

# **PROP Nex LIMITED ANNUAL GENERAL MEETING 2024**





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# FINANCIAL SNAPSHOT

For Financial Year Ended 31 December 2023  
("FY2023")



Service You Trust  
SINGAPORE

PROPNE X LIMITED

# FY2023 Income Statement

(in \$'000)	FY2023	FY2022	▲▼
Revenue	838,100	1,029,193	(18.6%)
Cost of services rendered	(757,116)	(924,510)	(18.1%)
<b>Gross profit</b>	<b>80,984</b>	<b>104,683</b>	<b>(22.6%)</b>
<b>Gross profit margin</b>	<b>9.7%</b>	<b>10.2%</b>	<b>0.5%</b>
Finance income	4,486	1,184	NM
Other income	7,879	16,107	(51.1%)
Staff costs	(17,719)	(18,355)	(3.5%)
Depreciation and amortisation	(3,491)	(3,609)	(3.3%)
Finance costs	(36)	(32)	12.5%
Other expenses	(19,436)	(13,097)	48.4%
Gain on disposal of associate	-	516	NM
Reversal of impairment losses/(impairment losses)	6,815	(8,312)	NM
<b>Profit before tax</b>	<b>59,482</b>	<b>79,085</b>	<b>(24.8%)</b>
Tax expense	(9,872)	(13,713)	(28.0%)
<b>Profit for the year</b>	<b>49,610</b>	<b>65,372</b>	<b>(24.1%)</b>
<b>Net profit margin</b>	<b>5.9%</b>	<b>6.4%</b>	<b>(0.5%)</b>
<b>Profit attributable to owners</b>	<b>47,807</b>	<b>62,360</b>	<b>(23.3%)</b>

## Key Financial Ratios

	FY2023	FY2022 (Restated)
<b>Earnings per share (cents)</b>	6.46	8.43

(in \$'M)	FY2023	FY2022
<b>Project Marketing ↓ 36.9%</b>	242.3	383.7
<b>Rental ↑ 4.6%</b>	180.6	172.6
<b>HDB Resale ↓ 4.1%</b>	144.4	150.6
<b>Private Resale ↓ 13.3%</b>	185.6	214.0
<b>Landed Resale ↓ 34.2%</b>	39.7	60.3
<b>Commercial &amp; Industrial ↓ 11.3%</b>	34.1	38.4





# 2023 : 5<sup>th</sup> ANNIVERSARY OF OUR LISTING ON SGX

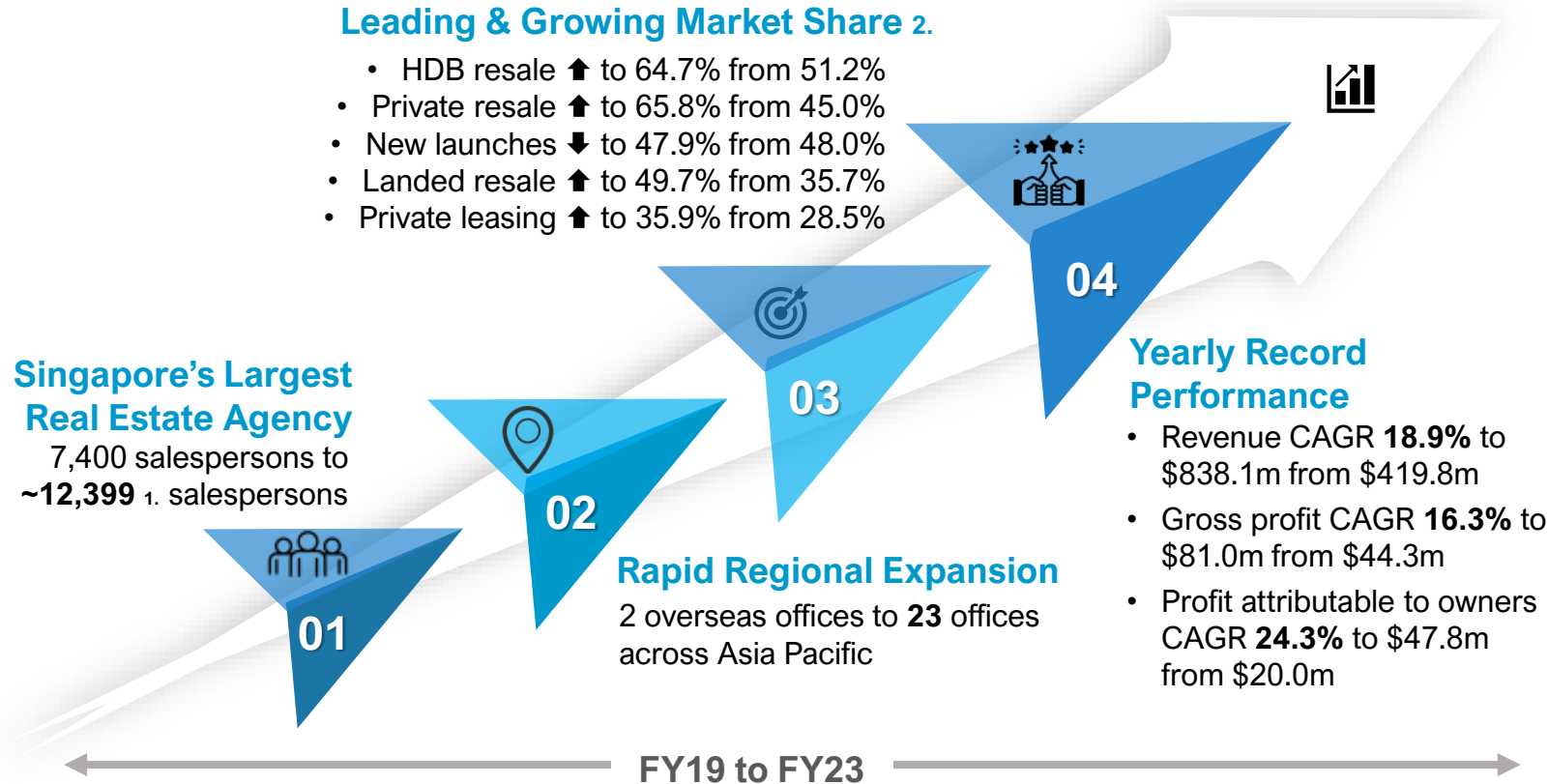
- Incepted in 2000 and listed on **2 July 2018**
- 2018 market cap of \$240.5m to current market cap of \$673.4m at 16 April 2024
- Grown exponentially to Singapore's largest listed real estate group with **12,399 salespersons** (as at 16 April 2024)

As an integrated real estate services group, PropNex's key business segments include real estate brokerage, training and real estate consultancy.

*The Council for Estate Agencies as at 16 April 2024.*



# IPO 5-YEAR ANNIVERSARY: REPORT CARD



## IPO to FY23...

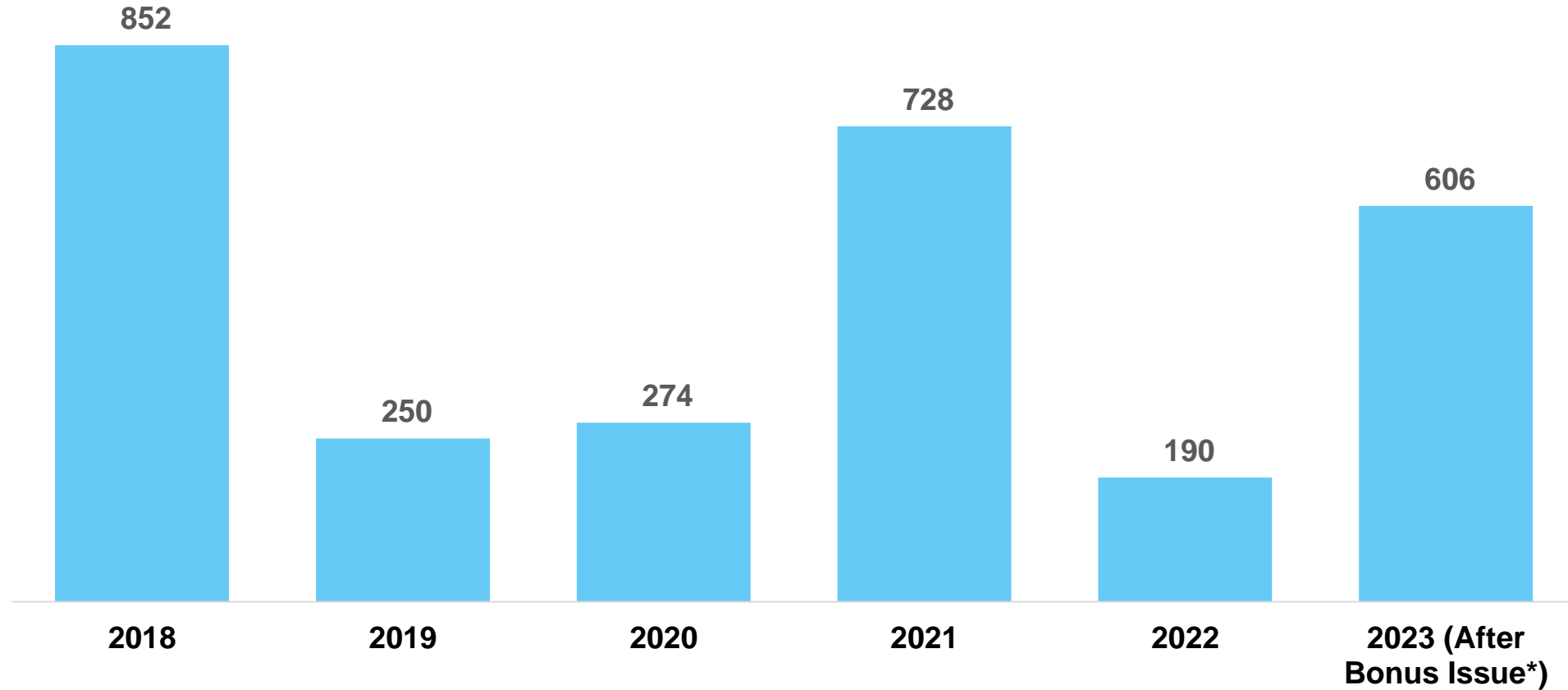
**180.0%** share price appreciation from IPO to \$0.91 at 16 April 2024<sup>3</sup>.

**180.0%** market cap growth from \$240.5m at IPO to \$673.4m at 16 April 2024

**12.9%** average dividend yield per annum based on IPO price<sup>3</sup>.

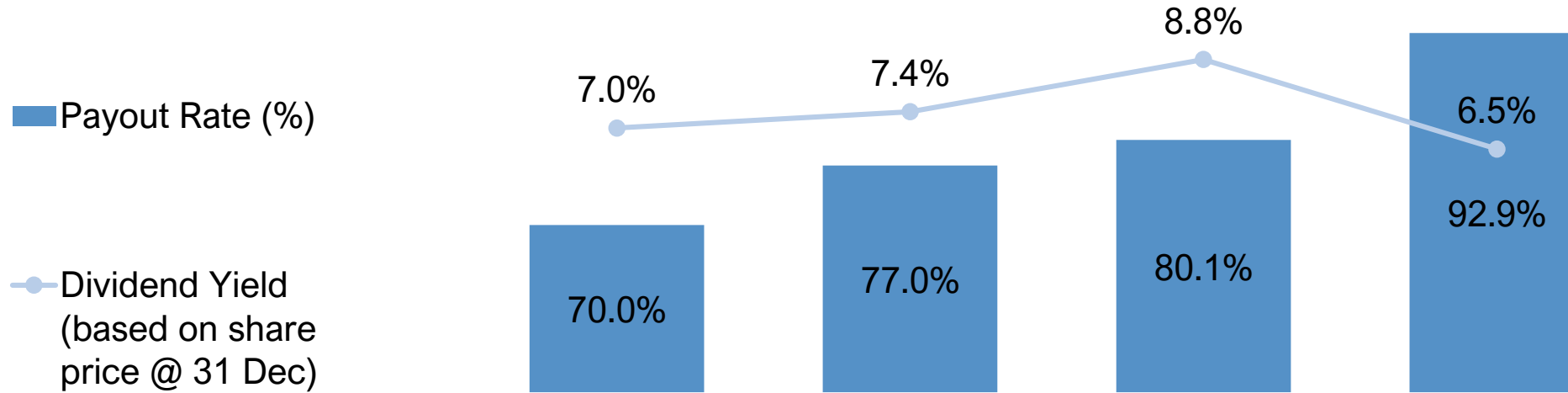
**77.7%** of IPO price pay out as accumulated dividends since IPO<sup>3</sup>.

# AVERAGE DAILY TRADING VOLUME (‘000)



\* From ex-date for Bonus Issue on 28 April 2023 to 29 December 2023

# DIVIDENDS HISTORY



	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Dividend (cents)</b>	2.75*	6.25*	6.75*	6.00
<b>Yield (%)</b>	7.0	7.4	8.8	6.5
<b>Payout Ratio (%)</b>	70.0	77.0	80.1	92.9

