



3Q 2021 Business Update

12 November 2021



- 9M 2021 Summary
- Property Market Overview
- ERA's Market Share
- Financial Highlights
- Singapore Project Pipeline
- Regional Update



9M 2021 Singapore Property Market

- New homes market (incl. ECs) increased **45%** to 11,868 units as compared to 9M 2020, exceeding the 10,940 units for whole of 2020
- Private residential resale market increased **137%** to 15,623 units
- HDB resale market also reported an increase of **35%** to 23,077 units
- Increase market share from 38.7% to **40.1%** of the residential property market (exclude leasing) in 9M 2021

Financials

- Total revenue for 9M 2021 up **115%** to S\$537.0 million as compared to 9M 2020
 - New home brokerage revenue up **177%** to S\$211.3 million
 - Resale and rental brokerage revenue up **88%** to S\$325.7 million
- NPAT up **139%** to S\$26.1 million

Singapore Residential Property Market Overview for 3Q 2021

Key Indicators	3Q 2021	2Q 2021	Change (%)
<u>Private Residential Market</u>			
Price index	165.3	163.5	1.1
Rental index	111.3	109.3	1.8
Pipeline supply*	47,715	47,097	1.3
Unsold units (excl. ECs)	17,140	19,384	(11.6)
<u>HDB Residential Market</u>			
Price index	150.6	146.4	2.9
Number of HDB flats rented out	57,321	57,755	(0.8)

* Total supply of uncompleted private residential units (excluding ECs) in the pipeline with planning approvals

Source: Real estate statistics from URA and HDB

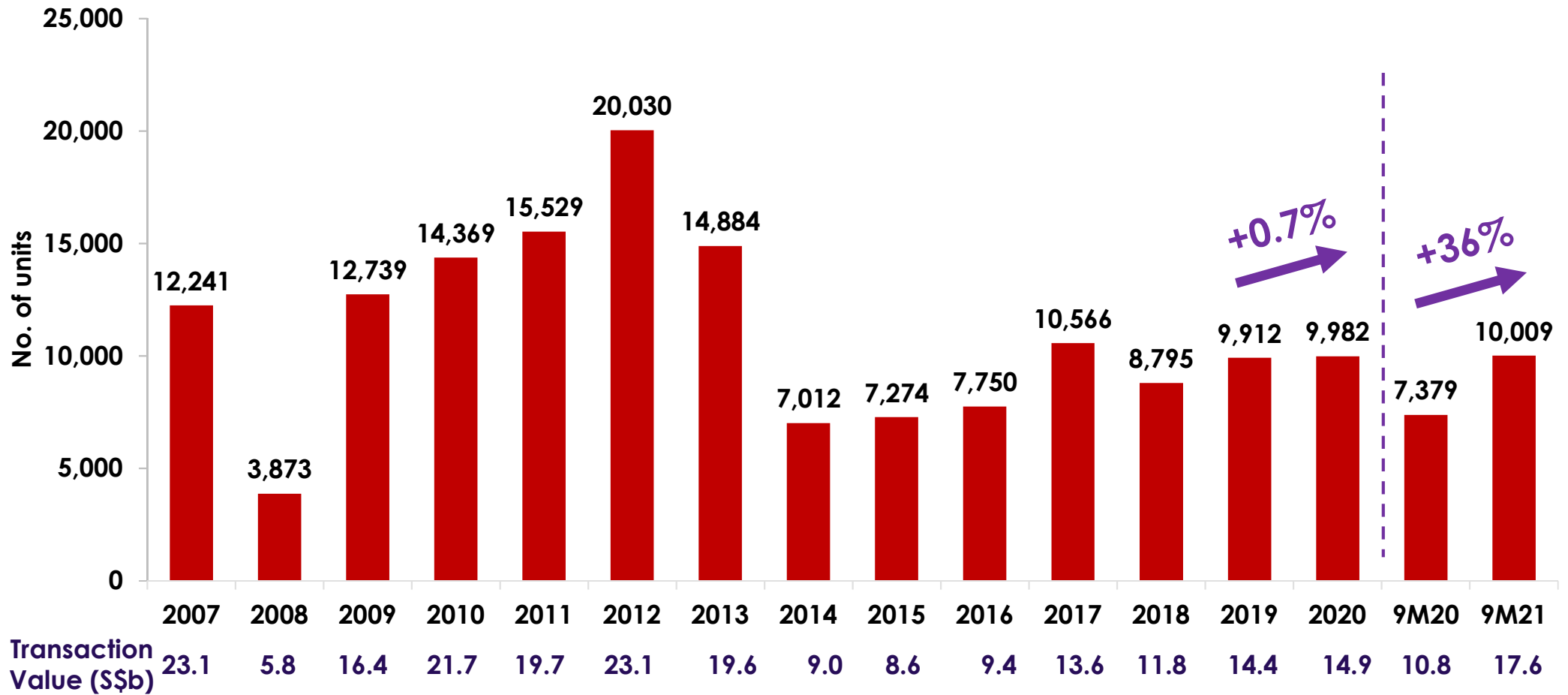
Singapore Residential Property Market Overview for 9M 2021

Market Transaction Volume	9M 2021 (units)	9M 2020 (units)	Change (%)
<u>New Homes</u>			
Private	10,009	7,379	35.6
ECs	<u>1,859</u>	<u>825</u>	125.3
	<u>11,868</u>	<u>8,204</u>	44.7
<u>Resale</u>			
Private	15,623	6,601	136.7
HDB	<u>23,077</u>	<u>17,106</u>	34.9
	<u>38,700</u>	<u>23,707</u>	63.2
<u>Rental</u>			
Private	75,177	67,159	11.9
HDB	<u>32,072</u>	<u>30,326</u>	5.8
	<u>107,249</u>	<u>97,485</u>	10.0
Total residential transactions	157,817	129,396	22.0

