



For Immediate Release

SGX-listed Singapore eDevelopment appoints Mr. Vincent Lum and Mr. Cui Peng as Executive Directors



Experienced entrepreneurs, Mr. Vincent Lum (left) and Mr. Cui Peng (right), appointed as Executive Directors of Singapore eDevelopment Limited

SINGAPORE, 16 June 2015 – SGX Catalist-listed **Singapore eDevelopment Limited** ("SeD" or the "Company") has announced the appointments of Mr. Vincent Lum ("Mr. Lum") and Mr. Cui Peng ("Mr. Cui") as Executive Directors of the Company. Mr. Lum will also assume the role of Chief Technology Officer ("CTO") of SeD.

As Executive Director and CTO, Mr. Lum will be responsible for the strategy and execution of SeD's technology division. He will lead the global rollout of HotApp – SeD's communication platform for instant messaging, social media, e-commerce and online communities.

Mr. Lum is an entrepreneur and IT veteran with over 25 years of experience in product marketing and business development. He has held senior management roles at corporations such as Apple and York International (now Johnson Controls). Prior to joining SeD, Mr. Lum was Chief Strategy Officer of Datacraft Asia, where he was instrumental in growing the company to become one of Asia Pacific's top systems integrators.

Mr. Cui has a diverse and professional background in business development, corporate finance, as well as mergers and acquisitions, with an in-depth focus on China and its surrounding regions. He has held multiple senior appointments, and has been an Associate Director of SeD since November 2014. As Executive Director, Mr. Cui will lead SeD's business development and expansion, focusing on operations in mainland China and Southeast Asia.

Mr. Chan Heng Fai, CEO of SeD, said: "We are pleased to appoint two individuals of such high calibre to our Board of Directors, and are confident that they will strengthen our executive team. As we continue to build SeD as a leading property and IT developer, our two new Executive Directors will unlock new growth potential and add greater value for the Company."

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Issued on behalf of the Company by WeR1 Consultants Pte Ltd:

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About Singapore eDevelopment Limited

Incorporated on 9 September 2009 and listed in July 2010, Singapore eDevelopment Limited (“SeD” or the “Group”) is pursuing twin engines of growth in (i) property development and investments primarily in the United States and Western Australia; and (ii) information technology-related businesses.

For more information, please visit: www.SeD.com.sg

This press release has been prepared by the Company and its contents have been reviewed by the Company’s Sponsor Hong Leong Finance Limited (the “Sponsor”) for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the “SGX-ST”). The Sponsor has not independently verified the contents of this press release. This press release has not been examined or approved by SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this Media Release, including the correctness of any of the statements or opinions made or reports contained in this Media Release.

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