



**LEADING REAL ESTATE
SERVICES PROVIDER**
OPERATING A MARKET-LEADING
REAL ESTATE BROKERAGE IN SINGAPORE

Annual General Meeting

18 June 2020

OVERVIEW OF OUR BUSINESS



Franchise



Derives royalties from sub-franchisees*



Real Estate Brokerage



Derives commission-based fees via digital and market property brokerage services transactions on multiple platforms:

- Primary sales
- Secondary sales
- Rental of residential, commercial and industrial properties

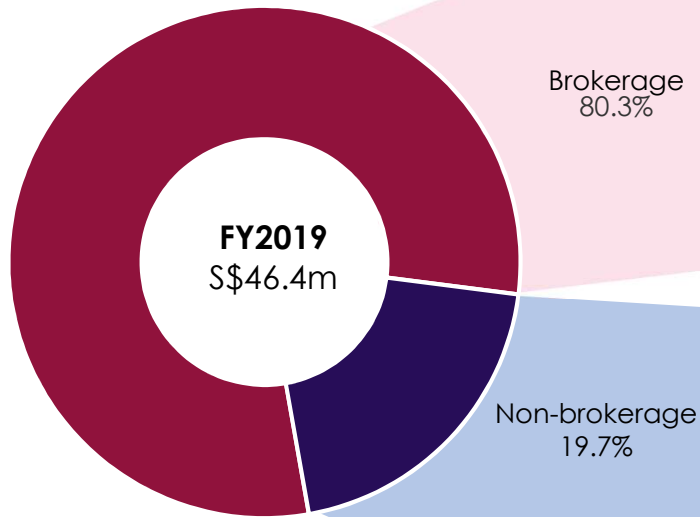
Others



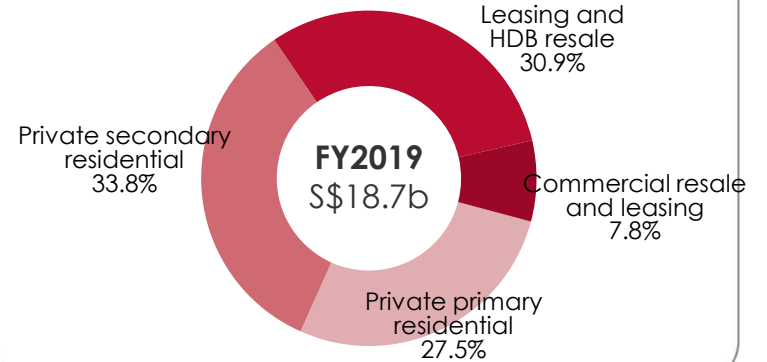
- **Training programmes and courses** for real estate agents for professional certification exams and as part of continuing professional development regulations
- **Valuation work** undertaken on behalf of clients such as financial institutions, government agencies and property owners
- **Property management services** for real estate developments
- **Auction** for financial institutions and property owners

CONTRIBUTION BY OUR BUSINESS SEGMENTS

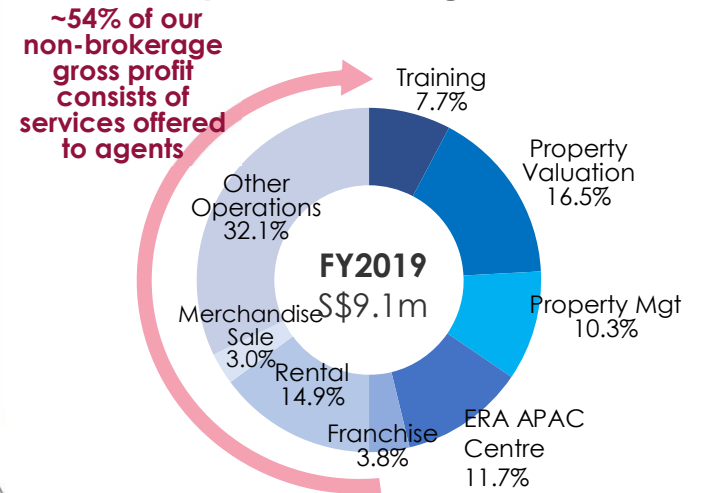
FY2019 Gross Profit by Business Segments



FY2019 Brokerage Transaction Value by Property Segment



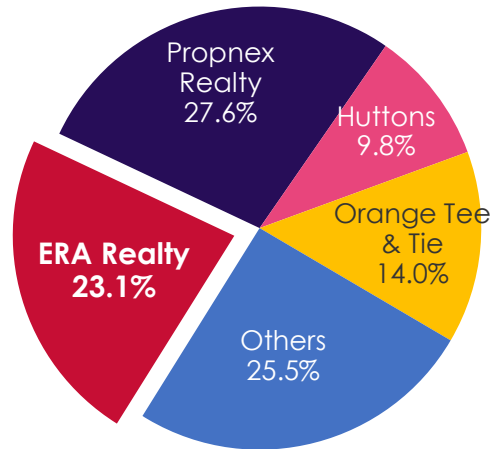
FY2019 Non-brokerage Gross Profit by Business Segments