Source: Real estate statistics from URA and HDB

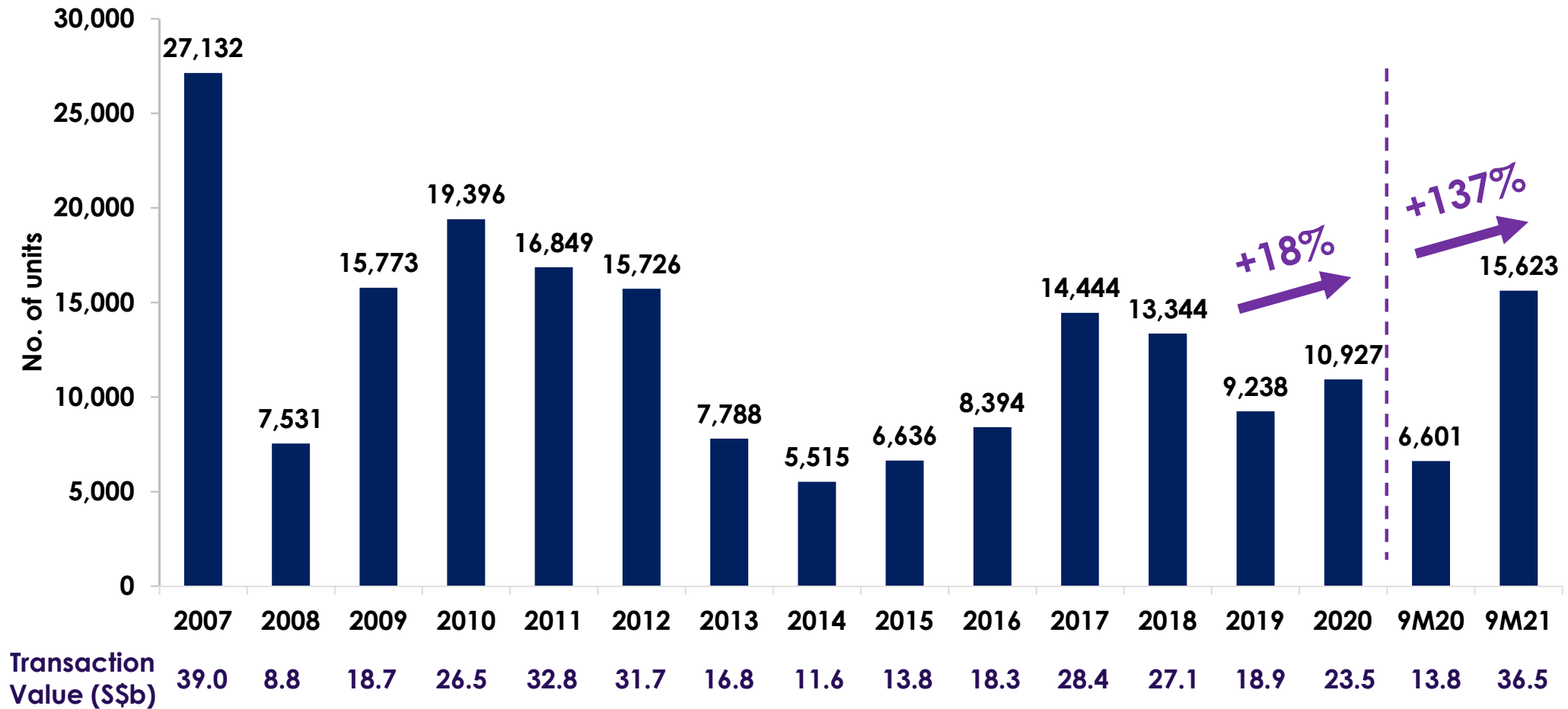
Singapore Private Residential Property Sector

Primary Private Residential Market Transaction Volume (exclude ECs)



Source: Independent Market Research Report, URA

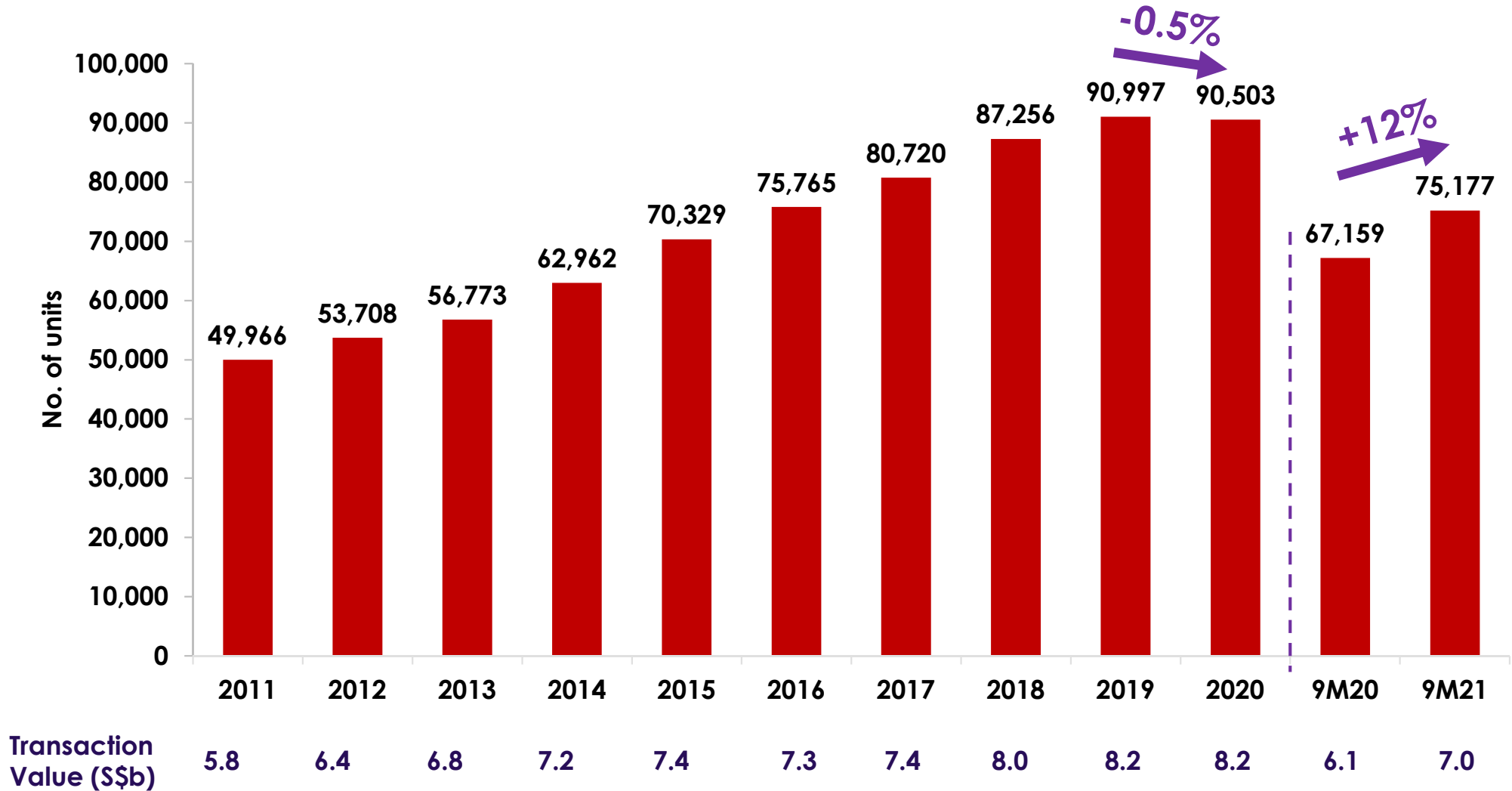
Secondary Private Residential Market Transaction Volume



