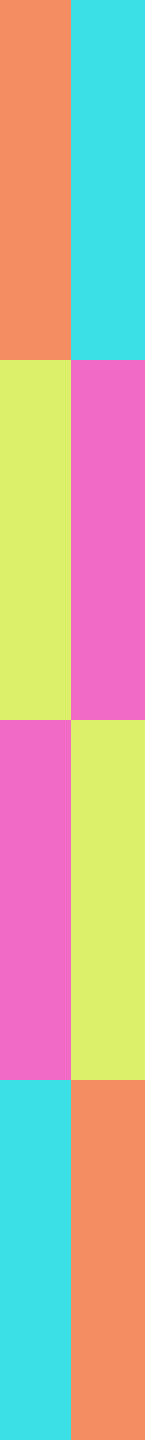




Singapore eDevelopment Ltd

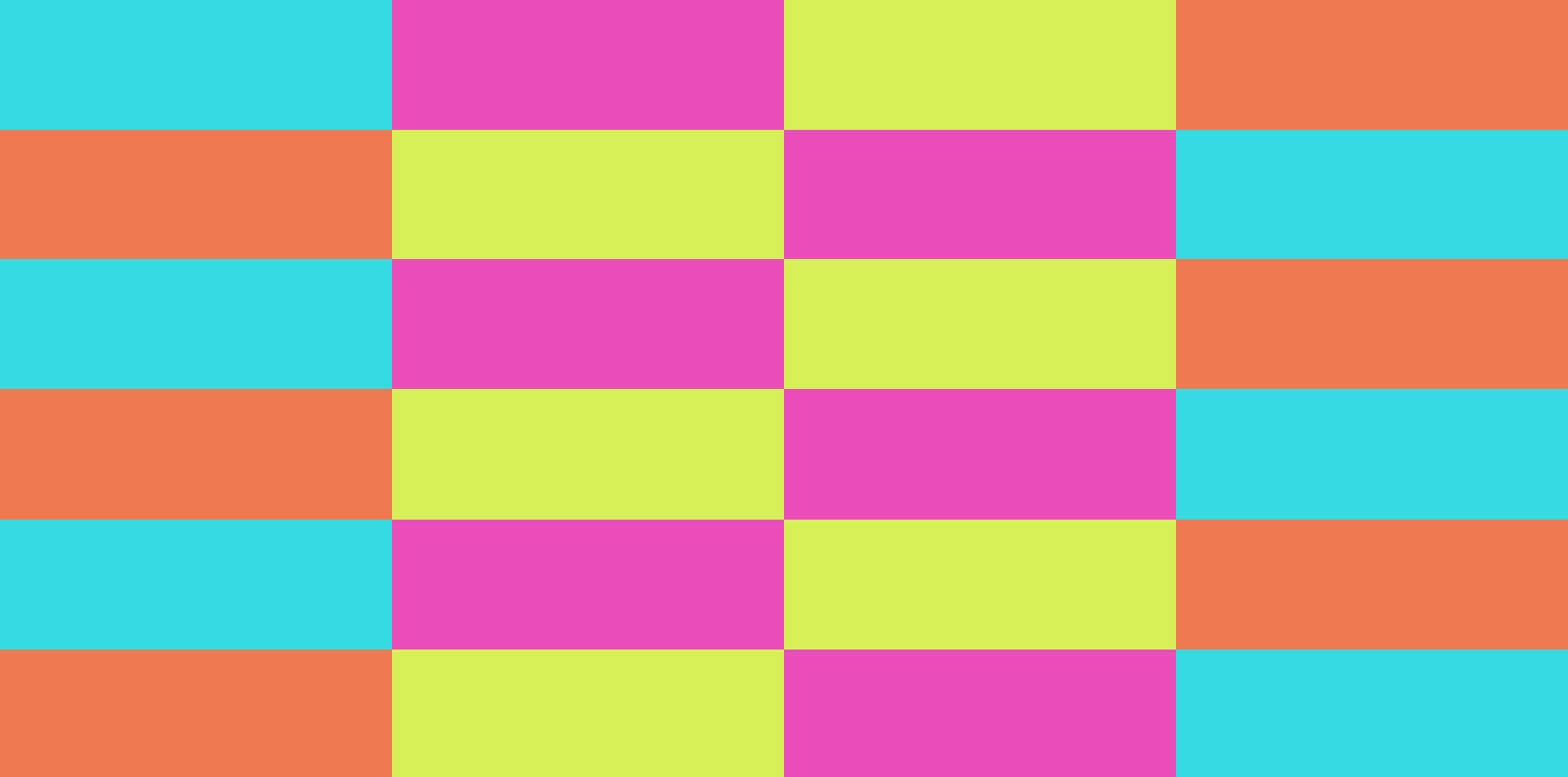
Pursuing A New Corporate Destiny



Presentation Flow

- 1 About SeD
- 2 Recent Acquisitions
- 3 Rights & Bonus Share Issue
- 4 Basic 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 which SCPL has formed 51%-held JV with

