



STRAITS ORGANIZATION

SERVICED APARTMENTS | CO-LIVING

www.stresidences.com

ABOUT STRAITS ORGANIZATION



STRAITS ORGANIZATION

Established in December 2017, Straits Organization offers fully furnished serviced residences under the brands of ST Residences, and the upcoming ST Cabins.

ST Residences seeks to provide its guests with more diverse accommodation options at a lower premium, as compared to traditional hotels and serviced apartments. The focus is primarily on fully furnished corporate housing for expats working in Singapore. The upcoming ST Cabins is a co-living concept providing communal experience to millennial and professionals.

Collectively, Straits Organization has **121 apartment units** in **Singapore** and **Hong Kong**.

PROPOSED DIVERSIFICATION



The entry into the Hospitality Business is intended to be a diversification of the Group's existing business as the Board believes that the Proposed Diversification would also allow the Group to have better prospects of profitability and ensure long term growth by enabling the Group to have access to new business opportunities which in turn could potentially enhance the return on the Group's assets and improve Shareholders' value in the long run.

- i. Additional and recurrent revenue streams**
- ii. More diversified business and income base, reducing reliance on Current Core Business**
- iii. Enhance Shareholders' value**
- iv. Positive prospects in the hospitality services industry**

ST RESIDENCES



THE FEELING OF HOME

Integral accommodation solution, providing space, flexibility and a home away from home environment for expats worldwide.

AFFORDABILITY AND NO HIDDEN COSTS

We understand the need to keep to a prescribed housing budget, while not sacrificing on quality.

LOCATION AND ACCESSIBILITY TO TRANSPORTATION

We are strategically located across the city for convenient access to various work areas.

COMFORT

Our apartments are spacious and fully-furnished. With the attached kitchenette, guests will have the flexibility to indulge whenever, giving them the true feeling of home.

BASIC AMENITIES

Necessities needed on a daily basis are provided. Water and electrical utilities, laundry equipment, kitchenette, cleaning services, Wi-Fi and etc. Gyms and swimming pools are also becoming important facilities that our apartment buildings provide.

SAFETY AND SECURITY AND DUTY OF CARE

Guests in our apartment will be under our care in regards to safety and emergency needs.

SINGLE POINT OF CONTACT

Seamless transaction and efficiency during communication.

ST RESIDENCES (WEBSITE)

[Home](#)[Our Apartments](#)[About Us](#)[General Info](#)[ENQUIRE NOW](#)[+6590589512](#) enquiry@stresidences.com

Serviced Apartments in Singapore

Comfortable and convenient serviced apartments in Singapore

Make your next business trip to Singapore a breeze by staying in a ST Residences apartment. We offer chic, fully furnished corporate apartments to professionals in Singapore at reasonable prices, taking the stress out of organising business accommodation.

ST Residences is committed to providing a simple, accessible and comfortable option for those seeking [serviced apartments in Singapore](#) for short stays and long-term residence. We cater for everyone, ranging from individuals to corporations such as Rio Tinto, Airbus and Ernst & Young.

Staying at our serviced apartments in Singapore means you can be comforted by the fact that everything is already arranged for you. There's no need to worry about the hassle of arranging a short-term rental, where you are required to consider utilities, contracts, leases, and furniture. Our beautiful apartments come fully furnished and equipped with all utilities including cable TV and fast internet and utilities allowance, as well as facilities like pools, gyms and outdoor BBQ areas.

[Enquire about our serviced apartments in Singapore](#) for a short stay or long-term stay. We look forward to having you!

Our Testimonials

ST was a great host; always responsive and helpful. The apartment is excellent and the facilities in the building are great! I would highly recommend this for anyone visiting Singapore, particularly business travellers due to the location and the amenities included.



Ian
UK

Great spot. Apartment is well appointed and clean. Views are great. Amenities are excellent. Close to food and transport. ST was a great host and responded immediately to any questions. Will happily come back and stay again.



Rana
Singapore

Great host who communicated readily and quickly with us before, during and after the stay. ST provided us with very helpful instructions which made staying in Singapore so much easier. Everything went well for us and we enjoyed having the pool to refresh after walking in the city. Thanks so much.