ONE OF THE LARGEST REAL ESTATE AGENCIES IN SINGAPORE WITH MORE THAN 7,200 AGENTS⁽¹⁾

- ✓ Industry pioneer with 38 years of solid track record in the real estate brokerage industry
- ✓ Exclusive ERA regional master franchise rights to 17 countries in the Asia-Pacific Region
- ✓ Largest ERA Member Broker globally⁽²⁾

Market Share of Agents⁽³⁾



Industry Awards

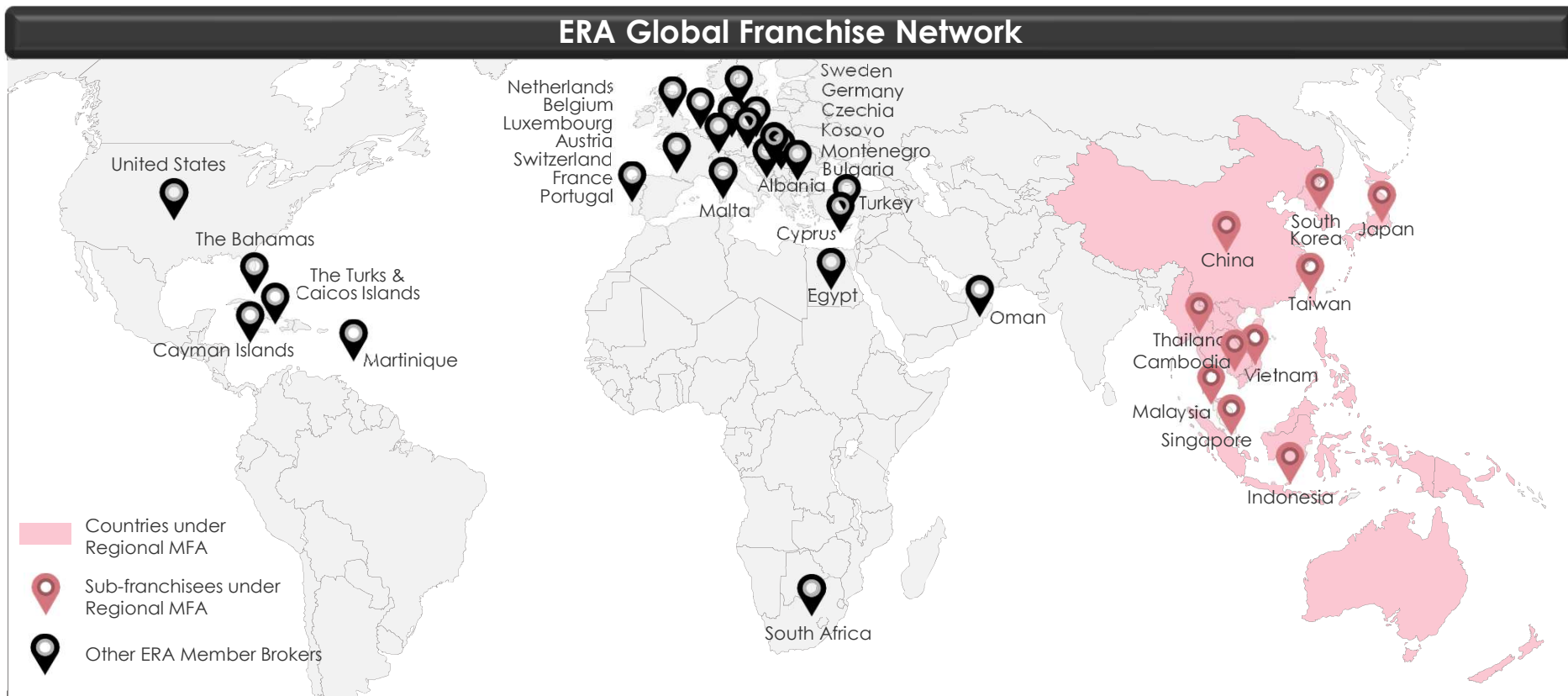
 Best Investor Relations Award for 2018 By Singapore Corporate Awards 2018	 5-Star Real Estate Agency (Single Office) 2019 By Asia Pacific Property Awards 2019	 Most Innovative Real Estate Agency (Listed Companies Category) 2018 By Singapore Business Review	 Top Property Agency 2018 By Influential Brands Awards
 Best Agency Award 2019 By MCC Land Singapore	 Favourite Real Estate Agent (Gold) 2018 By Expat Living Readers' Choice Awards 2018	 Marketing Agency Excellence Award 2019	

Note:

1. As at 31 May 2020
2. By number of transactions
3. As at 3 January 2020 based on CEA's public register (<https://data.gov.sg/dataset/cea-salesperson-info>)

MEMBER OF ERA GLOBAL FRANCHISE

We are one of the largest ERA Member Brokers globally by transaction value



47 US States **36** Countries **~2,300** Offices Worldwide **>35,000** Salespersons¹

1. As at May 2020, www.era.com

EXCLUSIVE ERA REGIONAL MASTER FRANCHISE RIGHTS FOR 17 COUNTRIES IN THE ASIA-PACIFIC REGION

 Acquired exclusive ERA regional master franchise rights for 17 countries in the Asia-Pacific region from Realogy in 1999

- Initial term of 30 years expiring in 2029, renewable for further terms of 30 years⁽¹⁾