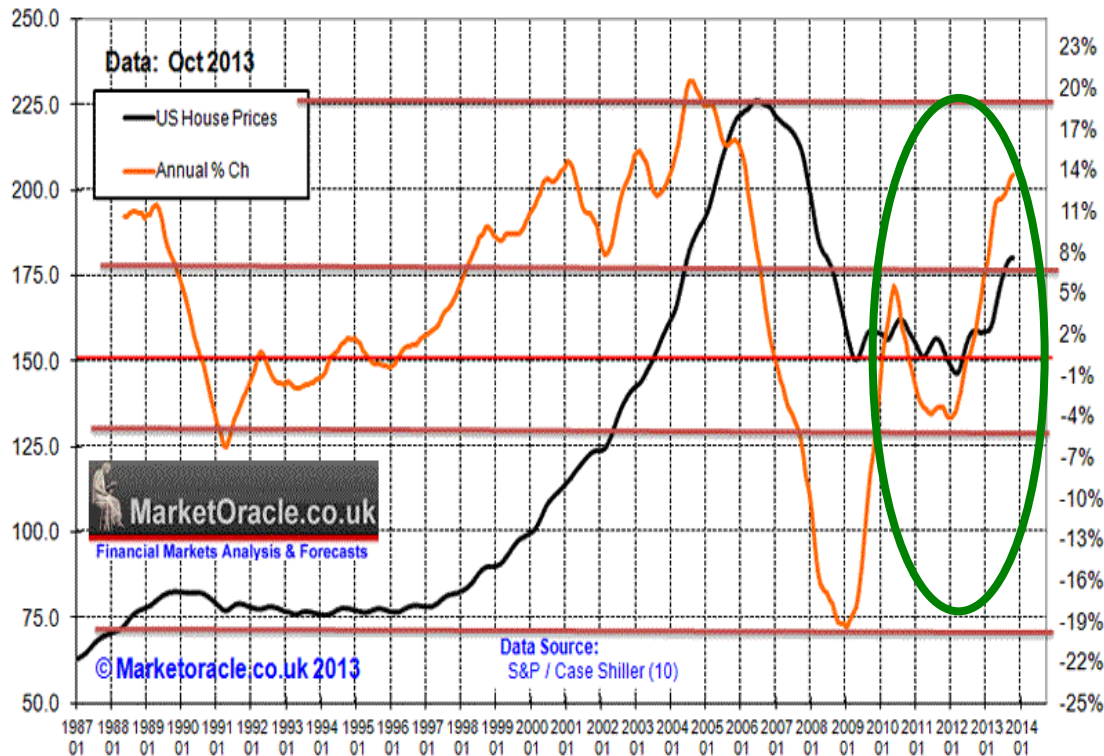


Property Development

- **Owns 60% of Black Oak land development & sub-division project in Texas, U.S.A.**
 - Received letters of intent for over-half of the lots
 - Project funded by US\$4.3M cash and US\$5M debt
 - 3 years of revenue contribution expected to start in FY2015
- **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