Joanne
Canada

OUR SCALE AND LOCATIONS



ST CABINS

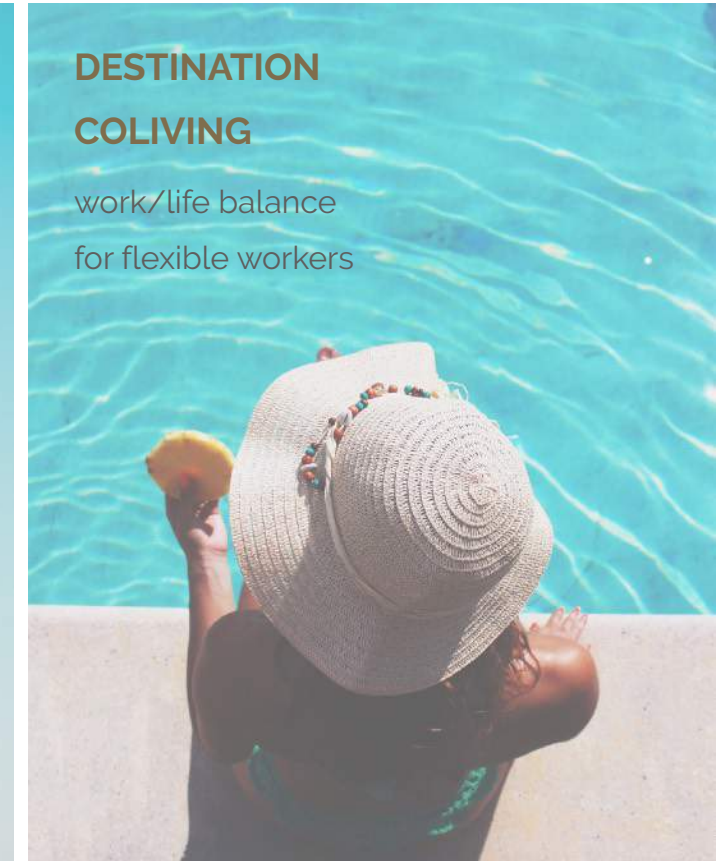
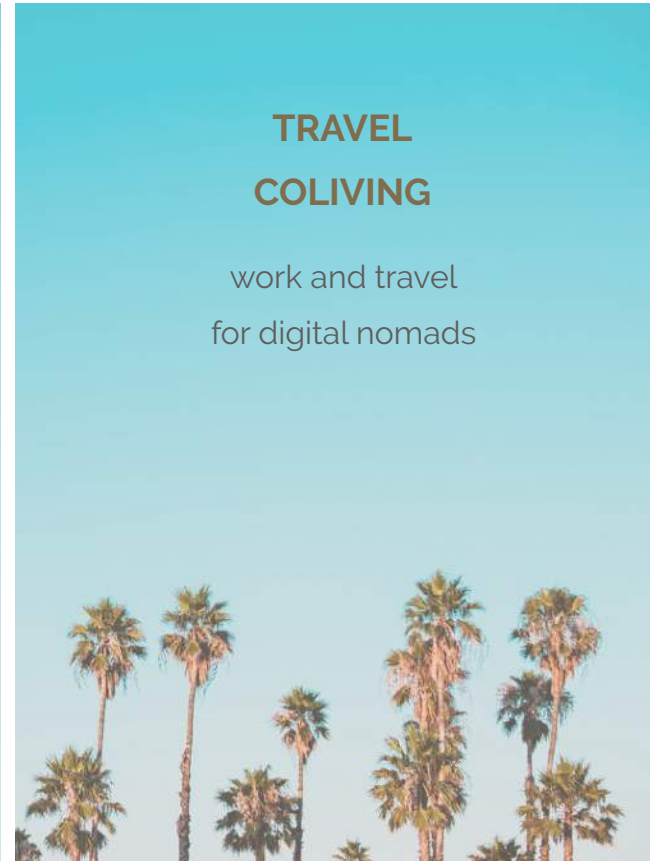
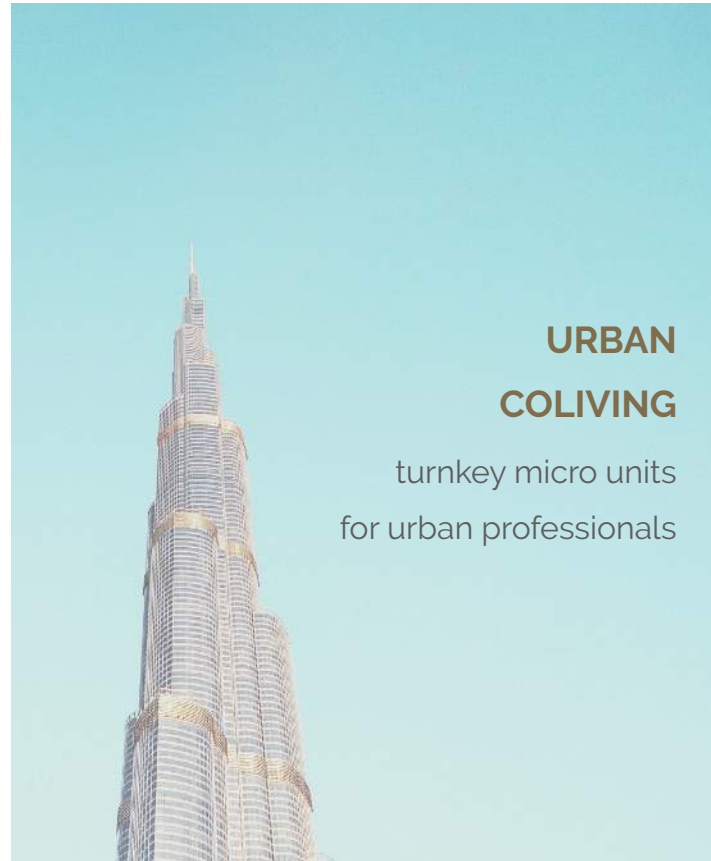


According to UK based property portal Nested, co-living has become popular due to the rising costs of accommodation in cities such as Singapore, which was ranked the **fifth most expensive city in the world** to rent a home.