\* Adjusted for 1-for-1 bonus issue completed on 5 May 2023





**BUSINESS  
OVERVIEW**

# PROPNE X DIFFERENTIATORS



Asset Light Cash  
Generator



Diversified  
Revenue  
Segments with  
Leading Market  
Shares



Largest Sales  
Force in  
Singapore and  
Still Growing



Strong  
Management &  
Positive  
Workplace  
Culture

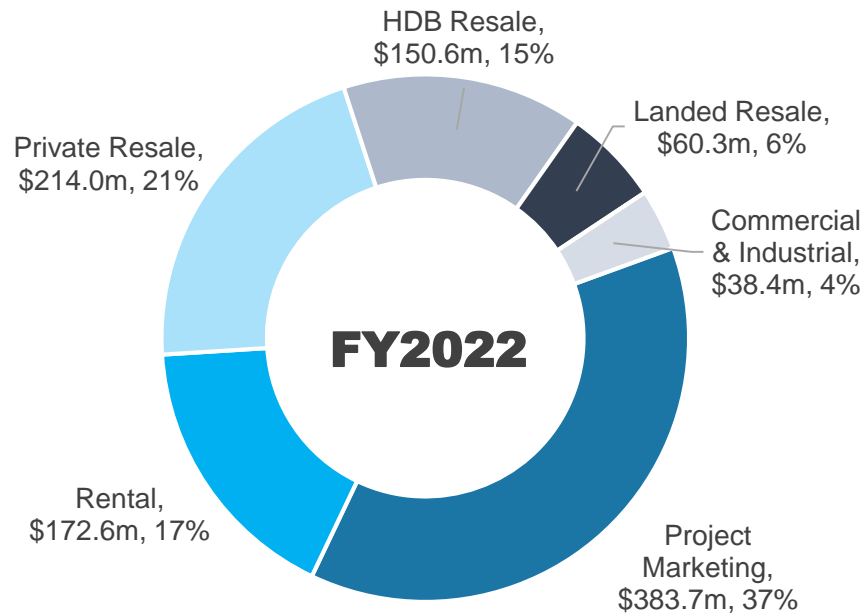


Training- &  
Technology-  
Edge

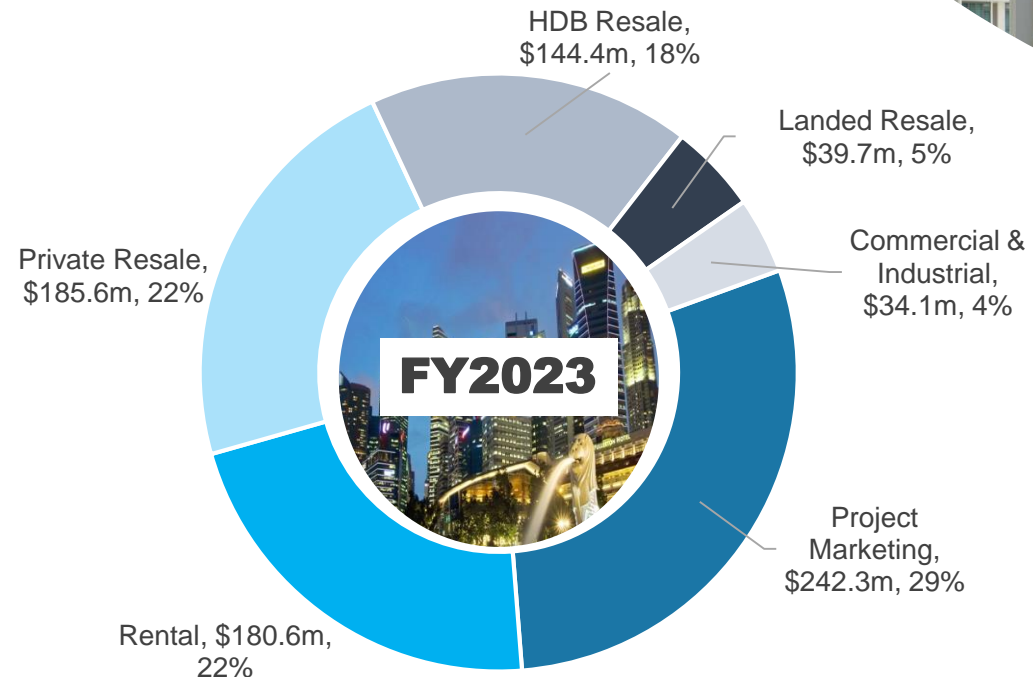
# DIVERSIFIED REVENUE SEGMENTS



**FY2022 Revenue by Business Segments**



**FY2023 Revenue by Business Segments**

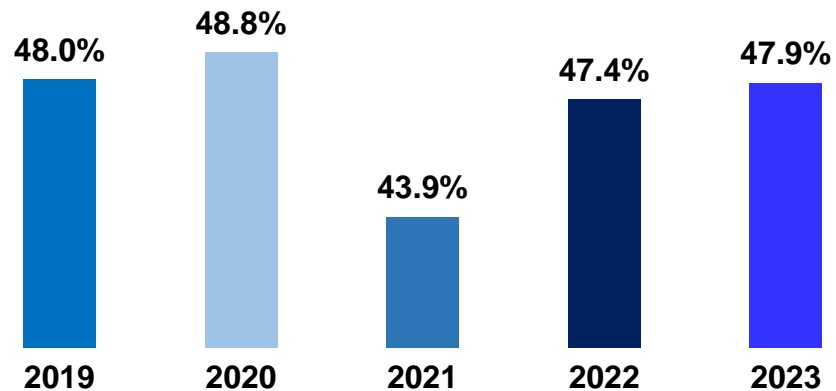


Significant market shares in 6 **property segments** provide a **broader revenue base** and **risk diversification**

# MARKET LEADERSHIP

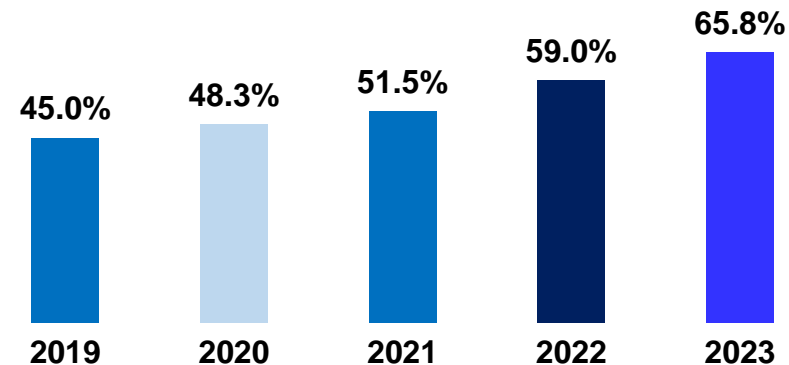
PropNex's Market Shares and Leads in All Market Segments

## NEW LAUNCHES



• New launches ↑ 0.5% to 47.9%

## PRIVATE RESALE



• Private resale ↑ 6.8% to 65.8%

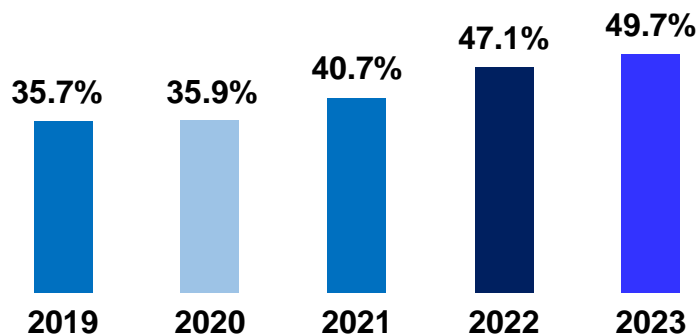
The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co-brokering with external agencies. This includes EC, landed and non-landed property transactions. The industry data for the year 2023 was retrieved from URA REALIS, HDB and Singapore's Open Data on 2 February 2024, while the industry data for the historical period (2019-2022) was retrieved in February-March of each respective year.

# MARKET LEADERSHIP

PropNex's Market Shares and Leads in All Market Segments

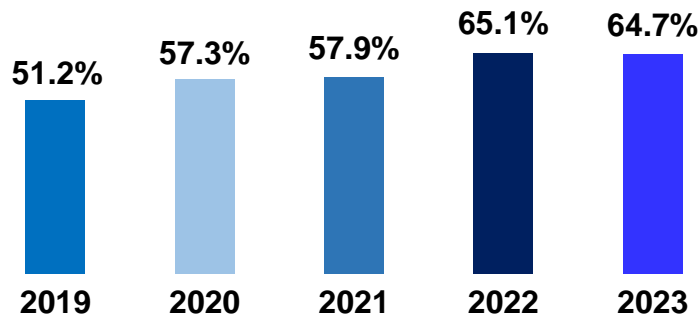


## LANDED RESALE



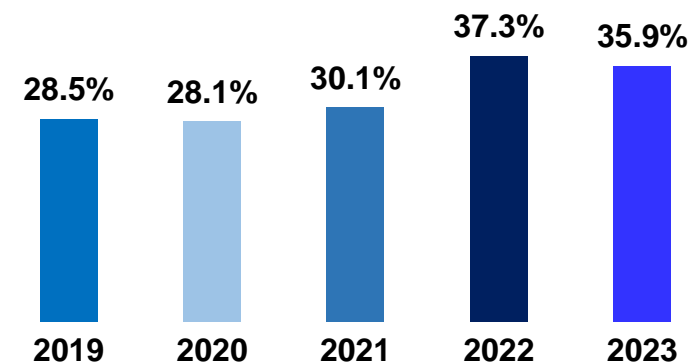
• Landed resale **↑** 2.6% to 49.7%

## HDB RESALE



• HDB resale **↓** 0.4% to 64.7%

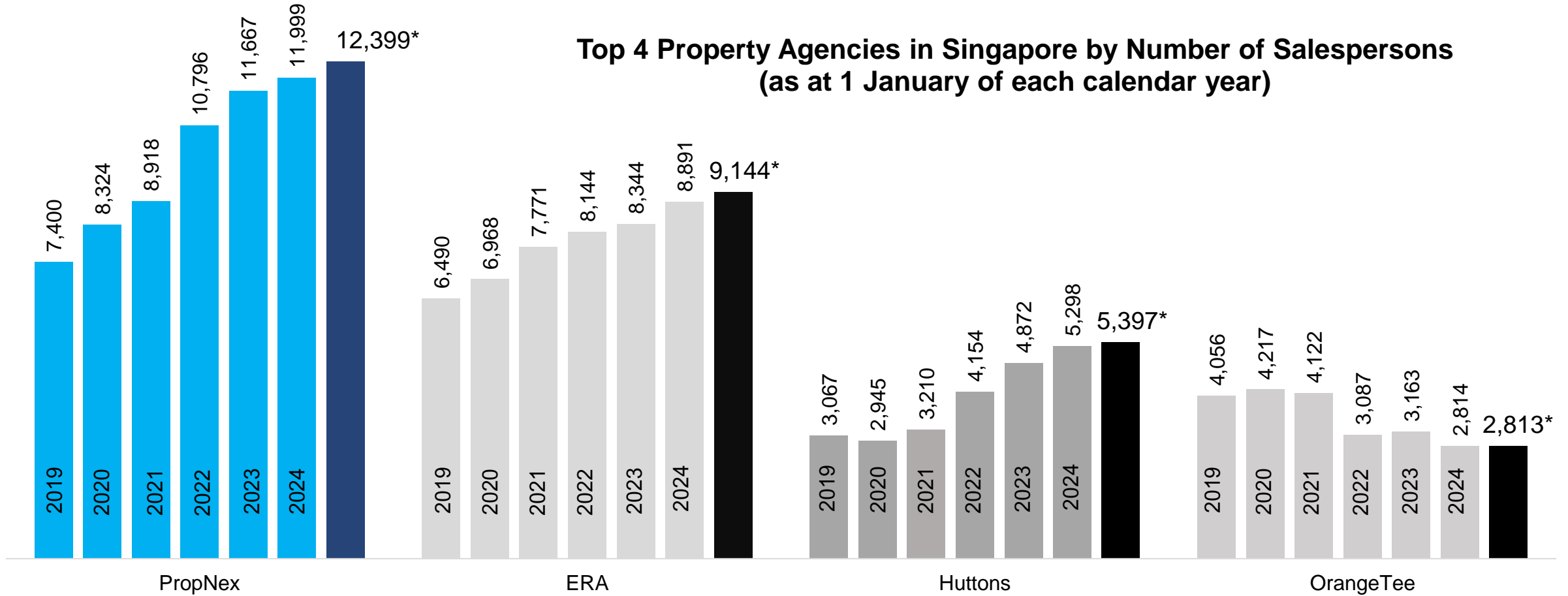
## PRIVATE LEASING



• Private leasing **↓** 1.4% to 35.9%

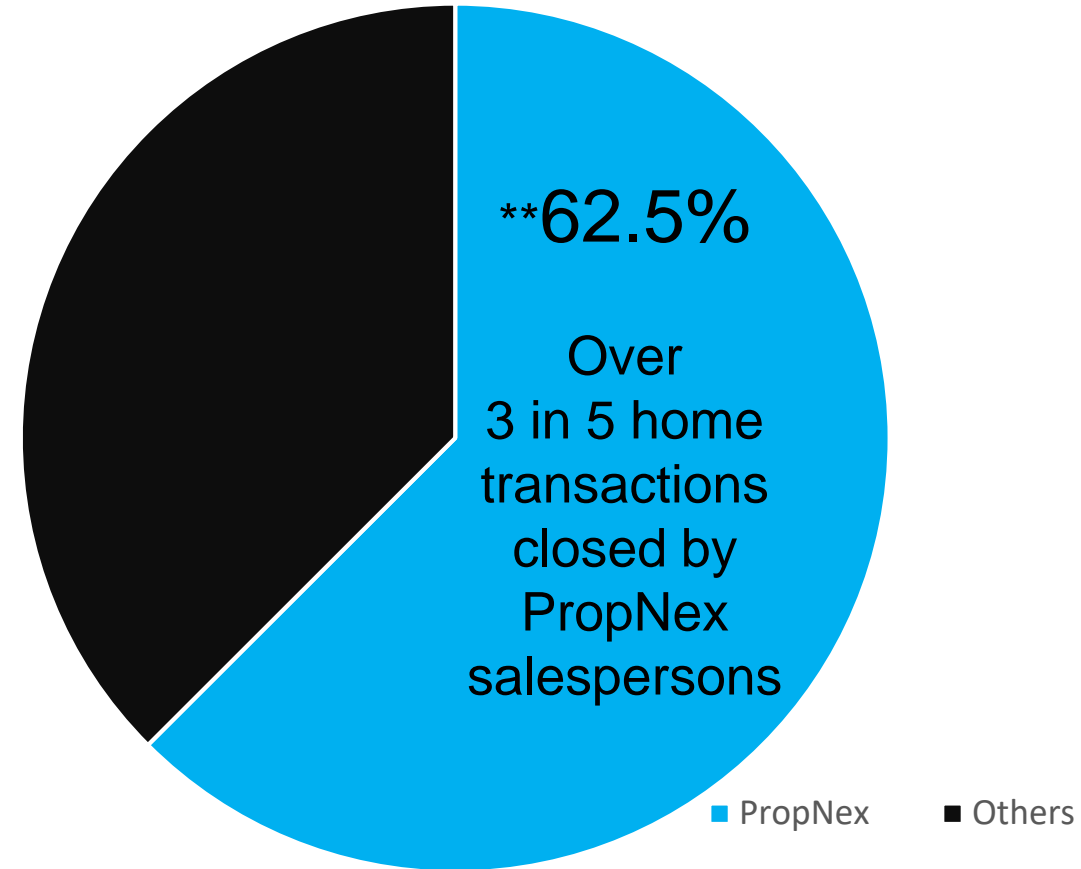
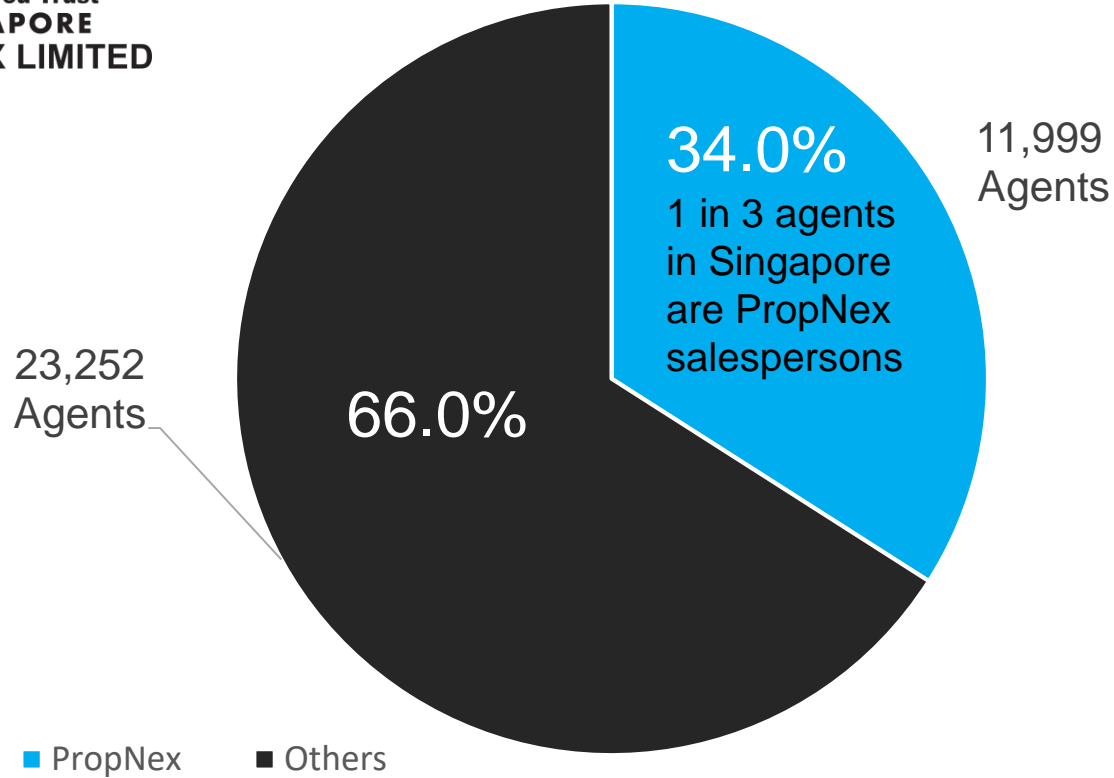
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# PROPNE X: LARGEST REAL ESTATE SALES FORCE IN SINGAPORE



\*Source: The Council for Estate Agencies as at 16 April 2024

# PROPNE X PERFORMANCE



\*\*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. This includes EC, landed and non-landed property transactions. The industry data for the year 2023 was retrieved from URA REALIS, HDB and Singapore's Open Data on 2 February 2024.