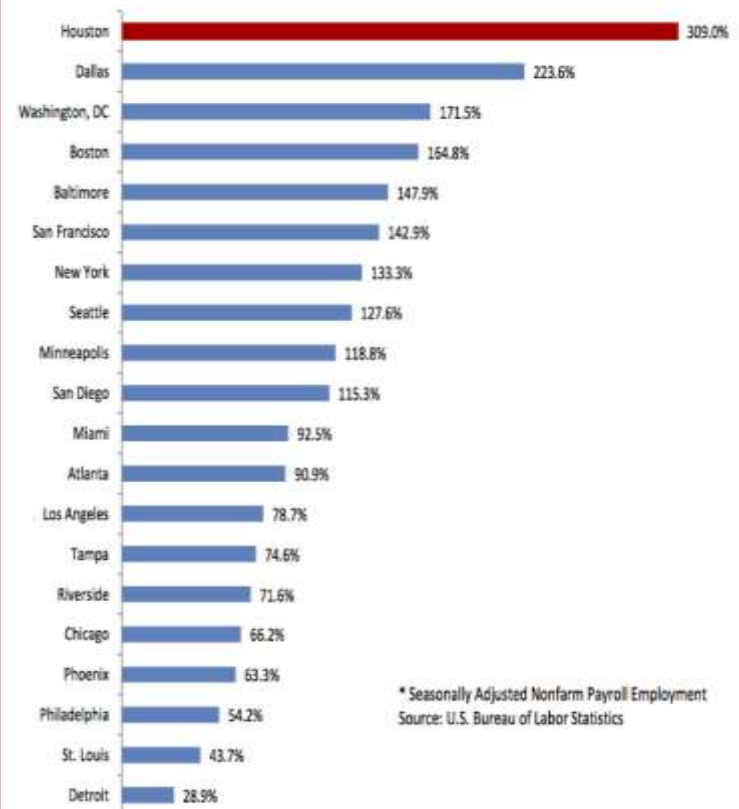
US House Prices Momentum (12month % Change)



- 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



New Revenue Streams



Property Development

- **Black Oak (Houston, Texas, U.S.A.)**
Expected to contribute positively to Group's revenue from FY2015 to FY2018
- **Mandurah City (Perth, Australia)**
Marketing & construction to commence in 2H2014, expected completion in FY2016



Construction

- New construction arm, **Singapore Construction Pte Ltd** ("SCPL") has already secured S\$7.7M worth of construction contracts



IT(Future revenue streams)

- Acquisition of **HotApps**; to be launched by end-FY2014
- MoU with **CloudTel**; acquisition expected to conclude in six months

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
- Why IT?
 - ***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

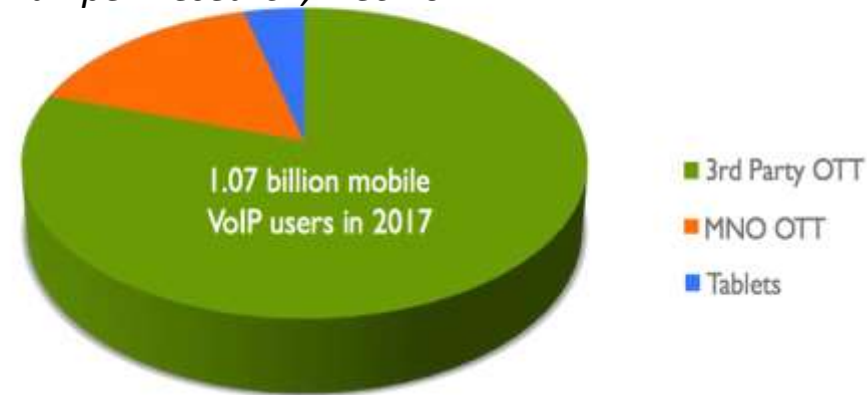
IT-Market Opportunities

- 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*)