Locally, **co-living spaces primarily appeal to millennial expatriates**, and demand was boosted by the rising number of single-household expats engaged on a contract basis or working on project assignments.

The one-stop services offered by ST Cabins provide expatriates with an alternative accommodation option that is simpler than renting a common room and cheaper than staying in a serviced apartment or hotel.

ST CABINS



URBAN/TRAVEL/DESTINATION CO-LIVING

As a concept means different things to different people, Co-living and the wider sharing economy are manifestations of the cultural shifts that are underway. Millennials, the largest consumer demographic today, have a different ethos when it comes to consumerism, as they believe in "access not ownership".

The communal nature of this accommodation arrangement involves pooling resources and living in close proximity, and that inherently unlocks a wide variety of benefits for its residents, including comfort, affordability and a greater sense of social belonging. Co-living is an effective solution for a growing demographic that's worth dwelling into.

"WE ARE A SOLUTION, A REMEDY."

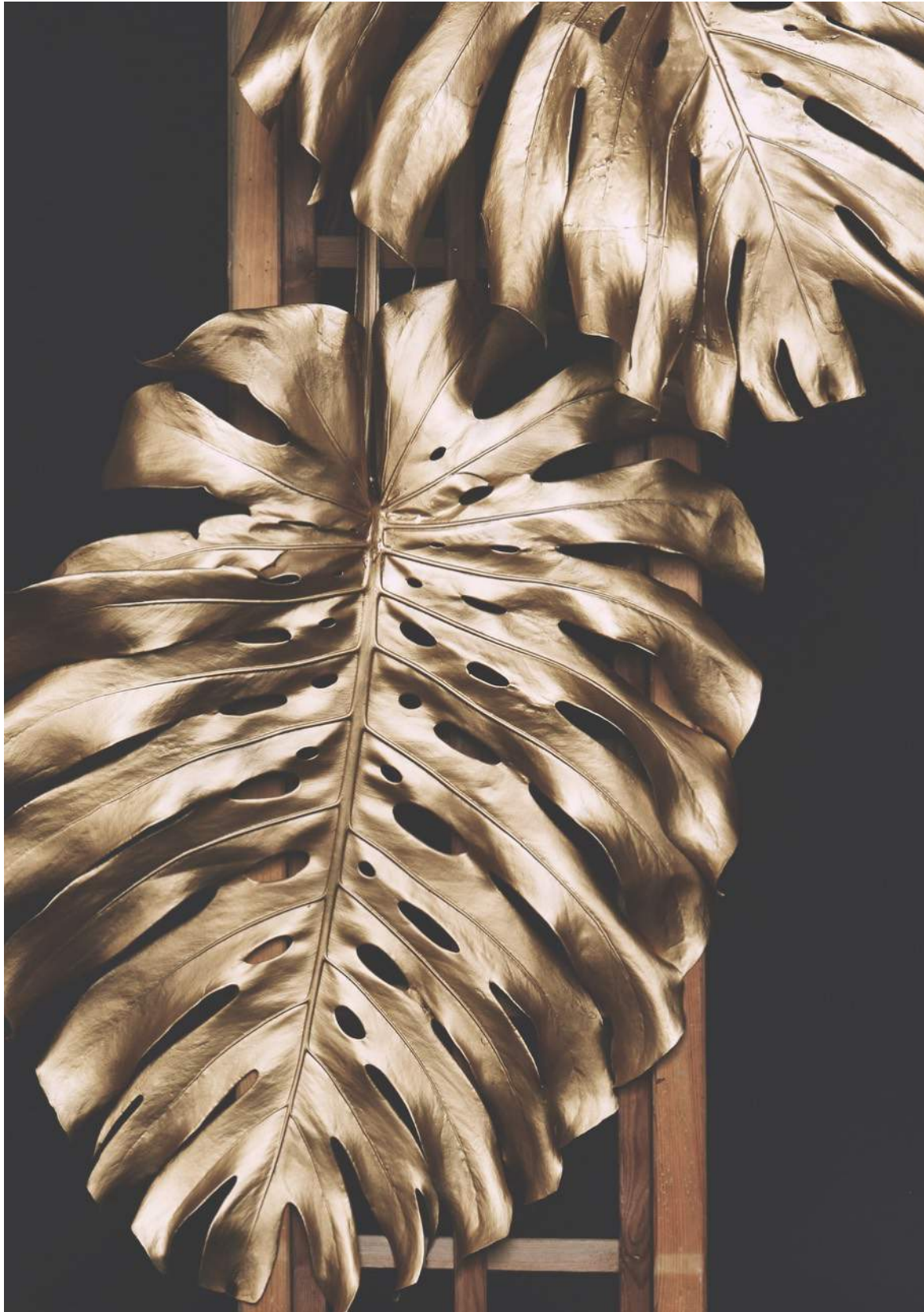
ST CABINS MARKET SEGMENTS



TECHNOPRENEURSHIP is a new breed of entrepreneurship, which involves a group of people who are intelligent, driven, creative, tech-savvy, passionate and have an appetite for calculated risk. From bustling co-working spaces to now incorporating cohabitation into the start up habitats, the dynamic of this group requires flexibility and an inspiring environment for their living quarters. Thus, ST Cabins and its offerings are best suited for these group of people.