Market Share By No of Agents\*

Market Share By Transaction Volume for FY2023\*\*

\* Total 35,251 salespersons as at 1 January 2024 extracted from CEA

\*\* Private Residential & HDB resale transactions incl EC



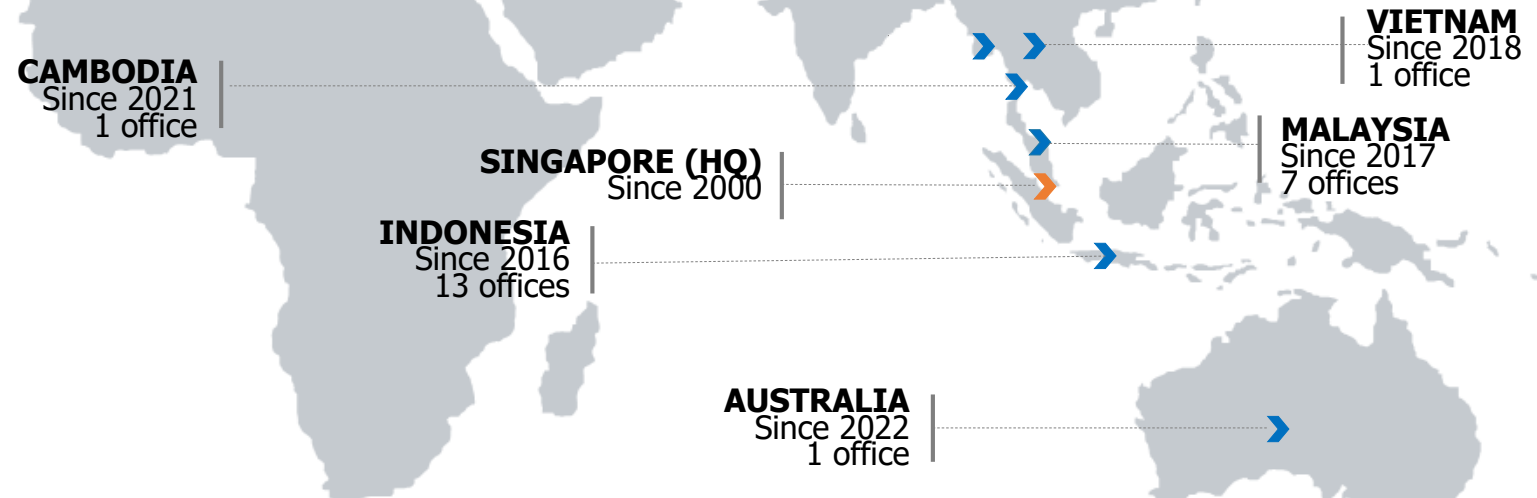
# GEOGRAPHICAL FOOTPRINT



Service You Trust  
**SINGAPORE**  
PROPNE X LIMITED

Over **15,000** salespersons in **23** offices  
across **5** countries (excluding Singapore HQ)

Local presence through offices,  
franchises and licensing arrangements







Service You Trust  
SINGAPORE  
PROPNE X LIMITED

# 2023 AWARDS & ACCOLADES

- **SECOND CONSECUTIVE YEAR WINNING:**  
**2023 Centurion Club Awards (The Edge Singapore)**
  - Overall Sector Winner – Real Estate
  - Highest Returns to Shareholders over three years
  - Highest Growth in Profit after Tax over three years
  - Highest Weighted Return on Equity over three years
- **2023 Singapore's Fastest Growing Companies: #62 (The Straits Times & Statista)**
- **2023 Singapore's Best Employers (The Straits Times & Statista)**
- **2023 Expat Living Readers' Choice Awards (Silver – Best Property Agency/ Website)**



# 2024 ASIA TECH AWARDS

**SOLE WINNER OF PROPTech AWARD IN THE  
REAL ESTATE CATEGORY AT THE  
SINGAPORE BUSINESS REVIEW  
TECHNOLOGY EXCELLENCE AWARDS 2024**



# EXPERIENCED LEADERSHIP WITH STRONG ON-GROUND KNOWHOW

## C-SUITE LEADERS WITH YEARS OF COMBINED EXPERIENCE

### Joined in

Co-founder, Executive Chairman & CEO –  
Ismail Gafoor

2000

Co-founder – Alan Lim

2000

Executive Director and Deputy CEO –  
Kelvin Fong

2002

Chief Financial Officer – Lee Li Huang

2023

Chief Operating Officer – Josephine Chow

2004

Chief Agency Officer – Eddie Lim

2013

Chief Technology Officer – Michael Koh

2018

Key Executive Officer, PropNex Realty –  
Lim Yong Hock

2006

Executive Director, PropNex International –  
Alvin Tan

2016



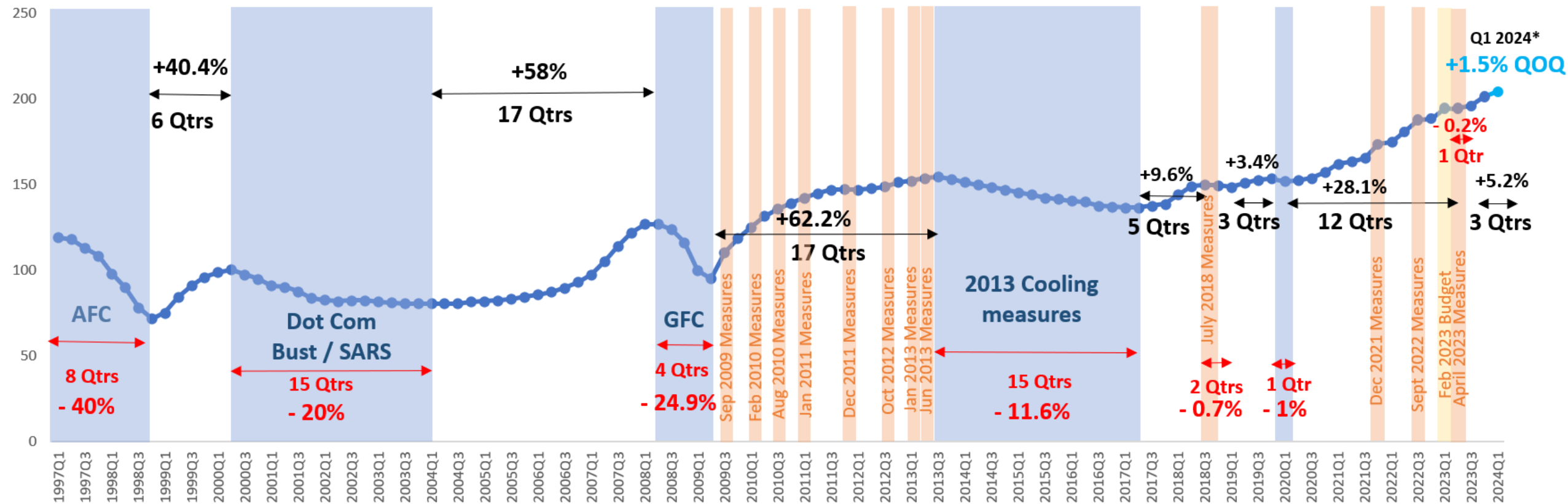
A close-up photograph of a hand holding a set of keys. The hand is wearing a white shirt cuff and a watch. The keys are on a silver ring and include a wooden house-shaped keychain. The background is blurred, showing a person in a dark suit. The text 'MARKET OVERVIEW' is overlaid in the top right corner.

# MARKET OVERVIEW

# PRIVATE RESIDENTIAL PRICES

Proven track record through crises and cooling measures  
Private Home Prices grew by **1.5% QoQ** in Q1 2024

Private Property Price Index



# PRIVATE RESIDENTIAL PRICES

Year	YoY change
2006	10.2%
2007	31.1%
2008	-4.7%
2009	1.7%
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%

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

Year	QoQ change	
2021 Q1	3.3%	
2021 Q2	0.8%	<b>+10.6%</b>
2021 Q3	1.1%	
2021 Q4	5.0%	
2022 Q1	0.7%	
2022 Q2	3.5%	<b>+8.6%</b>
2022 Q3	3.8%	
2022 Q4	0.4%	
2023 Q1	3.3%	
2023 Q2	-0.2%	<b>+6.8%</b>
2023 Q3	0.8%	
2023 Q4	2.8%	
<b>2024 Q1*</b>	<b>1.5%</b>	

Source: PropNex Research, URA (\*Q1 2024 flash estimates released 1 Apr 2024)



# PRIVATE RESIDENTIAL PRICES

## Moderation in Q1 2024

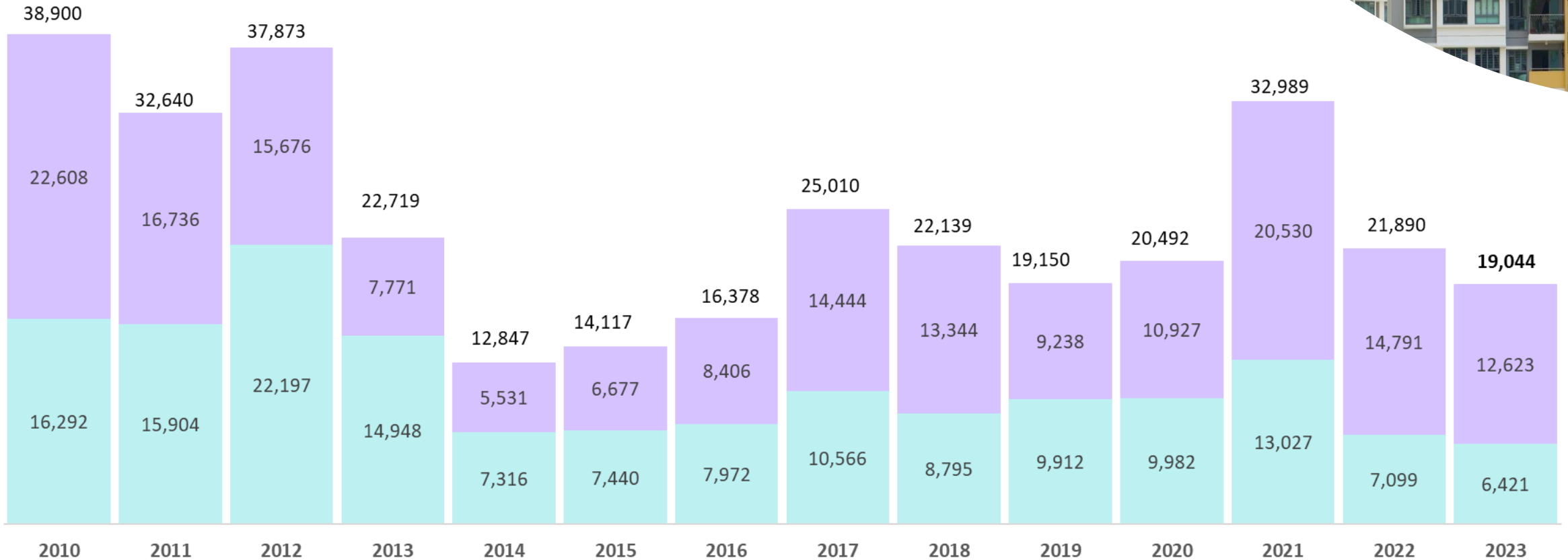
Price Indices	Overall 2021	1Q22	2Q22	3Q22	4Q22	Overall 2022	1Q23	2Q23	3Q23	4Q23	Overall 2023	1Q24*
<b>Overall PPI</b>	<b>10.6</b>	0.7	3.5	3.8	0.4	<b>8.6</b>	3.3	-0.2	0.8	2.8	<b>6.8</b>	<b>1.5</b>
<b>Landed</b>	<b>13.3</b>	4.2	2.9	1.6	0.6	<b>9.6</b>	5.9	1.1	-3.6	4.6	<b>8.0</b>	<b>3.4</b>
<b>Non-Landed</b>	<b>9.8</b>	-0.3	3.6	4.4	0.3	<b>8.1</b>	2.6	-0.6	2.2	2.3	<b>6.6</b>	<b>1.0</b>
<b>CCR</b>	<b>3.8</b>	-0.1	1.9	2.3	0.7	<b>4.8</b>	0.8	-0.1	-2.7	3.9	<b>1.9</b>	<b>3.1</b>
<b>RCR</b>	<b>16.3</b>	-2.7	6.4	2.8	3.1	<b>9.7</b>	4.4	-2.5	2.1	-0.8	<b>3.1</b>	<b>0.2</b>
<b>OCR</b>	<b>8.8</b>	2.2	2.1	7.5	-2.6	<b>9.3</b>	1.9	1.2	5.5	4.5	<b>13.7</b>	<b>0.4</b>

Source: PropNex Research, URA (\* Q1 2024 flash estimates released 1 Apr 2024)

# PRIVATE HOME SALES (VOLUME)



Total Private Home Sales  
(Primary vs. Secondary)