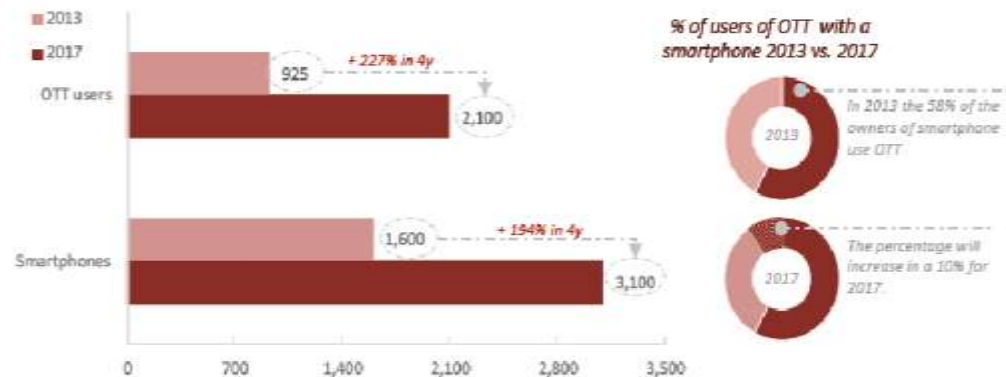
Global Mobile VoIP Users, 2017

Third Party vs. Mobile Network Operator OTT Services

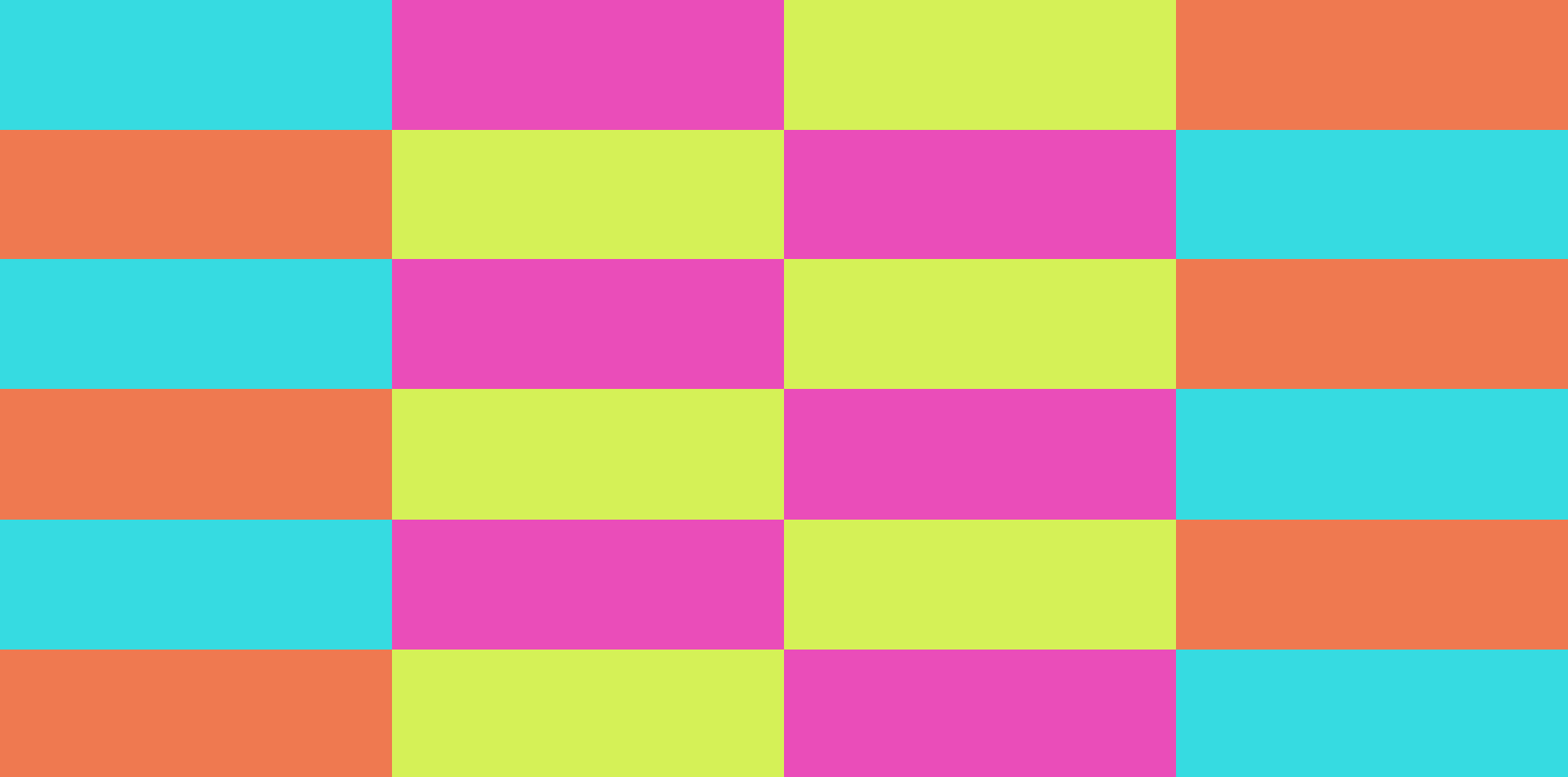
Source: Juniper Research, Dec 2012



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



Source: Mobile Squared. Sept.2013



HOTAPPS & CLOUDTEL ACQUISITIONS

HotApps & CloudTel

- SeD will acquire 100%-stake in HotApps International Pte Ltd (“HotApps”), which owns a suite of instant messaging (“IM”) products, for S\$98,000
- SeD enters into separate MOU with cloud-based communication solutions provider, CloudTel Pte Ltd (“CloudTel”)
 - Plans to acquire 100%-stake via combination of new consideration shares and/or corporate bonds
 - Acquisition price subject to independent valuation and shareholders’ approval at EGM to be convened
- Both HotApps and CloudTel are 100% and 50% owned by SeD CEO & Executive Director, Mr. Chan Heng Fai, respectively

About HotApps

- Software and mobile application developer
- 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
 - Intends to be officially launched in 24 countries worldwide, starting in Singapore, by the last quarter of 2014



About CloudTel



- Singapore-based CloudTel Pte Ltd delivers cloud-based communication solutions with many applications
- 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