 One of the largest brand footprints in Asia with more than 17,500 agents in 642 offices across 10 countries through our ERA franchisees⁽²⁾

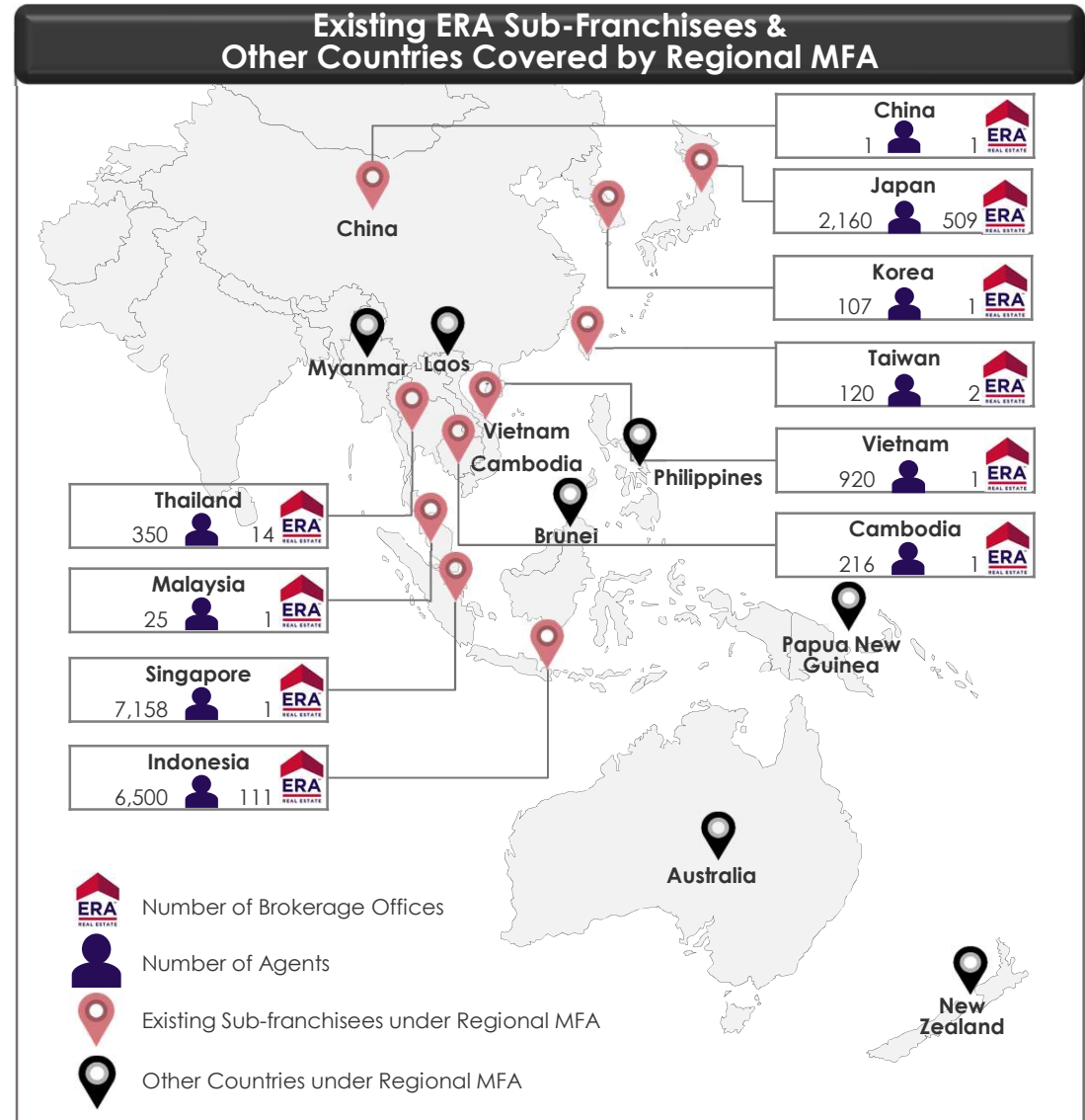
- Significant presence in Singapore, Japan and Indonesia
- Master Franchise Agreement for Cambodia signed in February 2018

 Benefits of franchise model:

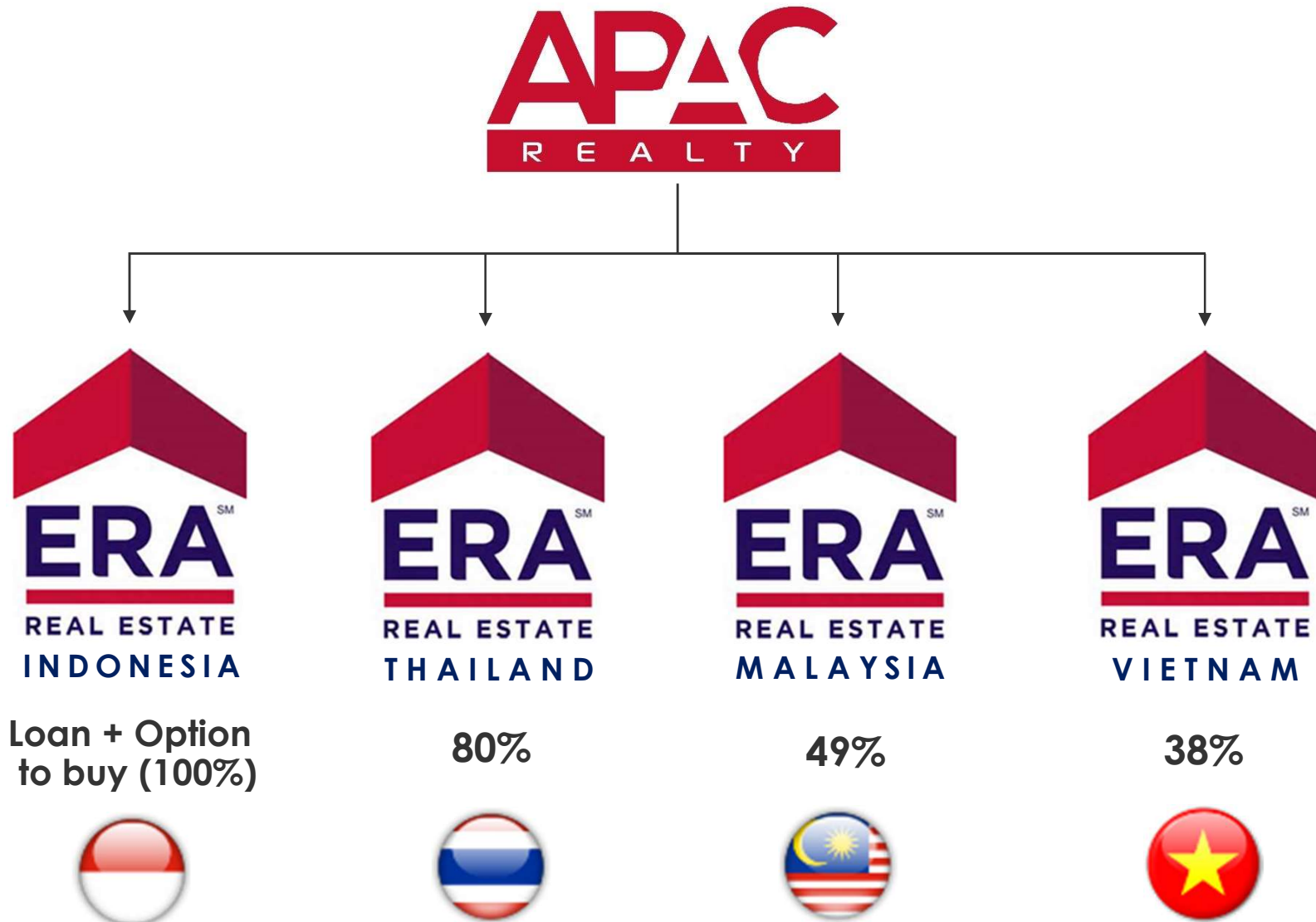
- Ability to build our regional presence and network in a capital-efficient manner
- Greater cross-selling opportunities with our overseas franchisees
- Leverage on the ERA system made available to member brokers to offer a full range of products and services

Note:

1. Each subject to certain conditions
2. As at 31 March 2020

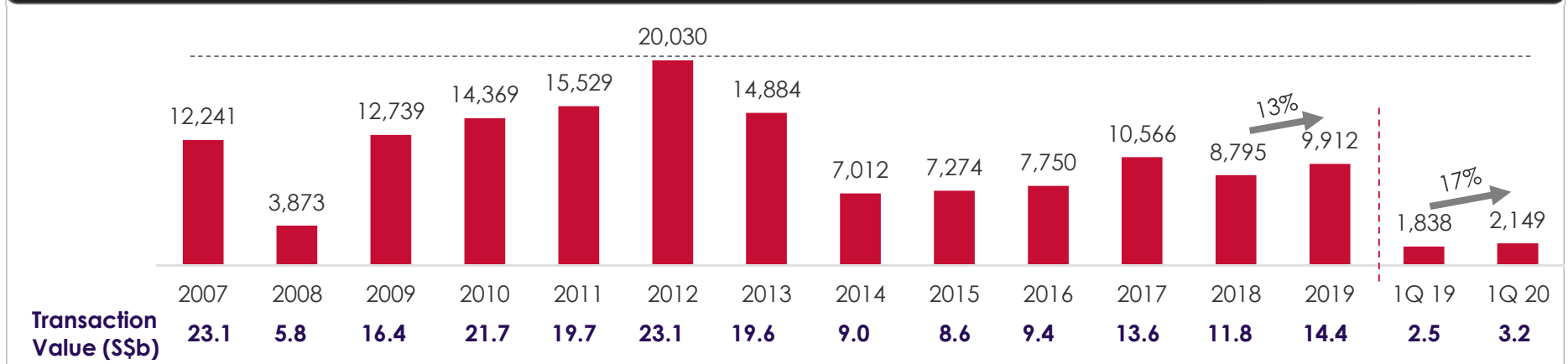


OVERSEAS EXPANSION

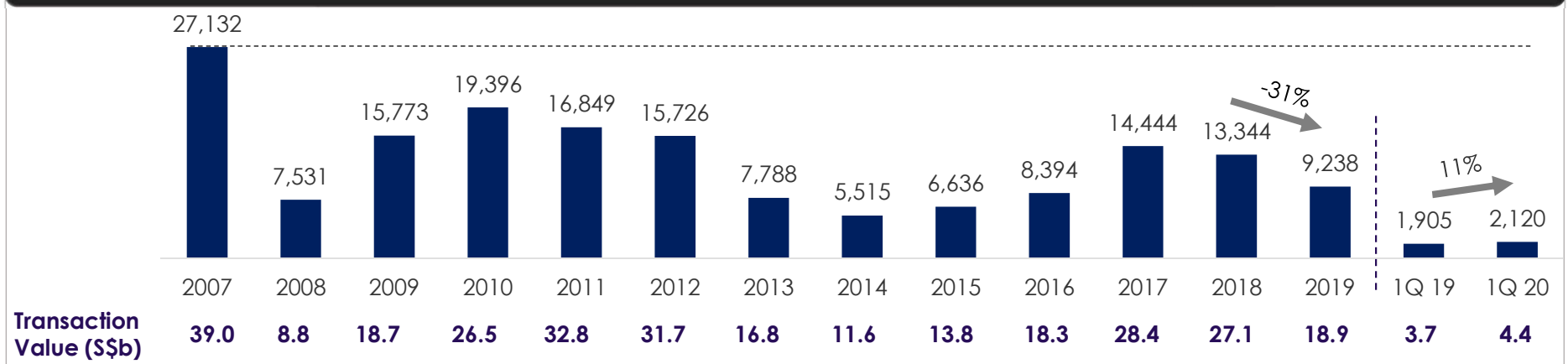


SINGAPORE PRIVATE RESIDENTIAL PROPERTY SECTOR

Singapore Primary Residential Market (Private, excluding ECs) – Transaction Volume In Units