Source: Independent Market Research Report, URA

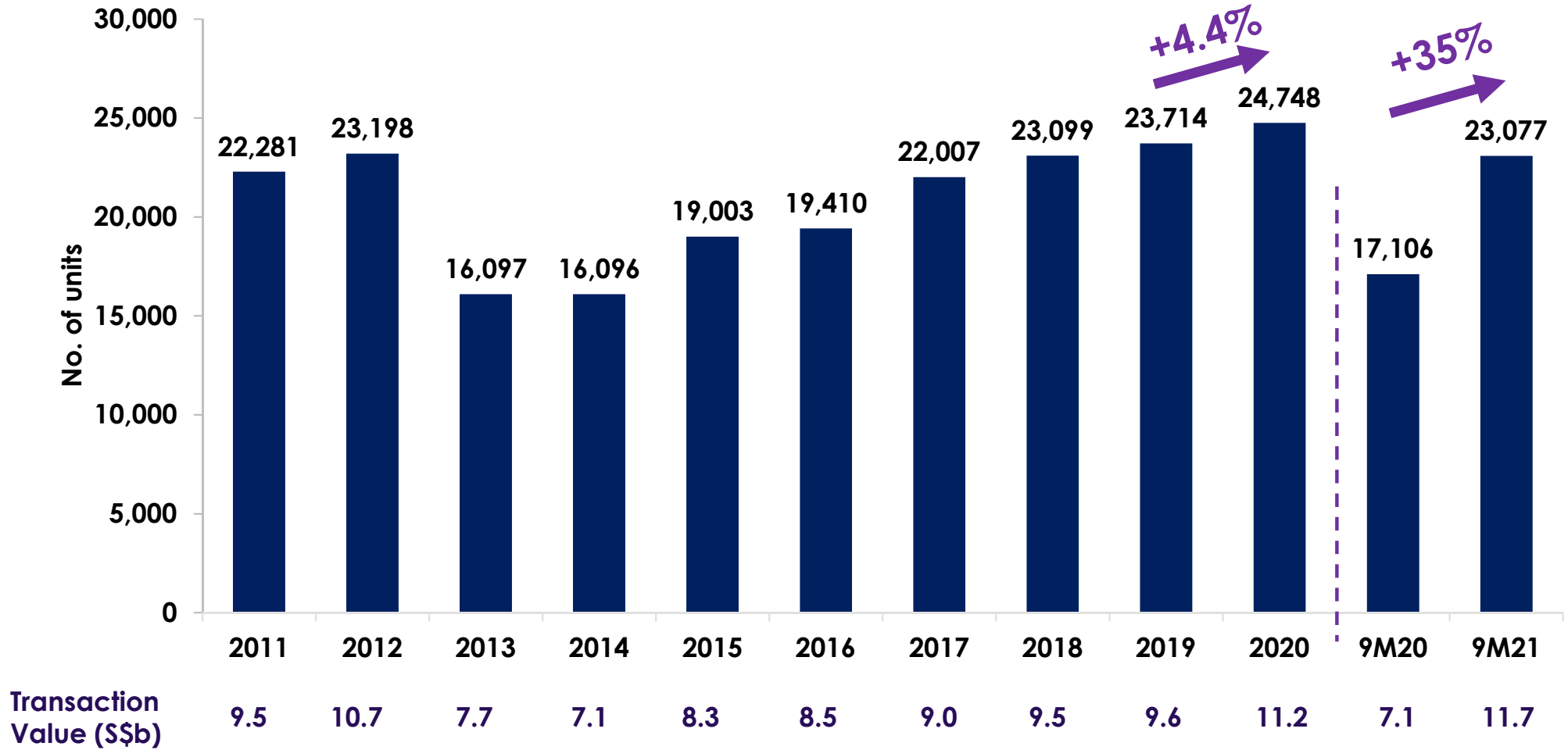
Singapore Private Residential Leasing Sector

Private Residential Rental Volume



Source: Independent Market Research Report, URA

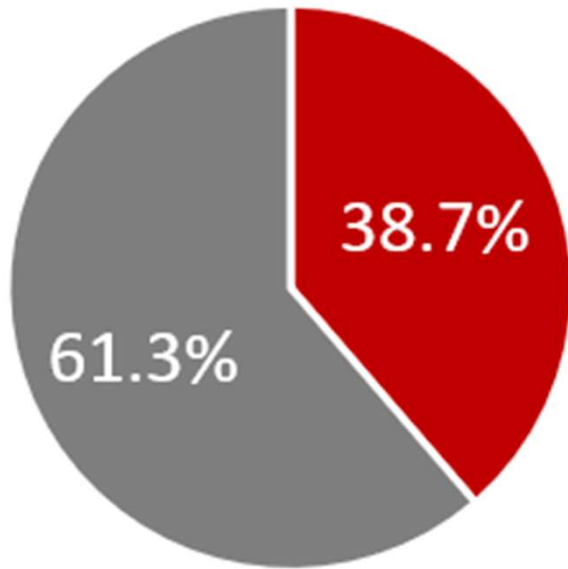
HDB Resale Volume



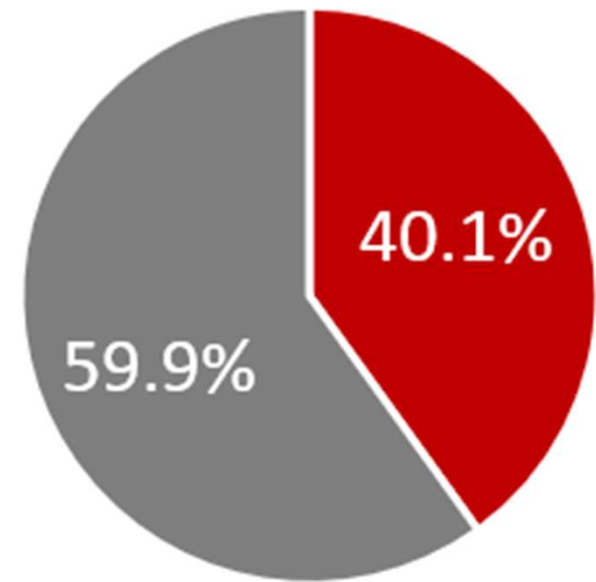
Source: Independent Market Research Report, HDB

All Residential Transactions (Excl. rental)

9M 2020



9M 2021



■ ERA ■ Others

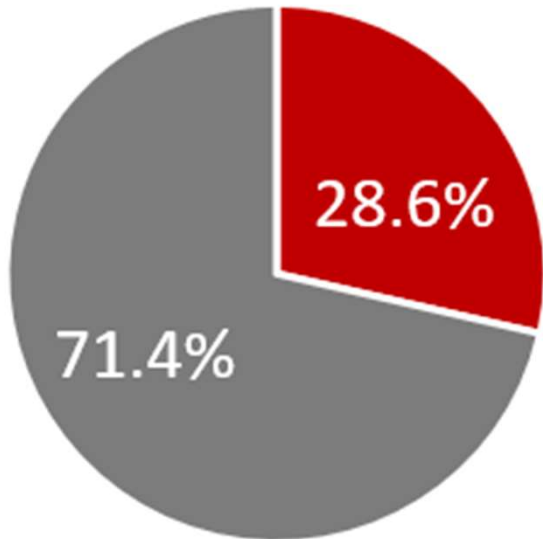
**Overall Market:
31,911**

Sales	9M 2020	9M 2021	% Increase
ERA	12,346	20,259	64.1%
Market	31,911	50,568	58.5%
Market Share	38.7%	40.1%	

