

**PROPnex LIMITED**  
(the “Company”)  
Company Registration No. 201801373N  
(Incorporated in the Republic of Singapore)

**Minutes of the Annual General Meeting of the Company (“AGM” or “Meeting”)**

**Date** : Wednesday, 23 April 2025  
**Time** : 10.01 a.m.  
**Place** : 480 Lorong 6 Toa Payoh, #18-01 HDB Hub, Singapore 310480  
**Present** : As per attendance list  
**Chairman** : Mohamed Ismail S/O Abdul Gafoore (“**Mr Ismail Gafoore**” or “**Chairman**”)

**1. WELCOMING ADDRESS**

- 1.1. The Executive Chairman and Chief Executive Officer (“**CEO**”), Mr Ismail Gafoore, welcomed the attendees to the AGM. The Chairman introduced the members of the Board of Directors (the “**Board**”), Mr Kelvin Fong Keng Seong (Executive Director and Deputy CEO) (“**Mr Kelvin Fong**”), Mr Kan Yut Keong (Independent Director), Mr Low Wee Siong (Independent Director), Dr Ahmad Bin Mohamed Magad (Lead Independent Director) (“**Dr Magad**”) and Chief Financial Officer (“**CFO**”) and Company Secretary, Ms Lee Li Huang.

**2. QUORUM**

- 2.1. Upon confirmation of the requisite quorum, the Chairman called the AGM to order.

**3. CORPORATE PRESENTATION**

- 3.1. Before proceeding with the Agenda of the AGM, the Company had arranged presentation slides from the CFO, Chairman and Deputy CEO. The presentation slides were announced via SGXNet on 23 April 2025 and annexed to these minutes as Appendix A.
- 3.2. The CFO presented the financial performance and key highlights of the Income Statement, Balance Sheet, Cash Flows and Dividends for financial year ended 31 December 2024 (“**FY2024**”). Salient points of her presentation included: (i) the Group reported revenue of \$783 million for FY2024, down from \$838 million in FY2023, mainly due to a 23.4% drop in commission income from project marketing services. While transactional volumes for project marketing in 2024 were comparable to previous year, most transactions occurred in the fourth quarter of 2024. Revenue from these transactions is expected to be recognised in the first six months of 2025 (“**1H2025**”), a typical three to four months lag in revenue recognition for project marketing. As project marketing generally yields higher gross profit margin, this led to a lower gross profit margin of 9.1% in FY2024 compared to 9.7% in FY2023; (ii) the Company maintained a strong, debt-free balance sheet with a cash position of \$112 million. The decrease in cash and cash equivalents by \$21.6 million was attributed to dividend payments and increased investments in treasury instruments, such as T-bills and bonds; and (iii) the Board proposed a final dividend of 3.0 cents per share and a special dividend of 2.5 cents per share in celebration of the Company’s 25<sup>th</sup> anniversary. This brought the total dividend for FY2024 to 7.75 cents per share, the highest since the Company’s IPO, representing a payout ratio of 140.1% and a dividend yield of 8.2%.
- 3.3. The Chairman expressed gratitude to shareholders for their continued trust and confidence, acknowledged long-term supporters since the Company’s IPO and those who invested during market downturns. He attributed the Group’s rapid growth to the confidence shareholders have placed in the Company and reaffirmed the Group’s commitment to delivering long-term value.
- 3.4. The Chairman provided an overview of the Company’s strategic positioning, core strengths, and market outlook. Salient points included:
- a) the Company’s (i) asset-light nature and cash-generative business model without capital-intensive investments; (ii) diversified revenue streams across various property segments cushion against market volatility. While project marketing saw a decline in its revenue contribution of 24% compared to the previous financial year of 29%, other

segments collectively accounted for the majority of the Group's revenue (76%); (iii) growth and productivity of salesforce, driven by attraction of both new entrants and experienced salespersons switching to PropNex, drawn by PropNex's robust platform and value proposition. While PropNex represented 35% of Singapore's salespersons strength, it accounted for approximately 64.2% of total property transactions (up from 62.5% in 2023) for HDB resale, new launches and private residential resale (including Executive Condominiums, landed and non-landed) in 2024 (per Frost & Sullivan data). This reflected the high productivity of its salespersons. Although PropNex's market share in leasing segment remained comparatively lower due to its fragmented nature and competition from smaller agencies, the Group has seen steady growth in this segment; (iv) regional expansion with over 16,000 salespersons across 24 offices in five countries (Indonesia, Malaysia, Vietnam, Cambodia and Australia). Malaysia and Indonesia, the Group's pioneer overseas markets, continued to perform well; and (v) key recognition and awards through various industry accolades reflected PropNex's effective use of technology as a key enabler to enhance salespersons' productivity and customer value.

- b) resilience of the Singapore property market, the historical data demonstrated the Singapore property market's resilience through multiple past global economic challenges. While short-term market adjustments are inevitable, the long-term fundamentals of the Singapore property market remain robust. For instance, during the initial Covid-19 pandemic, the private residential property experienced only a minor dip and thereafter the prices rebounded strongly over subsequent years. This underscores the underlying strength and stability of the Singapore real estate market. Further, the government's prudent proactive stance in implementing cooling measures, including the Additional Buyer's Stamp Duty, aimed at maintaining affordability and sustainable growth. Despite volatility may persist, the Singapore's property sector remains fundamentally resilient, supported by sound policies and healthy demand.
- c) market performance of private homes, public housing and new launches. While there are fluctuations across different periods, with some quarters traditionally being slower than others, the market has seen a steady and positive performance overall. The private resale market has shown stable demand while the new launches segment experienced a slower start in 2024 with lower transaction volumes in the first three quarters. However, sales rebounded strongly in the fourth quarter and continued to show resilience in the first quarter of 2025. As a result, revenue from these transactions will largely be recognised predominantly in 1H2025, positioning the Group for a strong start for the year. On the public housing segment, the market remained resilience. While the implementation of the 15-month wait-out period for private homeowners seeking to downgrade to HDB flats had a moderating effect, overall HDB resale volumes remained resilient and stable. Notably, the number of million-dollar HDB transactions continued to rise, attributed to factors such as higher construction costs, increased cost of living, and price benchmarks set by new launches.
- d) the steady appreciation of public housing prices over the past five years, supported by strong demand and government's continued efforts to maintain affordability and access. The recent strong performance of new launch projects was mentioned, and this momentum was expected to continue. Further insights into the performance of new launches would be presented by the Deputy CEO.
- e) looking ahead, several macro factors contributed to a positive property market outlook for 2025: (i) Singapore's economy remains relatively stable despite global uncertainties; (ii) interest rates had moderated significantly from previous highs, improving affordability and financing conditions; (iii) population growth from approximately 4 million in FY2000 to over 6 million in FY2024 has increased housing demand; and (iv) a tight labour market and stable employment have placed Singaporeans in a sound financial position to invest in property, upgrade homes and improve living standards. The prices and transaction volumes across new launches, private resale and HDB resale are projected to grow at a moderate and sustainable pace.
- f) several corporate social responsibility efforts, including charitable contributions, tree-planting initiatives, engagement programmes such as launch of PropNex Family Zone and PropNex Family Day at Gardens by the Bay.

- 3.5. Salient points of the Deputy CEO's presentation included (i) a strong pipeline of upcoming and ongoing new launches. With the new launches, inventories will grow to approximately 18,000 units in 2025, signaling a healthy market; (ii) PropNex's consistent achievement of leading market shares across multiple new launch projects. This performance is not only attributed to the size of its salesforce, but to salespersons' productivity, comprehensive training, and strong support infrastructure. The revenue from these transactions will likely be recognised in 1H2025; (iii) the Company's ongoing commitment to salespersons' education and development. Various training programmes, bootcamps and mindset workshops were held to enhance their expertise and as trusted real estate consultants equipped with market knowledge and skills to deliver greater value to customers; (iv) consumer education efforts such as Property Wealth System, Property XPO and seminars, aimed at increasing awareness of market conditions and property investment fundamentals. The Singapore market has remained resilient despite global uncertainties, supported by informed and data-driven decisions; (v) leverages technology to enhance salespersons' efficiency and customer experience. Digital tools such as instant property valuation tool and integrated digital platforms enable timely and accurate information, providing a competitive advantage in a rapidly evolving market; (vi) broader engagement efforts, including annual sales summit and festive events that foster unity among salespersons; and (vii) publication of his second book on real estate education, reinforcing the Company's continued focus on thought leadership and consumer empowerment.

#### **4. NOTICE OF MEETING**

- 4.1. With the concurrence of the Meeting, the notice convening the AGM dated 4 April 2025 ("**Notice**") published on the SGXNet and the Company's corporate website on 4 April 2025, was taken as read.

#### **5. QUESTIONS AND ANSWERS**

- 5.1. The Company had responded to the questions received from a shareholder and Securities Investors Association (Singapore) prior to the AGM via an announcement released to the SGXNet on 17 April 2025 (attached to these minutes as Appendix B). The announcement was also published on the Company's corporate website.
- 5.2. The Chairman then invited questions from the floor.
- 5.3. A shareholder thanked the Board and Management for the informative presentations. He noted the Company's strong market presence in Singapore and enquired about the Company's plans to scale up operations regionally and whether its success in Singapore could be replicated in other countries in the near to medium term.

The Chairman replied that PropNex was primarily focused on Singapore for many years before expanding overseas. The first overseas franchise began in Indonesia in 2016, followed by Malaysia in 2018. Both markets started with fewer than 100 salespersons but have since grown significantly in both salespersons count and geographical reach. PropNex Malaysia now operates in several states, including Kuala Lumpur, Penang, Johor Bahru, Sabah and Sarawak. The franchise success was recently recognised by the Malaysian Institute of Estate Agents (MIEA) as the leading mega agency in the country, a testament to the scalability of the business model. Similarly, PropNex Indonesia's operations expanded from Surabaya to include Jakarta, Bali, Batam and Bandung. The Chairman added that building scale and operational capability takes time, citing Singapore's 16 to 18 years journey before franchising. Currently, the overseas contributions remain modest, the Group remains committed to increasing its significance over time and is mindful of the challenges involved in sustainable expansion.

- 5.4. A shareholder congratulated the Company on its strong performance and promising outlook. She asked about the Company's plan to deploy its cash reserves, specifically opportunities for overseas expansion or through acquisitions, or consolidation of business within the domestic market to increase market share.

The Chairman responded that (i) the Company has been prudently diversified into low-risk investments such as T-bills, bonds and fixed deposits to generate stable returns. However, the primary focus is not to simply accumulate cash but to explore strategic opportunities that would

benefit the business; (ii) domestic consolidation in the real estate brokerage business is unlikely due to regulatory considerations from the Competition Commission. Instead, the Company remains focused on growing organically, attracting talent and expanding its sales teams through internal growth. Additionally, the Company is open to complementary businesses that could add value to its business; (iii) while there are opportunities to invest overseas, the Chairman emphasised a cautious approach, with thorough due diligence to be conducted before pursuing any ventures; (iv) a portion of the cash reserves may be allocated toward technology, artificial intelligence and digital transformation initiatives, including potential partnerships or acquisitions to enhance future capabilities. The Chairman added that, as part of the Company's 25<sup>th</sup> anniversary celebrations, the Company rewarded its shareholders with a special dividend (subject to shareholders' approval), including the final dividend, total dividend payout ratio is 140%, reflecting its strong cash position. Although such a high payout is not expected to be an annual occurrence, the Chairman reassured shareholders that the Company remains committed to delivering sustainable value and returns to its shareholders.

- 5.5. The shareholder raised further questions, (i) whether the Company's treasury investments were entirely in Singapore or included foreign markets, e.g. United States; and (ii) potential changes to the Company's business segment composition over the next three to five years, citing the annual report's reference to growth in the commercial and industrial segment.

The CFO addressed the first question, stating that all treasury investments invested in FY2024 are Singapore-denominated, comprising MAS-issued T-bills and Singapore bonds, with no foreign currency exposure in the treasury portfolio.

The Chairman responded to the second question by stating that the Group has ventured into several complementary areas. These include the establishment of a capital markets team, auction department, in-house leasing department that manages assets for institutional and high net-worth individuals. The Group has gained traction in niche sectors such as strata offices and medical suites. While real estate services in residential properties remain the core revenue driver, the Chairman added that, the Group is strategically positioned to capitalise on adjacent opportunities in the commercial and industrial segment. Many customers initially engage through residential needs before expanding to commercial assets, creating natural cross-segment synergies. Looking ahead, the Company is actively developing capabilities to grow these complementary segments organically, though residential is expected to remain the dominant contributor in the near term. The Chairman reaffirmed the Company's focus on strategic diversification, long-term value creation, anchor by its strong foundation in residential real estate services.

- 5.6. A shareholder congratulated the Company on its strong results and raised few questions (i) he is concerned over emerging real estate agencies offering low commission models and whether such practices might affect the HDB resale market which contributed around 20% of the Group's revenue; (ii) whether the Group's revenue of \$1 billion achieved in 2022 marked a peak, given the comparatively lower revenue in 2023 and 2024. If not, the strategies to replicate such performance; (iii) the potential impact of recent government's policy to implement the 10-year Minimum Occupation Period ("**MOP**") on certain Build-To-Order ("**BTO**") flats, noting that HDB resale transactions currently contributed around 20% to the Group's revenue; and (iv) the Company's strategy in growing its salespersons headcount, expressing concern over whether the focus was on quantity rather than quality, and whether PropNex was targeting experienced salespersons capable of contributing more meaningfully to revenue.

The Chairman responded that (i) several agencies operating under unsustainable low-commission models had recently closed or changed their business approach. PropNex's value proposition is not based on the lowest commission, but rather on delivering accurate and data-driven advice. The proprietary data tools enable the salespersons to provide customers with real-time, hyperlocal data to price and transact more effectively; (ii) the \$1 billion revenue mark is not necessarily a peak and could be achievable again under favourable market conditions. 2023 and 2024 revenue were affected mainly by reduced volumes of new launches. However, the government has accelerated land supply through the Government Land Sales programme to stabilise the market and ensure a healthy pipeline. While it is difficult to predict short-term revenues, the number of new launches in recent quarters was encouraging, and the Group remained optimistic about performance for the current year; (iii) the impact of the 10-year MOP policy was expected to be minimal. Out of the one million HDB flats in Singapore, resale transactions typically account for around 3% annually (approximately 28,000 to 30,000 units) driven by life events



such as ageing, right-sizing, etc. The 10-year MOP policy applies only to a subset of new BTO flats, and only a portion of those are subject to the extended MOP. As such, the Chairman do not foresee a significant disruption to resale transaction volumes; and (iv) PropNex focuses on productivity and experience rather than sheer numbers. PropNex is the only major real estate agency in Singapore that does not subsidise the annual licensing fee for its salespersons, which has been a common industry practice. Instead, the Company invest in training and technology to drive performance. The Company continues to attract experienced salespersons, with over 600 new salespersons joining in the first four months of the year. The focus remains on maintaining high standards in service delivery, salespersons' development and long-term business sustainability.

- 5.7. A shareholder referred to the \$9.25 million recorded under "other investments at FVTPL" in current assets on page 136 of the annual report. He asked about the nature of these investments, specifically whether they included equities and the rationale for holding such a portfolio.

The CFO explained that the \$9.25 million includes both equities and bonds. This includes an increase of \$3.5 million from the purchase of Singapore bonds in 2024, and the remaining \$5 million being a portfolio of equities and bonds managed by an external fund manager since 2022. As invited by the Chairman, Dr Magad, a member of the Investment Committee, explained that the professional fund manager was engaged during a period of exceptionally low interest rates as a means to explore opportunities to optimise returns on the Company's cash reserves. The initiative has proven successful, with the managed portfolio outperforming relevant market benchmarks and delivering better returns than fixed deposits. Dr Magad added that the investment approach is subject to ongoing evaluation by the Investment Committee to ensure continued alignment with the Company's financial objectives. The Chairman added that while the Company maintains a cautious approach to treasury management, this small allocation to professionally managed investments has contributed positively without compromising liquidity or financial stability.

- 5.8. After all questions from the floor were duly addressed, the Chairman proceeded with the explanation on poll voting procedures.

## **6. EXPLANATION ON POLLING PROCEDURES**

- 6.1. The Chairman informed the Meeting that (i) he had been appointed as proxy by some of the shareholders and would vote in accordance with their instructions; (ii) he would propose all motions on the agenda and no seconder would be called; and (iii) all proposed resolutions detailed in the Notice will be decided by way of poll. The voting of all proposed resolutions would be conducted in one single voting slip which had been handed to the shareholders or proxies at the point of registration.
- 6.2. The Chairman further informed the Meeting on the appointments of (i) Anton Management Solutions Pte. Ltd. as scrutineer ("**Scrutineer**") to scrutinise the polling procedures and certify the poll results; and (ii) In.Corp Corporate Services Pte. Ltd. as polling agent ("**Polling Agent**") to conduct the polling process for the AGM. As invited by the Chairman, the representative of the Polling Agent briefed the polling procedures.
- 6.3. There being no questions from the floor, the Chairman then proceeded with the items on the Agenda.

## **ORDINARY BUSINESS**

### **7. ORDINARY RESOLUTION 1: DIRECTORS' STATEMENT, AUDITOR'S REPORT AND AUDITED FINANCIAL STATEMENTS FOR FY2024**

- 7.1. Upon being proposed by the Chairman, the following motion was put to vote by poll:

"that the Audited Financial Statements for the financial year ended 31 December 2024 together with the Directors' Statement and Auditor's Report thereon be received and adopted".

**8. ORDINARY RESOLUTION 2:  
DECLARATION OF FINAL AND SPECIAL ONE-TIER TAX EXEMPT DIVIDENDS**

8.1. The proposed declaration of final and special one-tier tax exempt dividends for FY2024, if approved, would be paid on 8 May 2025.

8.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that a final one-tier tax exempt dividend of 3.0 Singapore cents per ordinary share and special one-tier tax exempt dividend of 2.5 Singapore cents per ordinary share for the financial year ended 31 December 2024 be approved”.

**9. ORDINARY RESOLUTION 3:  
DIRECTORS’ FEES FOR THE FINANCIAL YEAR ENDING 31 DECEMBER 2025 (“FY2025”)**

9.1. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that the Directors’ Fees of \$242,000 for the financial year ending 31 December 2025, payable half-yearly in arrears be approved”.

**10. ORDINARY RESOLUTIONS 4 AND 5  
RE-ELECTION OF DIRECTORS**

10.1. The Chairman explained that Resolutions 4 and 5 were to re-elect Mr Kelvin Fong and Dr Magad, who were retiring by rotation pursuant to Regulation 117 of the Company’s Constitution. Mr Kelvin Fong and Dr Magad being eligible for re-election, had signified their consent to continue in office.

**10.2. Resolution 4 - Re-election of Mr Kevin Fong**

Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that Kelvin Fong Keng Seong be re-elected as Director of the Company”.

**10.3. Resolution 5 - Re-election of Dr Magad**

The Chairman explained that Dr Magad would remain as Chairman of the Remuneration Committee and member of the Audit and Nominating Committees, upon his re-election as Director. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that Ahmad Bin Mohamed Magad be re-elected as Director of the Company”.

**11. ORDINARY RESOLUTION 6:  
APPOINTMENT OF AUDITORS**

11.1. The proposed resolution 6 was to re-elect the retiring auditors, Ernst & Young LLP, as auditors of the Company for the financial year ending 31 December 2025 and to authorise the Directors to fix their remuneration. Ernst & Young LLP had indicated their willingness to accept re-appointment as auditors of the Company.

11.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that Messrs Ernst & Young LLP be re-appointed as Auditors of the Company to hold office until the conclusion of the next Annual General Meeting and that the Directors be authorised to fix their remuneration”.

**SPECIAL BUSINESS**

**12. ORDINARY RESOLUTION 7:  
AUTHORITY TO ALLOT AND ISSUE SHARES**

12.1. The Meeting ensued with the deliberation on special business of the Agenda. The Chairman

explained that proposed resolution 7 was to seek shareholders' approval to authorise the Directors to allot and issue shares pursuant to Section 161 of the Companies Act 1967 (the "**Companies Act**") and the provision of the Listing Manual of the SGX-ST.