Singapore Secondary Residential Market (Private) – Transaction Volume In Units

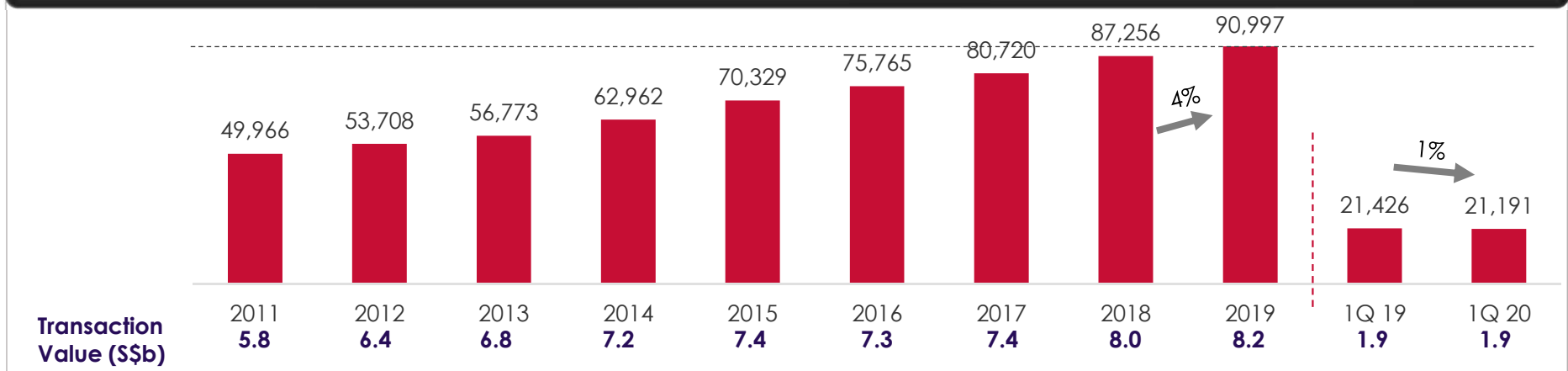


Source: Independent Market Research Report, URA

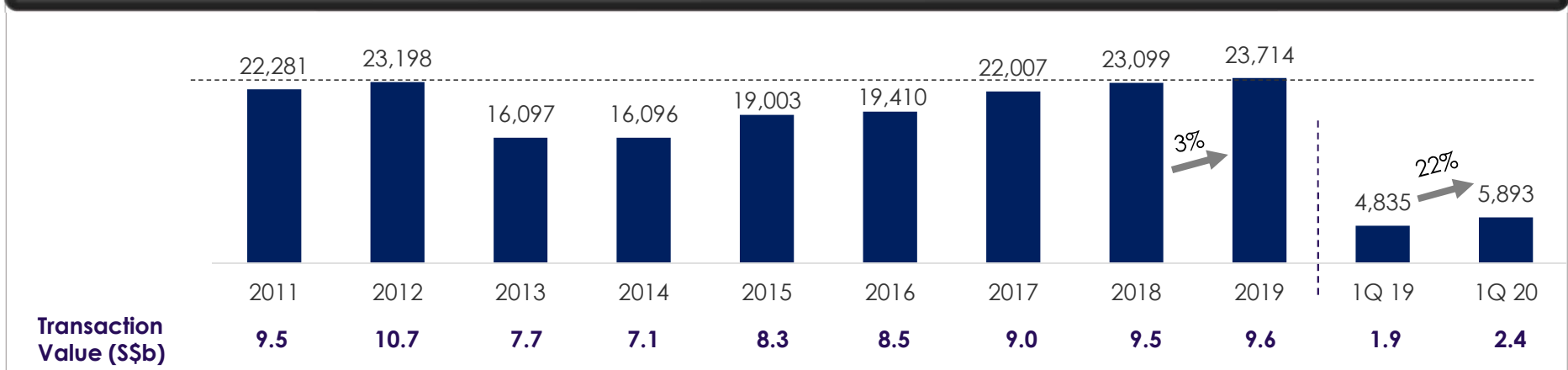


SINGAPORE PRIVATE RESIDENTIAL LEASING AND HDB RESALE SECTOR

Singapore Private Residential Leasing – Transaction Volume In Units



Singapore HDB Resale Market – Transaction Volume In Units

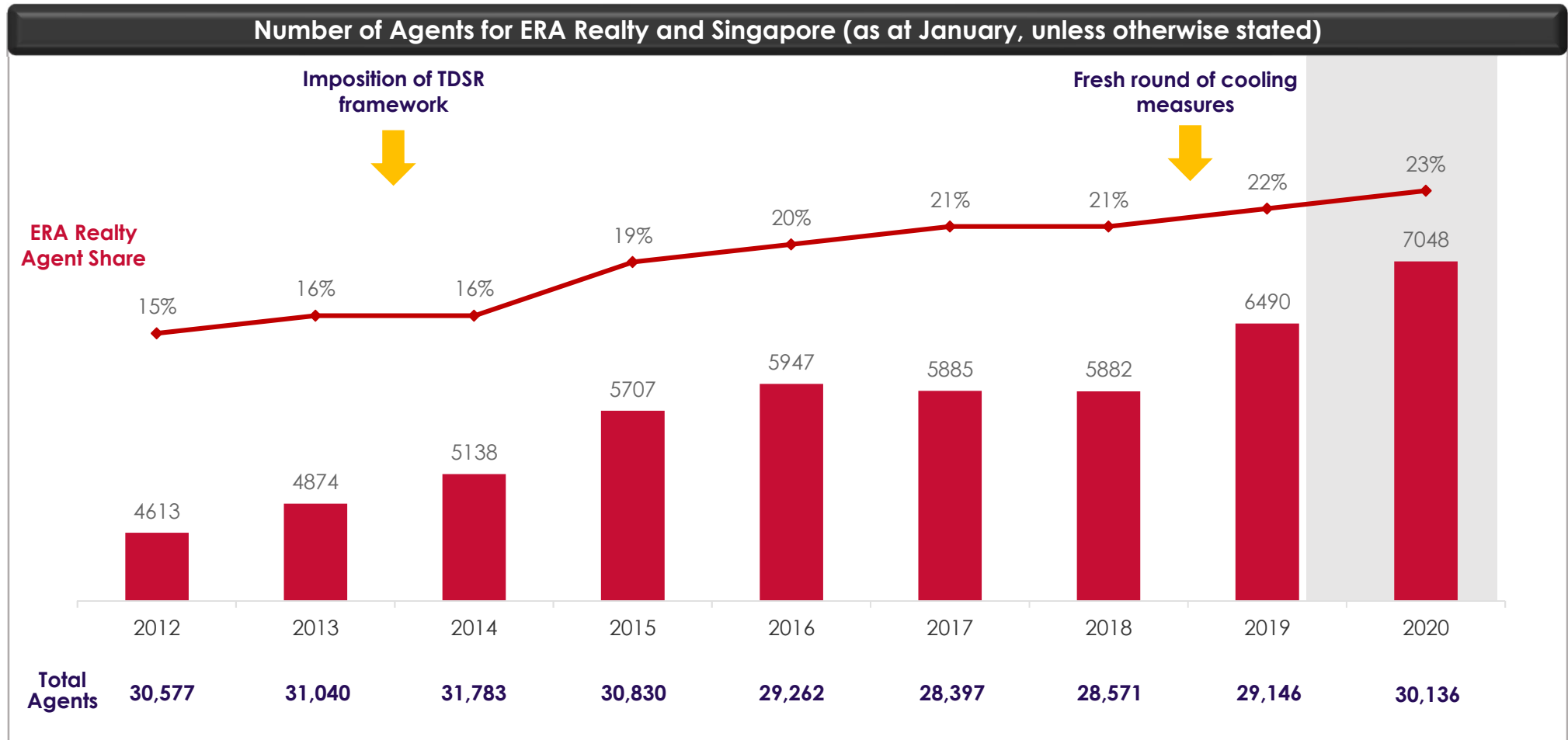


Source: Independent Market Research Report, URA, HDB



MARKET LEADER IN SINGAPORE WITH ONE OF THE LARGEST AGENT NETWORKS

Our agent network has increased steadily amidst market consolidation, testament to our Group's success in retaining and recruiting agents