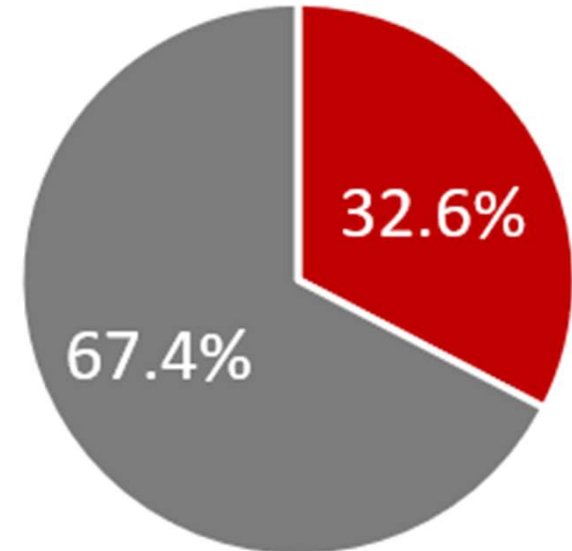
**Overall Market:
50,568**

New Homes (Incl. ECs)

9M 2020



9M 2021



■ ERA ■ Others

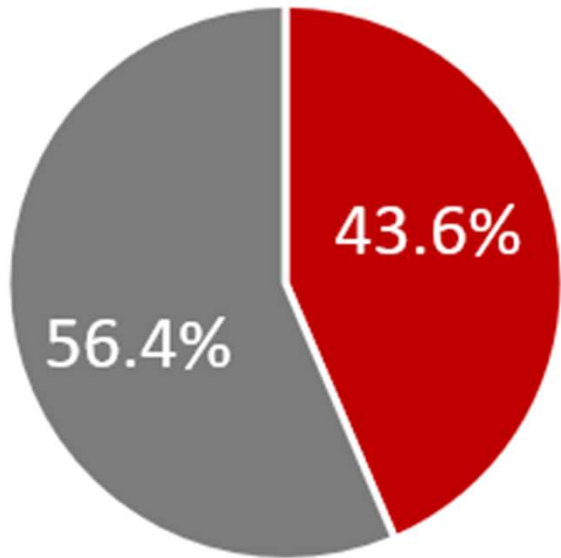
**New Homes
Market: 8,204**

New Homes	9M 2020	9M 2021	% Increase
ERA	2,343	3,873	65.3%
Market	8,204	11,868	44.7%
Market Share	28.6%	32.6%	

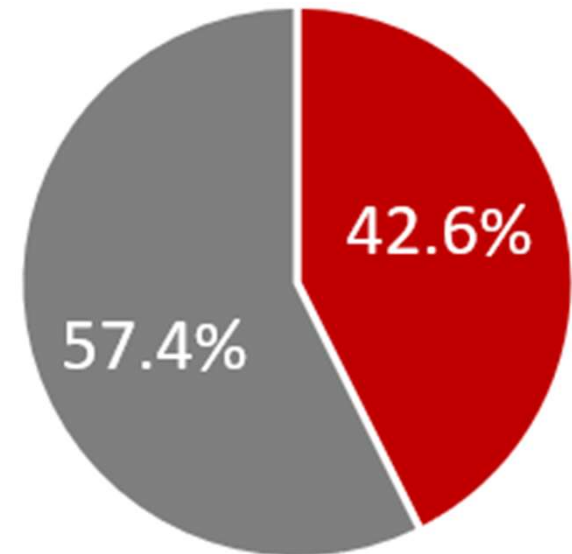
**New Homes
Market: 11,868**

Private Resale

9M 2020



9M 2021



■ ERA ■ Others

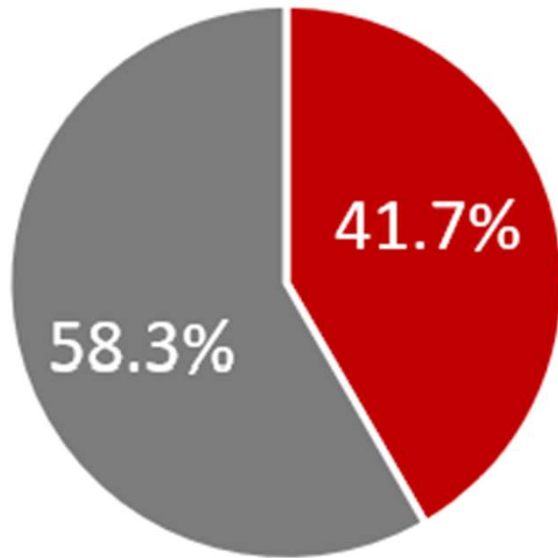
**Private Resale
Market: 6,601**

Private	9M 2020	9M 2021	% Increase
ERA	2,876	6,662	131.6%
Market	6,601	15,623	136.7%
Market Share	43.6%	42.6%	

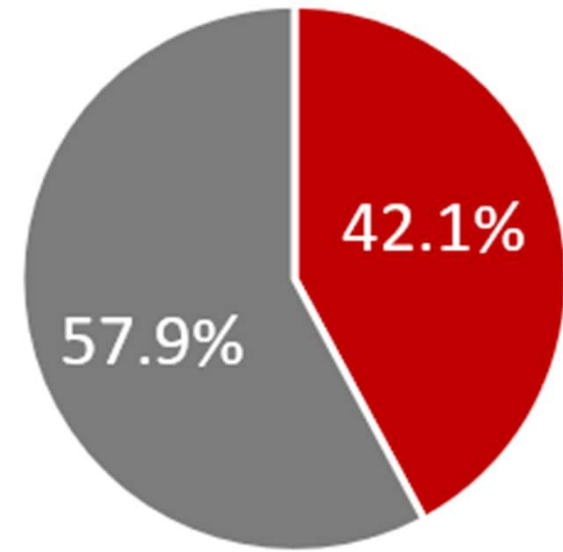
**Private Resale
Market: 15,623**

HDB Resale

9M 2020



9M 2021



■ ERA ■ Others

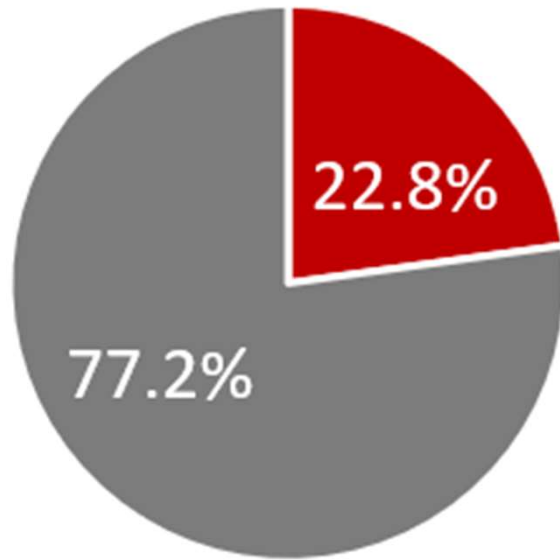
**HDB Resale
Market: 17,106**

HDB Resale	9M 2020	9M 2021	% Increase
ERA	7,127	9,724	36.4%
Market	17,106	23,077	34.9%
Market Share	41.7%	42.1%	