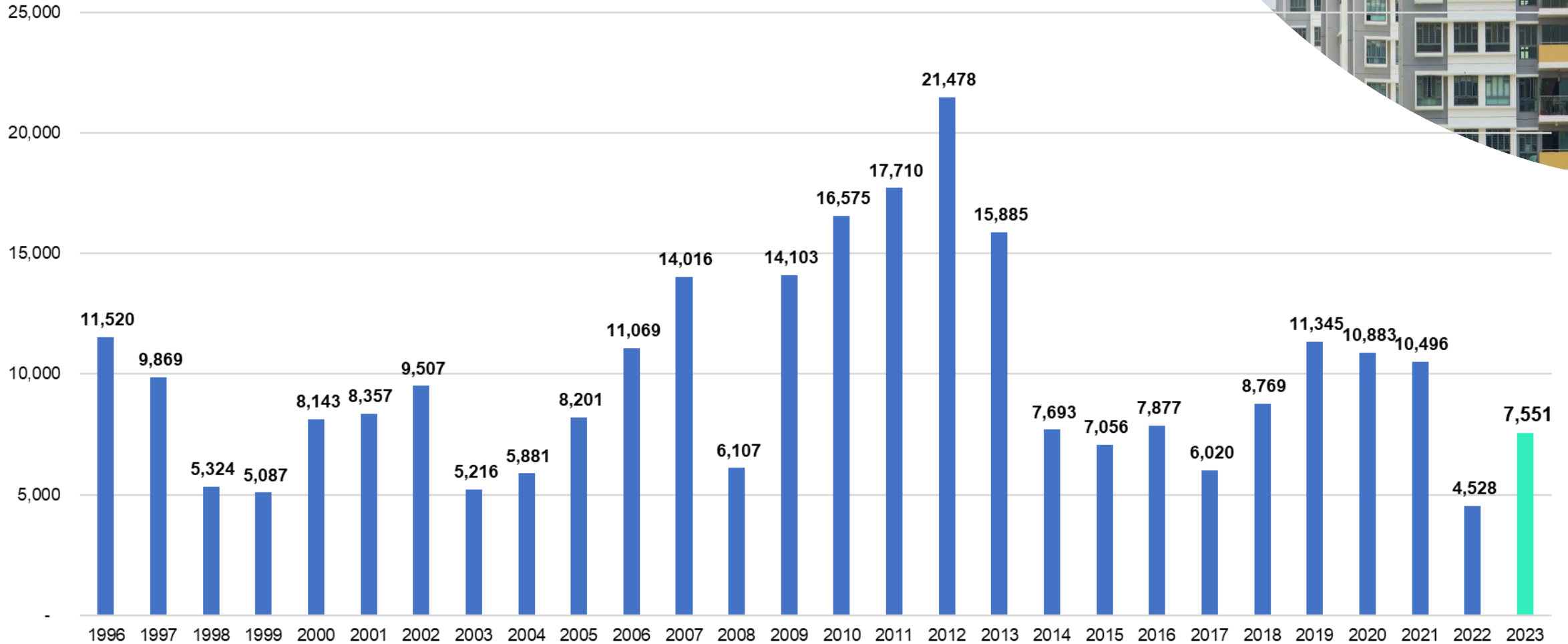


Source: PropNex Research, URA, URA Realis



# PRIVATE NEW HOMES (LAUNCHES Y-O-Y)

Number of Private Residential Units Launched (Annual, excl. EC)

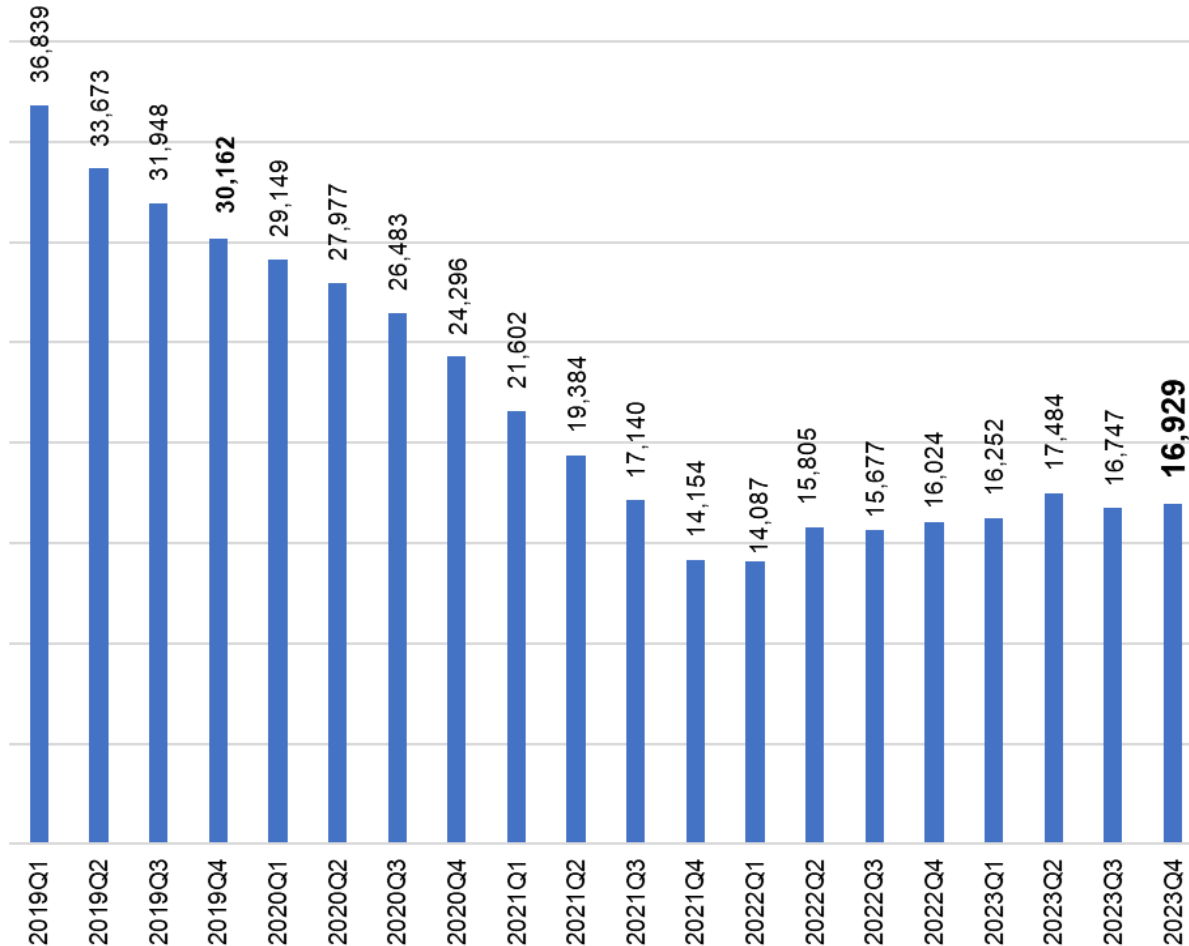


# UNSOLD INVENTORY

Unsold stock remains tight at **16,000+** units as of Q4 2023

Unsold stock rose to  
**16,929 units**

Total Uncompleted Unsold Units (excl ECs)



Region	CCR	RCR	OCR
2022 Q1	5,585	4,612	3,890
2022 Q2	6,036	5,383	4,386
2022 Q3	5,681	6,579	3,417
2022 Q4	5,678	6,674	3,672
2023 Q1	4,844	6,787	4,621
2023 Q2	5,299	5,319	6,866
2023 Q3	6,143	4,470	6,134
2023 Q4	5,932	5,069	5,928
<b>Average annual sales (2010 -2023)</b>	<b>1,508</b>	<b>3,689</b>	<b>6,079</b>
<b>Take-up rate (years)</b>	<b>3.93</b>	<b>1.37</b>	<b>0.98</b>

# HDB RESALE PRICES

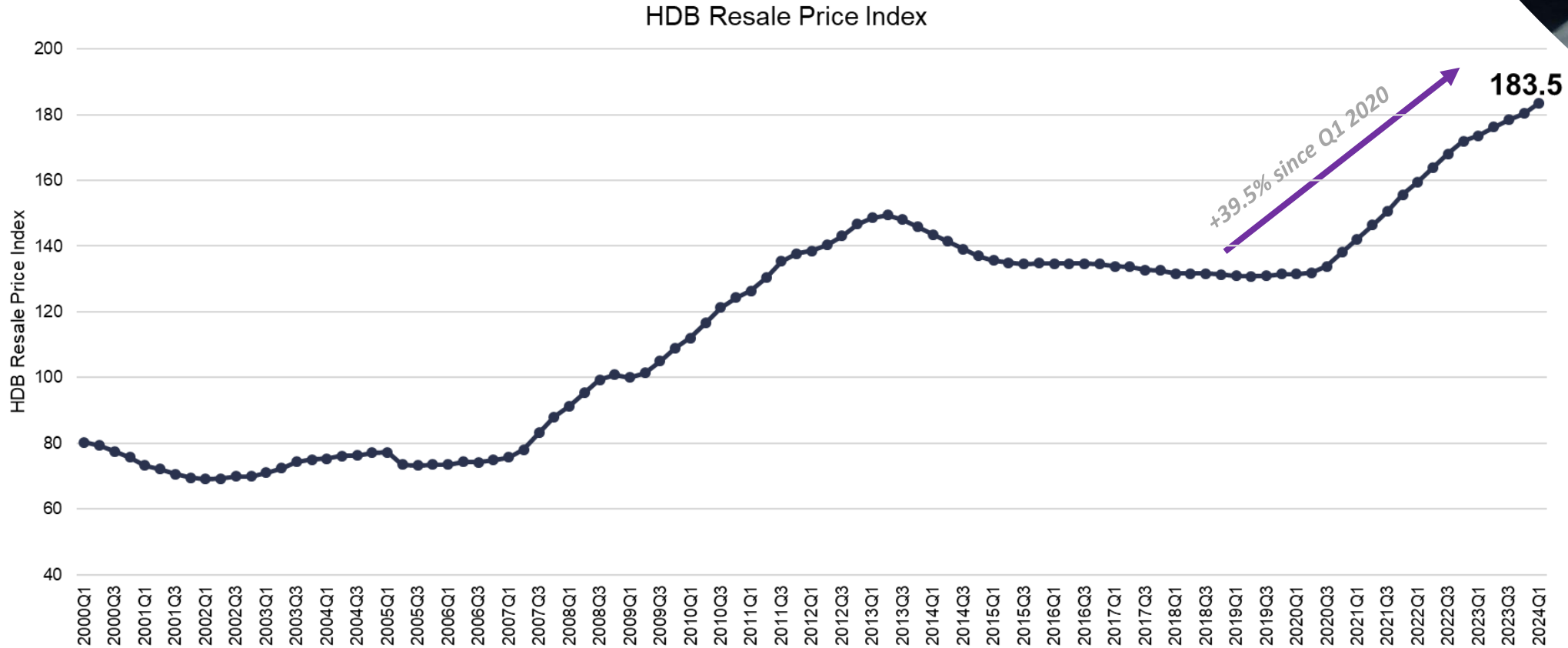
Year	YoY change
2006	1.9%
2007	17.5%
2008	14.5%
2009	8.1%
2010	14.1%
2011	10.7%
2012	6.5%
2013	-0.6%
2014	-6.0%
2015	-1.6%
2016	-0.1%
2017	-1.5%
2018	-0.9%
2019	0.1%
2020	5.0%
2021	12.7%
2022	10.4%
2023	4.9%

Year	QoQ change
2019 Q1	-0.3%
2019 Q2	-0.2%
2019 Q3	0.1%
2019 Q4	0.4%
2020 Q1	0.0%
2020 Q2	0.3%
2020 Q3	1.5%
2020 Q4	3.1%

Year	QoQ change	
2021 Q1	3.0%	
2021 Q2	3.0%	<b>+12.7%</b>
2021 Q3	2.9%	
2021 Q4	3.4%	
2022 Q1	2.4%	
2022 Q2	2.8%	<b>+10.4%</b>
2022 Q3	2.6%	
2022 Q4	2.3%	
2023 Q1	1.0%	
2023 Q2	1.5%	<b>+4.9%</b>
2023 Q3	1.3%	
2023 Q4	1.1%	
<b>2024 Q1*</b>	<b>1.7%</b>	

Source: PropNex Research, HDB (\*Q1 2024 flash estimates released 1 Apr 2024)

# HDB RESALE PRICES

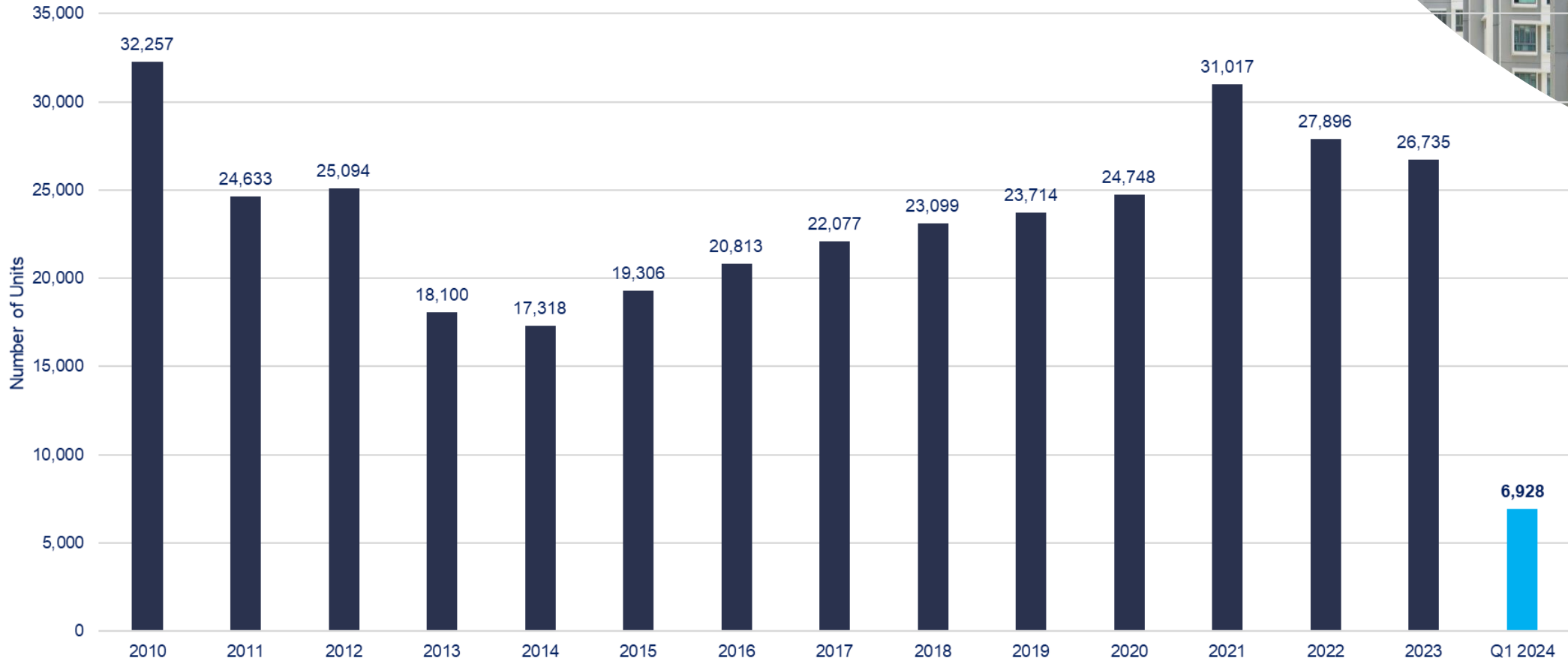


Source: PropNex Research, HDB (\*Q1 2024 flash estimates released 1 Apr 2024)