12.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

"that authority be and is hereby given to the Directors to:

- (a) (i) allot and issue shares in the capital of the Company ("**Shares**") whether by way of rights, bonus or otherwise; and/or
- (ii) make or grant offers, agreements or options (collectively, "**Instruments**") that might or would require Shares to be issued, including but not limited to the creation and issue of (as well as adjustments to) warrants, debentures or other instruments convertible into Shares,

at any time and upon such terms and conditions and for such purposes and to such persons as the Directors may in their absolute discretion deem fit; and

- (b) (notwithstanding that the authority conferred by this Resolution may have ceased to be in force) issue Shares in pursuance of any Instruments made or granted by the Directors while this Resolution was in force,

provided that:

- (1) the aggregate number of Shares to be issued pursuant to this Resolution (including Shares to be issued in pursuance of Instruments made or granted pursuant to this Resolution), shall not exceed 50% of the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) (as calculated in accordance with sub-paragraph (2) below), of which the aggregate number of Shares to be issued other than on a pro rata basis to shareholders of the Company (including Shares to be issued in pursuance of Instruments made or granted pursuant to this Resolution) shall not exceed 20% of the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) (as calculated in accordance with sub-paragraph (2) below);
- (2) (subject to such manner of calculation as may be prescribed by the Singapore Exchange Securities Trading Limited ("**SGX-ST**")) for the purpose of determining the aggregate number of Shares that may be issued under sub-paragraph (1) above, the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) shall be based on the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) at the time this Resolution is passed, after adjusting for:
  - (i) new Shares arising from the conversion or exercise of any convertible securities;
  - (ii) new Shares arising from exercising share options or vesting of share awards, provided the share options or awards were granted in compliance with the Listing Manual of the SGX-ST; and
  - (iii) any subsequent bonus issue or consolidation or sub-division of Shares,

provided further that adjustments in accordance with sub-paragraphs (2)(i) and (ii) above are only to be made in respect of new Shares arising from convertible securities, share options and share awards which were issued and are outstanding or subsisting at the time of the passing of this Resolution;

- (3) in this Resolution, "subsidiary holdings" shall have the meaning ascribed to it in the Listing Manual of the SGX-ST;

- (4) in exercising the authority conferred by this Resolution, the Company shall comply with the provisions of the Listing Manual of the SGX-ST for the time being in force (unless such compliance has been waived by the SGX-ST), all applicable requirements under the Companies Act 1967 and the Constitution of the Company for the time being; and
- (5) (unless revoked or varied by the Company in general meeting) the authority conferred by this Resolution shall continue in force until the conclusion of the next AGM of the Company or the date by which the next AGM of the Company is required by law to be held, whichever is earlier”.

**13. ORDINARY RESOLUTION 8:  
AUTHORITY TO ALLOT AND ISSUE SHARES UNDER THE PROPnex PERFORMANCE  
SHARE PLAN 2023 (“PROPnex PSP”)**

13.1. The Chairman explained that proposed resolution 8 was to seek shareholders’ approval to authorise the Directors to grant awards, allot and issue shares of the Company under the PropNex PSP.

13.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that the Directors of the Company be authorised to grant awards in accordance with the provisions of the PropNex PSP, and to allot and issue from time to time such number of fully paid-up ordinary shares as may be required to be issued pursuant to the vesting of the awards under the PropNex PSP, provided always that the aggregate number of new ordinary shares to be allotted and issued pursuant to the PropNex PSP, the PropNex Restricted Share Plan 2023 and any other share based schemes (if applicable) shall not exceed 5% of the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) of the Company from time to time and that such authority shall, unless revoked or varied by the Company in a general meeting, continue in force until the conclusion of the Company’s next AGM or the date by which the next AGM of the Company is required by law to be held, whichever is earlier”.

**14. ORDINARY RESOLUTION 9:  
AUTHORITY TO ALLOT AND ISSUE SHARES UNDER THE PROPnex RESTRICTED  
SHARE PLAN 2023 (“PROPnex RSP”)**

14.1. The Chairman explained that proposed resolution 9 was to seek shareholders’ approval to authorise the Directors to grant awards, allot and issue shares of the Company under the PropNex RSP.

14.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that the Directors of the Company be authorised to grant awards in accordance with the provisions of the PropNex RSP, and to allot and issue from time to time such number of fully paid-up ordinary shares as may be required to be issued pursuant to the vesting of the awards granted under the PropNex RSP, provided always that the aggregate number of new ordinary shares to be allotted and issued pursuant to the PropNex RSP, the PropNex PSP and any other share based schemes (if applicable) shall not exceed 5% of the total number of issued Shares (excluding treasury shares and subsidiary holdings, if any) of the Company from time to time and that such authority shall, unless revoked or varied by the Company in a general meeting, continue in force until the conclusion of the Company’s next AGM or the date by which the next AGM of the Company is required by law to be held, whichever is earlier”.

**15. ORDINARY RESOLUTION 10:  
RENEWAL OF SHARE BUY-BACK MANDATE**

15.1. The last item on the Agenda was to seek shareholders’ approval for the proposed renewal of the Share Buy-Back Mandate. The rationale and all pertinent information relating to the proposed resolution had been set out in the Appendix to the Notice in relation to the proposed renewal of the Share Buy-Back Mandate.

15.2. Upon being proposed by the Chairman, the following motion was put to vote by poll:

“that:

- (a) Authority be and is hereby given to the Directors, in accordance with Sections 76C and 76E of the Companies Act 1967 of Singapore (the “**Companies Act**”) and Part XIII of Chapter 8 of the Listing Manual of the SGX-ST, to purchase or otherwise acquire issued ordinary shares in the share capital of the Company not exceeding in aggregate the Maximum Limit (as defined below), at such price or prices as may be determined by the Directors of the Company from time to time up to the Maximum Price (as defined below), whether by way of:
  - (i) on-market purchases of Shares transacted on the SGX-ST through the SGX-ST ready market trading system through one (1) or more duly licensed stockbrokers appointed by the Company for such purpose (“**Market Purchases**”); and/or
  - (ii) off-market purchases of Shares effected pursuant to an equal access scheme(s) as defined in Section 76C of the Companies Act as may be determined or formulated by the Directors as they may consider fit and in the best interests of the Company, which scheme(s) shall satisfy all the conditions prescribed by the Companies Act and the Listing Manual of the SGX-ST (“**Off-Market Purchases**”);

and in accordance with all applicable laws, regulations and rules (“**Share Buy-Back Mandate**”);

- (b) any Share purchased or acquired by the Company is deemed cancelled immediately on purchase or acquisition (and all rights and privileges attached to the Share will expire on such cancellation) unless such Share is held by the Company as a treasury share in accordance with the Companies Act;
- (c) unless varied or revoked by the Company in a general meeting, the authority conferred on the Directors of the Company pursuant to the proposed Share Buy-Back Mandate may be exercised by the Directors of the Company at any time and during the period commencing from the passing of this Resolution and expiring on the earliest of:
  - (i) the date on which the next AGM of the Company is held or required by law to be held;
  - (ii) the date on which the authority contained in the Share Buy-Back Mandate is varied or revoked by the shareholders in a general meeting; or
  - (iii) the date on which purchases and acquisitions of Shares pursuant to the Share Buy-Back Mandate are carried out to the full extent mandated; and
- (d) the Directors of the Company be and are hereby authorised to complete and do all such acts and things (including executing such documents as may be required) as they may consider expedient or necessary to give effect to the transactions contemplated by this Resolution.

In this resolution:

“Average Closing Price” means the average of the closing market prices of the Shares over the last five (5) market days on the SGX-ST, on which transactions in the Shares were recorded, immediately preceding the day of the Market Purchase or, as the case may be, the day of the making of the offer pursuant to the Off-Market Purchase, and deemed to be adjusted for any corporate action that occurs during the relevant 5-day period and the day on which the purchase was made.

“day of the making of the offer” means the day on which the Company announces its intention to make an offer for the purchase of Shares from shareholders, stating the purchase price (which shall not be more than the Maximum Price calculated on the foregoing basis) for each Share and the relevant terms of the equal access scheme for effecting the Off-Market Purchase.

“Maximum Limit” means the total number of Shares representing ten per cent. (10%) of the total number of issued Shares of the Company (excluding treasury shares and subsidiary holdings) ascertained as at the date of the passing of this Resolution unless the Company has effected a reduction in the share capital of the Company in accordance with the applicable provisions of the Companies Act.

“Maximum Price” in relation to a Share to be purchased, means the purchase price (excluding brokerage, stamp duties, commission, applicable goods and services tax and other related expenses) not exceeding:

- (i) in the case of a Market Purchase, 105% of the Average Closing Price of the Shares; and
- (ii) in the case of an Off-Market Purchase pursuant to an equal access scheme, 120% of the Average Closing Price of the Shares.”

## 16. ADJOURNMENT OF AGM

- 16.1. Shareholders completed and submitted the polling slips to the Polling Agent.
- 16.2. There being no notice received for transacting other business at the AGM, the Chairman adjourned the AGM at 11.26 a.m. to facilitate the tabulation of the votes and verification of the results thereto.

## 17. RE-CONVENING THE AGM AND DECLARATION OF POLL RESULTS

- 17.1. The AGM reconvened at 12.03 p.m. with the Chairman called the Meeting to order for declaration of poll results. Based on the poll results projected on the screen as below, the Chairman declared all ordinary resolutions tabled at the AGM carried:

Ordinary resolution number and details	Total number of shares represented by votes for and against the relevant resolution	For		Against	
		Number of shares	As a percentage of total number of votes for and against the resolution (%)	Number of shares	As a percentage of total number of votes for and against the resolution (%)
Ordinary Business					
<b>Resolution 1</b> Adoption of the Audited Financial Statements for FY2024 and the Directors' Statement and Auditor's Report	624,768,559	624,768,559	100	0	0.00
<b>Resolution 2</b> Declaration of a final one-tier tax exempt dividend of 3.0 Singapore cents and a special one-tier tax exempt dividend of 2.5 Singapore cents for FY2024	624,922,886	624,922,886	100	0	0.00

**PROPnex LIMITED**

Minutes of Annual General Meeting held on 23 April 2025

Ordinary resolution number and details	Total number of shares represented by votes for and against the relevant resolution	For		Against	
		Number of shares	As a percentage of total number of votes for and against the resolution (%)	Number of shares	As a percentage of total number of votes for and against the resolution (%)
<b>Resolution 3</b> Approval of the Directors' Fees of \$242,000 for FY2025	624,906,386	624,890,486	99.997	15,900	0.003
<b>Resolution 4</b> Re-election of Mr Kelvin Fong as Director	624,914,886	624,777,218	99.98	137,668	0.02
<b>Resolution 5</b> Re-election of Dr Magad as Director	624,908,586	619,857,632	99.19	5,050,954	0.81
<b>Resolution 6</b> Re-appointment of Ernst & Young LLP as Auditors and authorisation to the Directors to fix their remuneration	624,882,886	624,861,486	99.997	21,400	0.003
<b>Special Business</b>					
<b>Resolution 7</b> Authority to allot and issue Shares	624,843,086	607,015,586	97.15	17,827,500	2.85
<b>Resolution 8</b> Authority to allot and issue Shares under the PropNex PSP	31,971,086	27,920,132	87.33	4,050,954	12.67
<b>Resolution 9</b> Authority to allot and issue Shares under the PropNex RSP	31,911,086	27,860,132	87.31	4,050,954	12.69
<b>Resolution 10</b> Renewal of Share Buy-Back Mandate	624,843,086	624,835,386	99.999	7,700	0.001

**PROPnex LIMITED**

Minutes of Annual General Meeting held on 23 April 2025

---

**18. CONCLUSION**

- 18.1 The Chairman declared the Meeting closed at 12.05 p.m., and he thanked all present for their attendance and participation.

Confirmed as True Record of Proceedings

**MOHAMED ISMAIL S/O ABDUL GAFOORE**

Chairman

Date: 20 May 2025



# PROPNEX LIMITED

ANNUAL GENERAL MEETING  
2025





A photograph of a man and a woman from behind, looking at a two-story house with a brown roof and white-trimmed windows. The scene is outdoors with trees in the background. A semi-transparent blue banner covers the bottom half of the image, containing white text.

# Disclaimer

This presentation does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer to subscribe for any shares nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision or commitment whatsoever.

This presentation does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with the full text of the Company's announcements posted in SGXNet. The information contained in this presentation should not be relied on as any representation or warranty by PropNex Limited (the "Company" or "PropNex").

The past performance of the Company is not necessarily indicative of its future performance. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking" statements due to a number of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from similar businesses and governmental and public policy changes and terms necessary to support future business. Such forward looking statements speak only as of the date on which they are made and PropNex does not undertake any obligation to update or revise any of them, whether as a result of new information, future events or otherwise. Accordingly, you should not place undue reliance on any forward looking statements.

This presentation has been prepared by the Company and its contents have been reviewed for compliance with the relevant rules of the SGX-ST (the "Exchange"). While the Company has made reasonable efforts to ensure the accuracy of the information, the Company has not independently verified such information. This presentation has not been examined or approved by the Exchange. PropNex and the Exchange assume no responsibility for the contents of this presentation, including the correctness of any of the statements or opinions made or reports contained in this presentation.

No warranty or representation, expressed or implied, is made with respect to the information set out in this presentation, nor will the Company be responsible for the consequences of reliance on any opinion or statement set out herein.





# 01 FINANCIAL HIGHLIGHTS

# Income Statement

(in \$'000)	FY2024	FY2023	+/- (%)
Revenue	782,954	838,100	(6.6)
Cost of services rendered	(711,976)	(757,116)	(6.0)
<b>Gross profit</b>	<b>70,978</b>	<b>80,984</b>	<b>(12.4)</b>
<b>Gross profit margin</b>	<b>9.1%</b>	<b>9.7%</b>	<b>(0.6)</b>
Finance income	5,633	4,486	25.6
Other income	9,721	7,879	23.4
Staff costs	(19,576)	(17,719)	10.5
Depreciation and amortisation	(2,949)	(3,491)	(15.5)
Finance costs	(26)	(36)	(27.8)
Other expenses	(15,041)	(19,436)	(22.6)
Reversal of impairment losses	1,062	6,815	(84.4)
<b>Profit before tax</b>	<b>49,802</b>	<b>59,482</b>	<b>(16.3)</b>
Tax expense	(8,155)	(9,872)	(17.4)
<b>Profit for the year</b>	<b>41,647</b>	<b>49,610</b>	<b>(16.1)</b>
<b>Net profit margin</b>	<b>5.3%</b>	<b>5.9%</b>	<b>(0.6)</b>
<b>Profit attributable to owners</b>	<b>40,923</b>	<b>47,807</b>	<b>(14.4)</b>
<b>Earnings per share (cents)</b>	<b>5.53</b>	<b>6.46</b>	<b>(14.4)</b>



(in \$'M)	FY2024	FY2023	+/- (%)
Project Marketing	185.6	242.3	(23.4)
Private Resale	181.8	185.6	(2.1)
HDB Resale	156.1	144.4	8.0
Rental	181.1	180.6	0.3
Landed Resale	41.0	39.7	3.4
Commercial & Industrial	28.2	34.1	(17.3)

# Balance Sheet

(in \$'000)	FY2024	FY2023	+/-
<b>Non-current assets</b>	13,222	19,572	(6,350)
<b>Current assets</b>	272,482	323,491	(51,009)
Trade and other receivables	129,390	184,631	(55,241)
Cash and cash equivalents	111,838	133,417	(21,579)
Other investments	31,254	5,443	25,811
<b>Total assets</b>	<b>285,704</b>	<b>343,063</b>	<b>(57,359)</b>
<b>Non-current liabilities</b>	1,314	1,103	211
<b>Current liabilities</b>	159,636	215,734	(56,098)
Trade and other payables	146,566	200,667	(54,101)
Current tax liabilities	8,667	10,141	(1,474)
Others	4,403	4,926	(523)
<b>Total liabilities</b>	<b>160,950</b>	<b>216,837</b>	<b>(55,887)</b>
<b>Total equity</b>	<b>124,754</b>	<b>126,226</b>	<b>(1,472)</b>
<b>Total equity and liabilities</b>	<b>285,704</b>	<b>343,063</b>	<b>(57,359)</b>



Key Financial Ratios	FY2024	FY2023
Net asset value per share (cents)	16.68	16.91
Market capitalisation (\$'M)	699.3	688.2
Return on equity (%)	33.2	38.2
Current ratio (times)	1.71	1.50

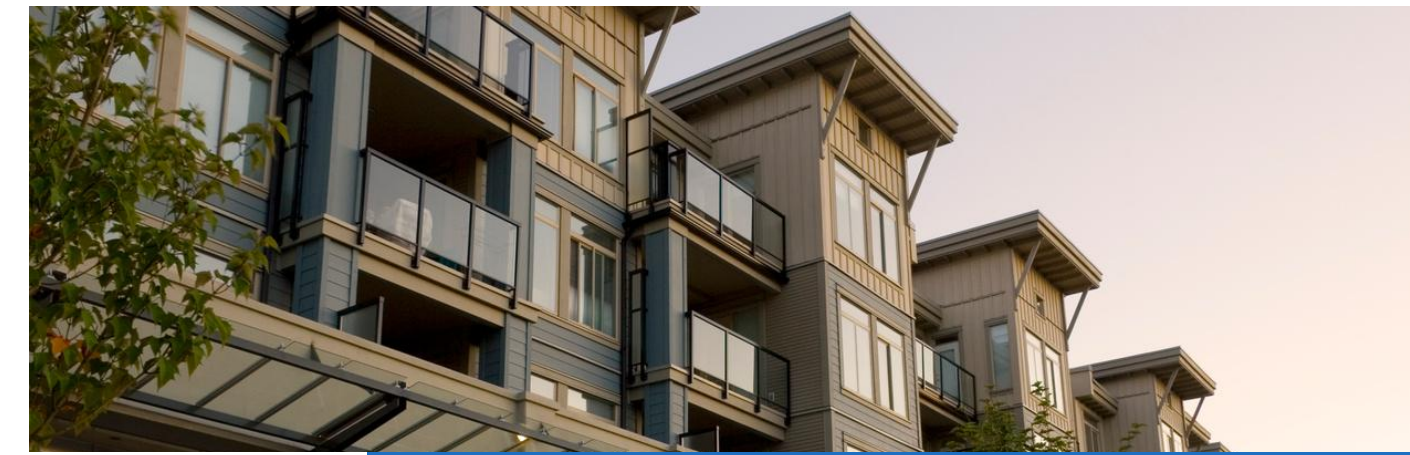


# Cash Flows Summary

(in \$'000)	FY2024	FY2023
Operating activities	38,037	58,294
Investing activities	(14,261)	(11,554)
Financing activities	(45,293)	(52,214)
<b>Net decrease in cash</b>	<b>(21,517)</b>	<b>(5,474)</b>
<b>Cash at beginning of year</b>	<b>133,355</b>	<b>138,829</b>
<b>Cash at end of year</b>	<b>111,838</b>	<b>133,355</b>

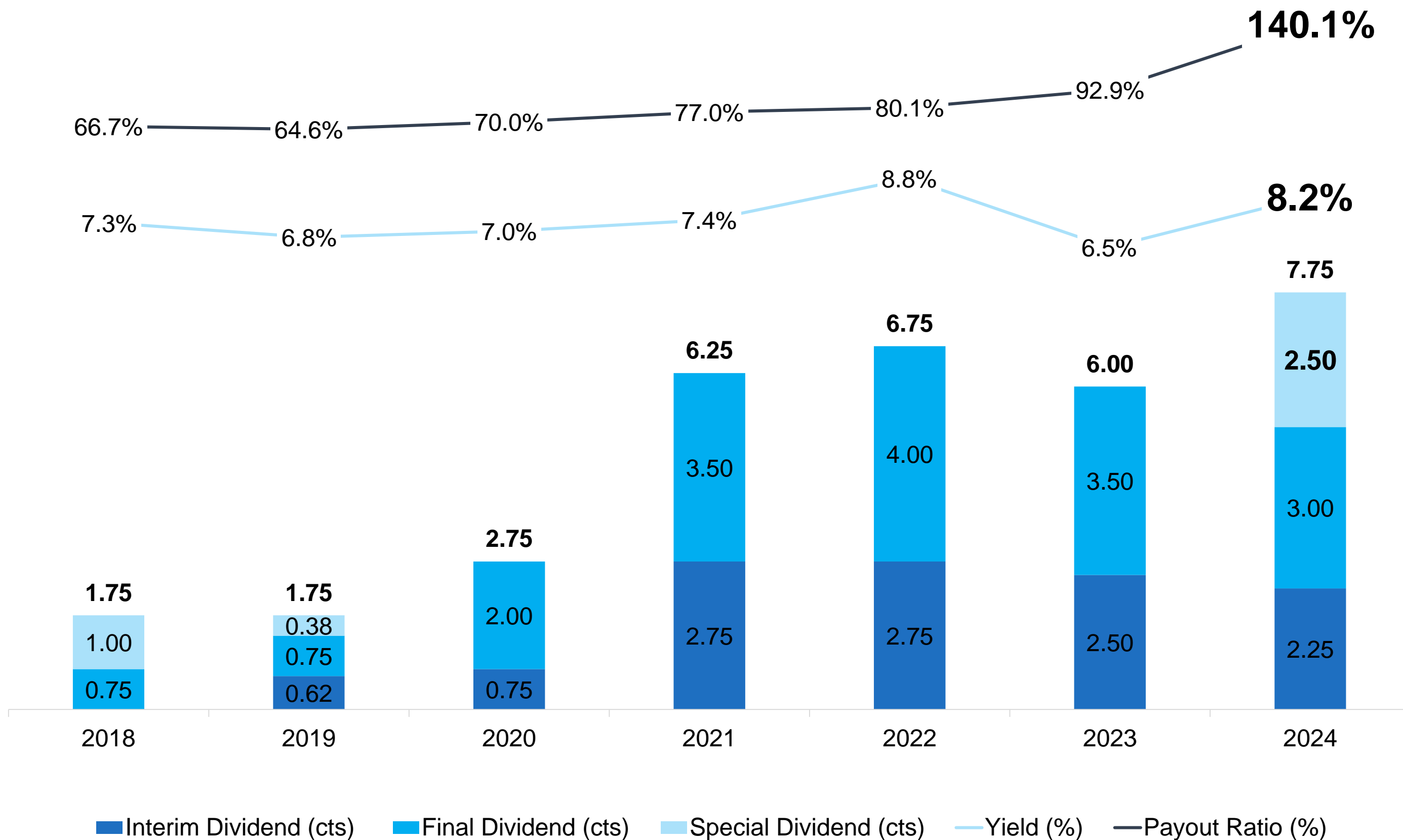
## Analysis of cash and cash equivalents