The changing trend of **CORPORATE MOBILITY** creates another market segment for ST Cabins to target. In today's day and age, overseas work duration has been significantly shortened due to efficiency of communicating mobility and technology, therefore the need for comfortable accommodation with flexibility and allowance for shorter stays are rising.

ST Cabins are targeting these 2 particular group of individuals as our primary market segment in the industry.



WE'RE AFFORDABLE LUXURY, A CLASS OF ITS OWN

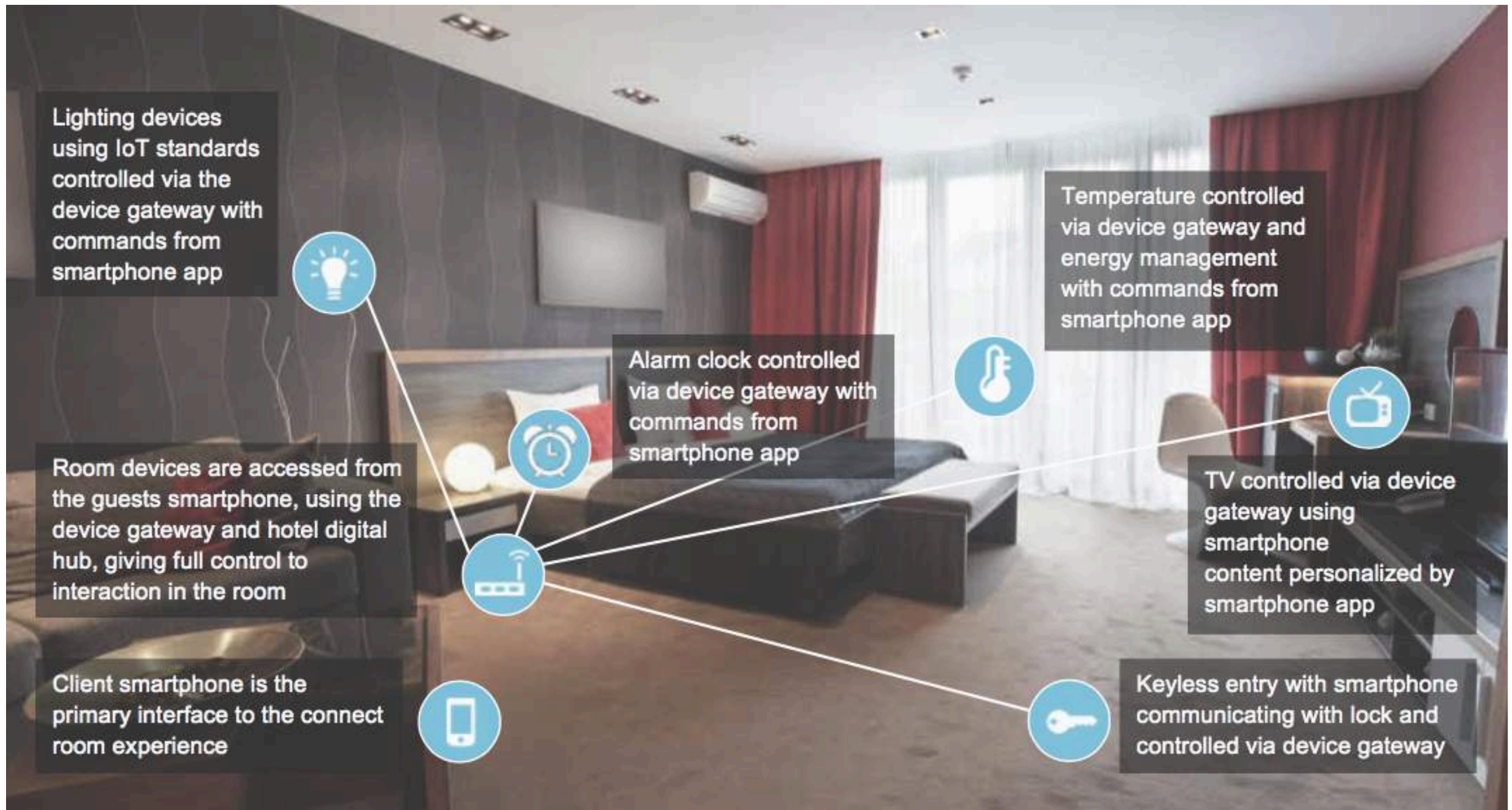
More than just a sound solution to accommodation limitations in Singapore, ST Cabins take its offerings further and aims to create a league of its own in the hospitality industry. As our products are targeted primarily at middle-class millennial business owners and corporate individuals, we offer high quality and luxurious amenities and facilities in ST Cabins. We are also located at strategic locations in Singapore.