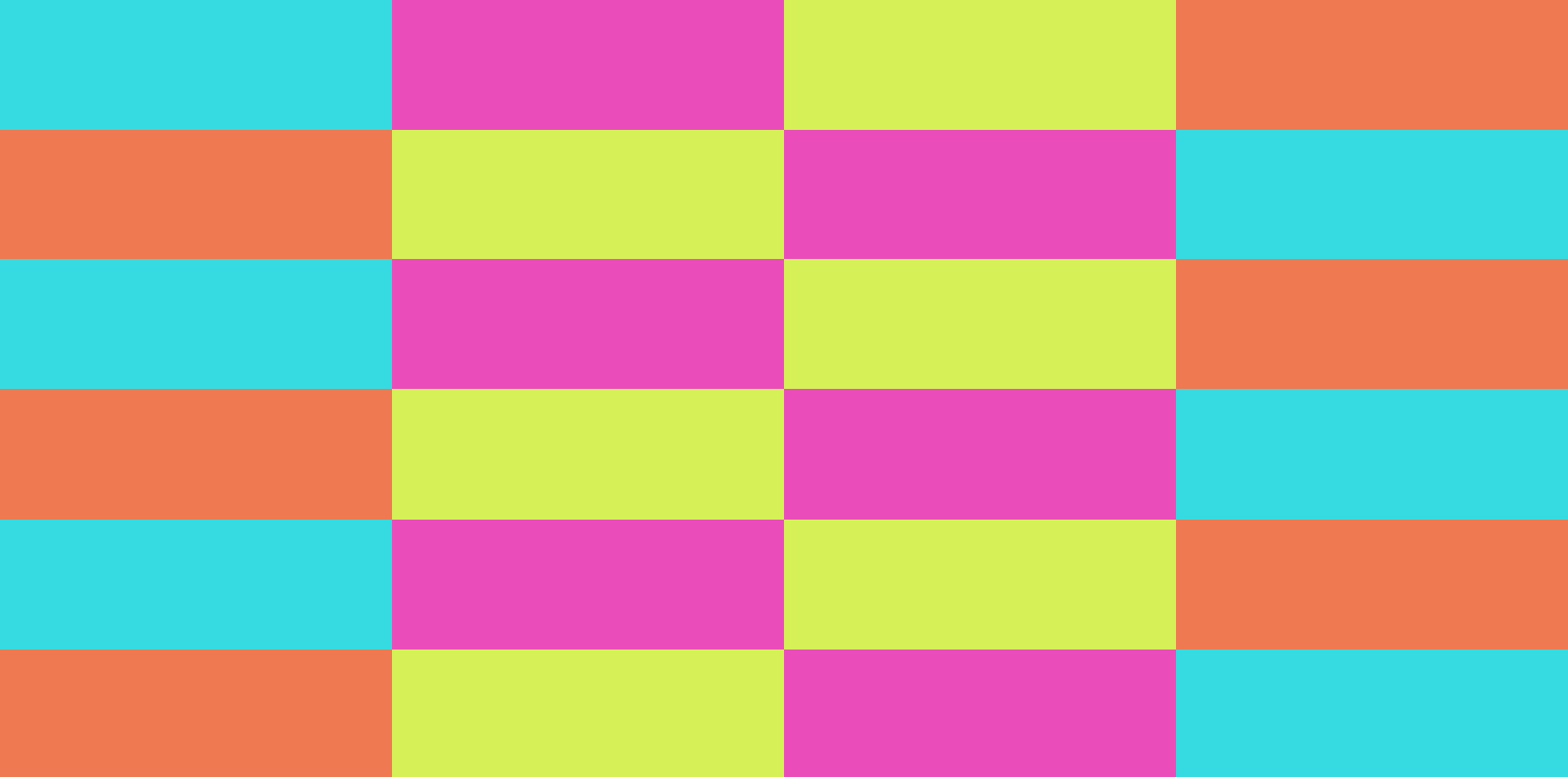


- Unique cloud-based interactive “smart terminal” – All-in-one multimedia and cross-platform phone terminal running on Android Operating System; poised to replace traditional desktop phones
- Low-cost, high-quality international voice and video conferencing facilities, and other value-added features
- 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

- 12 rights shares at S\$0.003 for every existing share held, and one bonus share for every rights share subscribed for
- Effective issue price: S\$0.0015
- Net proceeds of between minimum of S\$3.3M and 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

SeD – Stock Info

Basic Share Data

As at 21 August 2014

Share Price 0.6 Singapore cent

Average Daily Volume (past 4 weeks) 17,302,684

Market Capitalisation ~S\$7.4 million

Issued share capital base

Current 1.23 billion

After conversion of all warrants 3.59 billion

After conversion of all warrants + Full take-up of Rights and Bonus shares 89.85 billion