Cash at banks (including brokerage account)	17,402
Fixed deposits	103,436
<b>Cash and bank balances</b>	<b>120,838</b>
Less: Long-term deposits	(9,000)
<b>Cash and cash equivalents</b>	<b>111,838</b>



Major Cash Flows Items (\$'000)	FY2024
Cash from operations	38,037
Add/(Less):	
Interest received	5,761
Dividends paid to Shareholders	(42,550)
Dividends paid to NCI	(563)
Decrease in long-term deposits	5,710
Acquisition of other investments	(25,500)
Payment of lease liabilities (rental)	(2,154)
Others	(258)
<b>Net decrease in cash</b>	<b>(21,517)</b>

# Dividend History



- Special dividend of **2.50 cts/share** to commemorate 25<sup>th</sup> anniversary in 2025
- Total dividend of **7.75 cts/share** for FY2024 - the highest since listing

#### Notes:

- Dividends in FY2018 to FY2022 have been adjusted for 1-for-1 bonus issue completed on 5 May 2023
- Yield is based on the closing share price on 31 December of each respective financial year





# 02 BUSINESS OVERVIEW



# PropNex Differentiators



**Asset  
Light  
Cash  
Generator**



**Diversified  
Revenue  
Segments with  
Leading Market  
Shares**



**Largest Local  
Sales Force  
and Still  
Growing**



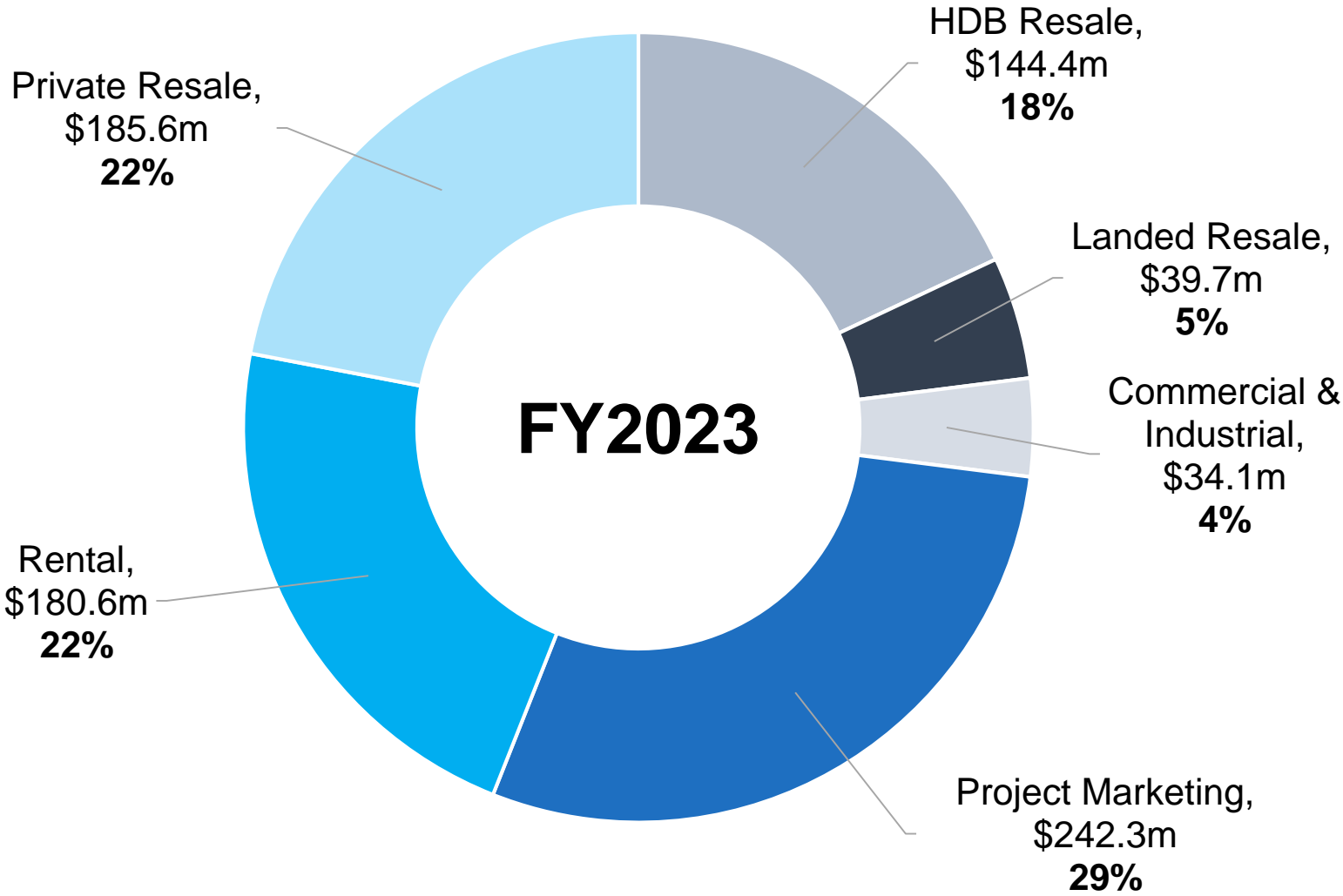
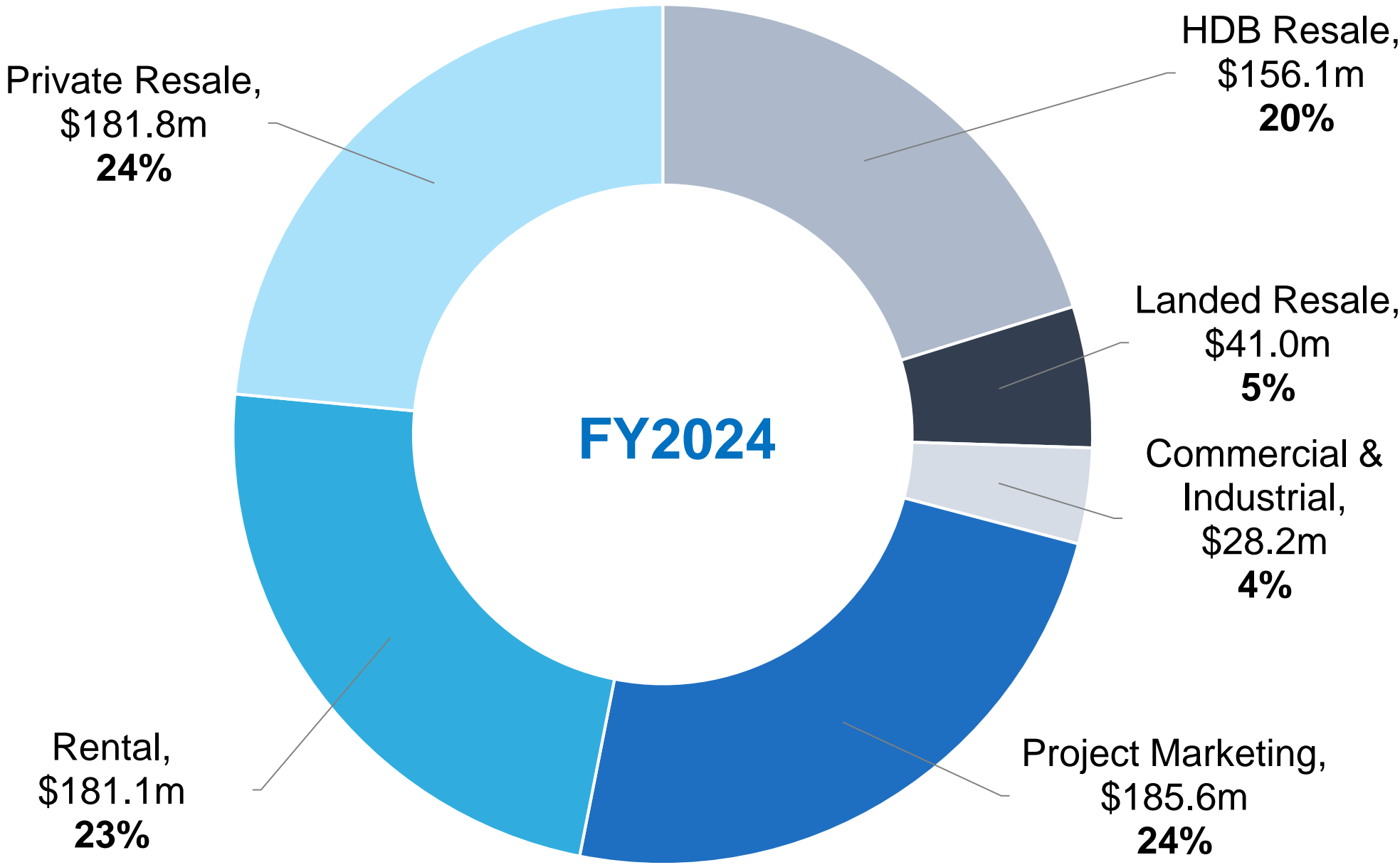
**Strong  
Management &  
Positive  
Workplace Culture**



**Leading Edge in  
Training &  
Technology**

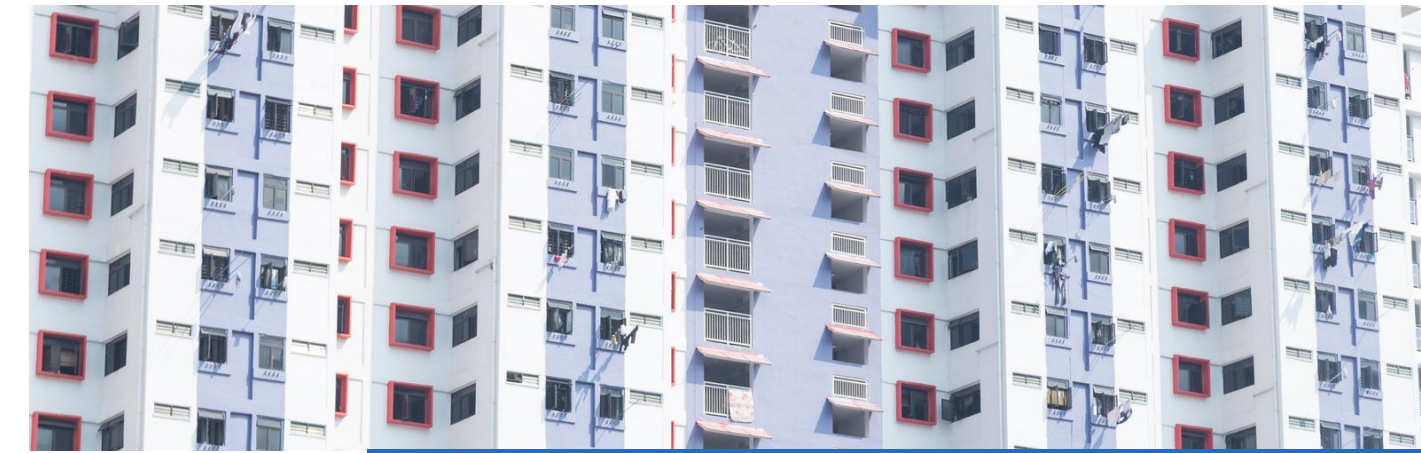
# Diversified Revenue Segments

Significant market shares in **6 property segments**  
provide a **broader revenue base** and **risk diversification**

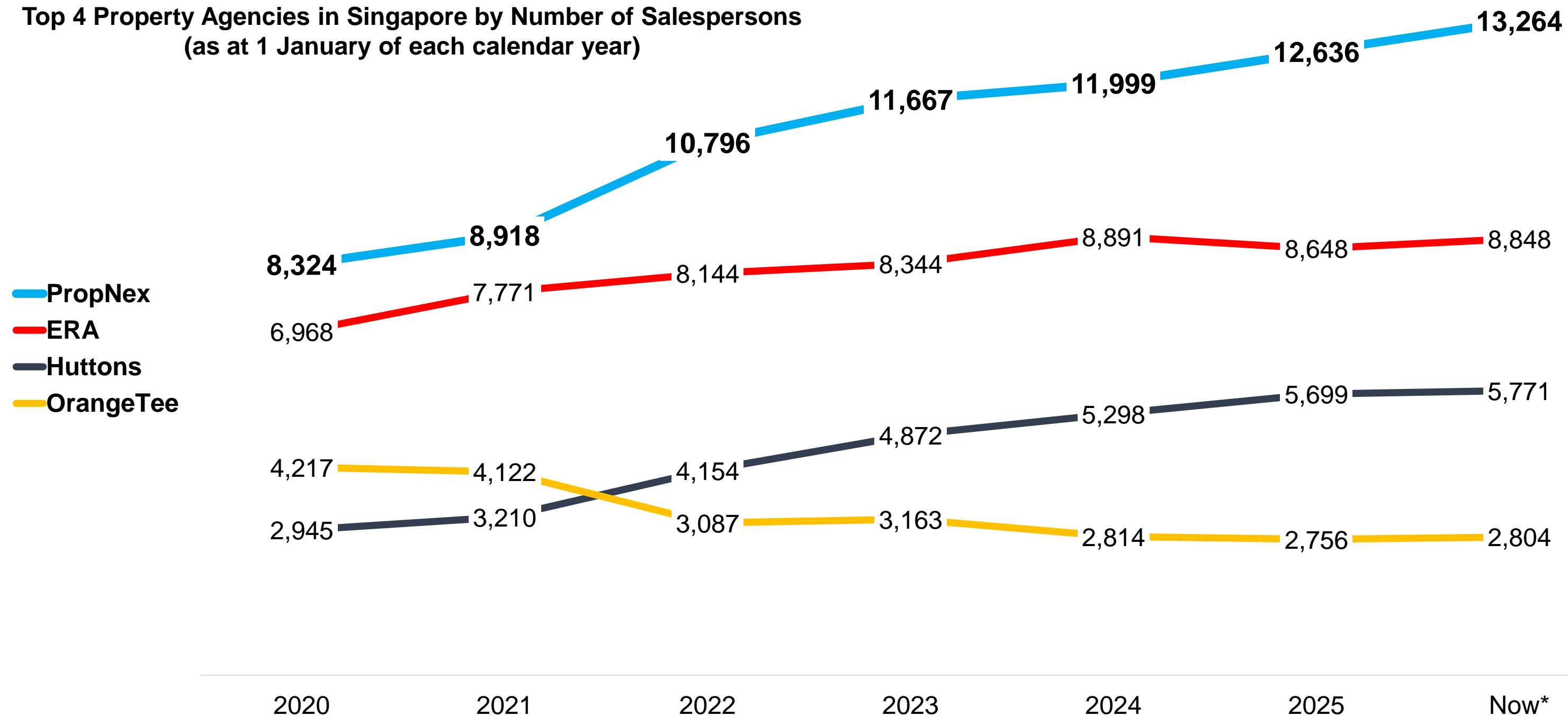




# Largest Real Estate Sales Force in Singapore



Top 4 Property Agencies in Singapore by Number of Salespersons  
(as at 1 January of each calendar year)



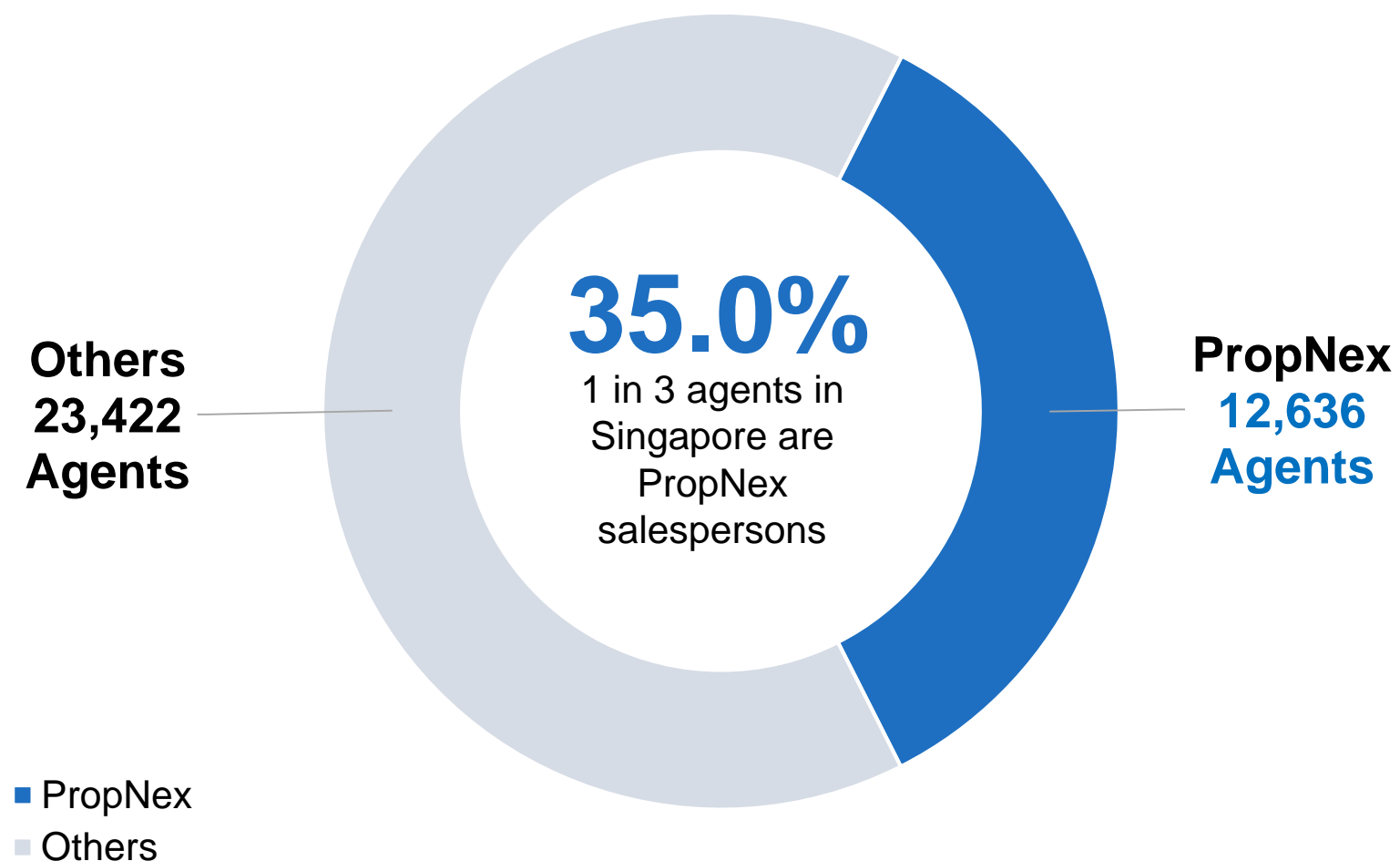
\* Source: The Council for Estate Agencies ("CEA") as at 22 April 2025