**HDB resale prices grew by 1.7% QOQ in Q1 2024, accelerating from 1.1% QOQ increase in Q4 2023**

# HDB RESALE VOLUME

HDB Resale Volume

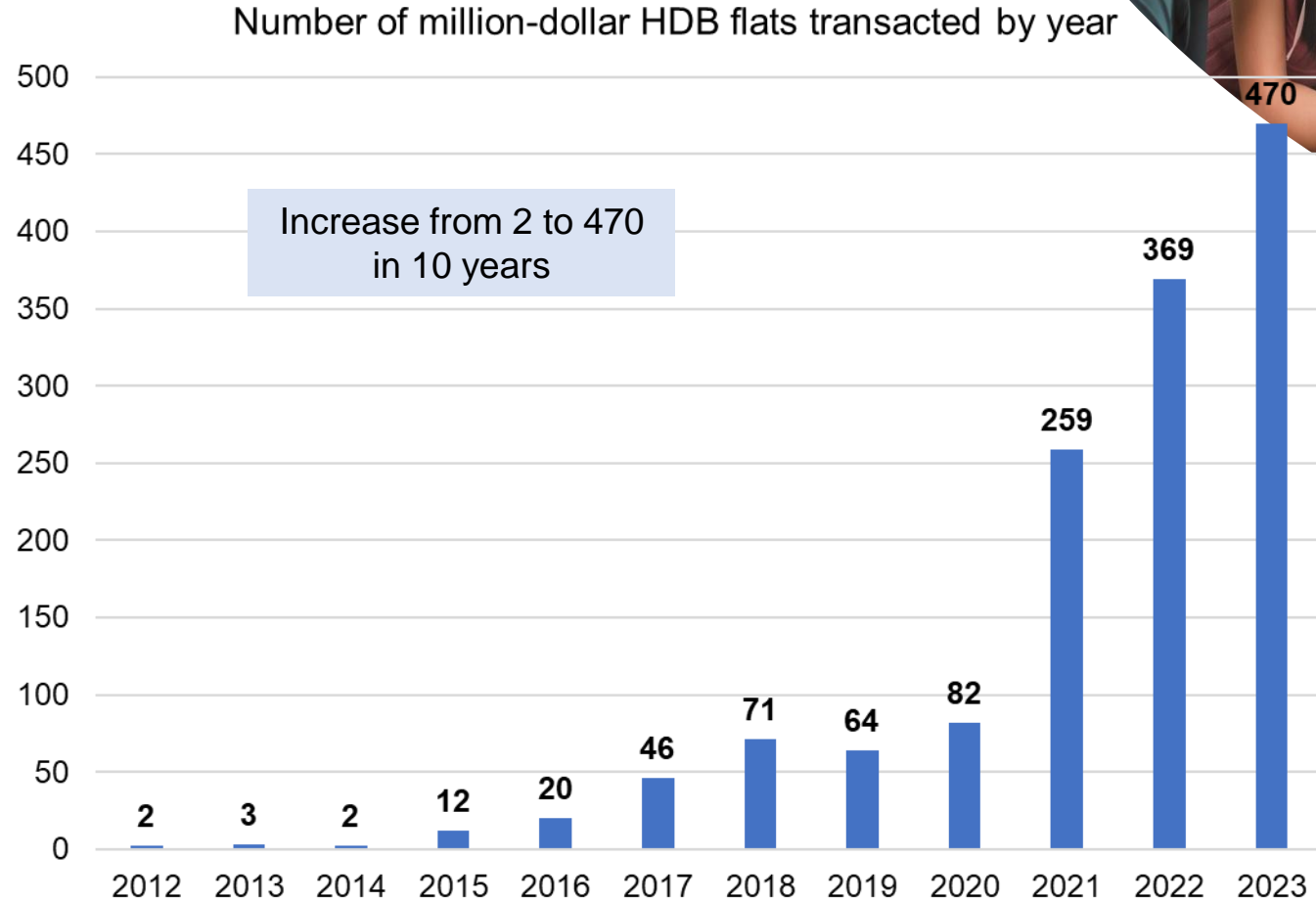


Source: PropNex Research, HDB (Q1 2024 data up to 27 Mar 2024)

# NO OF HDB UNITS TRANSACTIONED ABOVE \$1M



Quarter / Year	Number of million-dollar flats
Q1 2021	53
Q2 2021	53
Q3 2021	68
Q4 2021	85
Q1 2022	83
Q2 2022	83
Q3 2022	111
Q4 2022	92
Q1 2023	103
Q2 2023	105
Q3 2023	128
Q4 2023	134
Q1 2024	185

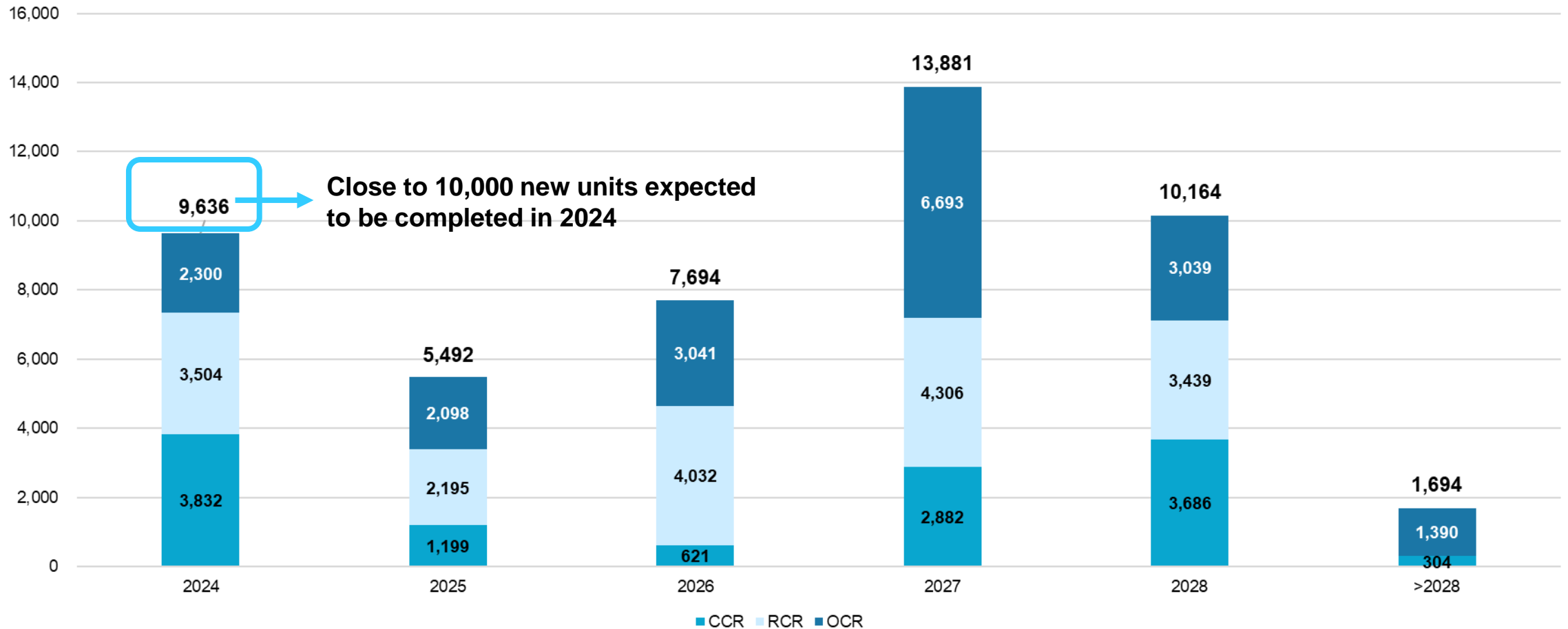


Source: PropNex Research, HDB, Data.gov.sg

**In Q1 2024, 185 “million-dollar” resale flats were sold – a quarterly record high**

# CLOSE TO 10,000 NEW HOMES (EXCL. EC) EXPECTED TO T.O.P IN 2024

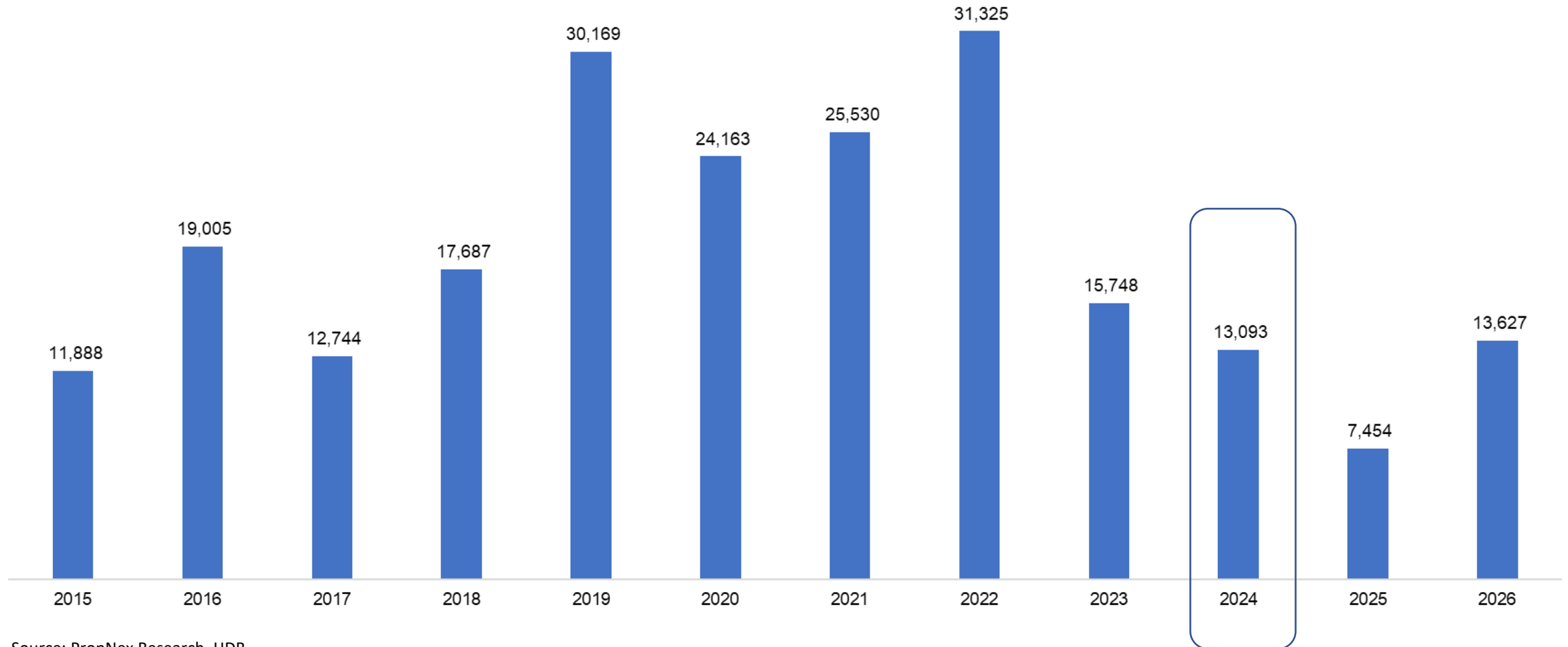
Supply of Private Residential Units by Region and Expected Year of Completion as of end of Q4 2023



Source: PropNex Research, URA, data is updated as of 26 Jan 2024

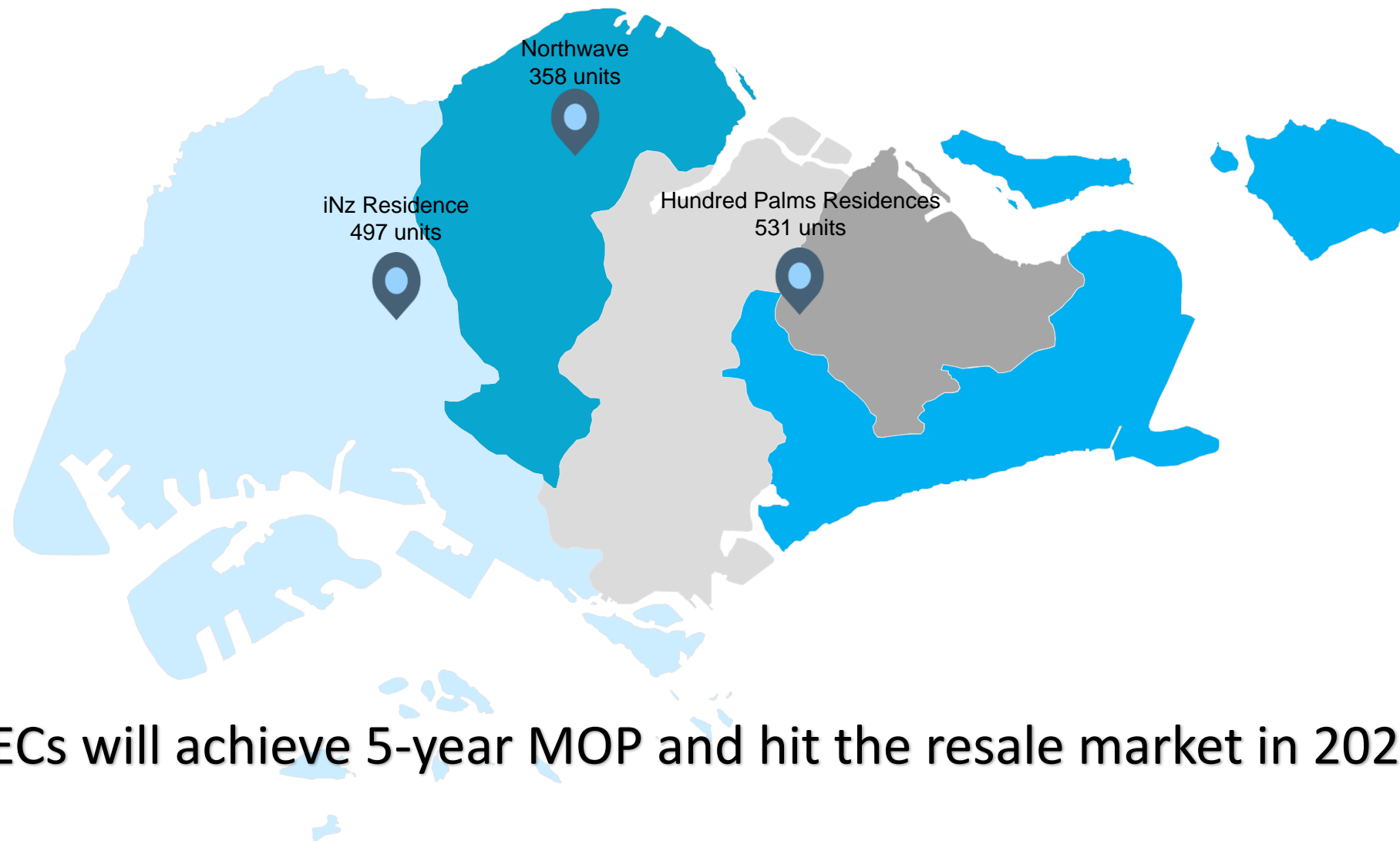
# MORE THAN 13,000 HDB FLATS TO REACH MOP IN 2024