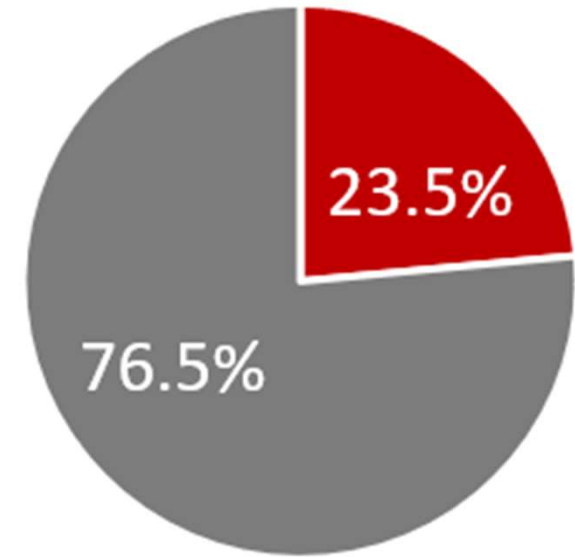
**HDB Resale
Market: 23,077**

Leasing (Private & HDB)

9M 2020



9M 2021



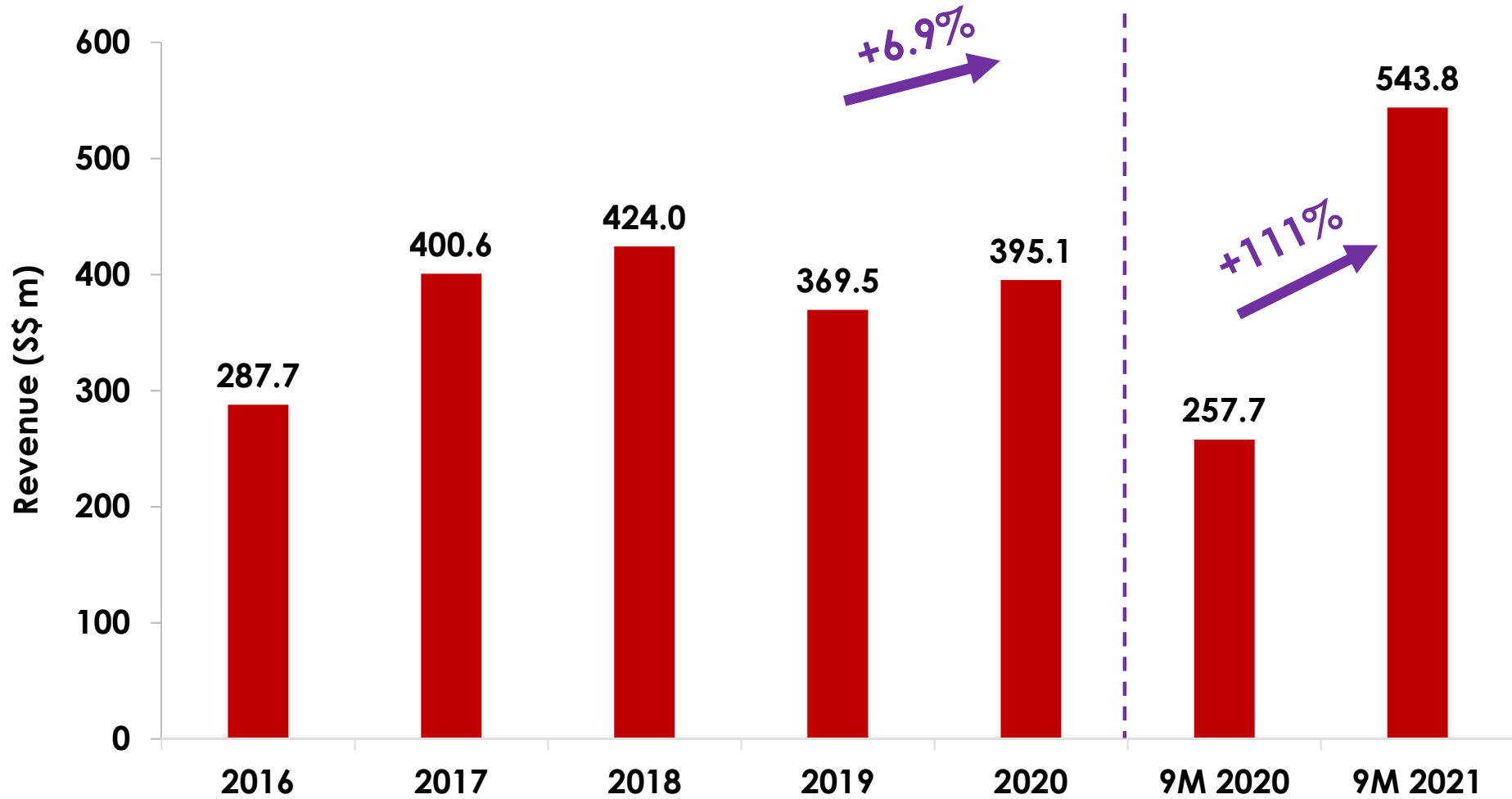
■ ERA ■ Others

**Rental Market:
97,485**

Rental	9M 2020	9M 2021	% Increase
ERA	22,255	25,234	13.4%
Market	97,485	107,249	10.0%
Market Share	22.8%	23.5%	