Source: Independent Market Research Report, CEA

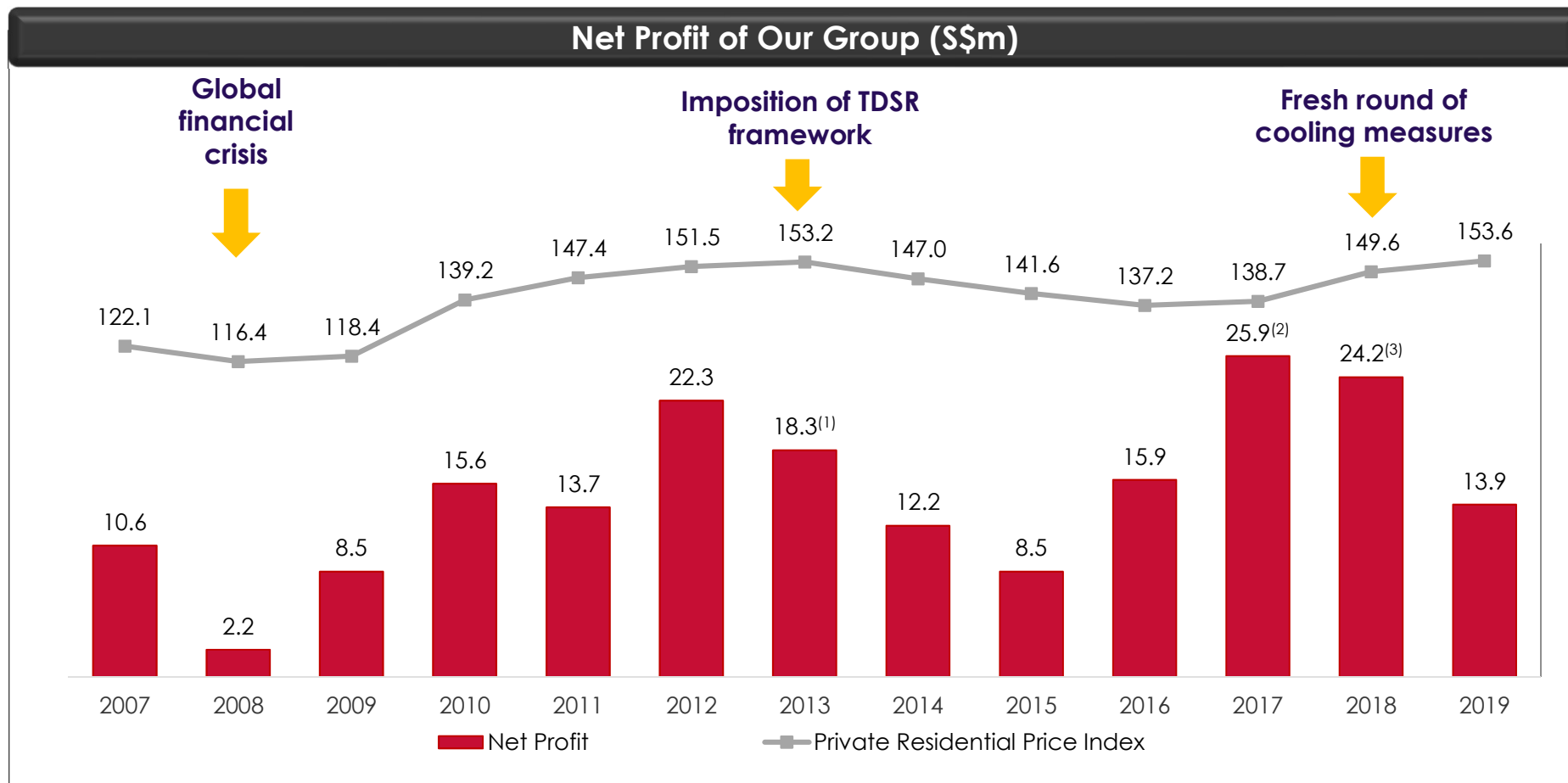


PROJECT MARKETING – SECURED MARKETING AGENT ROLES IN 38 PROJECTS FOR 2020

Project	Location	Developer	No. of Units
43 projects already launched in Year 2019			15,352
The Avenir	River Valley Close	Hong Leong Investment / GuocoLand	396
Leedon Green	Farrer Road	Yanlord Land Group / MCL Land	638
Van Holland	Holland Road	Koh Brothers Group	69
Sloane Residences	Balmoral Road	Tiong Seng / Ocean Sky	52
Parc Canberra (EC)	Canberra Link	Hoi Hup / Sunway	496
Verticus	Jalan Kemaman	Soilbuild	162
The M	Middle Road	Wing Tai Holdings	522
19 Nassim	Nassim Hill	Keppel Land	101
Tedge	Changi Road	Macly Group	47
KOPAR at Newton	Kampong Java Road	CEL	436
Ola (EC)	Anchorvale Crescent	Evia Real Estate and Gamuda	548
Davley Haus	Dalvey Road	KOP	65
15 Holland Hill	Holland Hill	Kheng Leong	59
13 projects already launched in Year 2020 to-date			3,591
25 more projects to be launched in Year 2020 & 1H 2021			12,304

RESILIENT BUSINESS MODEL

A resilient business model allows us to maintain profitability during economic downturns and property market cycles



Note:

1. Excludes expenses related to the acquisition of our subsidiaries from Hersing
2. Includes IPO expenses of \$1.18m
3. Includes one-off expenses relating to acquisition of Toa Payoh property of \$0.3m

Net profit from 2007 to 2013 are calculated based on a summation of the net profits of the wholly-owned subsidiaries of APAC Realty Limited for each of the respective financial years.