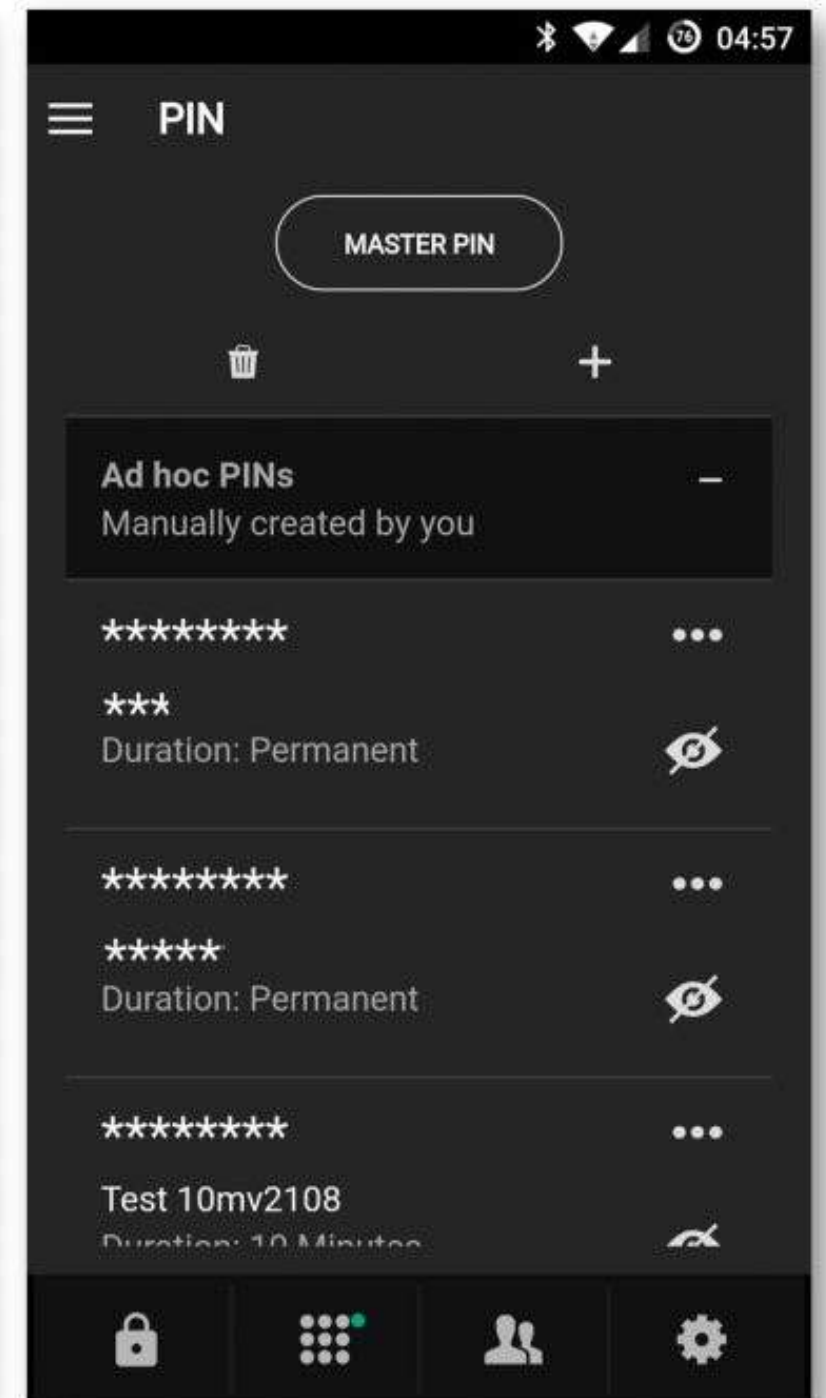
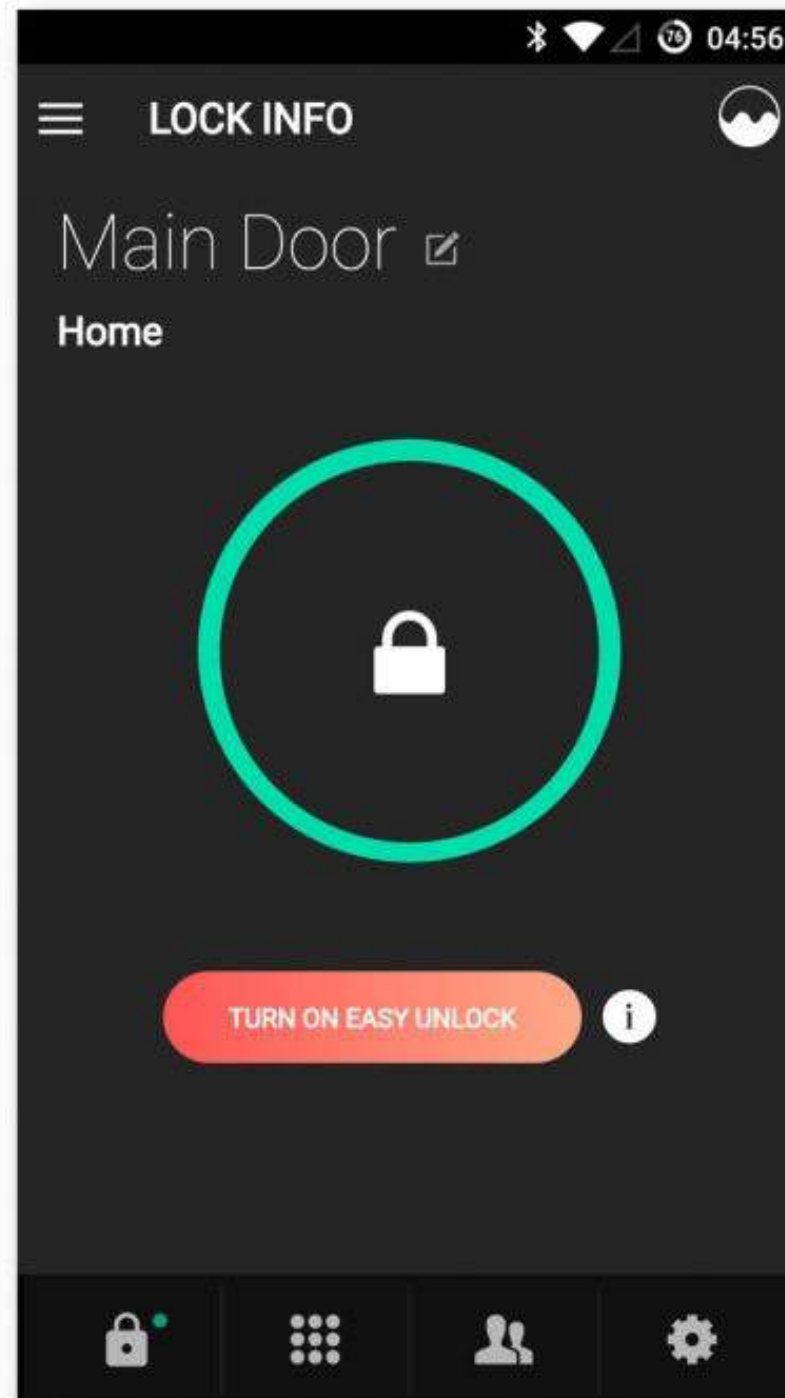
Our first launch is at Tanjong Pagar, the Central Business District in Singapore, making it superbly convenient to commute to and from work locations. Upcoming locations will be at prime areas such as Chinatown.