**Rental Market:
107,249**

Revenue

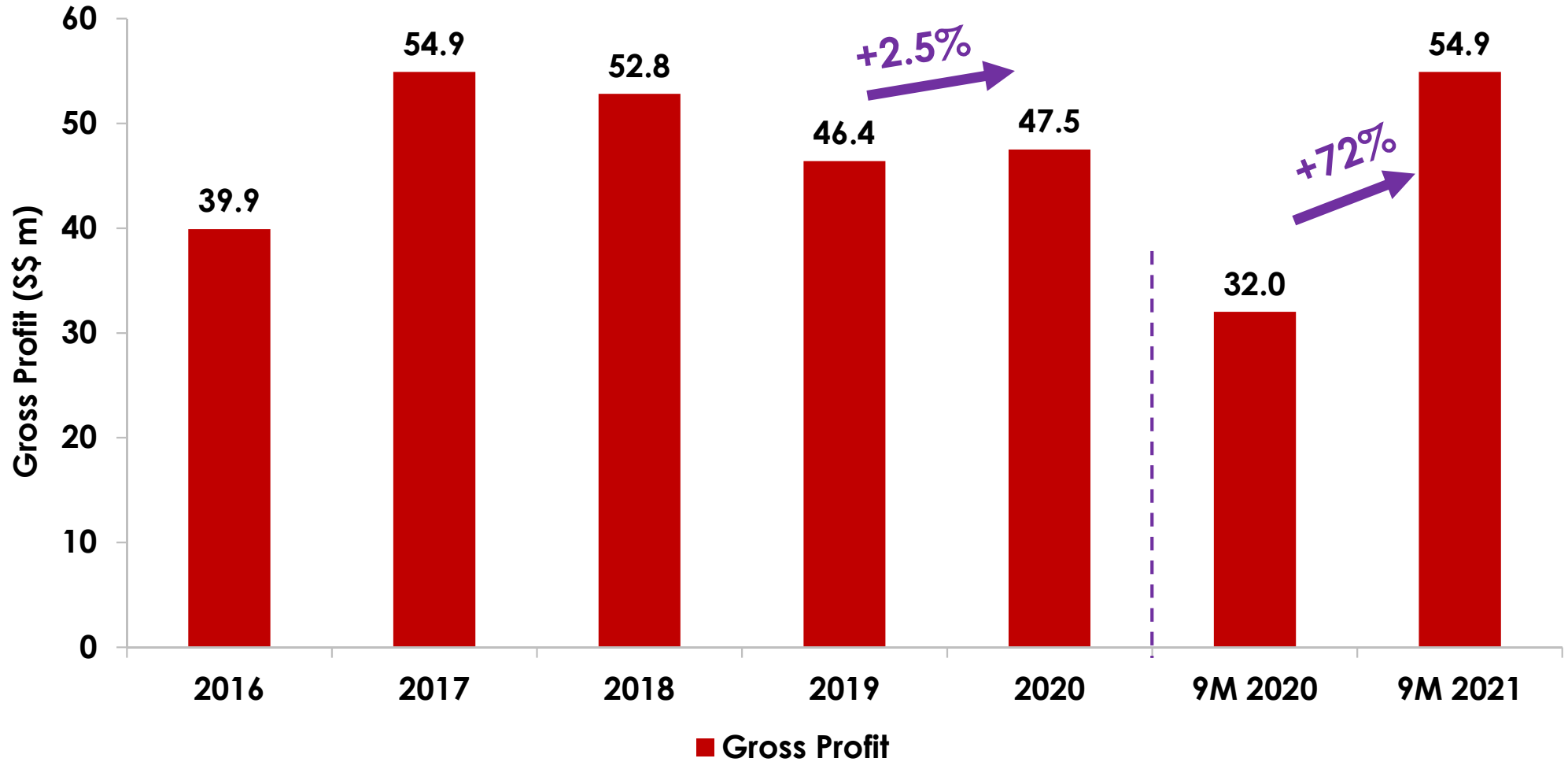


Revenue

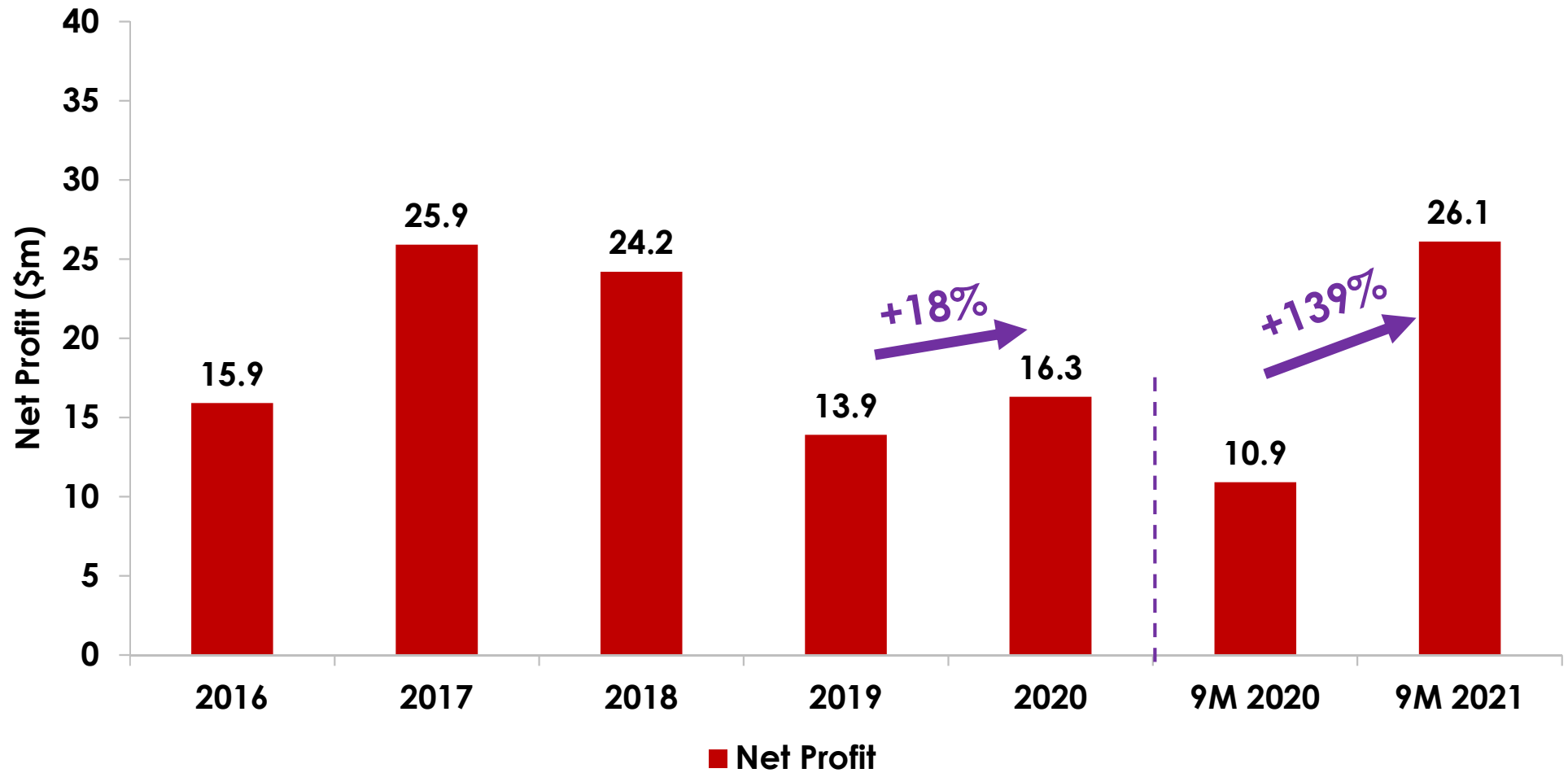
	9M 2021 S\$' million	9M 2020 S\$' million	Change (%)
<u>Brokerage revenue</u>			
Resale and rental	325.7	172.9	88.4
New homes	<u>211.3</u>	<u>76.4</u>	176.6
	537.0	249.3	115.4
Other revenue	<u>6.8</u>	<u>8.4</u>	(19.0)
Total revenue	<u>543.8</u>	<u>257.7</u>	111.0