# Market Share Performance

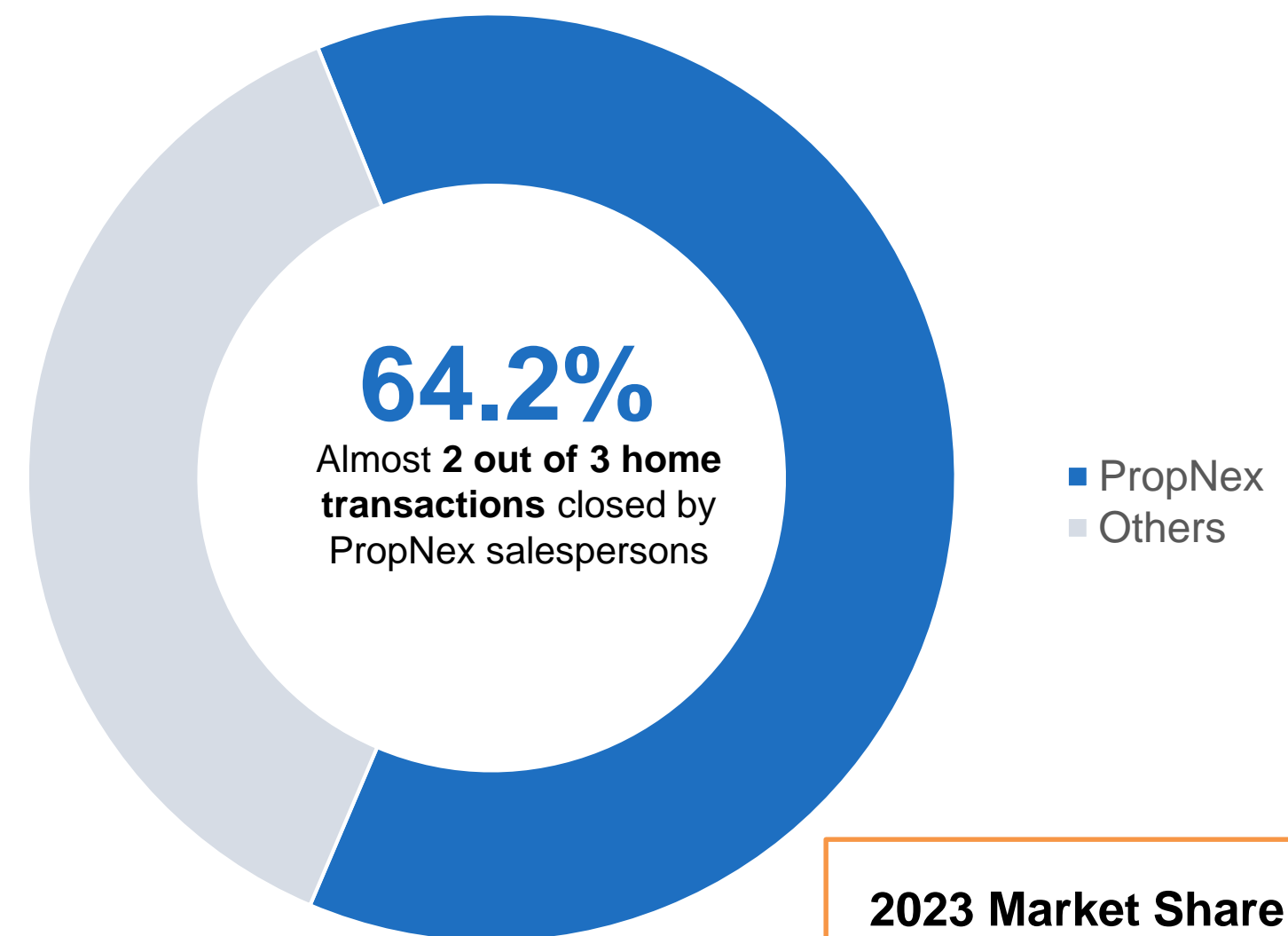
HDB resale, Private Residential new launches and Private Residential resale  
(including landed, non-landed and EC) transactions



Market Share: By No. of Agents<sup>(1)</sup>



Market Share: By Transaction Volume for 2024<sup>(2)(3)</sup>



**2023 Market Share: 62.5%**

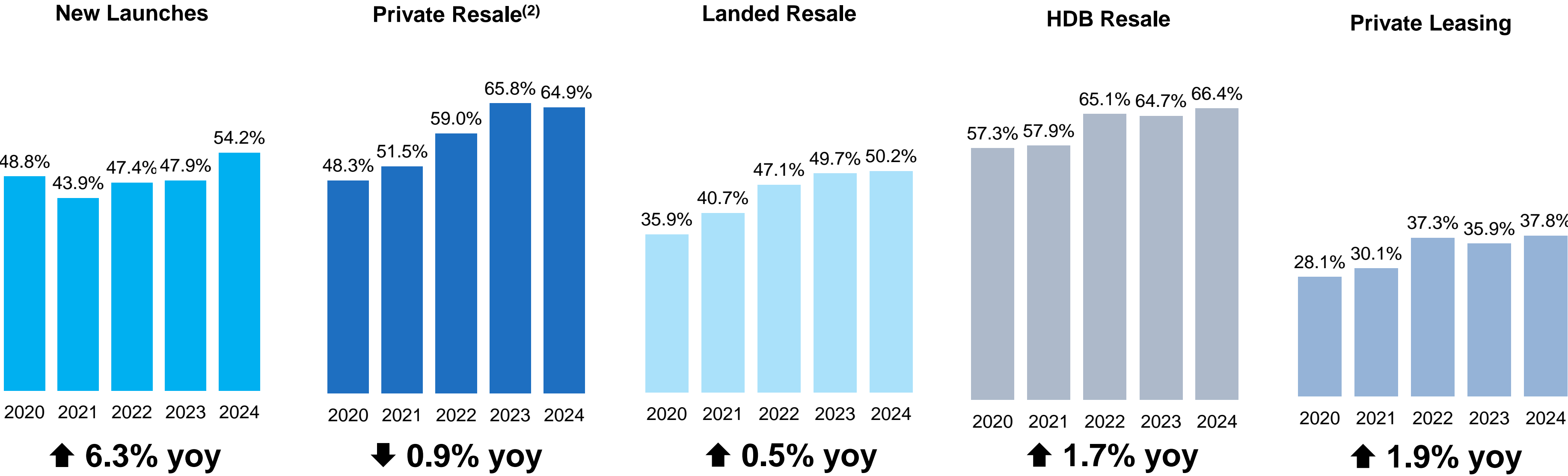
<sup>(1)</sup> Total 36,058 salespersons as at 1 January 2025 extracted from CEA

<sup>(2)</sup> HDB resale, Private Residential new launches and Private Residential resale (including landed, non-landed and EC) transactions. The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co-broking with external agencies. The industry data for 2024 was retrieved from URA REALIS, HDB and Singapore's Open Data on 28 January 2025.

<sup>(3)</sup> Source: Frost & Sullivan Pte Ltd, URA REALIS, HDB, Singapore's Open Data and PropNex.

# Market Leadership

Leading Market Share in our Segments



(1) The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co broking with external agencies. The industry data for 2024 was retrieved from URA REALIS, HDB and Singapore's Open Data on 28 January 2025, while the industry data for the historical period (2020-2023) was retrieved in February-March of each respective year.

(2) This includes EC, landed and non-landed property transactions.

(3) Source: Frost & Sullivan Pte Ltd, URA REALIS, HDB, Singapore's Open Data and PropNex.



# PropNex

## Geographical Footprint

Over **16,000** salespersons in **24** offices  
across **5** countries (excluding Singapore HQ)

Local presence through offices,  
franchises and licensing arrangements

**CAMBODIA**  
Since 2021  
1 office

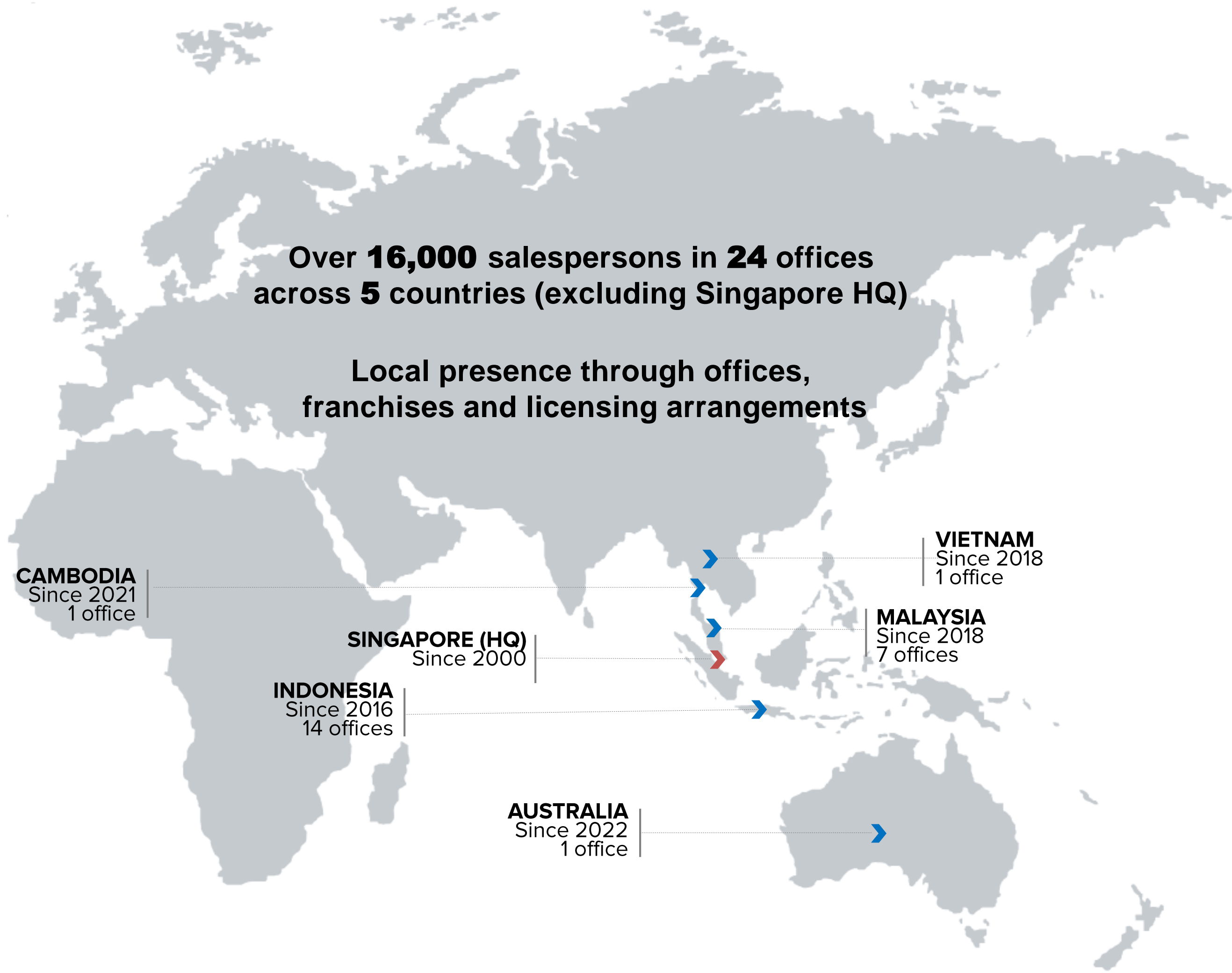
**INDONESIA**  
Since 2016  
14 offices

**SINGAPORE (HQ)**  
Since 2000

**AUSTRALIA**  
Since 2022  
1 office

**MALAYSIA**  
Since 2018  
7 offices

**VIETNAM**  
Since 2018  
1 office





# 2024 Awards & Accolades



## Fortune Southeast Asia 500 2024

- PropNex ranked #395
- Only real estate agency in Singapore in the list

Based on total revenue for fiscal year 2023 of top-grossing companies from Indonesia, Thailand, Malaysia, Singapore, Vietnam, the Philippines and Cambodia; 84 companies came from Singapore.

## Singapore Business Review Technology Excellence Awards 2024

- Winner, PropTech Award

Highlights success in equipping our salesforce with cutting-edge digital tools to enhance their efficiency and effectiveness in the real estate market.



## The Edge Singapore's Centurion Club

- Winner for third consecutive year
- Highest Returns to Shareholders over three years
- Highest Weighted ROE over three years
- Overall Real Estate Sector Winner

Outstanding listed companies with market capitalisation between \$100 million and \$999 million

## Singapore's Fastest Growing Companies 2024

- Ranked #60

## Singapore's Best Employers 2024

- Ranked #67

Rankings by The Straits Times and Statista

The only real estate brokerage company in the Top 70 ranking for Singapore's Best Employers 2024.





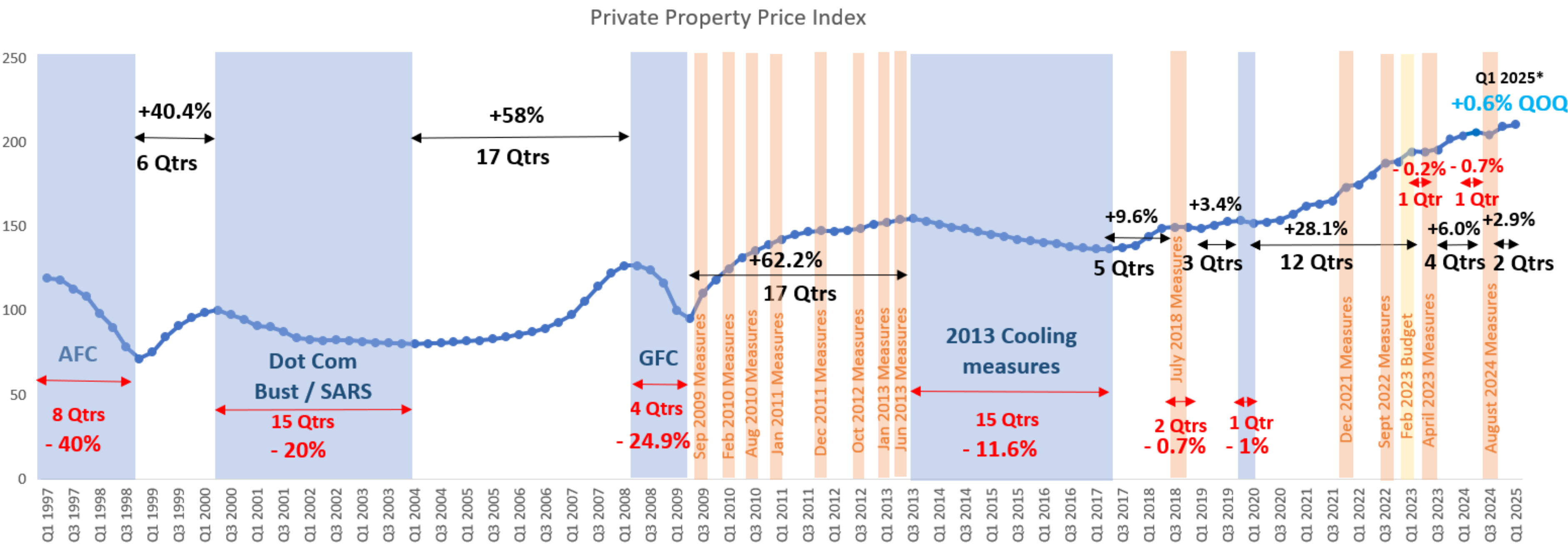


# 03 MARKET OVERVIEW



# Private Residential Prices

Proven track record through crises and cooling measures  
Private Home Prices grew by 0.6% QoQ in Q1 2025



Source: PropNex Research & URA (\* Flash estimates released on 1 Apr 2025)

# Private Residential Prices



Year	YoY change
2010	17.6%
2011	5.9%
2012	2.8%
2013	1.1%
2014	-4.0%
2015	-3.7%
2016	-3.1%
2017	1.1%
2018	7.9%
2019	2.7%
2020	2.2%
2021	10.6%
2022	8.6%
2023	6.8%
2024	3.9%

Year	QoQ change
Q1 2017	-0.4%
Q2 2017	-0.1%
Q3 2017	0.7%
Q4 2017	0.8%
Q1 2018	3.9%
Q2 2018	3.4%
Q3 2018	0.5%
Q4 2018	-0.1%
Q1 2019	-0.7%
Q2 2019	1.5%
Q3 2019	1.3%
Q4 2019	0.5%
Q1 2020	-1.0%
Q2 2020	0.3%
Q3 2020	0.8%
Q4 2020	2.1%

Year	QoQ change	
Q1 2021	3.3%	
Q2 2021	0.8%	<b>+10.6%</b>
Q3 2021	1.1%	
Q4 2021	5.0%	
Q1 2022	0.7%	
Q2 2022	3.5%	<b>+8.6%</b>
Q3 2022	3.8%	
Q4 2022	0.4%	
Q1 2023	3.3%	
Q2 2023	-0.2%	<b>+6.8%</b>
Q3 2023	0.8%	
Q4 2023	2.8%	
Q1 2024	1.4%	
Q2 2024	0.9%	<b>+3.9%</b>
Q3 2024	-0.7%	
Q4 2024	2.3%	
Q1 2025*	0.6%	

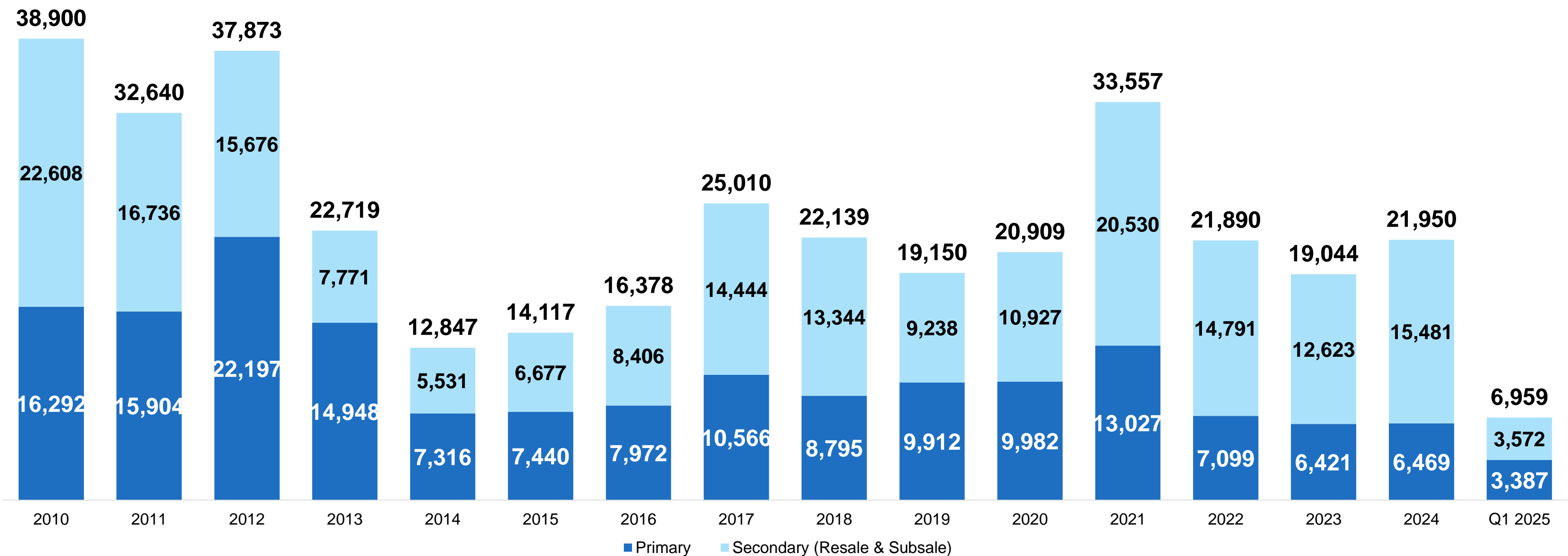
Source: PropNex Research & URA (\* Flash estimates released on 1 Apr 2025)



# Private Home Sales (Volume)



Total Private Home Sales (Primary vs Secondary)



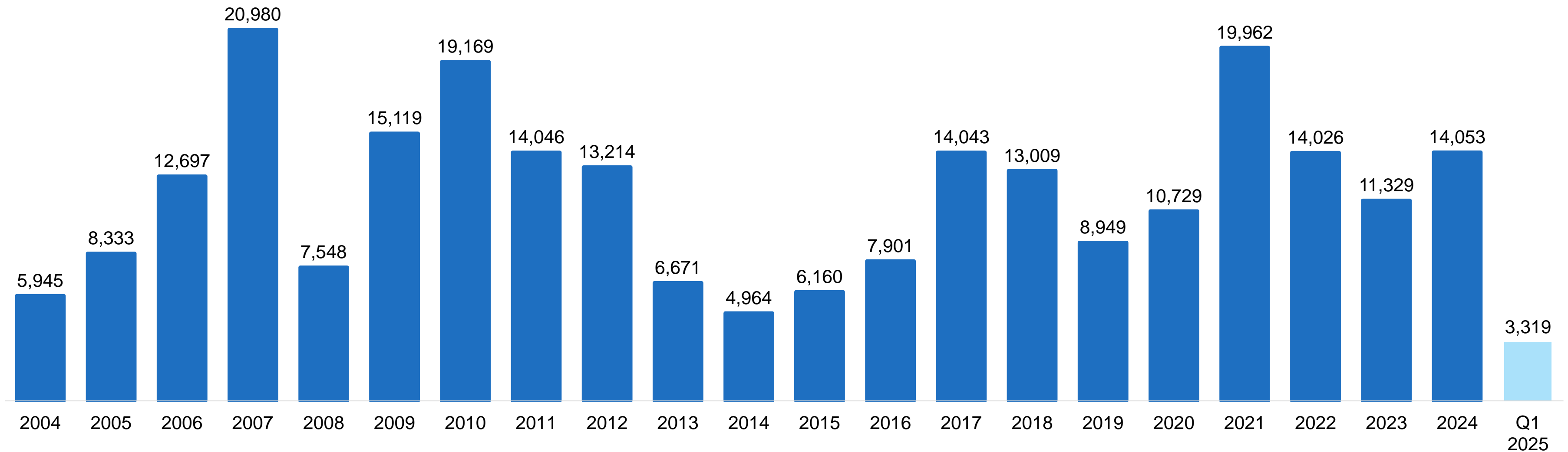
Source: PropNex Research & URA, URA Realis (Data up to 31 Mar 2025)