GROWTH STRATEGIES



- 

Strengthen and expand presence in Singapore

1
- 

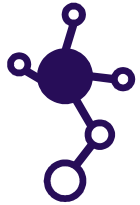
Expand range of services and geographical presence in Asia-Pacific region

2
- 

Enhance technological capabilities

3

STRENGTHEN AND EXPAND PRESENCE IN SINGAPORE



Establish a centralised business centre



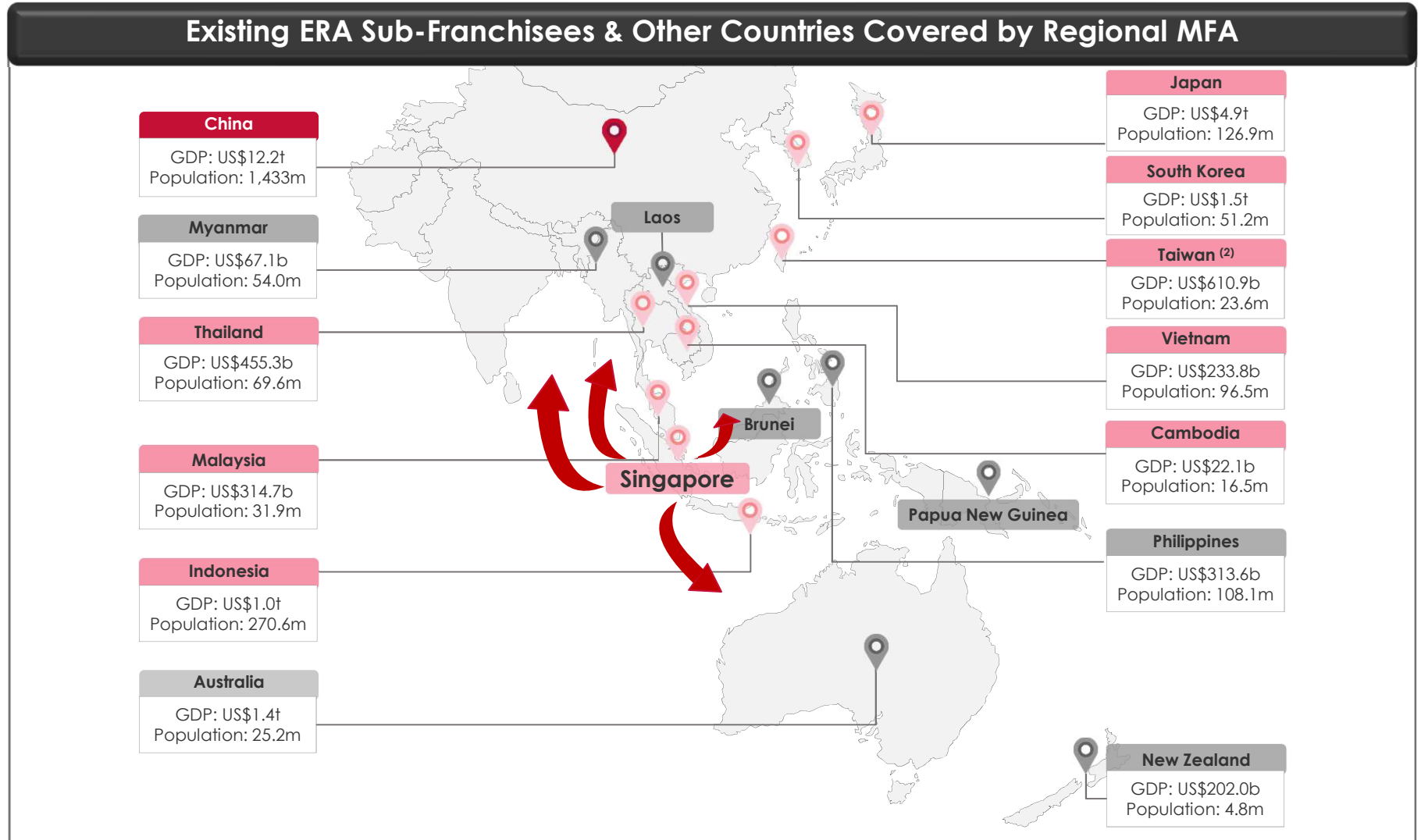
Additional stream of recurring income through leasing part of the business centre as private office space to agents



Increase agent network through recruitment to capture the increasing property sales volume



... and Geographical Presence in Asia-Pacific Region



Note:

1. United Nations Database, GDP at current prices and population figures for 2019 (extracted 8 June 2020)
2. National Statistics Bureau, Republic of China (Taiwan), www.eng.stat.gov.tw (extracted 8 June 2020)

» ENHANCE TECHNOLOGICAL CAPABILITIES

Sourcing



iERA & ERA Pro

- ◆ App helps agents in direct sourcing and also supporting them in closing deals via various visual features

24/7 Prop Watch

24/7 Prop Watch Web

URBAN ZOOM

- ◆ Web portal facilitates on-going agent-client relationships
- ◆ Facilitates leads generation

Evaluation

Negotiation

Administration

Focus of innovation and value-add



- ◆ App provides agents with resources at their fingertips, helping them navigate admin and address clients' queries



- ◆ Web portal helps agents track their performance and navigate admin



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THANK YOU