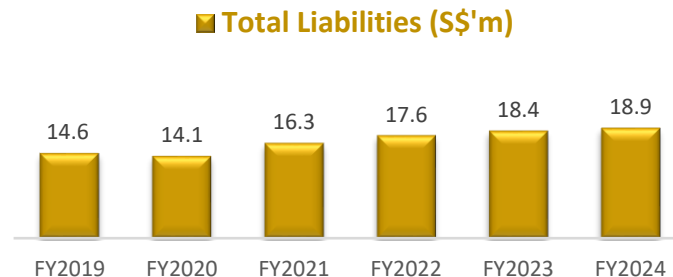
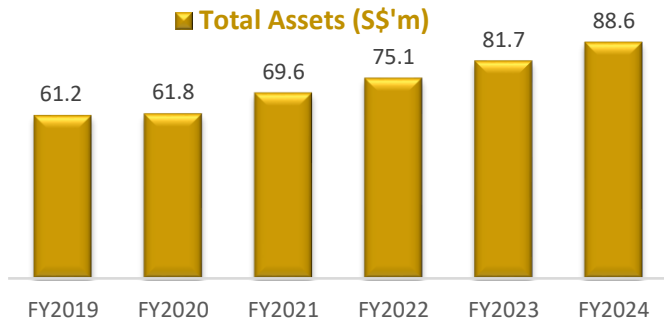


⁽¹⁾ The net profit of S\$11.8 million includes a one-off gain of S\$1.2 million from the disposal of an investment property (#01-22 Tagore 8), which was completed on 16 December 2024.



Financial Statistics

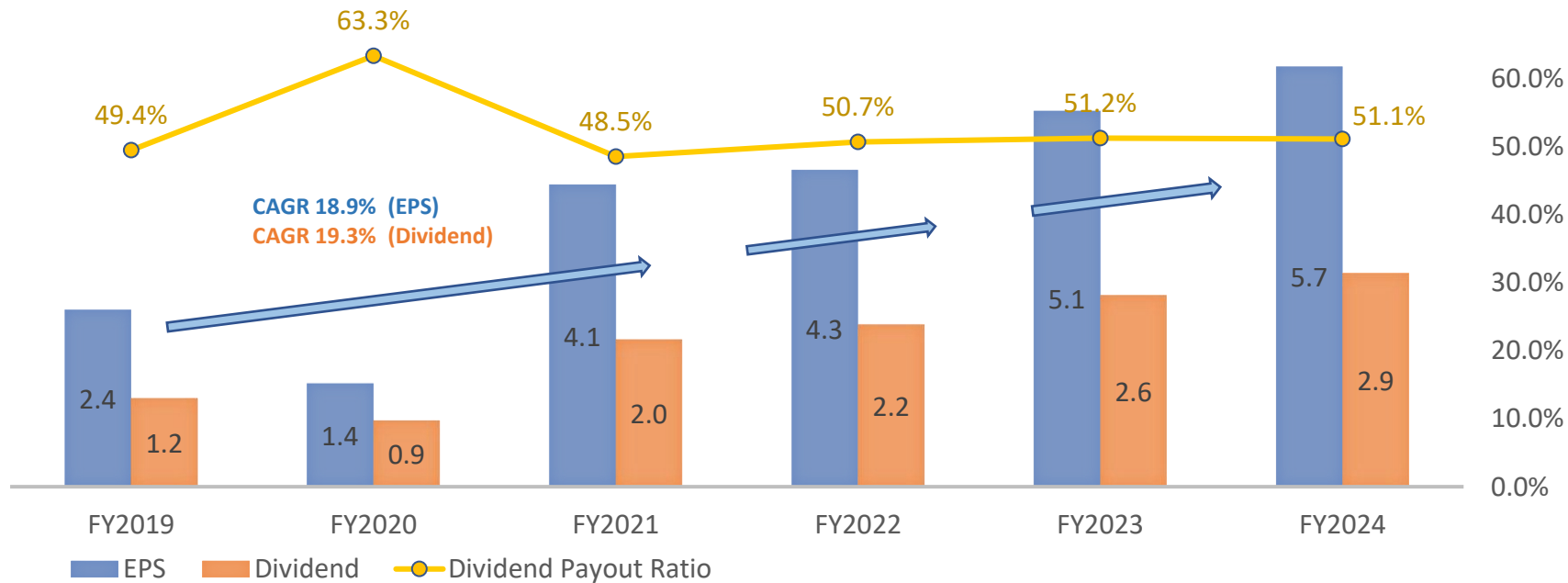
Strong Balance Sheet





Financial Statistics

Dividend and Earning Per Share (Cents)



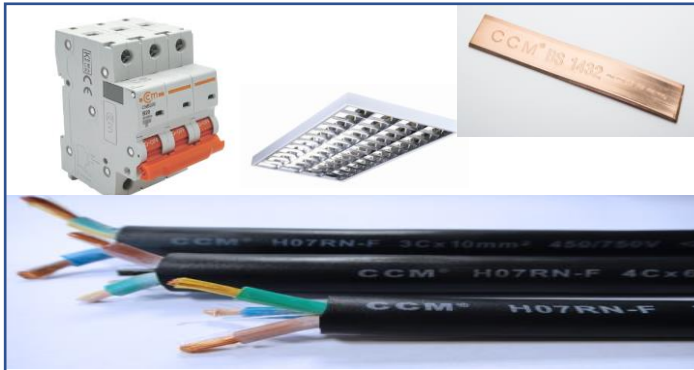
2025 STRATEGIC GROWTH PLANS



Our Strategies

● Prudent Extension of Our Services

- The Group continues to seek opportunities to extend its services in providing direct electrical and lighting solutions while exercising prudence in managing its operations.



● Driving Value for Our Customers

- We remain committed to bring good value to our customers and explore business opportunities so as to increase our revenue and profit.



Our Strategies

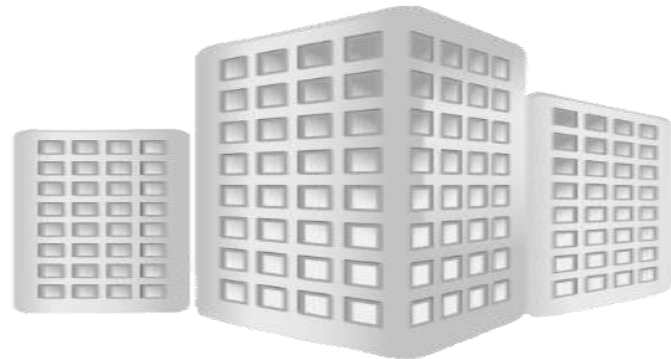
● Widening Our Brand's Product Range

- On the product level, the Group is actively reinforcing and strengthening its market position in Singapore by widening the range of products sold under its “CCM” and “CRM” brands.



● Prudent Management of Investment Properties

- The Group will continue to assess opportunities to reshuffle its portfolio of investment properties, taking into account, *inter alia*, property market conditions and strategic consideration. The objective is to enhance diversification, optimise asset allocation and maximise overall returns while maintaining a prudent approach.





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THANK YOU**