# Private Resale Volume

The resale market saw **over 3,300** homes being resold in Q1 2025



Private residential resale volume (ex. EC)



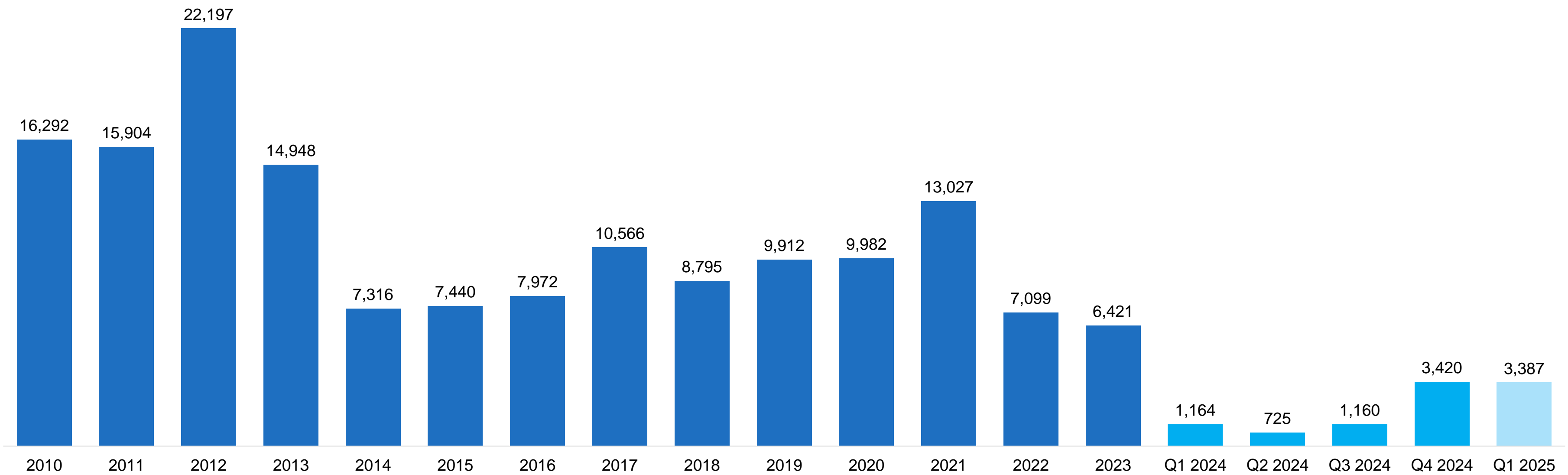


# Private New Home Sales Volume

Developers sold **3,387** new homes in Q1 2025



Annual developers' sales (ex. EC)



Source: PropNex Research & URA, URA Realis (Data up to 31 Mar 2025)

# HDB Resale Prices

HDB resale prices have grown **1.5%** in Q1 2025



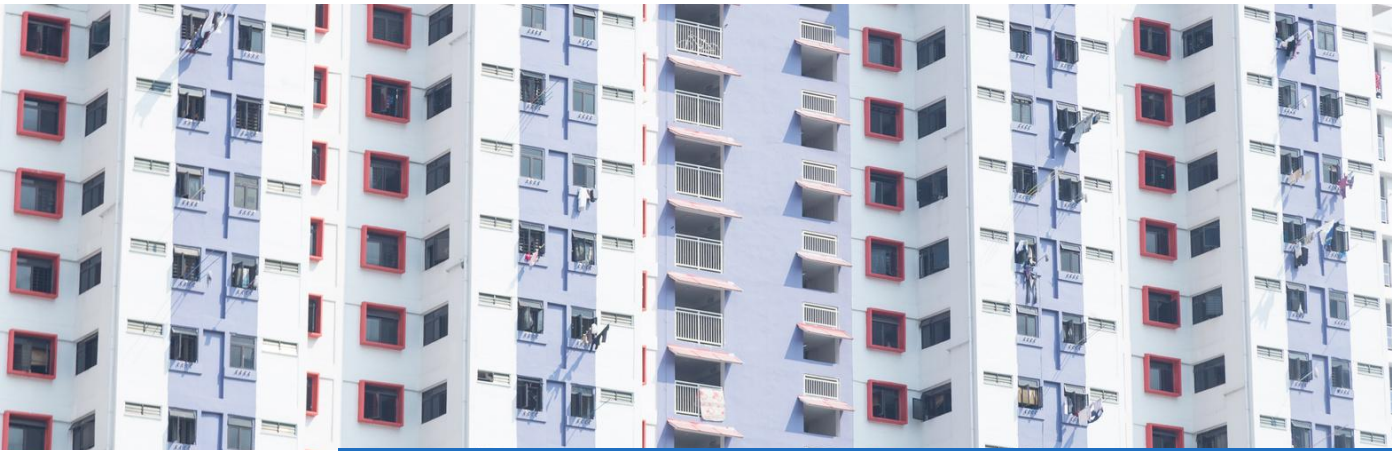
Year	YoY change	Year	QoQ change	Year	QoQ change	
2010	14.1%	Q1 2017	-0.5%	Q1 2021	3.0%	+12.7%
2011	10.7%	Q2 2017	-0.1%	Q2 2021	3.0%	
2012	6.5%	Q3 2017	-0.7%	Q3 2021	2.9%	
2013	-0.6%	Q4 2017	-0.2%	Q4 2021	3.4%	
2014	-6.0%	Q1 2018	-0.8%	Q1 2022	2.4%	+10.4%
2015	-1.6%	Q2 2018	0.1%	Q2 2022	2.8%	
2016	-0.1%	Q3 2018	-0.5%	Q3 2022	2.6%	
2017	-1.5%	Q4 2018	-0.1%	Q4 2022	2.3%	
2018	-0.9%	Q1 2019	-0.3%	Q1 2023	1.0%	+4.9%
2019	0.1%	Q2 2019	-0.2%	Q2 2023	1.5%	
2020	5.0%	Q3 2019	0.1%	Q3 2023	1.3%	
2021	12.7%	Q4 2019	0.4%	Q4 2023	1.1%	
2022	10.4%	Q1 2020	0.0%	Q1 2024	1.8%	+9.7%
2023	4.9%	Q2 2020	0.3%	Q2 2024	2.3%	
2024	9.7%	Q3 2020	1.5%	Q3 2024	2.7%	
		Q4 2020	3.1%	Q4 2024	2.6%	
				Q1 2025*	1.5%	

Source: PropNex Research & HDB (\* Flash estimates released on 1 Apr 2025)

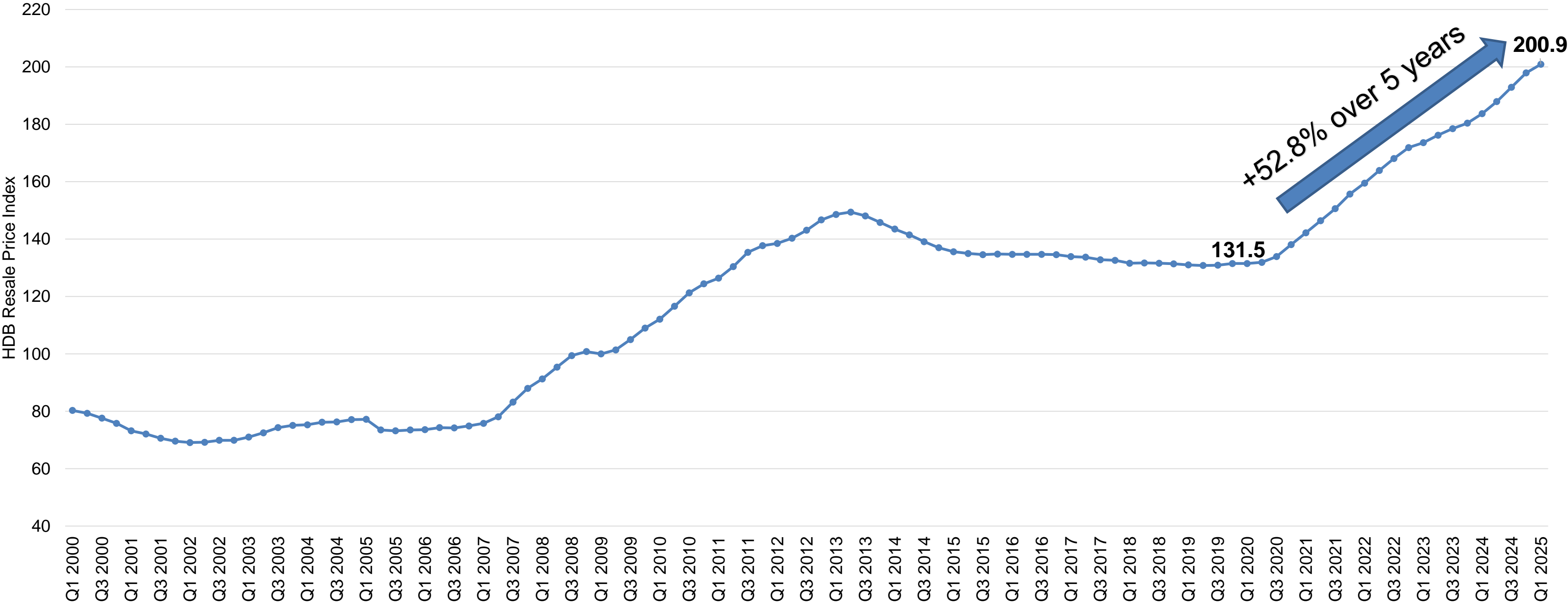


# HDB Resale Prices

HDB resale prices grew by **52.8%** since Q1 2020



HDB Resale Price Index



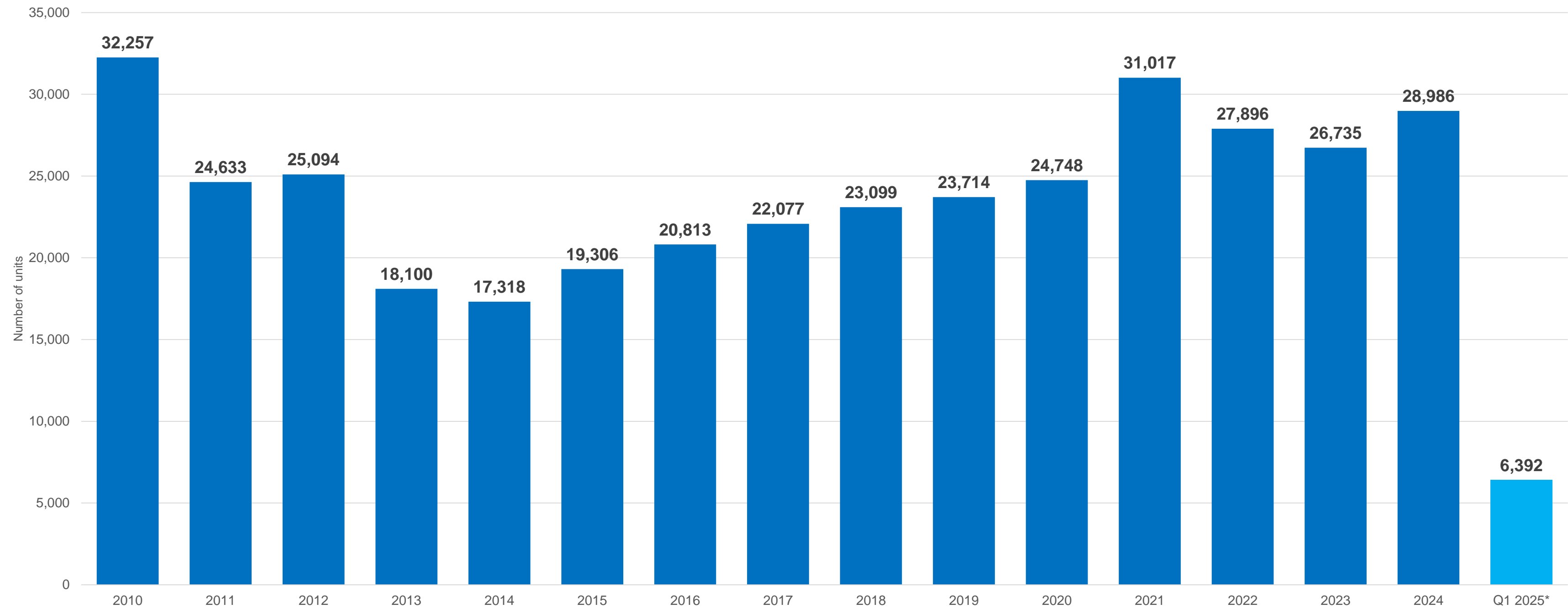
Source: PropNex Research & URA (\* Flash estimates released on 1 Apr 2025)



# HDB Resale Volume



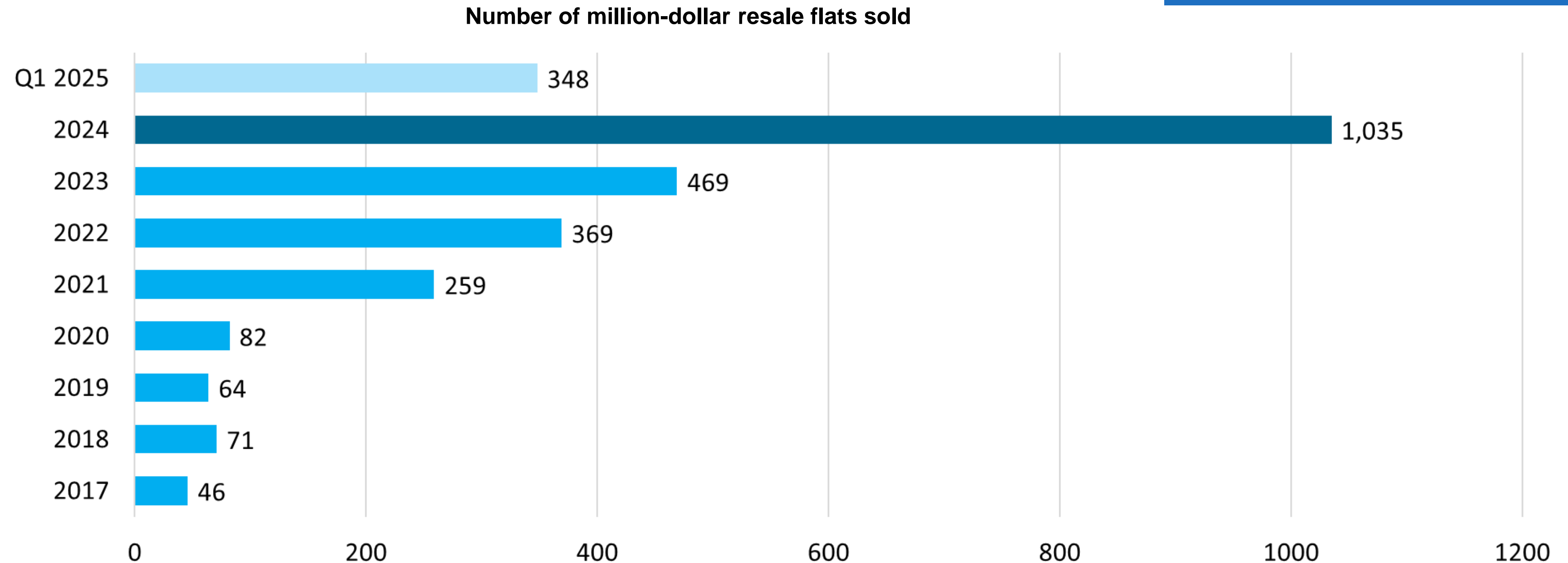
Annual HDB flat resale volume



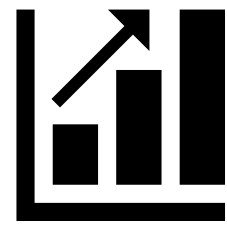
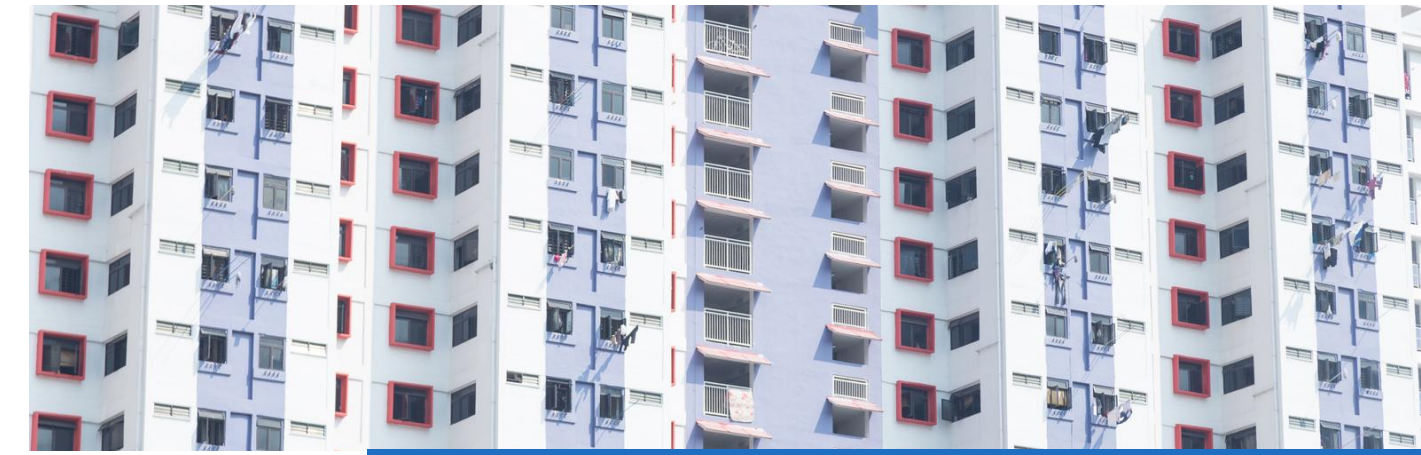
Source: PropNex Research & HDB (\*data up to 27 Mar 2025)

# Million-dollar Resale Flats

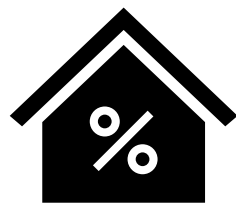
Record-breaking number sold; new record price set for resale flats



# What Will Support Property Demand in 2025?



**Stable  
Economy**



**Stabilizing  
Interest  
Rates**



**Growing  
Population**



**Tight Job  
Market**



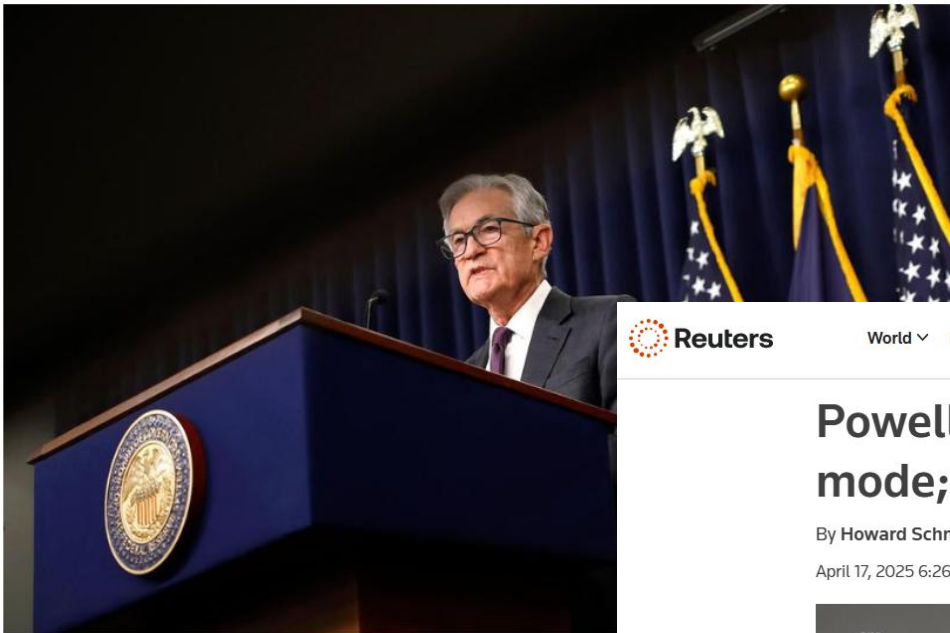


# Moderating interest rates

THE STRAITS TIMES

BUSINESS

US Fed holds interest rates again but still sees two cuts coming in 2025



Federal Reserve chairman Jerome Powell said the risk of recession had risen slightly in rec

UPDATED MAR 20, 2025, 11:33 AM -

WASHINGTON – The US Federal Reserve left interest rate for a second straight meeting, as officials stuck to their pr more cuts in 2025 despite bracing for higher inflation and

Source: The Straits Times (20 March 2025)

World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ Breakingviews ▾ Technology ▾ Investigati

### Powell says Fed remains in wait-and-see mode; markets processing policy shifts

By Howard Schneider and Ann Saphir

April 17, 2025 6:26 AM GMT+8 · Updated 4 days ago

THE ECONOMIC CLUB OF CHICAGO

THE ECONOMIC CLUB OF CHICAGO

THE ECONOMIC CLUB OF CHICAGO

THE ECONOMIC CLUB OF CHICAGO

THE ECONOMIC CLUB OF CHICAGO

THE ECONOMIC CLUB OF CHICAGO

The second one is how long does it take for the tariffs to have their effects on inflation?