Estimated number of HDB flats reaching MOP by year





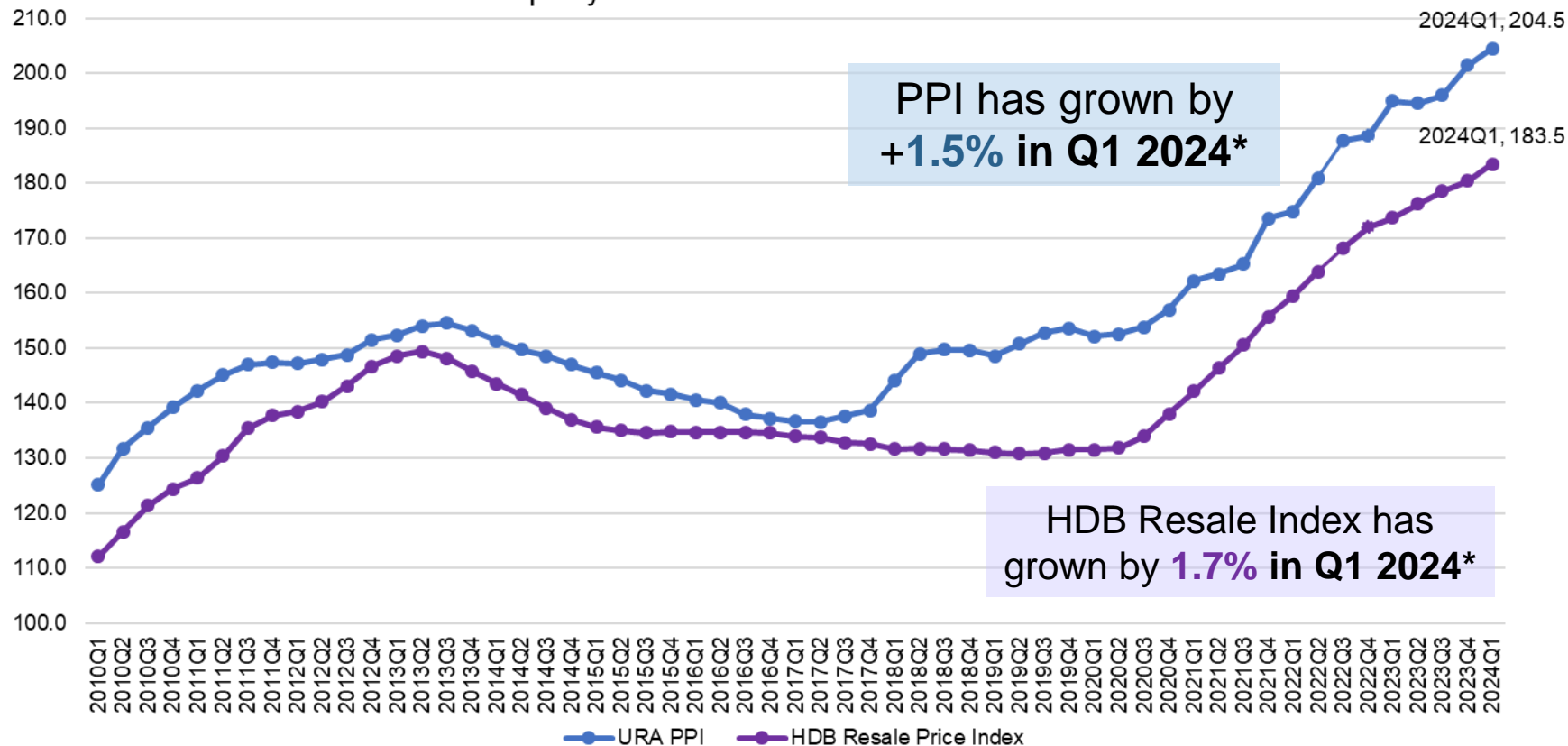
# MORE THAN 1,000 EC UNITS TO REACH MOP IN 2024



**1,386** ECs will achieve 5-year MOP and hit the resale market in 2024

# FORECAST: Home prices to grow at moderated pace in 2024

URA Property Price Index & HDB Resale Price Index



Private Residential Price Index

Year	Y-on-Y change
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 (FORECAST)	4-5%

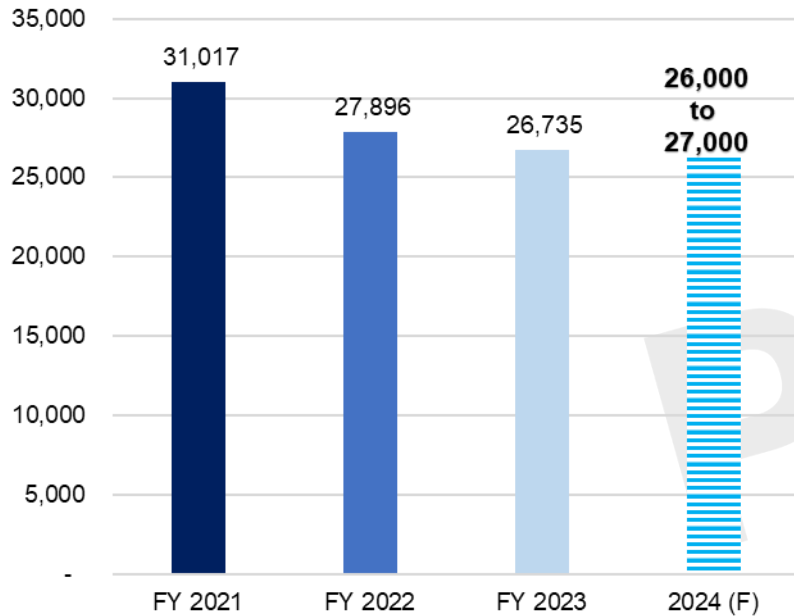
HDB Resale Price Index

Year	Y-on-Y change
2013	-0.6%
2014	-6.0%
2015	-1.6%
2016	-0.1%
2017	-1.5%
2018	-0.9%
2019	0.1%
2020	5.0%
2021	12.7%
2022	10.4%
2023	4.9%
2024 (FORECAST)	5-6%

Private residential home prices expected to grow **4-5%** in 2024  
HDB Resale home prices expected to grow by **5-6%** in 2024

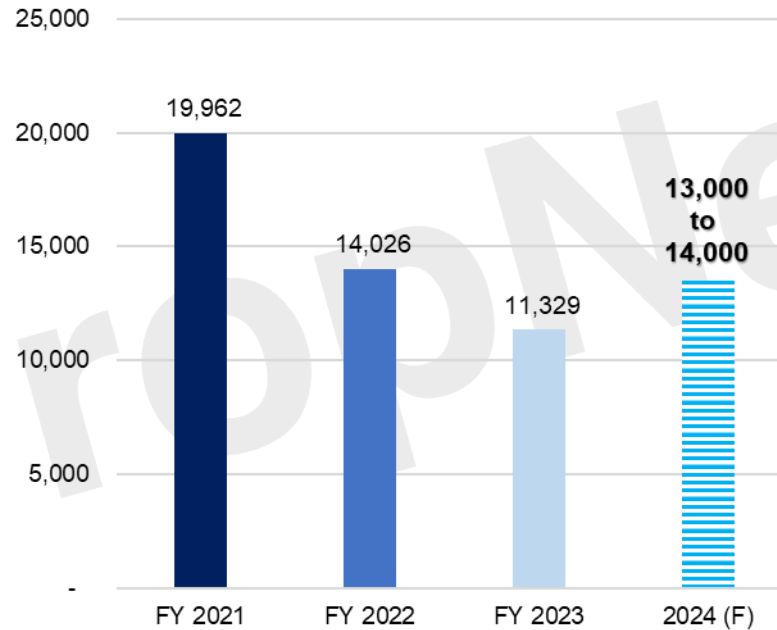
# VOLUME OF TRANSACTIONS FORECASTS 2024

HDB Resale Volume



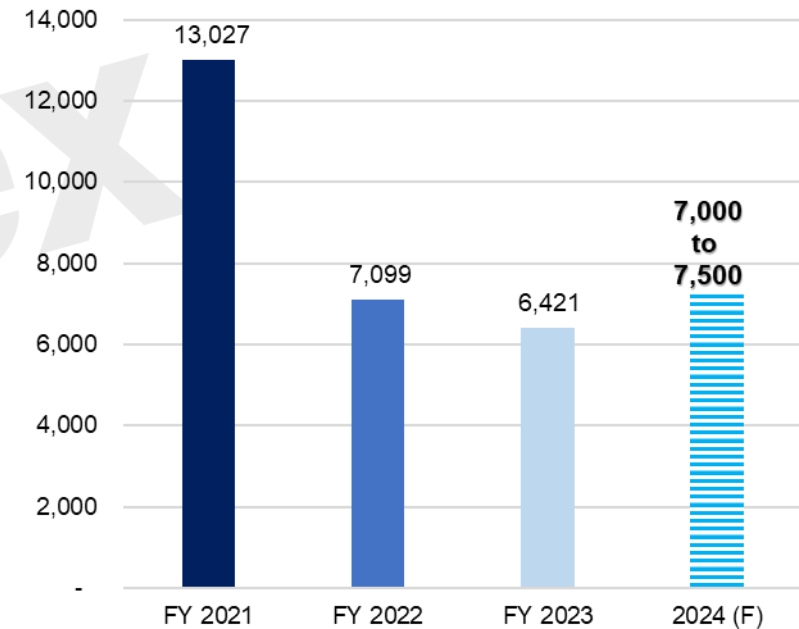
**Projected HDB Resale Volume for 2024:  
26,000 – 27,000 units**

Private Resale Volume



**Projected Private Resale Volume for 2024:  
13,000 – 14,000 units**

Private New Sale Volume



**Projected Private New Sale Volume for 2024:  
7,000 – 7,500 units**

# PROPnex INVENTORY

## Existing & 2024 Projects



Existing Projects Still Marketing  
(Landed & Non-landed)

**76\***

Existing Inventory Still Marketing  
(No of Units: incl Landed &  
Non-landed excl EC)

**5,064\***



No. of PropNex appointed projects  
to be launched in 2024

**37**

Estimated total units  
to be launched in 2024

**11,923**



TOTAL PROJECTS  
MARKETING IN 2024

**113**

TOTAL UNITS  
MARKETING IN 2024

**16,987**

# PROJECTS LINED-UP IN 2024

Estimated 37 out of 39 Appointed Projects to be launched in 2024 = 11,923

1	The Arcady @ Boon Keng	1037 Serangoon Road	12	RCR	FH	KSH Holdings, H10 Holdings, SLB Development	172	Launched on 20th Jan 2024
2	Hillhaven	Hillview Rise GLS	23	OCR	99	Far East Organisation & Sekisui Group	341	Launched on 20th Jan 2024
3	Lumina Grand	Bukit Batok West Ave 5 (EC)	23	OCR	99	CDL	512	Launched on 27th Jan 2024
4	Lentoria	Lentor Hill Road (Parcel B)	26	OCR	99	TID (Joint Venture between Hong Leong Group and Mitsui Fudosan)	267	Launched on 2nd Mar 2024
5	Koon Seng House	Koon Seng Road	15	RCR	FH	Macly Group	17	Launched on 2nd Mar 2024
6	Lentor Mansion	Lentor Gardens	26	OCR	99	Guocoland and Hong Leong Holdings	533	Launched on 16th Mar 2024
7	32 Gilstead	32 Gilstead Road	11	CCR	FH	Kheng Leong	14	Launched on 15th Apr 2024
7	The Residences at W	1,3,5,7,9,11,13 Ocean Way	4	CCR	99	CDL	99	Launched on 15th Apr 2024
8	The Hill @ One North	Slim Barracks Rise (Parcel B)	5	RCR	99	Kingsford Development	142	6th Apr 2024
9	The Hillshore	292 Pasir Panjang Road (fka Gloria Mansion)	5	RCR	FH	Factor Capital and Hong How Group	59	6th Apr 2024
10	Jansen House	25 Jansen Road	19	OCR	999	Macly Group	21	20th Apr 2024
11	Straits at Joo Chiat	303 Joo Chiat Place	15	OCR	FH	Roxy Pacific Holdings	16	4th May 2024
12	TBA	2,4,6 Mount Emily Road	9	CCR	FH	ZACD Group	16	3Q 2024
13	Arina East Residences	Tanjong Rhu Road	15	RCR	FH	ZACD Group and Hong How Group	107	3Q 2024
14	Sora	9A Yuan Ching Road	22	OCR	99	CEL, Singhaiyi & TK 189 Development (KSH Holdings & Ho Lee Group)	440	3Q 2024
15	Bukit Timah Link	Bukit Timah Link	21	RCR	99	Bukit Sembawang Estates	160	3Q 2024
16	Kassia	Flora Drive	17	OCR	FH	Hong Leong	276	3Q 2024
17	Emerald of Katong	Jalan Tembusu	15	RCR	99	Sim Lian Group	847	3Q 2024
18	Meyer Blue	81 and 83 Meyer Road	15	RCR	FH	UOL Group and Singapore Land Group	222	3Q 2024
19	The Chuan Park	Lorong Chuan	19	OCR	99	Kingsford Development and MCC Land	916	3Q 2024
20	Union Square Residences	20 Havelock Road (fka Central Mall)	1	CCR	FH	CDL	366	3Q 2024