ST CABINS TECHNOLOGY

WE USE INTEGRATED SMART SOLUTIONS AND IS TECHNOLOGICALLY DRIVEN

Being digitally seamless by incorporating Internet of Things (IoT) and keyless door lock system into our facilities and amenities, we create an environment which is hassle-free and savvy. Guests can indulge in creating the best environment for themselves by utilising the various control options (such as air-con temperature, TV-channels, alarm, lighting and etc) on a single tablet placed in-room.





ST CABINS



FLEXIBILITY AND PEACE OF MIND

Millennials want the flexibility to move as their work and professional situation changes — for many that can happen quickly. That makes a long-term lease less than ideal, but in areas of high demand it can be hard to find apartments with short term lease options. However, at the same time, young professionals don't want to live out of a hotel room.

Having the best of both worlds, one important perk of the co-living concept is that the spaces often come fully furnished with the kind of amenities often seen at hotels and in addition, we also have high quality shared supplies and utilities.

ST CABINS



PERFECT FOR THOSE WHO WORKS ON THE GO/ DIGITAL NOMADS

Especially for Technopreneurs, who needs to work on the go, the ability to self check-in using just their mobile phones and having the facilities in house to create a conducive working environment (communal working space, privacy nooks, food and beverages etc) is key to create a seamless travel and staying overseas experience for them, a feeling of home away from home.

Staying duration is also conveniently flexible as some of the time, they would not know how long they will be staying or will only be staying in Singapore for a short period of time.