Summary

Companies

- Rush of imports to beat tariffs may slow Q1 GDP
- Economy, labor market remain solid
- Repeats Fed could face tough scenario of rising prices, weak growth

CHICAGO, April 16 (Reuters) - U.S. Federal Reserve Chair Jerome Powell said on Wednesday the Fed would wait for more data on the economy's direction before changing interest rates, but cautioned that President Donald Trump's tariff policies risked pushing inflation and employment further from the central bank's goals.

Source: Reuters (17 April 2025)



## Fixed 2-year loan rates (%)

Bank	Current rates (in Mar 2025)	Peak rates (in Jan 2023)
DBS	2.50% p.a.*	4.25% p.a.
OCBC	2.50% p.a.*	4.50% p.a.
UOB	2.45% p.a.*	4.30% p.a.
HSBC	2.40% p.a.*	4.25% p.a.

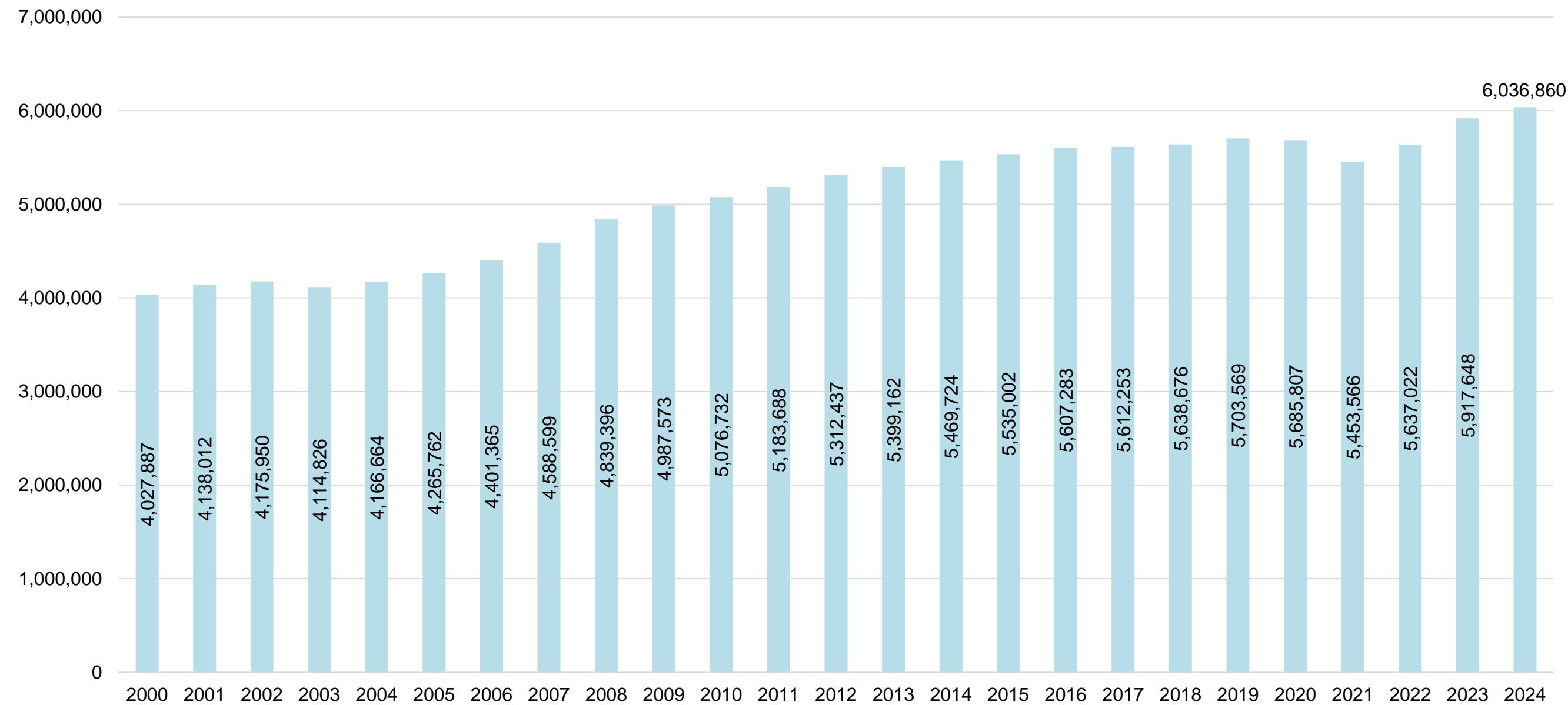
Source: Singcap (updated 30 Mar 2025)  
\*For loans above \$1 million



# Demand Driver: Growing Population



Singapore Population (Number)



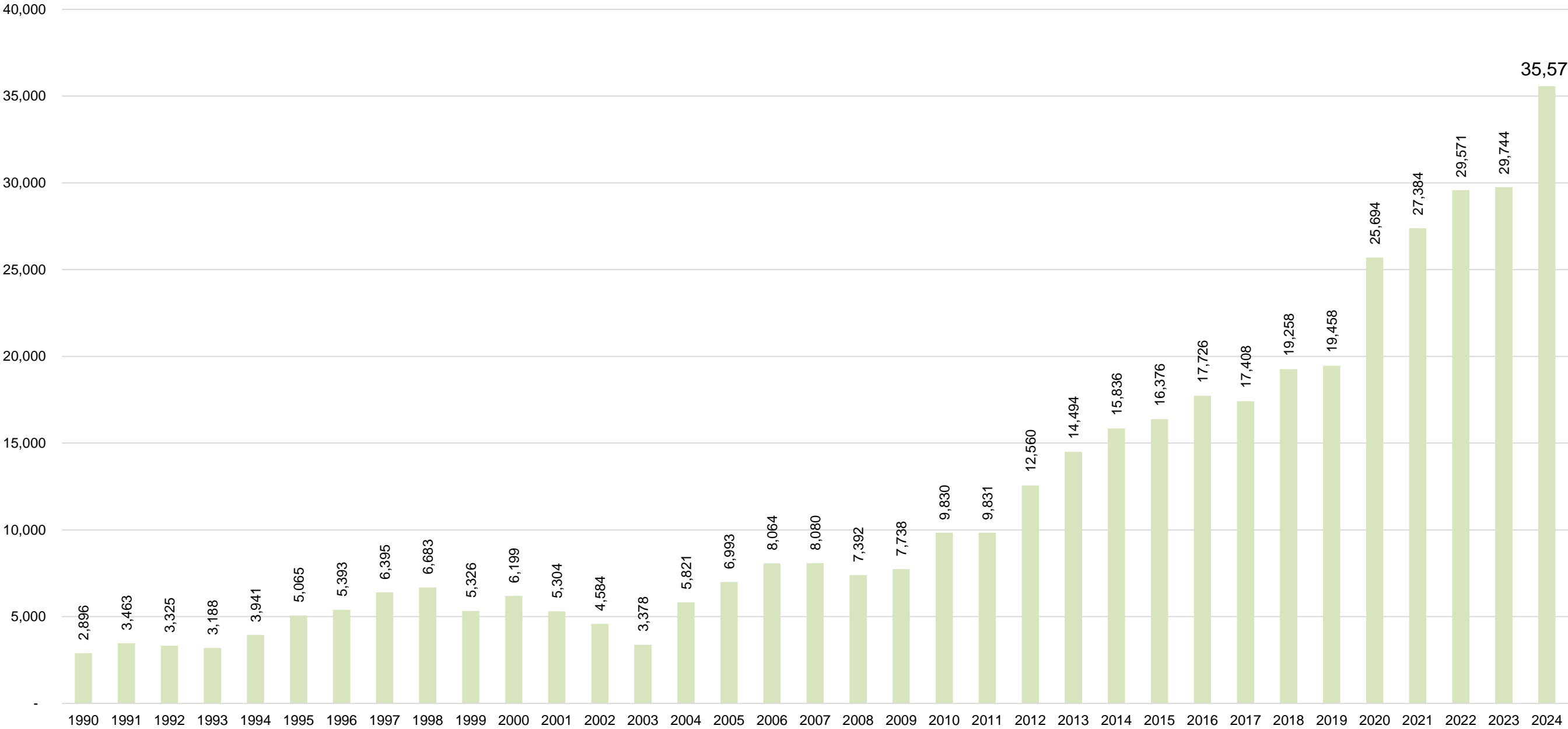
Source: PropNex Research & Singstat (Total Population refers to both citizen and non-citizen population)



# Demand Driver: Rising Personal Savings



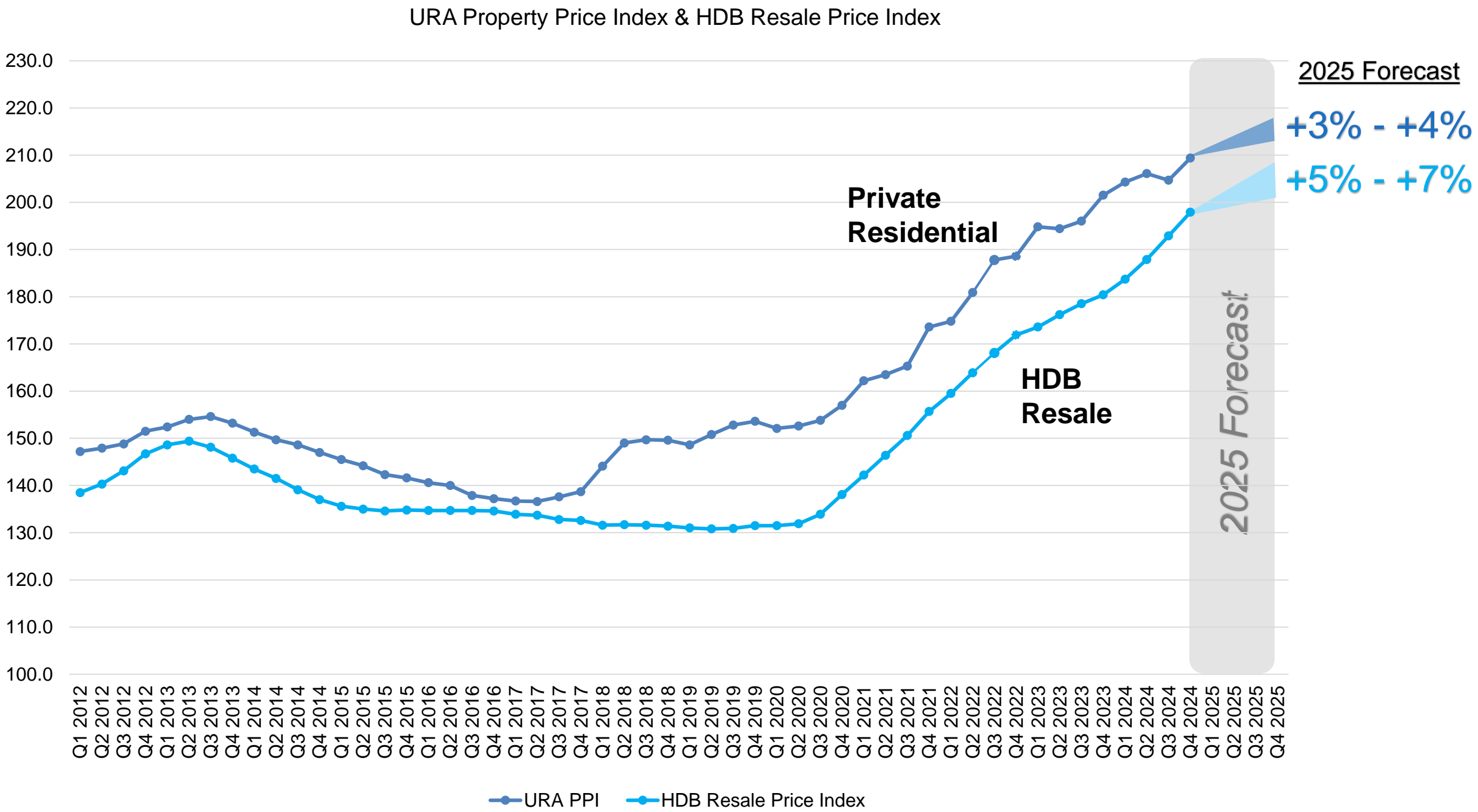
Personal Savings (SGD\$ Mil) by year (end of period)



Source: PropNex Research & Singstat (Personal saving refers to the amount of available funds after consumption and before the purchase of assets or repayments of debts)

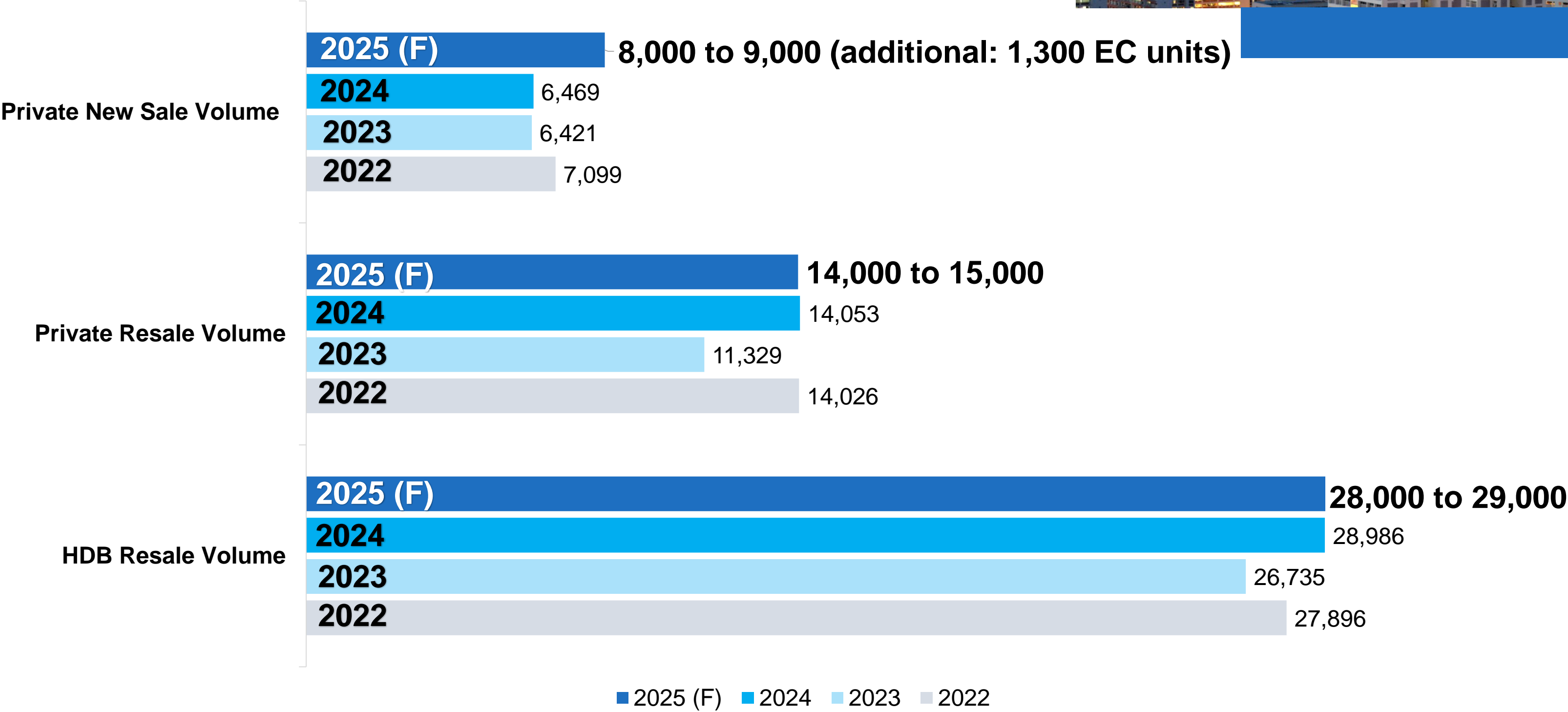


# Forecast: Home Prices to Grow at Moderated Pace in 2025



	HDB Resale Price Index	Private Residential Price Index
Year	YoY change	YoY change
2013	-0.6%	1.1%
2014	-6.0%	-4.0%
2015	-1.6%	-3.7%
2016	-0.1%	-3.1%
2017	-1.5%	1.1%
2018	-0.9%	7.9%
2019	0.1%	2.7%
2020	5.0%	2.2%
2021	12.7%	10.6%
2022	10.4%	8.6%
2023	4.9%	6.8%
2024	9.7%	3.9%
2025 (F)	5% - 7%	3% - 4%

# Volume of Transactions Forecasts 2025



# Projects Lined-up In 2025

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of Launch / Estimated Date of Preview
1	The Orie	Lorong 1 Toa Payoh	12	RCR	99	CDL, Frasers Property, and Sekisui House	777	Launched on 18 Jan 2025
2	Bagnall Haus (fka Bagnall Court)	Upper East coast Road	16	OCR	FH	Roxy Pacific Holdings	113	Launched on 18 Jan 2025
3	ELTA	Clementi Ave 1	5	OCR	99	CSC Land Group and MCL Land	501	Launched on 22 Feb 2025
4	Parktown Residence (Mixed Dev)	Tampines Ave 11	18	OCR	99	UOL Group, Singapore Land (SingLand) &CapitaLand Development	1193	Launched on 22 Feb 2025
5	Aurea	802 Beach Road	7	CCR	99	Perennial Holdings and Far East Organization	188	Launched on 8 Mar 2025
6	Lentor Central Residences	Lentor Central	26	OCR	99	Hong Leong Holdings, Guocoland and CSC Land Group	477	Launched on 8 Mar 2025
7	Aurelle of Tampines (EC)	Tampines Street 62	18	OCR	99	Sim Lian Group	760	Launched on 8 Mar 2025
8	21 Anderson (fka Royal Oak Residence)	21 Anderson Road	10	CCR	FH	Kheng Leong	18	Launched on 2 Apr 2025
9	One Marina Gardens	Marina Gardens Lane	1	RCR	99	Kingsford Group, Obsidian Development and Polarix Cultural & Science Park Investment	937	Launched on 12 Apr 2025
10	Bloomsbury Residences	Media Circle	5	RCR	99	Qingjian Realty and China Communications Construction Co	358	Launched on 12 Apr 2025
11	Arina East Residences	Tanjong Rhu Road	15	RCR	FH	ZACD Group and Hong How Group	107	2Q 2025
12	Artisan 8	Sin Ming Road	20	RCR	FH	Apex Asia Development	34	2Q 2025
13	Lyndenwoods	71 Science Park Drive	5	RCR	99	Capitaland Development	300	2Q 2025
14	UpperHouse @ Orchard Boulevard	Orchard Boulevard	10	CCR	99	UOL and Sing Land Group	301	3Q 2025
15	The Robertson Opus	11 Unity Street	9	CCR	999	Fraser Property	348	3Q 2025
16	W Residences Singapore- Marina View	Marina View	1	CCR	99	IOI Properties Group	683	3Q 2025
17	Springleaf Residence	Upper Thomson Road	26	OCR	99	GuocoLand and Hong Leong Holdings	940	3Q 2025
18	River Green	River Valley Green	9	CCR	99	Wing Tai Holdings	524	3Q 2025
19	Otto Place (EC)	Plantation Close	24	OCR	99	Hoi Hup Realty and Sunway Developments	560	3Q 2025
20	One Leonie Residences	Leonie Hill	9	CCR	FH	Far East Organisation	25	3Q 2025
21	132 Sophia Road	132 Sophia Road	9	CCR	103	Sin Thai Hin Holdings	45	3Q 2025
22	Canberra Crescent GLS	Canberra Crescent	27	OCR	99	Kheng Leong and Low Keng Huat	375	3Q 2025
23	The Sen	De Souza Avenue	21	RCR	99	Sustained Land	347	3Q 2025
24	Faber walk GLS	Faber Walk	5	OCR	99	GuocoLand, Hong Leong Holdings and Mitsui Fudosan	399	4Q 2025
25	Zion Road (Parcel A)	Zion Road	9	CCR	99	CDL and Mitsui Fudosan	706	4Q 2025
26	(fka Delfi Orchard)	402 Orchard Road	9	CCR	FH	CDL	-	4Q 2025
27	Promenade Peak	Zion Road	9	CCR	99	Allgreen Properties	610	4Q 2025
28	Margaret Drive GLS	Margaret Drive	3	RCR	99	GuocoLand and Hong Leong Holdings	460	4Q 2025
29	Holland Drive GLS	Holland Drive GLS	10	CCR	99	Capitaland and UOL	666	2H 2025
30	Villa Natura	Tung Po Avenue	26	OCR	FH	Aurum Gravis Pte Ltd	11	2H 2025
31	Newport Residences	80 Anson Road	2	CCR	FH	CDL	246	2025
32	TBA	2,4,6 Mount Emily Road	9	CCR	FH	ZACD Group	16	2025
33	Keppel Bay Plot 6	Keppel Bay	4	RCR	99	Keppel Land	86	2025