The no. of units and estimated launch dates were gathered from developers

**\*BOLD = PROPnex APPOINTED AS MARKETING AGENCY**

# PROJECTS LINED-UP IN 2024

Estimated 37 out of 39 Appointed Projects to be launched in 2024 = 11,923

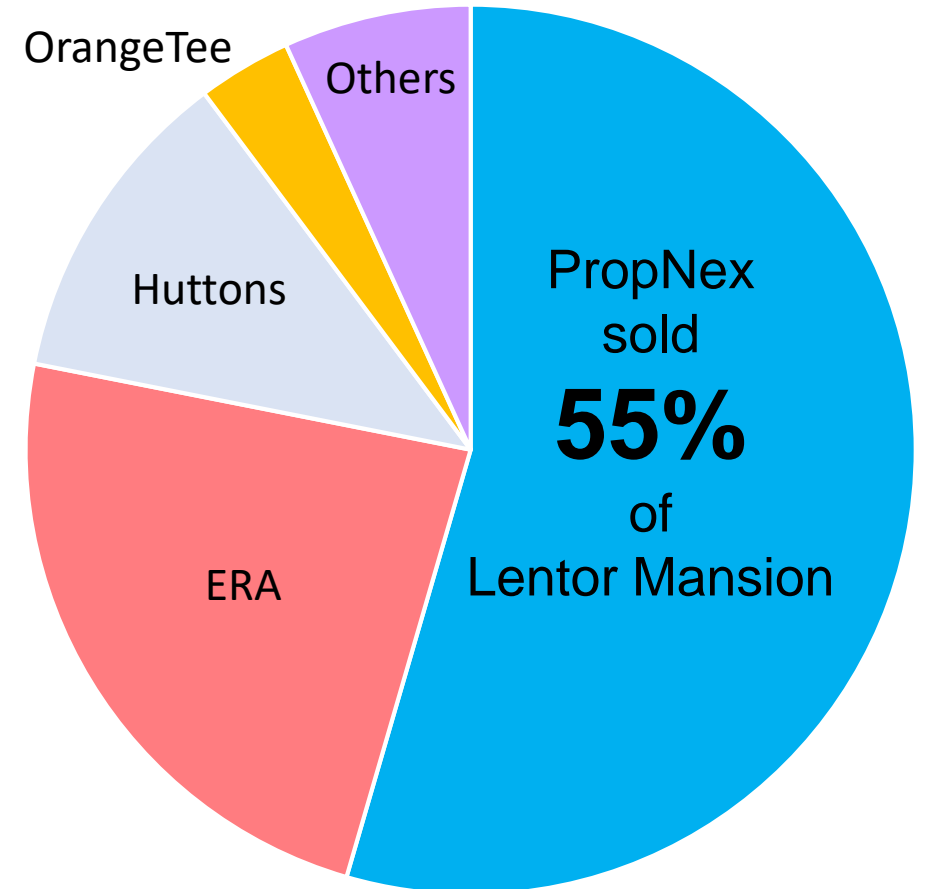
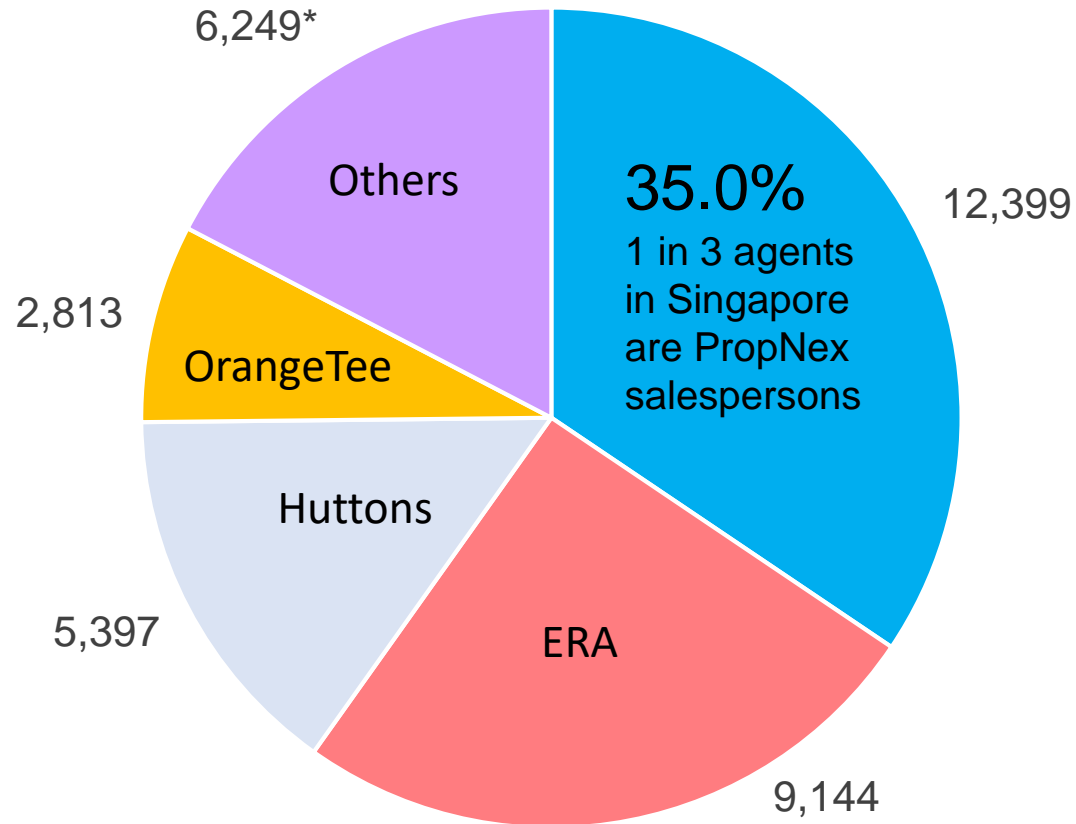
21	Marina View Residences	Marina View	1	CCR	99	IOI Properties Group	683	3Q 2024
22	Newport Residences	80 Anson Road	2	CCR	FH	CDL	246	3Q 2024
23	Skywaters Residences	8 Shenton Way (AXA Tower)	2	CCR	99	Perennial Real Estate Holdings	215	3Q 2024
24	21 Anderson	21 Anderson Road	10	CCR	FH	Kheng Leong	18	3Q 2024
25	Champions Way GLS	Champions Way	25	OCR	99	CDL	348	4Q 2024
26	Marina Gardens Lane	Marina Gardens Lane	1	RCR	99	Kingsford Group, Obsidian Development and Polarix Cultural & Science Park Investment	790	4Q 2024
27	The Collective at One Sophia	Sophia Road (fka Peace Centre)	9	CCR	99	CEL Development, Singhaiyi & KSH Holdings	367	2H 2024
28	Keppel Bay Plot 6	Keppel Bay	4	RCR	99	Keppel Land	86	2H 2024
29	Dunearn Road	870 Dunearn Road	21	RCR	FH	Tuan Sing Holdings	TBA	2H 2024
30	Bukit Timah and Duke's Road	551-553 Bukit Timah road & 6-8 Duke's Road	10	CCR	FH	Hillcrest Investment (an affiliate of Royal Golden Eagle)	40	2H 2024
31	(fka Bagnall Court)	Upper E coast Road	16	OCR	FH	Roxy Pacific Holdings	113	2H 2024
32	Tampines Ave 11 (Mixed Dev)	Tampines Ave 11	18	OCR	99	CapitaLand Development, UOL Group and Singapore Land (SingLand)	1190	2H 2024
33	Lentor Central (2) GLS	Lentor Central	26	OCR	99	Hong Leong Holdings, Guocoland and CSC Land Group	475	2H 2024
34	Aurea	5001 Beach Road	7	CCR	99	Perennial Holdings, Sino Land, and Far East Organization	186	2H 2024
35	(fka Anson Centre)	51 Anson Road	2	CCR	99	Hong Leong Holdings	87	2H 2024
36	(fka Robertson Walk)	11 Unity Street	9	CCR	99	Fraser Property	414	2H 2024
37	(fka Valley Point)	491 River Valley Road	10	CCR	999	Fraser Property	622	2H 2024
38	132 Sophia Road	132 Sophia Road	9	CCR	103	Sin Thai Hin Holdings	45	2H 2024
39	Plantation Close (EC)	Plantation Close	24	OCR	99	Hoi Hup Realty and Sunway Developments	495	Dec 2024

The no. of units and estimated launch dates were gathered from developers

**\*BOLD = PROPnex APPOINTED AS MARKETING AGENCY**

# PROJECT LAUNCH 2024 LENTOR MANSION

**412 UNITS SOLD**



Market Share By No of Agents

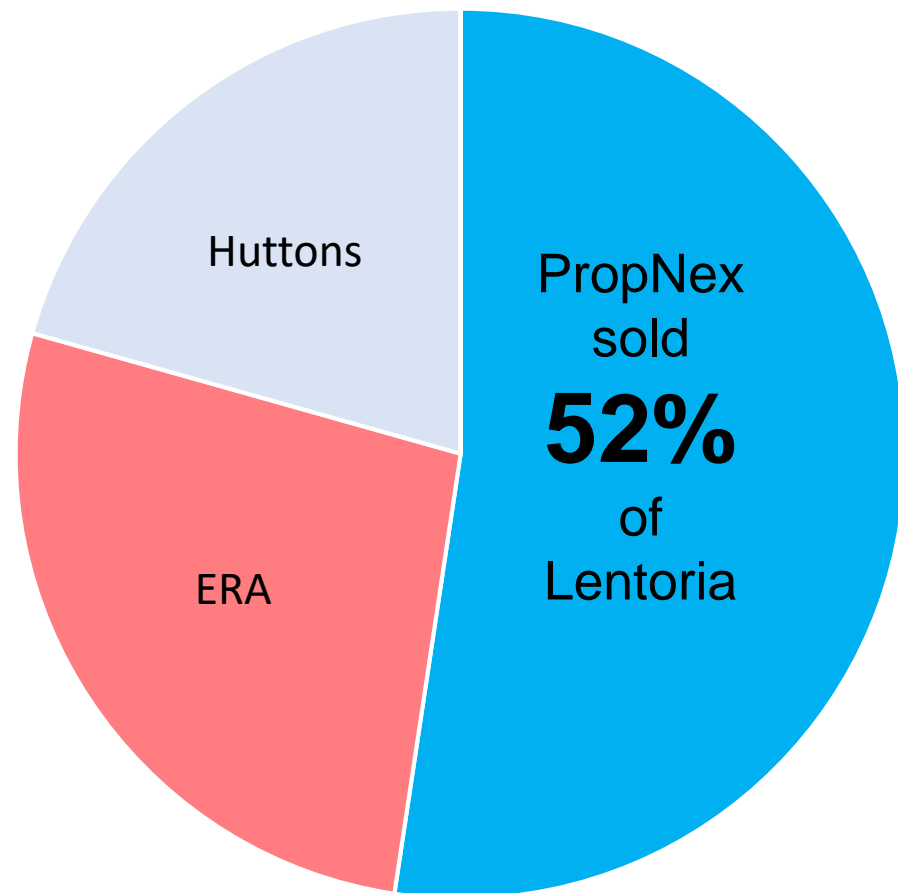
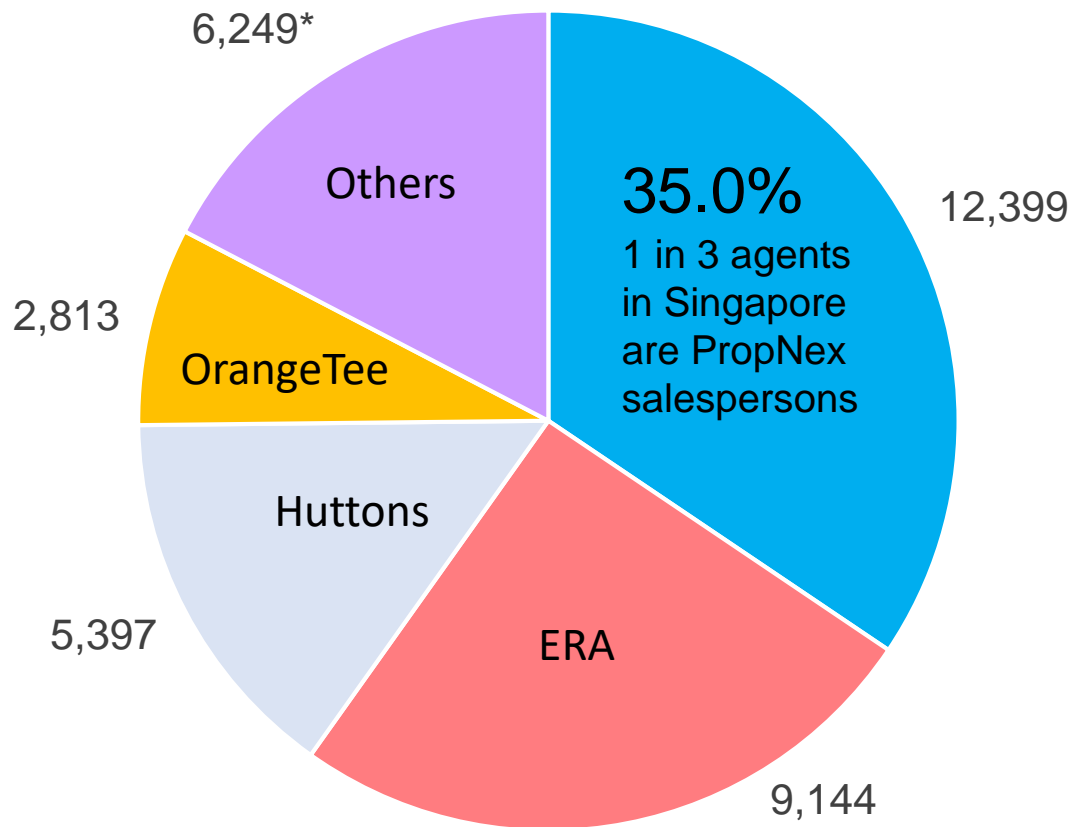
Market Share By Transaction Volume

\* Others is extracted from CEA as at 1 January 2024  
\* Number of salespersons for PropNex, ERA, Huttons and OrangeTee are extracted from CEA as at 16 April 2024