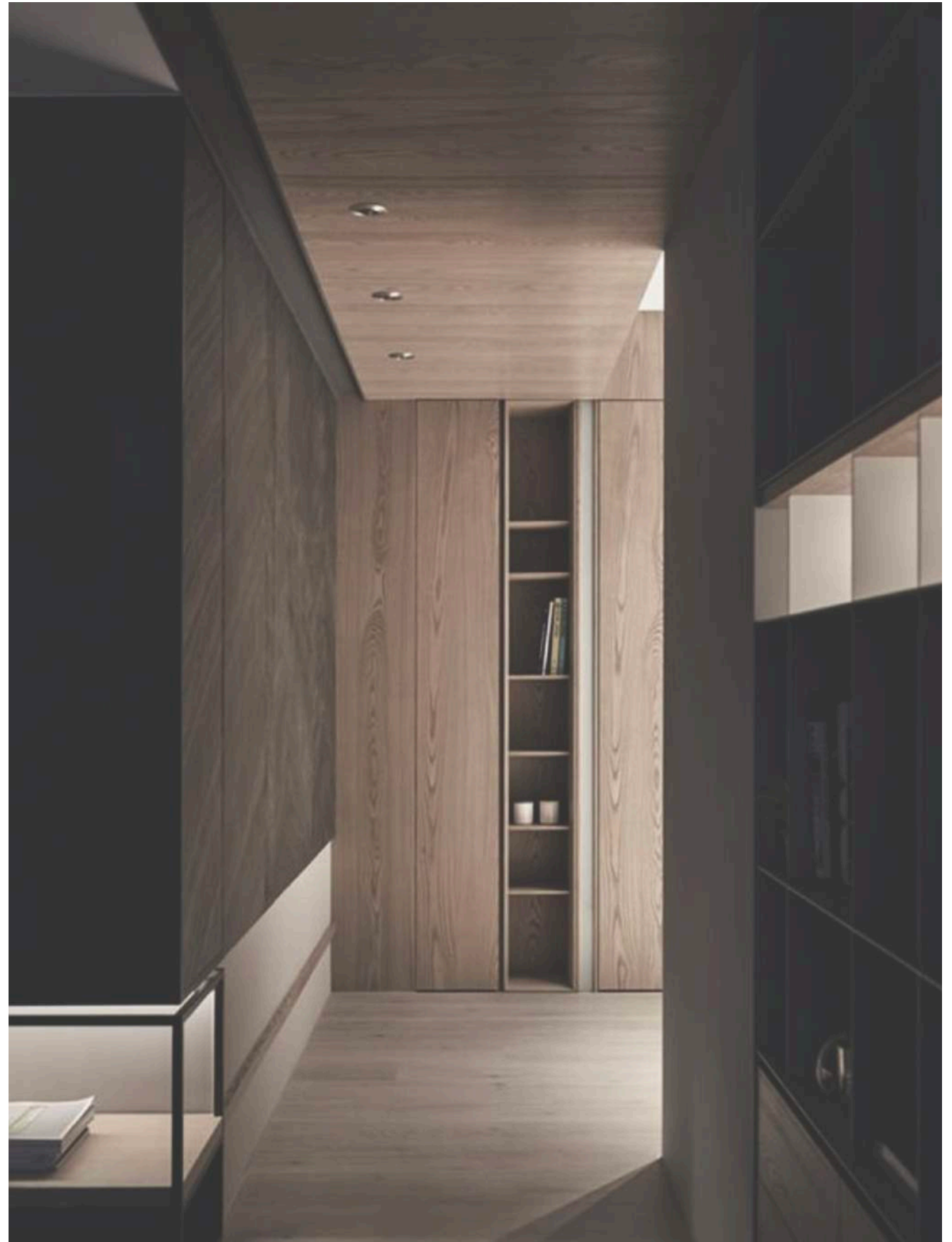
Case in point, a digital nomad will stand to gain from ST Cabin's flexibility in accommodation duration if he needs to stay in Singapore on the first and last week of a particular month, and will not have to pay for whole month's rental as he/she can check-out and check-in again after they have returned from a short trip.

ST CABINS SPACES

INTENTIONAL DOWNSIZING AND CO-SHARING

Co-living reinvents living spaces that bring a variety of singles and professionals together under one roof. Many consider their apartment their bedroom, the restaurant on the first floor their kitchen and the bar a block away their recreation room,

Co-living is growing in popularity in global cities such as Hong Kong, London and New York. We see that the trend of intentional downsizing and co-sharing is just the beginning. Shared living will become increasingly attractive to millions of people as they struggle to find adequate and affordable housing in cities in the years to come.



ST CABINS SPACES



WHEN WE SHARE, WE CAN USE QUALITY PRODUCTS COLLECTIVELY

With a focus on shared spaces, we deliberately reduce private (but still highly functional) areas, and place a lot more emphasis on the quality of shared spaces. Such as at communal working or dining area, there is luxurious and comfortable furniture, state of the art kitchen equipment, smart and convenient vending and dispensing machines, experiential showers you can't find en-suite, array of products from our strategic partners you can test drive, and many other easter eggs you can find around our property.

The deliberation to create a high quality environment for our communal spaces is to encourage guests to be present while others are, so that relationships can be built, and good things can be shared.