The strong performance in 9M 2021 was largely due to an increase in transaction volume of residential properties in the new homes and resale segments in this period, which was driven mainly by local buyers, young couples and HDB upgraders amid strong global liquidity and low interest rate environment.

Gross Profit



Net Profit After Tax



Project Marketing – Secured marketing agent roles in 20 Projects for 2021

Project	Location	Developer	No. of Units
Normanton Park	Normanton Park	Kingsford Huray Development	1,864
Parc Central Residences (EC)	Tampines Street 86	Hoi Hup / Sunway Developments	695
The Reef at King's Dock	Harbourfront Avenue	Mapletree Investments / Keppel Land	429
Midtown Modern	Tan Quee Lan Street	GuocoLand/ Hong Leong/ Hong Realty	558
Irwell Hill Residences	Irwell Hill	CDL	540
One-North Eden	Slim Barracks Rise	TID Residential	165
Peak Residence	Thomson Road	Tuan Sing Holdings	90
One Bernam	Bernam Street	Hao Yuan Realty	341
Park Nova	Tomlinson Road	Shun Tak Holdings	54
The Atelier	Makeway Avenue	Bukit Sembawang	120
Provence Residence (EC)	Canberra Link	MCC Land	415
Pasir Ris 8	Pasir Ris Central	Allgreen Properties/ Kerry Properties	487
KLIMT Cairnhill	Cairnhill Road	Low Keng Huat	138
The Watergardens At Canberra	Canberra Drive	UOL / Kheng Leong	448
Bartley Vue	Jalan Bunga Rampai	Wee Hur Holdings	115
Parc Greenwich (EC)	Fernvale Lane	Frasers Property	496

Project Marketing – Secured marketing agent roles in 20 Projects for 2021

Project	Location	Developer	No. of Units
Perfect Ten	Bukit Timah Road	Japura Development	230
Canninghill Piers	Clarke Quay	CDL / Capitaland	696
The Commodore	Canberra Drive	JBE	219
Mori	Jalan Molek / Lor 24 Geylang	Roxy Pacific Holdings	137
16 projects were launched; 4 more projects to be launched in 2021			8,237

Launched	To be launched in 2021
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Project Marketing – Secured marketing agent roles in 18 Projects for 2022

Project	Location	Developer	No. of Units
Belgravia Ace	Belgravia Drive	Tong Eng	107
Pollen Collection	Ang Mo Kio Ave 5	Bukit Sembawang	132
TBC	Tanah Merah Kechil Link	MCC Land	265
The Arden	Pheonix Road	Qingjian Realty	80
Liv @ MB	Arthur Road / Mountbatten Road	Bukit Sembawang	388
Ikigai	Shrewsbury Road	Prime Developments	16
The Evelyn	Evelyn Road	Victory Land	25
Redevt of AXA Tower	Shenton Way	Perennial Holdings	200+
North Gaia	Yishun Ave 9	Sing Holdings	600
TBC	Northumberland Road	CDL / MCL Land	405
TBC	Ang Mo Kio Ave 1	UOL/ Singapore Land/ Kheng Leong	370
TBC (EC)	Tengah Garden Walk	CDL / MCL Land	615
TBC	Lentor Central	Guocoland	600
TBC (EC)	Tampines Street 62	Qingjian Realty / Santarli	590
Fuji Xerox Tower Redevt	Anson Road	CDL	300
TBC	Slim Barracks Rise	EL Development	265
TBC	Slim Barracks Rise	Kingsford Development	140
TBC	Jalan Anak Bukit	Far East Organisation / Sino Group	700
18 more projects to be launched in 2022			5,798+

**ERA is appointed as the
marketing agency for:**

Chuan Park

244 Lor Chuan

Reserve Price: **\$938 Million**

Closing Date: 18 Nov 2021

**ERA is appointed as the
marketing agency for:**

4 more condominiums
valued at
\$3.1 Billion

Likely to be launched in
Q4 2021 and 2022

**ERA is appointed as the
marketing agency for:**

Choon Kim House

780 Upper Serangoon Road

Reserve Price: **\$55 Million**

7 Retail & 13 Office - 15,468 sq ft

Residential - 12,669 sq ft

Closing Date: 15 Dec 2021

**ERA is appointed as the
marketing agency for:**

Office / Residential / Retail
Chinatown Area
Leasehold 99 Years

~\$1.8 Billion

Target Launch Date: Q1 2022

Recent Collaboration with EcoProp – 14 October 2021



- On Oct 14, ERA entered into a partnership with leading proptech solutions provider MixGo, to provide ERA's trusted advisors with access to first-hand features on the EcoProp app
- To enhance users' experiences in their property search journey and optimise property leads for the company's network of over 8,300 trusted advisers in Singapore using mobile applications



Recent Collaboration with SLA – 22 October 2021



OFFICIAL MOU SIGNING CEREMONY Between ERA Singapore & Singapore Land Authority



- ERA will incorporate SLA's OneMap3D data into its iERA and RealtyWatch mobile apps
- Allows ERA trusted advisers and clients to experience a richer view of the surroundings of a particular property. It will also allow users to run shadow casts for a specific property showing results for various times of the day
- Other useful capabilities such as location-based information, navigational services and the use of open-source technologies



Recent Collaboration with CGS-CIMB Securities – 29 October 2021



OFFICIAL MOU SIGNING CEREMONY Between ERA Singapore and CGS-CIMB Securities



- On Oct 29, ERA signed a MoU with CGS-CIMB to promote financial literacy and provide guidance to individuals in building diversified and sustainable portfolios focused on real estate and stocks
- A series of webinars and educational programmes integrating ESG with financial literacy is set to promote sustainable investment, long-term growth and to help achieve financial security for individuals

Recent Collaboration with Endowus – 12 November 2021



- On Nov 12, ERA announced an MoU with digital financial advisor, Endowus to enhance financial literacy, and provide access to Endowus' financial platform as well as ERA's RealtyWatch and iERA Robo Advisor for clients, trusted advisors and investors
- This partnership will support users in their bid to diversity their investment portfolios, balance risk and maximise rewards