**Estimated 33 projects to be launched in 2025 with total of 13,111 units**



# PropNex Inventory: Existing & 2025 Projects

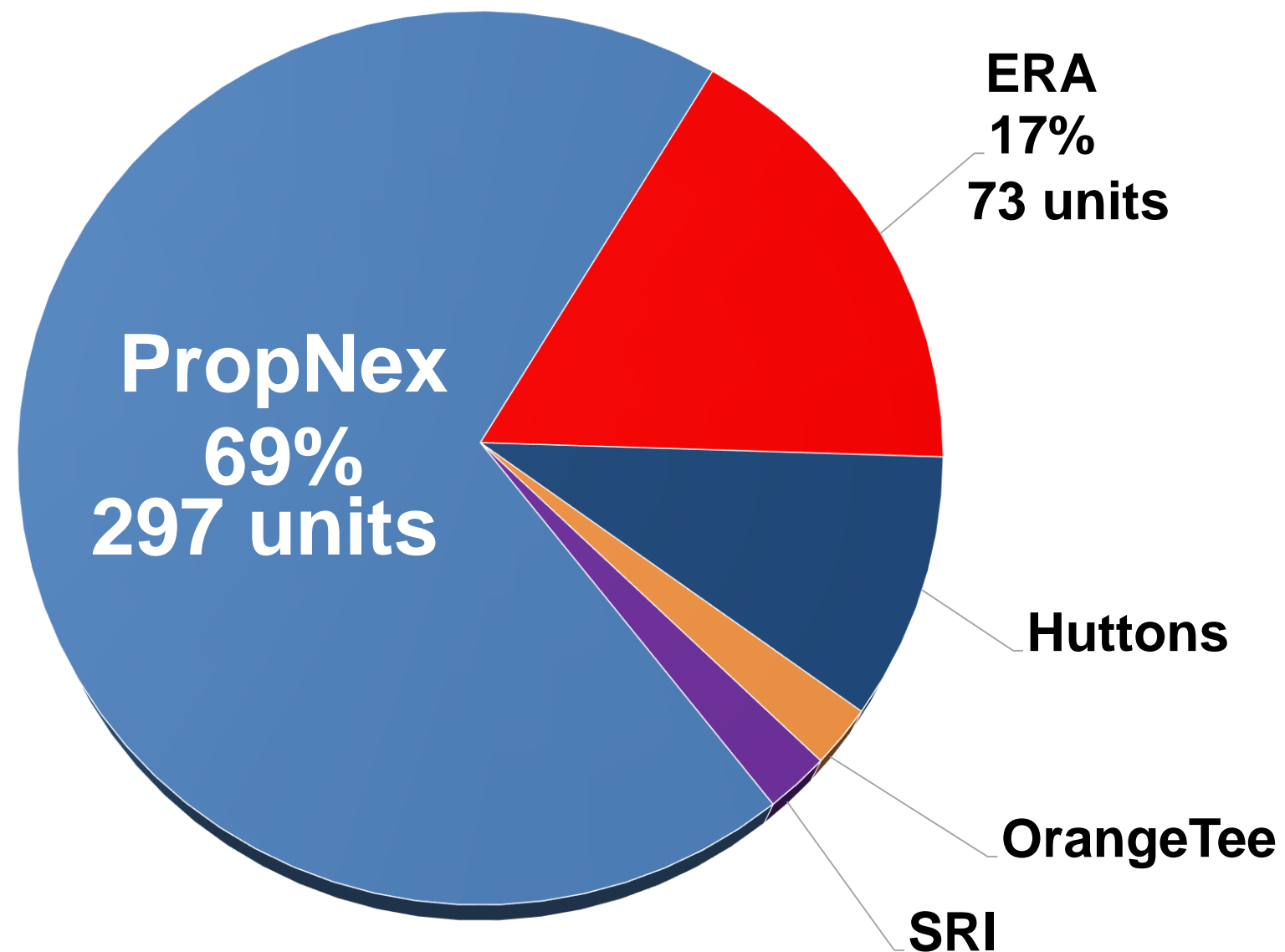


Existing Number of Projects Marketing at 1 January 2025	Existing Number of Units Marketing at 1 January 2025
79	4,569
Number of PropNex Appointed Projects To Be Launched Or Launched in 2025	Estimated Number of Units To Be Launched or Launched in 2025
33	13,111
Total Number of Projects Marketing in 2025	Total Number of Units Marketing in 2025
112	17,680

# Launched Projects Selling Well



Market Share By Transaction Volume

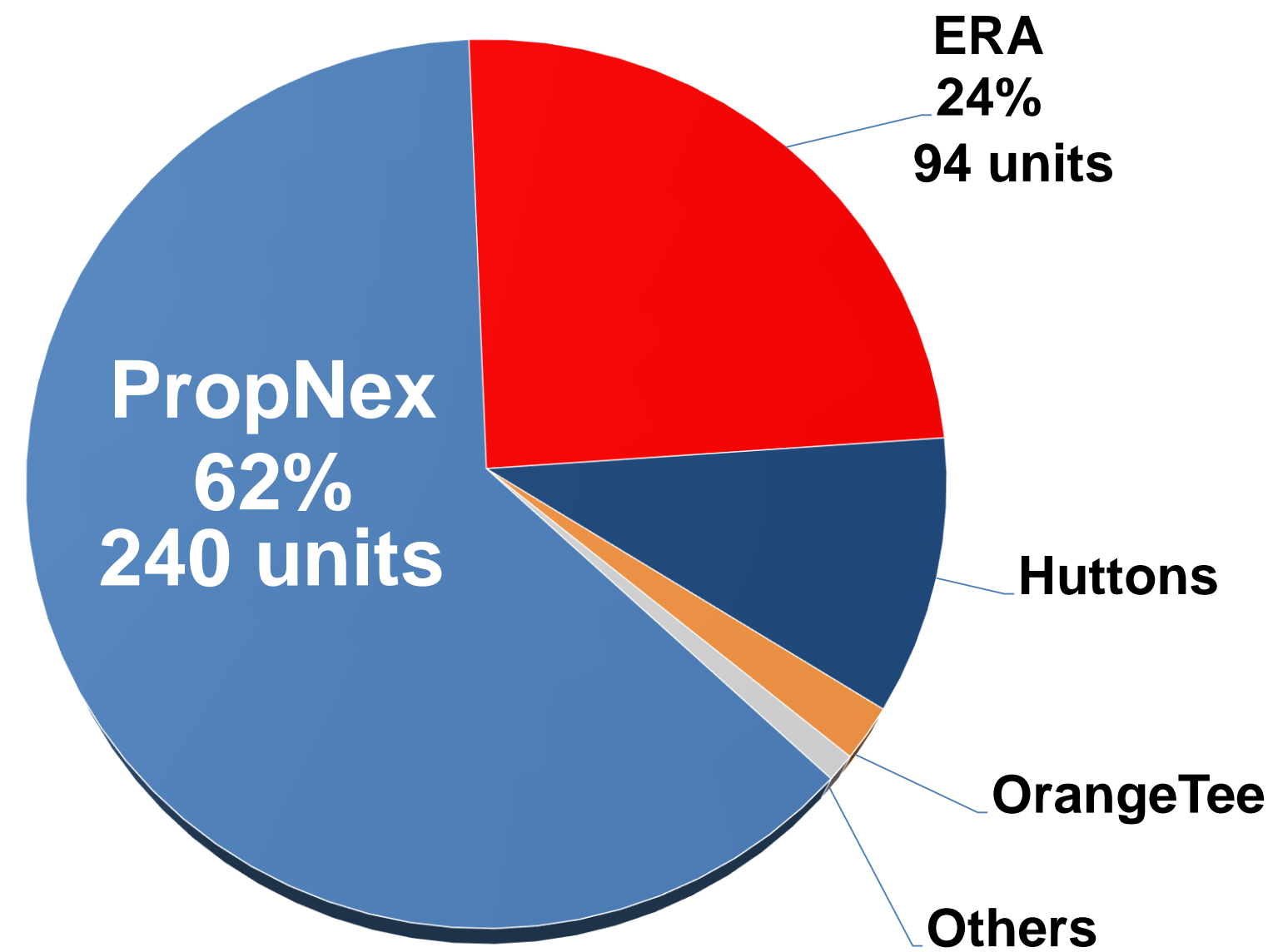


**Total 431 out of 474 units sold  
@ 21 Apr 2025**

# Launched Projects Selling Well



Market Share By Transaction Volume



THE BOTANY  
DAIRY FARM

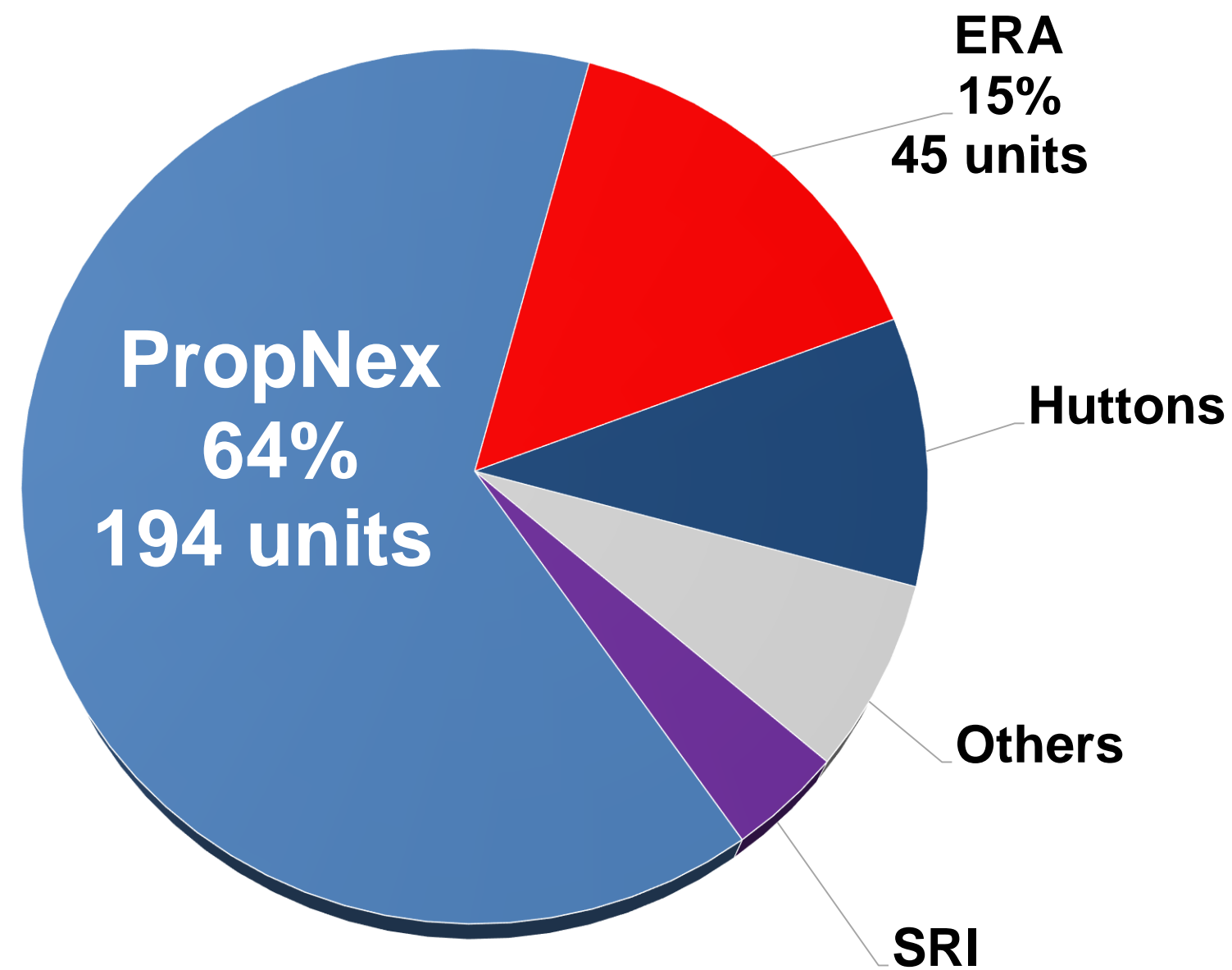
Total **385 out of 386** units sold  
@ 21 Apr 2025



# Launched Projects Selling Well



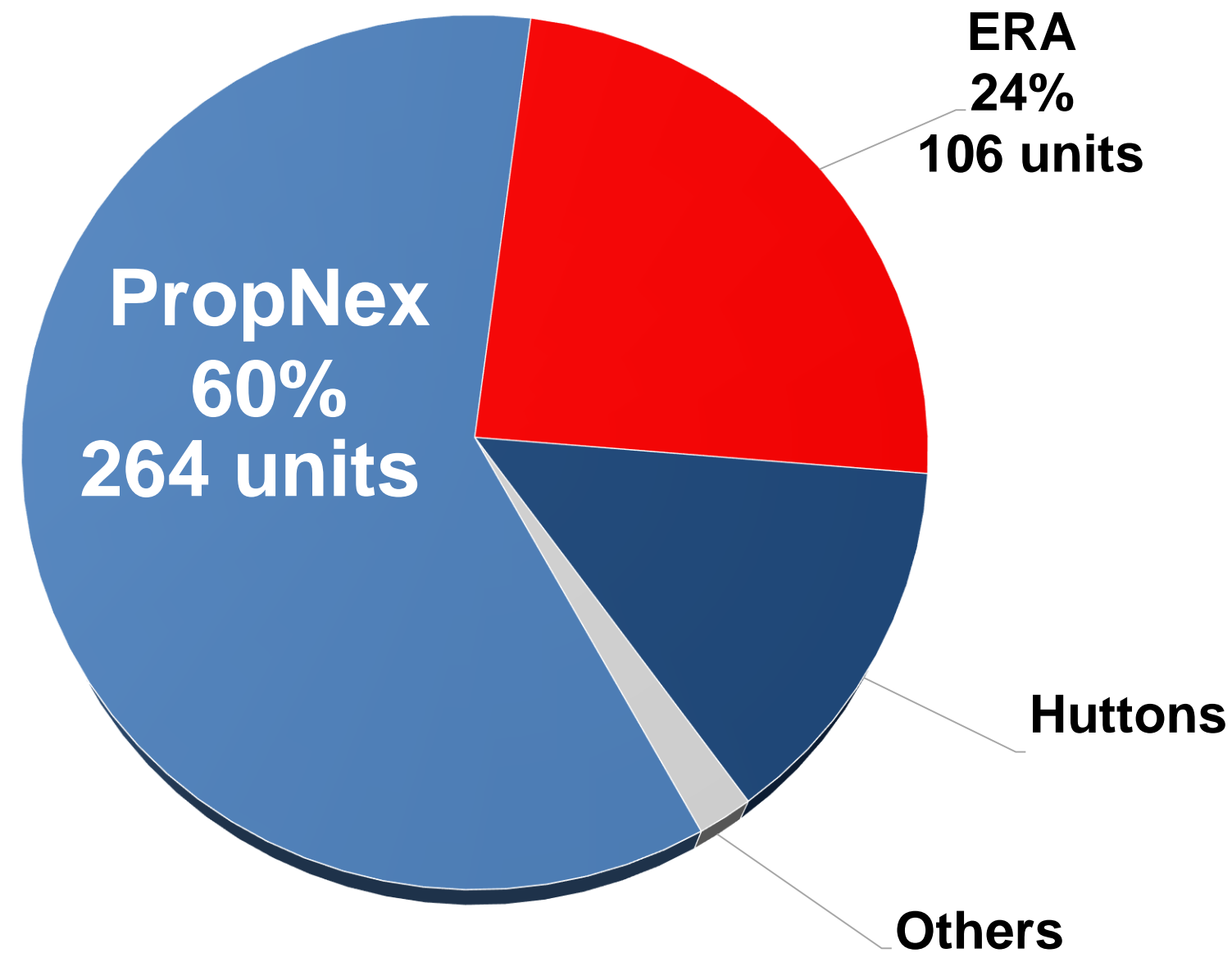
Market Share By Transaction Volume



**Total 304 out of 341 units sold  
@ 21 Apr 2025**

# Launched Projects Selling Well

Market Share By Transaction Volume



PINETREE HILL

**Total 438 out of 520 units sold  
@ 21 Apr 2025**



# NAVA GROVE

**TOTAL 423 OUT OF 552 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**232 units**

**Next Highest JMA (ERA): 82 Units**





# CHUAN PARK

鑫丰瑞府

**TOTAL 750 OUT OF 916 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**351 units**

**Next Highest JMA (ERA): 221 Units**



# EMERALD

## KATONG

**TOTAL 845 OUT OF 846 UNITS SOLD**

PropNex sold the **MOST NUMBER OF UNITS:**

**395 units**

**Next Highest JMA (ERA): 248 Units**



**TOTAL 694 OUT OF 777 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**290 units**

**Next Highest JMA (ERA): 180 Units**





**TOTAL 328 OUT OF 501 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**175 units**

**Next Highest JMA (ERA): 95 Units**



# PARKTOWN

## RESIDENCE

**TOTAL 1,064 OUT OF 1,193 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**494 units**

**Next Highest JMA (ERA): 329 Units**



**LENTOR  
CENTRAL**  
RESIDENCES

**TOTAL 466 OUT OF 477 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**267 units**

**Next Highest JMA (ERA): 97 Units**







# Aurelle

TAMPINES

**TOTAL 760 OUT OF 760 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**360 units**

**Next Highest JMA (ERA): 192 Units**



# ONE MARINA GARDENS

**TOTAL 380 OUT OF 937 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**185 units**

**Next Highest JMA (ERA): 100 Units**



**TOTAL 94 OUT OF 358 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**62 units**

**Next Highest JMA (ERA): 17 Units**





## 04 CORPORATE ACTIVITIES & OUTREACH





# Property Wealth System (“PWS”) & Property XPO

**PWS** for consumers  
held **2 times** in 2024

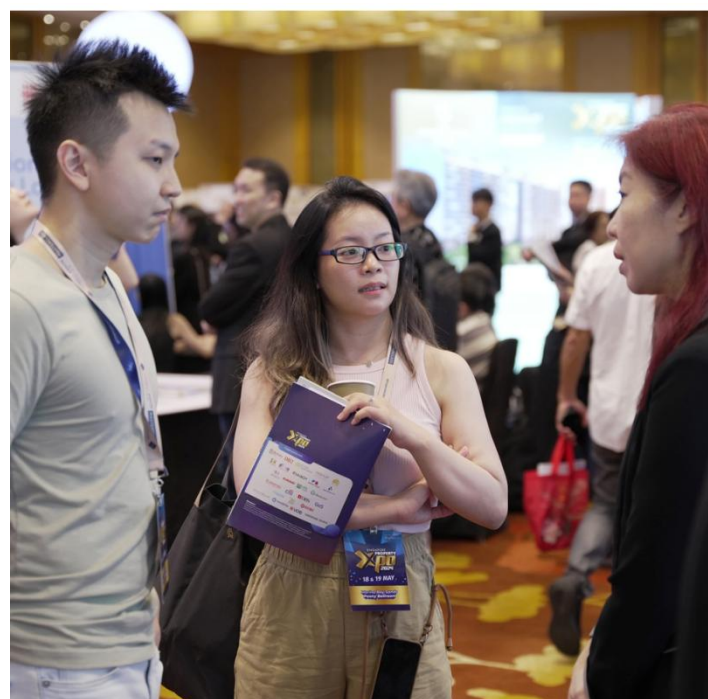
**18 & 19 May 2024 @ Marina  
Bay Sands Convention Centre**  
**More than 2,700 attendees**

**19 & 20 October 2024 @  
Suntec City Convention Centre**  
**Over 1,000 attendees**



**UPCOMING FOR 2025:**

**17 & 18 May 2025**  
**18 & 19 October 2025**





# Mega Consumer Empowerment Seminars (“CES”)

Education series empowering consumers with the latest real estate market trends and investment insights

**Three Sessions** of Mega CES conducted in 2024;  
Full house of thousands of consumers combined.



**24 August 2024, Mega CES 1**  
Voco Hotel



**28 September 2024, Mega CES 2**  
Voco Hotel



**26 October 2024, Mega CES 3**  
InterContinental Singapore



# Recent CES Conducted in 2025

Education series empowering consumers with the latest real estate market trends and investment insights

Over 700 attendees



15 February 2025, Mega CES  
InterContinental Singapore

Over 500 attendees



26 March 2025, Mega CES  
InterContinental Singapore

**This Saturday:** Over 700  
consumers registered

A promotional poster for a PropNex event. The background features a red and white geometric design with a large red arrow pointing downwards. Text on the poster includes the PropNex logo, the title 'World in Chaos, Markets in Shock', the subtitle 'Buy, Sell, or Hold Property Now?', the date '26 APR 2-4.30PM', and the venue 'InterContinental Hotel Grand Ballroom L2, 80 Middle Rd'. At the bottom, three speakers are shown: Ismail Gafoor (CEO, PropNex), Kelvin Fong (Deputy CEO, PropNex), and Selena Ling (Chief Economist, OCBC). A QR code is located on the right side of the poster.

