



PRESS RELEASE

SGX-LISTED HLH GROUP LAUNCHES CAMHOMES TO DEVELOP THE FIRST SINGAPORE-STYLE PUBLIC HOUSING IN CAMBODIA

- CAMHOMES introduces Singapore housing model to help more Cambodians become homeowners
- First residential project – D’Seaview – to be built in Sihanoukville, Cambodia’s only deep-water port city, and one of the country’s premier tourist destinations.

Singapore, September 25, 2015- SGX Mainboard-listed HLH Group Limited (“HLH” or the Group) will launch its proprietary real estate development brand “CAMHOMES” tomorrow to build the first Singapore style public housing homes in Cambodia. The Singapore homegrown SME is also the first Singapore company to venture into public housing projects for the mass market in the country.

In conjunction with the launch of CAMHOMES, HLH has unveiled its first housing project under the CAMHOMES brand. Called D’Seaview, the mixed-development project will be built in the port city of Sihanoukville, which is one of Cambodia’s premier tourist destinations and one of the fastest growing cities in Cambodia.

“The launch of CAMHOMES today marks a major milestone for HLH Group and also for Singapore. This is the first Singapore-modeled public housing project to be built in Cambodia. As a Singapore homegrown company, we are much honored to be the first to take on such a project here. We see tremendous growth in Cambodia – especially with a young and vibrant population with rising disposable income.

“The demand for good quality housing is expected to surge and we are well-positioned to help more young Cambodians to become homeowners through our proven track record of building excellent public housing in Singapore. For a start, we will be developing mass-market housing in the more established and rapidly growing cities before expanding into the other provinces of Cambodia,” said Dato Dr Johnny Ong, HLH Group’s CEO and Deputy Chairman, who officiated the launch together with Cambodia’s Deputy Prime Minister and Minister of the Interior, Samdech Kralahom Sar Kheng.

“This is also a very timely and auspicious occasion for us as this launch coincides with our SG50 celebrations as well as Singapore’s 50th anniversary of diplomatic relations with Cambodia,” added Dato Dr Ong.

D’Seaview, an executive condominium project, located near the popular and scenic Sokha Beach, will occupy a land area of 9818 sq. meters and have a total of 735 residential units, comprising 250 one-bedroom, 299 two-bedroom, 184 three-bedroom and two duplex units. Prices will start from USD 33,000 per unit onwards. The seafront development will also have commercial space for a range of retail services.

The freehold project is now open for potential buyers to apply for the units using a four-step process similar to the public housing application procedures practiced in Singapore.

CAMHOMES, will focus on developing quality and affordable housing catering mainly to young couples and young entrepreneurs. It will offer both full condominium and prime apartments in three key cities: Phnom Penh, Siem Reap and Sihanoukville before eventually fanning out to other provinces in Cambodia. The Group plans to develop a total of 5,000 prime apartments and executive condominiums units in these three key cities by the end of next year.

Construction for D’Seaview is expected to begin by the year-end, will be completed in slightly more than two years.

According to Asia Development Bank, GDP growth in Cambodia, averaging 7.3% from 2010 to 2013, is expected to reach 7.5% in 2016. The real estate markets in major cities like Phnom Penh, Siem Reap and Sihanoukville are expected to grow by 10% to 15% annually in the coming years, according to the report by the international property consultancy company VPC Asia Pacific.

Dato Dr Johnny Ong said: "With these strong and positive trends, I am optimistic about prospects in Cambodia as the country continues to open doors to investors and businesses. Cambodia holds a lot of potential to grow further, and we want to grow with it."

About HLH Group

HLH Group was founded by Dato' Dr Johnny Ong in 1988. It has transformed itself from a sole proprietorship providing construction services into a successful regional property developer and agricultural group listed on the mainboard of the Singapore Stock Exchange.

The Group operates two core business segments: Agriculture and Property Investment & Development.

The Agriculture Division is involved in agricultural development and investment, branding, merchandising as well as the distribution of cassava and sugarcane for the food processing and animal feed milling industries.

The Property Investment & Development division focuses on investment and development of commercial, residential and industrial properties, and has successfully completed numerous residential, commercial and industrial projects in Singapore.

Release issued on behalf of HLH Group Limited by Stratagem Consultants Pte Ltd

For more information, please contact:

Tham Moon Yee and Cheng Wang
Tel: +65- 6227 0502

Email: tmy@stratagemconsultants.com
cwang@statagemconsultants.com