Major Shareholders

Total Shareholding Interest

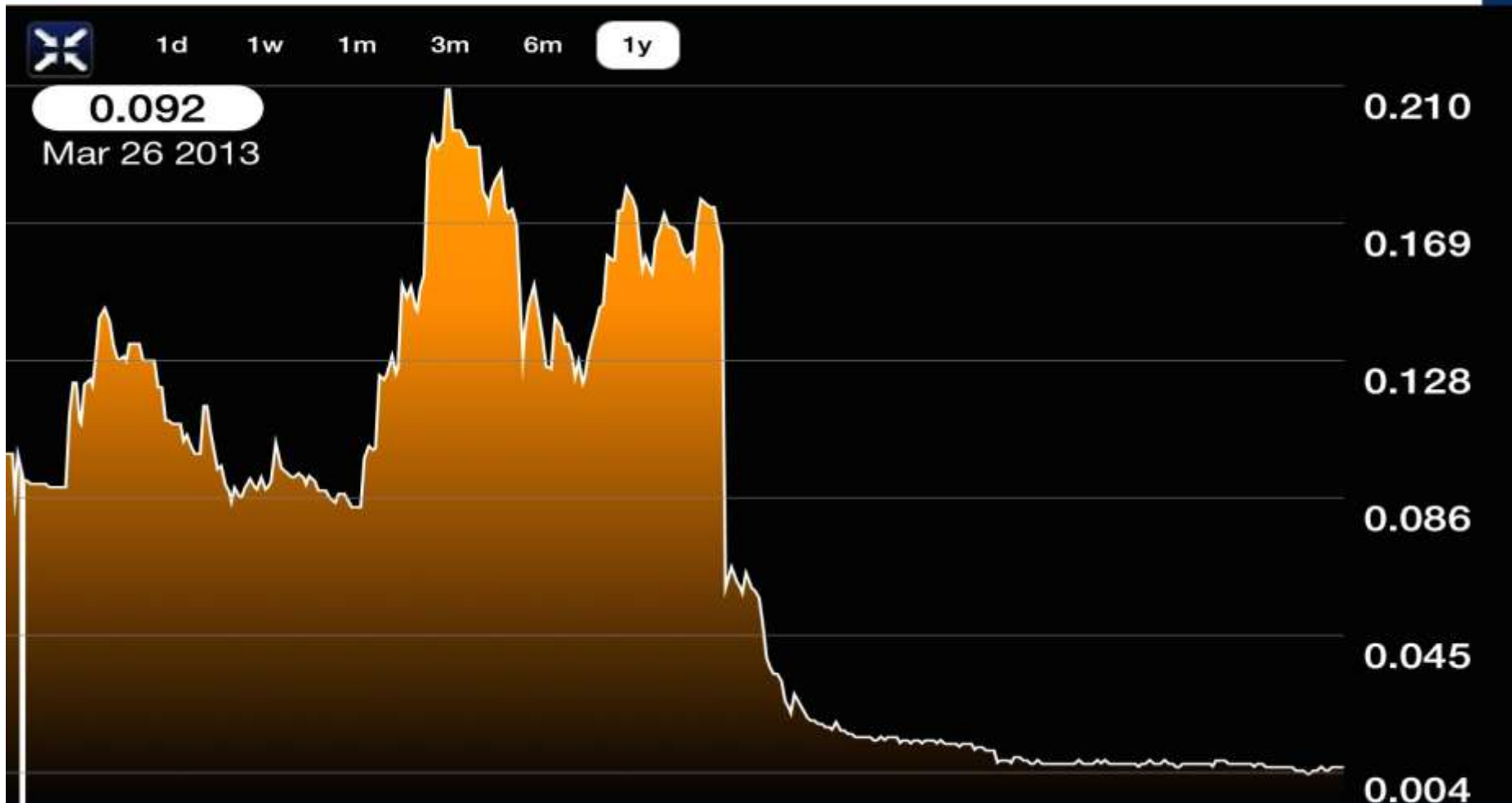
% Of Total Issued Shares

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

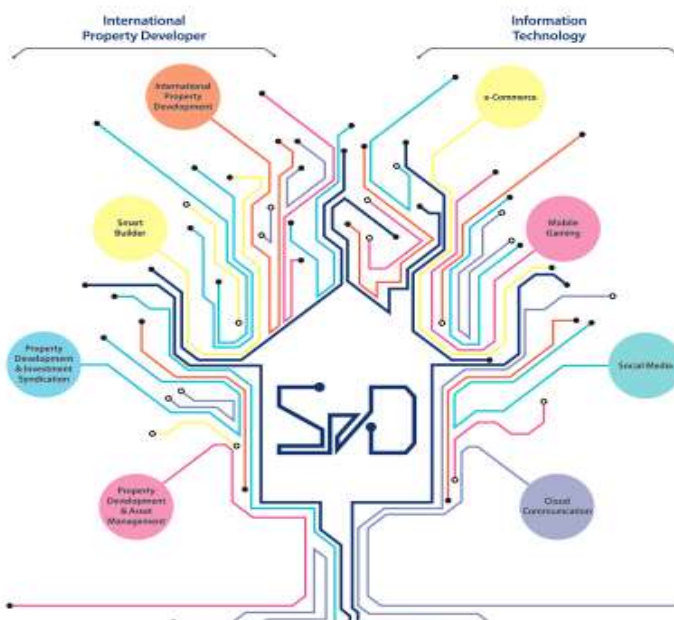


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Singapore eDevelopment Ltd.

Two Engines of Growth One New Vision

International
Property Developer



Information
Technology

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 9168 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.



Mr. Lim Joo Heng
CEO, E-Commerce Division

*HotApp will ride on the global shift towards mobile communications. Its suite of enhanced features is poised to transform the way people communicate, work and play. We want to engage consumers in a fresh and exciting way.



Mr. Lim Joo Heng
CEO, E-Commerce Division

*I will make Singapore proud of Singapore eDevelopment Ltd and I assure I will make this happen.

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THANK YOU

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