**PropNex**

## World in Chaos, Markets in Shock

*Buy, Sell, or Hold* Property Now?

**26 APR**  
2-4.30PM

**InterContinental Hotel**  
Grand Ballroom L2  
80 Middle Rd

Ismail Gafoor, CEO, PropNex  
Kelvin Fong, Deputy CEO, PropNex  
Selena Ling, Chief Economist, OCBC



# PropNex Financial Literacy Programme

## PropNex Monopoly Championship

Third year running since 2021

**Over 15,000 registrants**

Grand Finals on 22 September 2024

**1, 2, 8 & 9 June 2024**

PropNex collaborated with National Family Festival for 2 years running, with **over 2,800 participants** took part in the family fun challenge for financial literacy programme.





# PWS Agent

**11 & 12 July 2024**  
**Marriott Hotel**

**Powerful trainings with more than 1,000 salespersons registered. Held 3 times in 2024.**

## **SESSIONS IN 2025:**

**18 & 19 March 2025 (Over 300 pax)**  
**6 & 7 May 2025**  
**8 & 9 July 2025**





# Advanced Sales Techniques (AST)

Hundreds of salespersons attended the AST trainings headed by Co-Founder, Alan Lim.

**9 sessions** conducted in Singapore and overseas (Cambodia & KL)

**SESSIONS IN 2025:**

**26 & 27 February 2025 (Concluded)**  
**15 & 16 April 2025 (Concluded)**





# Powerful Bootcamps

Over 7 Bootcamps conducted for close to 1,000 salespersons in 2024.

**XBC (Formerly SBC): 5 times in 2024**

**XBC 2.0 (Formerly LBC): 2 times in 2024**

## SESSIONS IN 2025:

5 & 6 March 2025 (Concluded)  
9 & 10 April 2025 (Concluded)

## UPCOMING IN 2025:

13 & 14 May 2025  
9 & 10 September 2025





# Dynamic IT Trainings

To further empower our salespersons

## **Supreme Pay Per Click Trainings**

conducted by Chief Technology Officer,  
Michael Koh



Ensuring our salespersons are equipped  
with latest tech tools update

## **INVESTMENT SUITE 3.0**

New Features of ProMap





# 2025: Touchpoints with Salespersons

## JUMPSTART 2025

Over **4,000 PropNex teammates** and partners came together at Marina Bay Sands for Jumpstart 2025, our signature annual event to launch the year with purpose and clarity.





# 2025: Touchpoints with Salespersons

## MEGA CHINESE NEW YEAR CELEBRATION 2025

Over 3,000 PropNexians, partners and management staff celebrated the spectacular Year of the Snake at Marina Bay Sands earlier this year, displaying unity and strength





# 2025: Touchpoints with Salespersons

## PROPNEX SALES SUMMIT 10 MARCH 2025

**Over 4,000 salespersons** packed The Star Theatre to witness the reveal of a refreshed brand logo. For the first time since 2000, PropNex embraced an enhanced logo that embodied our Vision, Core Values, Mission, and People. Deputy CEO Kelvin Fong also launched his new book *Property Wealth System Vol. 2*





# Impacting Communities

PropNex continues to give back to charity with **over \$2.5 million** contribution in 2024.

PropNex salespersons donate trees through **National Parks Board's Garden City Fund Plant-A-Tree programme**. Over 270 trees planted since 2023.





# Impacting Communities

As part of our 25<sup>th</sup> anniversary celebrations, we unveiled a gift to the nation and to all families in Singapore—the **PropNex Family Zone**, Singapore's first-ever family-themed destination playground spanning over 64,000 sq ft, located at Gardens by the Bay.

This is a collaboration with **Community Chest, Families for Life, Gardens by the Bay, and Ministry of Social and Family Development.**

It was officially launched on 5 April 2025 by **Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong**, together with Minister of State for Social and Family Development, Ms Sun Xueling.





# Impacting Communities

**PropNex Family Day on 12 April 2025** attracting over 1,000 visitors including members of public, PropNex salespersons and staff.

Families had fun at the PropNex Family Zone and carnival games, including free goodie bags for 500 families.







Thank you







**PROP Nex LIMITED**  
(Company Registration No.: 201801373N)  
(Incorporated in the Republic of Singapore)

---

## RESPONSES TO QUESTIONS FROM SHAREHOLDER

---

The Board of Directors (the “**Board**”) of PropNex Limited (the “**Company**” or together with its subsidiaries, the “**Group**”) would like to thank shareholder of the Company (“**Shareholder**”) for submitting questions in advance of the Annual General Meeting to be held at 480 Lorong 6 Toa Payoh, #18-01 HDB Hub, Singapore 310480 on Wednesday, 23 April 2025 at 10.00 a.m. (Singapore time).

The following are the Company’s responses to the Shareholder’s questions:

### **Question 1**

- (a) With the government beginning to crack down on money laundering and setting multiple ABSDs to control the price growth, do you see a decline of people buying property? It seems to also suggest from your flattened results over the past few years that cost of living concerns are a real drag on property as an asset class, and people are holding off upgrades (reducing property transaction volumes). Can you comment briefly on the trends you see in the market about property declining in its attractiveness as an investment class, and what you’re doing to combat this? For example might you be focusing more on HDB resales, MOP flats, rather than private properties?
- (b) I noted that you have now focused on the commercial property market. With big players there, what is your strategy to get a foothold?
- (c) Can you comment on what are your most profitable property segments, by profit margins? I’m struggling to understand why your gross margin has been declining over the years too. Could you explain more? Is it just because transaction volumes have dropped?

### ***Company’s response***

- (a) Property remains an attractive and reliable asset class in Singapore, with long-term appreciation potential. While demand from foreign buyers has eased due to regulatory measures, local demand remains resilient, as seen in the healthy transaction volumes at new launches since 4Q 2024 which was supported by improved affordability, changing buyer demographics, and the appeal of well-positioned projects.

The majority of buyers continue to be HDB upgraders and owner-occupiers, typically purchasing larger units. However, investment demand is also evident, particularly in the sale of smaller units. A new growing trend of parents buying properties for their children has further contributed to demand. Several factors are driving this momentum:

- Lower interest rates have made financing more manageable;
- Rise in HDB resale prices outpaced that of private home prices in 2024, boosting upgrader confidence; and
- Intergenerational wealth transfer is enabling younger buyers to enter the private market earlier.

Looking ahead, with approximately 10,000 new units expected to launch in 2025, we see strong opportunities, especially for well-located, appropriately priced projects. For PropNex, our diversified presence across residential, commercial, industrial, and HDB segments, covering new launches, resale, and rentals, remains a core strength. This strategy mitigates concentration risk and supports business resilience. In FY2024, project marketing contributed 24% of our revenue, while the remaining 76% came from other property segments, highlighting the strength and balance of our business model.

- (b) PropNex has made significant strides in the Commercial and Industrial segment, a space traditionally dominated by large consultancies. A key advantage is our extensive network and customer database, built on our position as Singapore's largest listed real estate agency. Leveraging this strength, we adopt an agent-led strategy with dedicated specialists focused exclusively on commercial properties. This approach has not only strengthened our market presence but also positions us to unlock cross-selling opportunities and deliver greater value to both developers and customers.
- (c) We do not disclose gross profit margin by property segments, except to say that the gross profit margin for Project Marketing (ie new launches) is generally higher than the other property segments. The decrease in gross profit margin from 9.7% in FY2023 to 9.1% in FY2024 was mainly attributed to the decrease in revenue contribution from Project Marketing. Project Marketing accounted for 24% and 29% of the Group's total revenue in FY2024 and FY2023 respectively.

By Order of the Board

Lee Li Huang  
Chief Financial Officer and Company Secretary  
17 April 2025



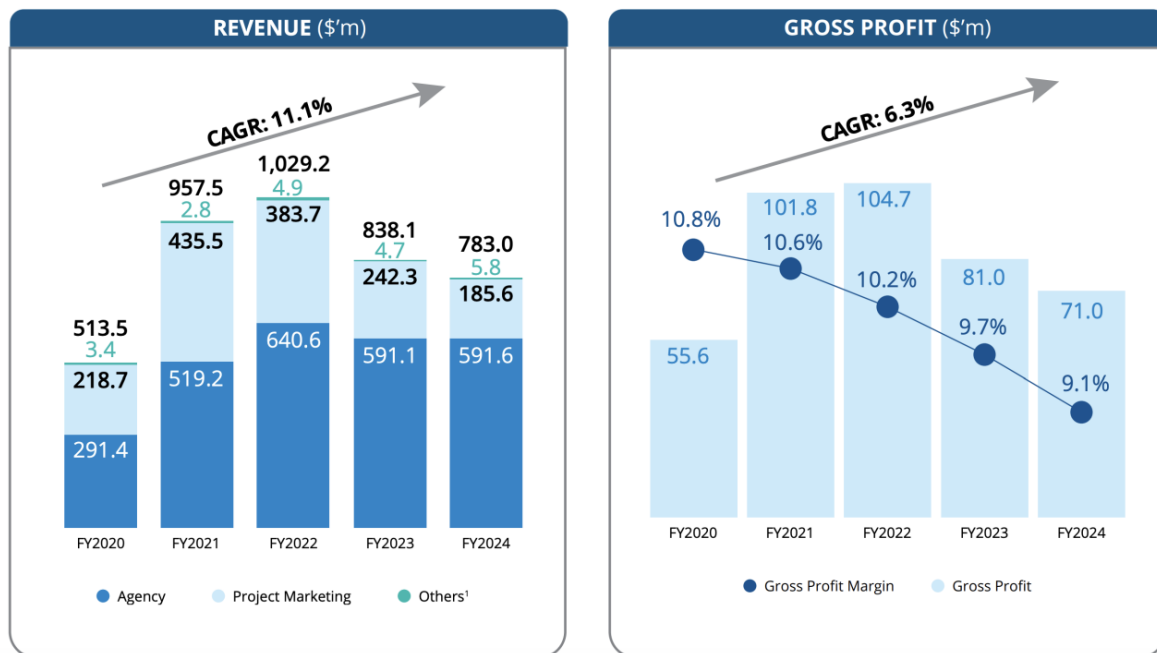
## RESPONSES TO QUESTIONS FROM SECURITIES INVESTORS ASSOCIATION (SINGAPORE)

The Board of Directors (the “**Board**”) of PropNex Limited (the “**Company**” or together with its subsidiaries, the “**Group**”) would like to thank Securities Investors Association (Singapore) (“**SIAS**”) for the questions submitted to the Company in relation to its annual report for the financial year ended 31 December 2024 (“**FY2024**”).

The following are the Company’s responses to the corresponding questions from SIAS:

### Question 1

For the financial year ended 31 December 2024, the Group’s revenue declined 6.6% year-on-year to \$783.0 million — nearly 25% below the peak revenue of \$1.03 billion in FY2022. Gross profit margin has also declined for consecutive years and now stands at 9.1% in FY2024 from 10.8% in FY2020.



(Source: company annual report)

From March 2024 to March 2025, the Group has expanded its sales team from 12,326 agents (representing over 30% of all property agents in Singapore) to 13,177 agents, representing approximately 35% market share. While the Group continues to grow its sales team and maintains clear market leadership, gross profit margin has declined.

- (i) Can management clarify the key factors driving this margin erosion? Does management expect economies of scale and operational leverage to in fact improve margin and why is then margin declining?
- (ii) Has the proliferation of lower-cost, “no frills” real estate agencies and HDB DIY platform exerted pressure on commission rates?

With 35% of the agent pool and an estimated 64.2% market share (66.4% in HDB resale), the Group appears to be significantly outperforming the market average.

**(iii) Would continued sales team expansion lead to a reversion to the mean in terms of productivity? How can management navigate this growth dilemma?**

**Company's response**

- (i) The Group's gross profit represents revenue earned, after deducting the costs of services rendered which are commission expenses paid to salespersons. Gross profit margin is affected by the proportion of revenue contribution from the different business segments as each of the business segment's gross profit margin differs. We do not disclose gross profit margin by business segments, except to say that the gross profit margin for project marketing services (ie new launches) is generally higher than the other property segments in the agency services.

The decrease in gross profit margin from 10.8% in FY2020 to 9.1% in FY2024 was mainly attributed to the decrease in revenue contribution from project marketing services as shown in the table below:

	<b>Group's Gross Profit Margin</b>	<b>Revenue Contribution from Project Marketing Services</b>
FY2020	10.8%	43%
FY2021	10.6%	46%
FY2022	10.2%	37%
FY2023	9.7%	29%
FY2024	9.1%	24%

- (ii) Buying a home in Singapore is a significant multi-million-dollar investment, and buyers typically conduct extensive research before making decision. The country's regulatory landscape is also complex, with numerous considerations such as the Additional Buyer's Stamp Duty (ABSD), Total Debt Servicing Ratio (TDSR), and Minimum Occupancy Period (MOP), among others.

While "no-frills" agencies and DIY technology platforms have emerged, they do not replace the need for personalised guidance from experienced and knowledgeable salespersons. Instead, technology serves as a powerful complement—enhancing our brokerage services by saving time, improving data accuracy, and increasing overall sales productivity. Commission rates remain relatively stable given the depth of value-add that our salespersons provide.

- (iii) Expanding our sales team is not the sole growth strategy for PropNex. We also continue to invest in cutting-edge property technology and industry-leading sales training to boost the productivity, performance, and potential of our salesforce. At the same time, we are deeply committed to consumer empowerment by actively engaging in initiatives to educate and inform homebuyers. This multi-pronged approach ensures that PropNex consistently outperforms the industry average in terms of productivity and results. Our success is reflected in our dominant market share where PropNex accounted for 64.2%<sup>1</sup> of transaction volume in 2024, commanding a lion's share of the market despite representing only 35%<sup>2</sup> of Singapore's total salespersons. Importantly, we recognise that productivity growth is not always linear, and our strategy is designed to support long-term, sustainable progress across all fronts.

<sup>1</sup> The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co-broking with external agencies. Includes HDB Resale, Private Resale and New Launches. Data sourced from Frost & Sullivan Pte Ltd, URA REALIS, HDB, Singapore's Open Data and PropNex.

<sup>2</sup> 12,636 PropNex salespersons and 36,058 total salespersons in Singapore as at 1 January 2025, Council for Estate Agencies.



## **Question 2**

Beyond agency services, project marketing is a core business segment for the Group. This segment involves marketing and sales of new private residential developments on behalf of third-party developers in Singapore and overseas. In FY2024, segment revenue declined to \$186 million (from \$242 million in FY2023), while segment profit fell sharply from \$7.9 million to \$3.1 million — a 60% drop.

- (i) What differentiates the Group in securing project marketing mandates beyond agency size? Specifically, are there proprietary tools, digital platforms, developer relationships, or market analytics that give the Group a structural advantage?**
- (ii) Are project marketing mandates typically secured on an exclusive basis, and do agencies compete purely on price?**
- (iii) Is the project marketing segment structurally less profitable than the agency services segment?**

### ***Company's response***

- (i) PropNex remains the top choice in project marketing for property developers. Backed by a strong network and the high productivity of our salesforce, we closed 54.2% of new launch transactions in 2024, up from 47.9% in 2023. As highlighted in our response to Q1(iii), our cutting-edge property technology and industry-leading sales training are key drivers of this performance. In addition, our highly experienced management team, with over 200 years of combined industry expertise, offers developers deep market insight and strategic value.

Our Investment Suite and Business Suite apps streamline the property search process — leveraging advanced data analytics, intuitive user interfaces, and real-time data feeds to save time and significantly boost productivity. With these tools, our salespersons can generate leads, manage tasks efficiently, and analyse market trends on the go, all powered by up-to-date data. This empowers us to deliver a distinctive value proposition to prospective homebuyers and rental seekers. Supporting this is our dedicated in-house technology team, which works closely with our salesforce to continuously develop and roll out new features that directly address real-world challenges and deliver meaningful value. We provide curated training and mentorship to prepare our salespersons for success. In 2024, we conducted 47 sales and IT training sessions, equipping agents with advanced strategies in property investment. These initiatives have resulted in measurable improvements in performance.

- (ii) Developers typically work with a few agencies for their new project launches in Singapore, ie joint marketing basis. We do not compete on price as the developers generally will pay the same commission rate to all the agencies involved.
- (iii) As mentioned above, the gross profit margin from project marketing services is generally higher than the other property segments in the agency services. In compliance with accounting standards, revenue for project marketing services is recognised when specified outcome is achieved and this is typically three to four months after the sale transactions. However, expenses such as marketing expenses and staff costs are recognised when incurred. Due to this misalignment in relation to the recognition of revenue and expenses, the profits for project marketing services may fluctuate from period to period.

### **Question 3**

The Group has recently been named in a lawsuit involving PropNex Realty Pte Ltd (PRL), a wholly owned subsidiary, in connection with a “99-to-1” property transaction. PRL is one of three co-defendants in a case filed in the High Court of Singapore. The claimant seeks to claim damages against PRL for vicarious liability arising from the alleged tortious conduct of one of PRL’s salespersons and his purported advice to the claimant on certain property transactions<sup>1</sup>.

The Group has announced, following legal consultation, its intention to defend the suit vigorously. The claimants are seeking, amongst others, \$849,287 as damages jointly and severally from the defendants<sup>2</sup>.

- (i) **With a salesforce exceeding 13,000, how does management operationalise and enforce its Code of Ethics and Conduct to ensure all agents uphold professional and ethical standards consistently across all transactions?**
- (ii) **What specific compliance and monitoring mechanisms does the Group employ to detect and address potential misconduct? Are there digital tools or audit systems to support enforcement?**

The Group disclosed in its sustainability report that it conducted five compliance training and legal clinics, compared to 47 sales/IT training sessions and 117 consumer engagement events.

- (iii) **What is the actual reach and coverage rate of the compliance training? Are refresher courses mandatory for all salespersons, and how frequently are compliance modules updated in line with regulatory developments?**
- (iv) **Separately, what is the scope, depth, and measured effectiveness of the Group’s AML/CFT (Anti-Money Laundering and Countering the Financing of Terrorism) training?**

#### ***Company’s response***

- (i) The Group abides by and requires all its appointed salespersons to comply with the Code of Ethics and Professional Client Care established under the Estate Agents (Estate Agency Work) Regulations 2010 (the “**Code of Ethics**”). As required by the Code of Practice for Estate Agents, the Group manages and supervises our business and salespersons via, amongst others:
  - a) processes for reviewing and approving all advertising and marketing materials of salespersons;
  - b) a whistleblowing policy and process for reporting concerns regarding potential improprieties and misconduct by salespersons;
  - c) a complaint handling process to review, investigate and address complaints against our salespersons regarding potential breaches of the Code of Ethics; and
  - d) processes to continuously update salespersons on developments in the relevant laws, regulations and the industry via internal emails, announcements or briefing sessions, and conducting training sessions that salespersons may attend or watch on our internal platform.
- (ii) Please refer to our responses in (i) above.



- (iii) Under the current Continuing Professional Development (“**CPD**”) Framework established by the Council for Estate Agencies (“**CEA**”), all registered salespersons are required to achieve a minimum of six CPD credits per year. The six CPD credits must comprise four CPD credits from courses related to Professional Competencies (which cover topics relating to real estate agency work such as laws and regulations and property markets) and two CPD credits from courses related to Generic Competencies (which cover topics relating to soft skills such as digital fluency, communication and people development). All appointed salespersons are required to comply with their annual CPD requirements, and compliance is monitored by the Group.

The compliance trainings conducted by the Group are in addition to the salespersons’ CPD requirements and are not mandatory trainings for our salespersons. Salespersons are encouraged to attend these sessions as they provide information on various legal or regulatory topics relating to the real estate industry (e.g. AML/CFT requirements), including where there are updates or developments in those areas. The video recordings of such trainings are also uploaded to our internal portal for all salespersons to access and view at any time. As mentioned above, these training sessions are in addition to the other communication channels that the Group uses to ensure ongoing awareness of laws, regulations and developments in the industry by its salespersons.

- (iv) All salespersons are expected to be familiar with the requirements of the Estate Agents (Prevention of Money Laundering and Financing of Terrorism) Regulations 2021, and the related guidelines and circulars issued by the CEA. AML related trainings are conducted on an annual basis, and the video recording of such training is also uploaded to our internal portal. Further, we have processes to check that salespersons have obtained the requisite documents for AML/CFT purposes.

By Order of the Board

Lee Li Huang  
Chief Financial Officer and Company Secretary  
17 April 2025