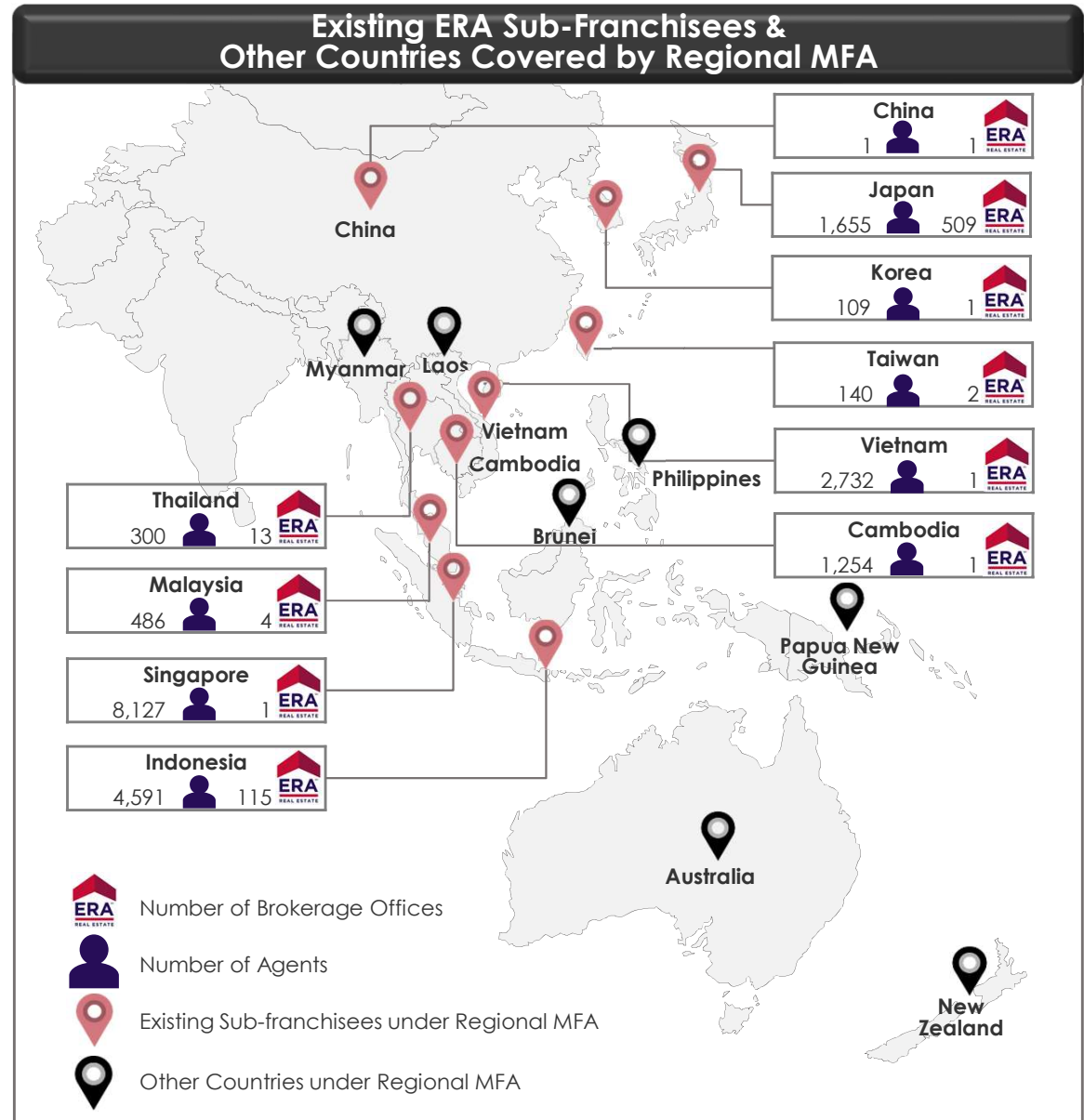
ESG by ERA: Our Commitment to Sustainability and the Environment



- On Nov 11, ERA announced a series of ESG efforts in the presence of Dr Amy Khor, Senior Minister of State for Sustainability and the Environment
- ERA will focus on three priority areas – creating a green and sustainable living environment for Singaporeans, employee well-being, and development of evolutionary solutions
- ERA has committed S\$500,000 to support of the Singapore Green Plan 2030 of which S\$231,000 has already been raised
- The Group continues to reduce its carbon footprint with the digitalisation of client engagement and transaction processes

Regional Update: >19,300 agents in 648 offices across 10 countries

The Group continues to take a **long-term approach to its regional expansion strategy**. COVID-19 continues to weigh heavily on the real estate markets in Indonesia, Thailand, Vietnam and Malaysia. However, the Group remains **positive on the long-term post-COVID outlook** given the **established ERA brand, strong reputation and quality sales teams on the ground**.



Numbers as of 30 September 2021

- **Successfully listed ERA Indonesia (PT ERA Graharealty Tbk [IPAC]) on the Indonesian Stock Exchange (IDX) on 30 June 2021**
- **First and only real estate agency to be listed on IDX**
- **Grow our revenue by about 40% for 9M 2021 (as compared to 9M 2020)**



- **Newest member of our network, 1st year milestone in Sep 2021**
- **Garner a strong growth – our agent salesforce in Malaysia has now grown past 500**
- **As the market recovers, we are looking forward to even stronger growth in 2022**



- Thailand's GDP fell 6.1% last year but may grow about 1% this year. The property market was still witnessing a slow down up till 3Q of this year.
- As the Thai economy opens up to foreign visitors, we are preparing ourselves to capture the returning rebound in real estate demand.



- Robust increase in our salesforce in Vietnam by more than 1,200 in the first 3 quarters of this year, to 2,732 salespersons.
- We have strengthened our market position, built up good rapport with the developers and command a strong presence in project marketing.



References used in this presentation, where applicable

1H, 2H means where applicable, the periods from 1 January to 30 June; and 1 July to 31 December respectively

1Q, 2Q, 3Q, 4Q means where applicable, the periods from 1 January to 31 March; 1 April to 30 June; 1 July to 30 September; 1 October to 31 December respectively

9M 2021 means the period of 9 months from 1 January 2021 to 30 September 2021

9M 2020 means the period of 9 months from 1 January 2020 to 30 September 2020

EC means Executive Condominium

URA means Urban Redevelopment Authority

HDB means Housing Development Board

BTO means Build-To-Order new HDB flat

ST, BT means The Straits Times; The Business Times respectively

TBC means To Be Confirmed

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APAC Realty Limited

UEN: 201319080C

450 Lorong 6 Toa Payoh
#03-01 ERA APAC Centre
Singapore 319394

T: 6226 2000

E: ir@apacrealty.com.sg

www.apacrealty.com.sg