# PROJECT LAUNCH 2024 LENTORIA



63 UNITS SOLD



Market Share By No of Agents

Market Share By Transaction Volume

\* Others is extracted from CEA as at 1 January 2024

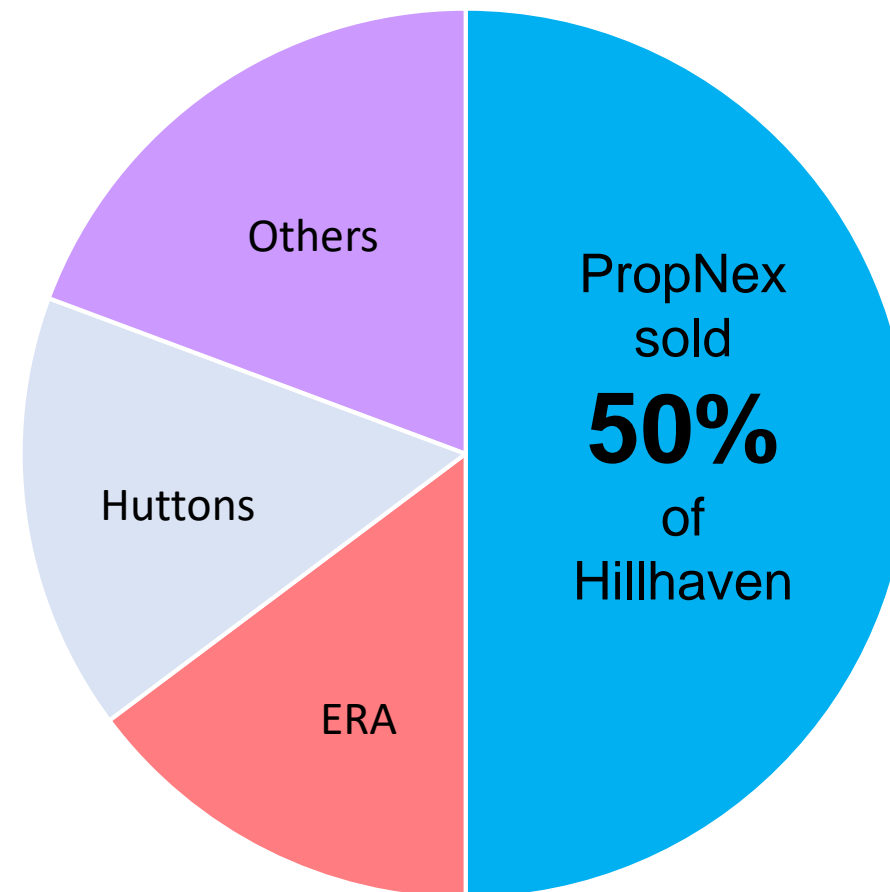
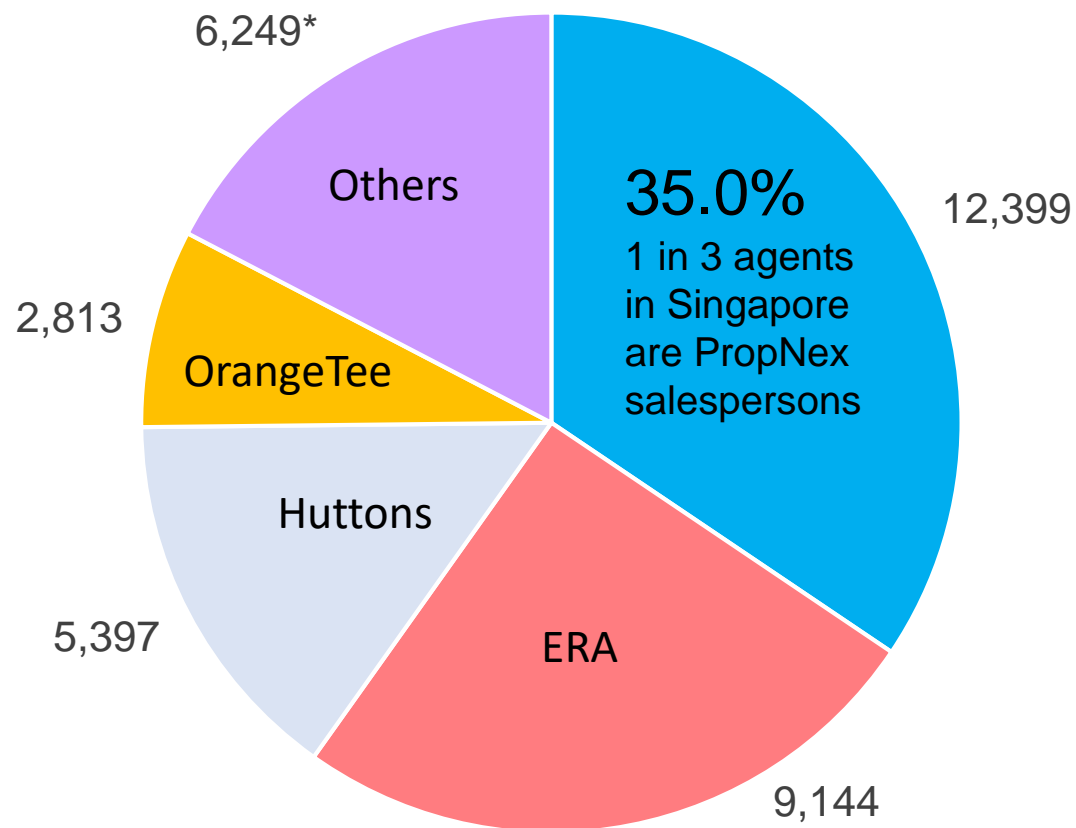
\* Number of salespersons for PropNex, ERA, Huttons and OrangeTee are extracted from CEA as at 16 April 2024



# PROJECT LAUNCH 2024 HILLHAVEN



88 UNITS SOLD

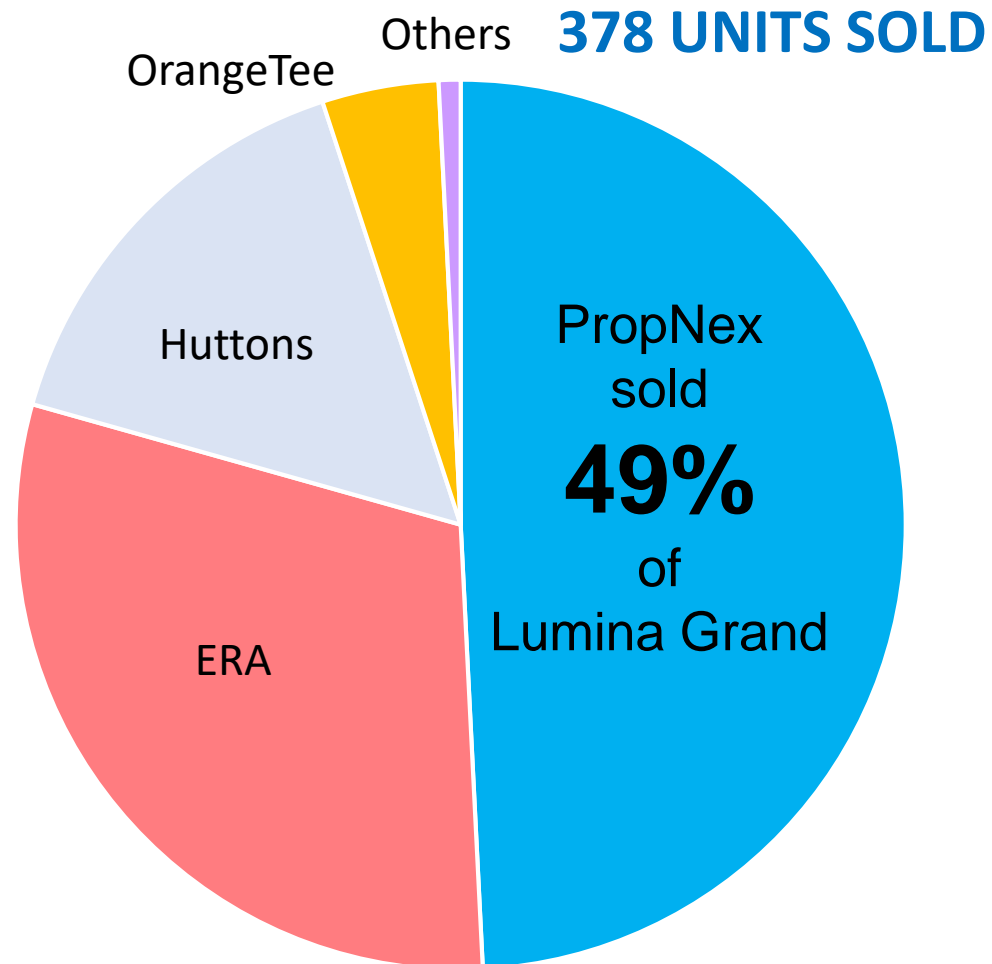
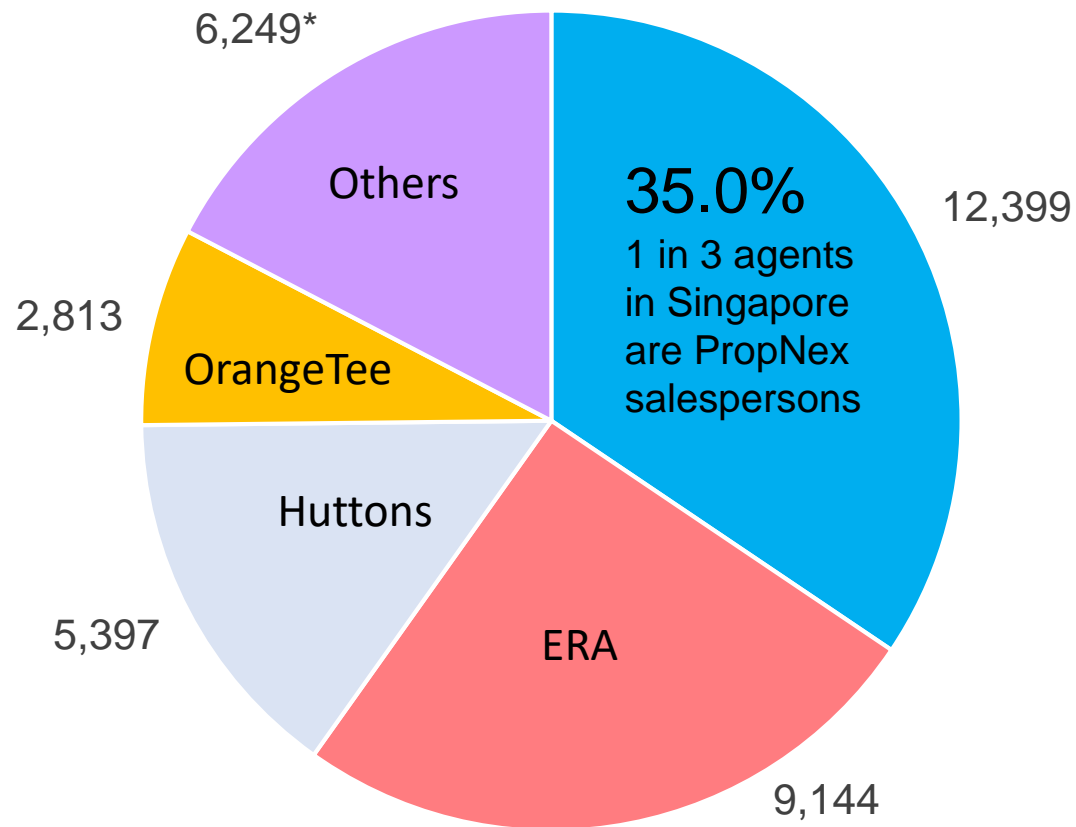


Market Share By No of Agents

Market Share By Transaction Volume

\* Others is extracted from CEA as at 1 January 2024  
\* Number of salespersons for PropNex, ERA, Huttons and OrangeTee are extracted from CEA as at 16 April 2024

# PROJECT LAUNCH 2024 LUMINA GRAND



## Market Share By No of Agents

- \* Others is extracted from CEA as at 1 January 2024
- \* Number of salespersons for PropNex, ERA, Huttons and OrangeTee are extracted from CEA as at 16 April 2024

## Market Share By Transaction Volume

# **CORPORATE ACTIVITIES & OUTREACH**



# CHAMPIONS CONSUMER EDUCATION

Since 2013, PropNex embarked on consumer education and outreach initiatives to empower informed decisions in real estate journey.

In 2023, we conducted  
**93 Consumer Seminars**

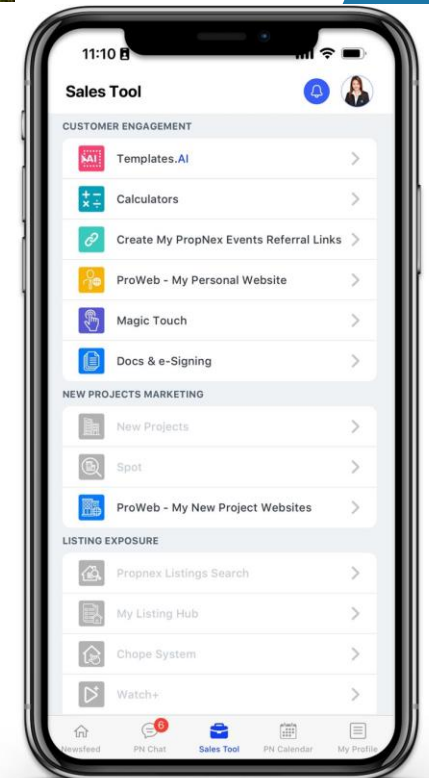
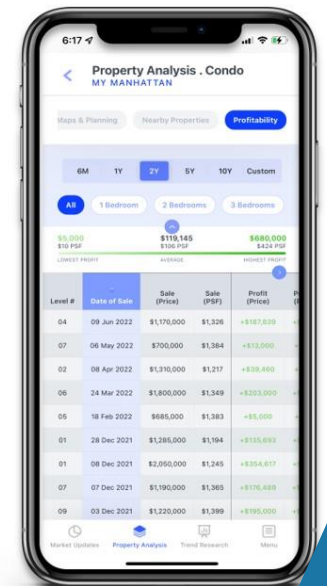


# GAME CHANGER INCORPORATING AI IN TECHNOLOGY

Introduced AI into our proprietary PropNex Business Suite App, now salespersons able to craft marketing messages with a few taps on their phone, which means they can focus on serving their clients better.

Key features:

- Collaborative Listing Generation
- AI-powered Unique Descriptions
- One-click Portal Posting
- Versatile Fact Sheets



# PROPERTY WEALTH SYSTEM

Apr & Sept 2023

- Suntec City Convention Centre
- Close to 2,000 attendees





# SG PROPERTY XPO

Organised 5 XPOs since 2020

- Tens of Thousand Attendees
- Full-house capacity
- Over 10 developers and partners
- 3 Levels of Learning (First-timer, Upgrader and Investor)



# NEW HOMEOWNERS

## XPO 2023

12 Aug 2023

- Toa Payoh HDB Hub Auditorium
- Close to 1,000 clients collecting key attended the XPO

ANTHONY  
Law Corporation

BYD  
Sime Darby Motors

COURTS

dyson

happie

Home-A-Genius

LEGATE  
Built to last

OCBC

REZT+RELAX  
INTERIOR DESIGN

SINGCAPITAL  
SMILING LIFE BEYOND FINANCE

Singtel

UOB







# PROPnex FINANCIAL LITERACY PROGRAMME

## 3 & 4 JUNE 2023

PropNex collaborated with National Family Week (Our Tampines Hub) with over **1,400 participants** who took part in the family fun challenge for financial literacy programme. Creating awareness of the Monopoly Championship.

**MONOPOLY**  
Family Fun Challenge

**Our Tampines Hub**  
Community Auditorium (Level 3)  
PropNex Monopoly Booth

**3 & 4 June 2023**  
From 10am to 8pm

**PARTICIPATION PRIZES:**  
**WIN \$100**  
PER FAMILY OF 4

Brought to you by: **FAMILIES LIFE** Supported by: **PropNex** **NATIONAL FAMILY WEEK 2023**

\*Open to 8 years old and above. Any child under 10 years old to be accompanied by an adult.

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# PROPnex MONOPOLY CHAMPIONSHIP

3<sup>rd</sup> year running since 2021

Over **10,000** registrants and planning for PropNex Monopoly Championship **BIGGER** than ever in 2024!



# PROPnex GOES GREEN 2023

PropNex has pledged to be an Advocate for environmental sustainability! Took the Green Nation Pledge in Feb 2023

Also, as announced at our PropNex Annual Convention on 15 & 16 March 2023, we are replacing over 5 million printed name cards with Digital Ones.

Also took other initiatives:

- Reduce usage of single-use disposables
- No bottled water for meetings/events
- Use energy-efficient appliances
- Track carbon footprint

Switching to **Digital** contact cards

PropNex Goes Green  
Towards Zero Emission,  
Cutting our Carbon Footprint



*Committed to making Singapore a green, liveable and climate-resilient home for generations*



# TREE PLANTING 2023

(29 May, 25 Sept & 22 Nov)

- Planted 200 trees together with our salespersons, clients and partners



**THANK YOU**