ST CABINS



ST CABINS SPACES



MIELE KITCHEN

ST CABINS SPACES

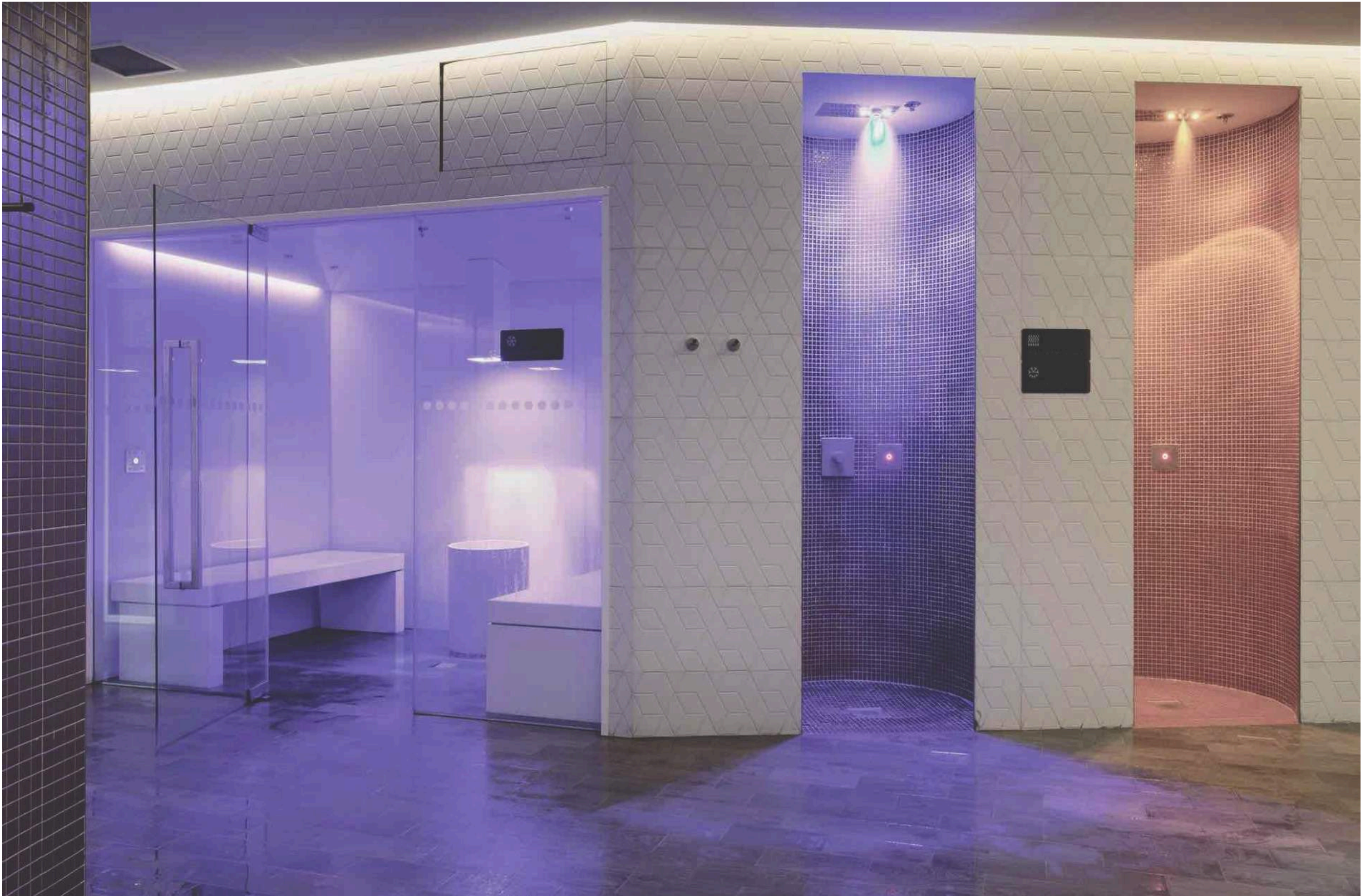


ST CABINS SPACES



SELF SERVE WINE DISPENSER

ST CABINS SPACES



EXPERIENTIAL SHOWER

ST CABINS COMMUNAL

VARYING DEGREES OF SHARED SPACES

As a **Social Accelerator**, and to encourage guests to “be present”, our resources are devoted to designing various combinations of communal spaces to facilitate different social needs. From privacy nooks for intimate discussion to working areas fit for a dozen, and to big lounge spaces for events and parties, there is somewhere for someone to be at each point of their stay.



ST CABINS COMMUNAL

privacy nooks



meeting room



lounge spaces



ST CABINS COMMUNAL

CREATING MEANINGFUL SPACES FOR EXCHANGES

Be it over a cuppa, while cooking for the day or even during event nights at ST Cabins, there are various spots which are specifically created for social exchanges while carrying on day to day activities.

Never a boring moment, even getting a refreshment and going to shower can bring guests wonderful surprises and new friends found.



ST CABINS ROOM



“THERE’S PRIVACY, BUT ONLY WHEN NEEDED”

Co-living gives people the ability to thrive in private while also providing residents to meet new people and share life experiences with one another.

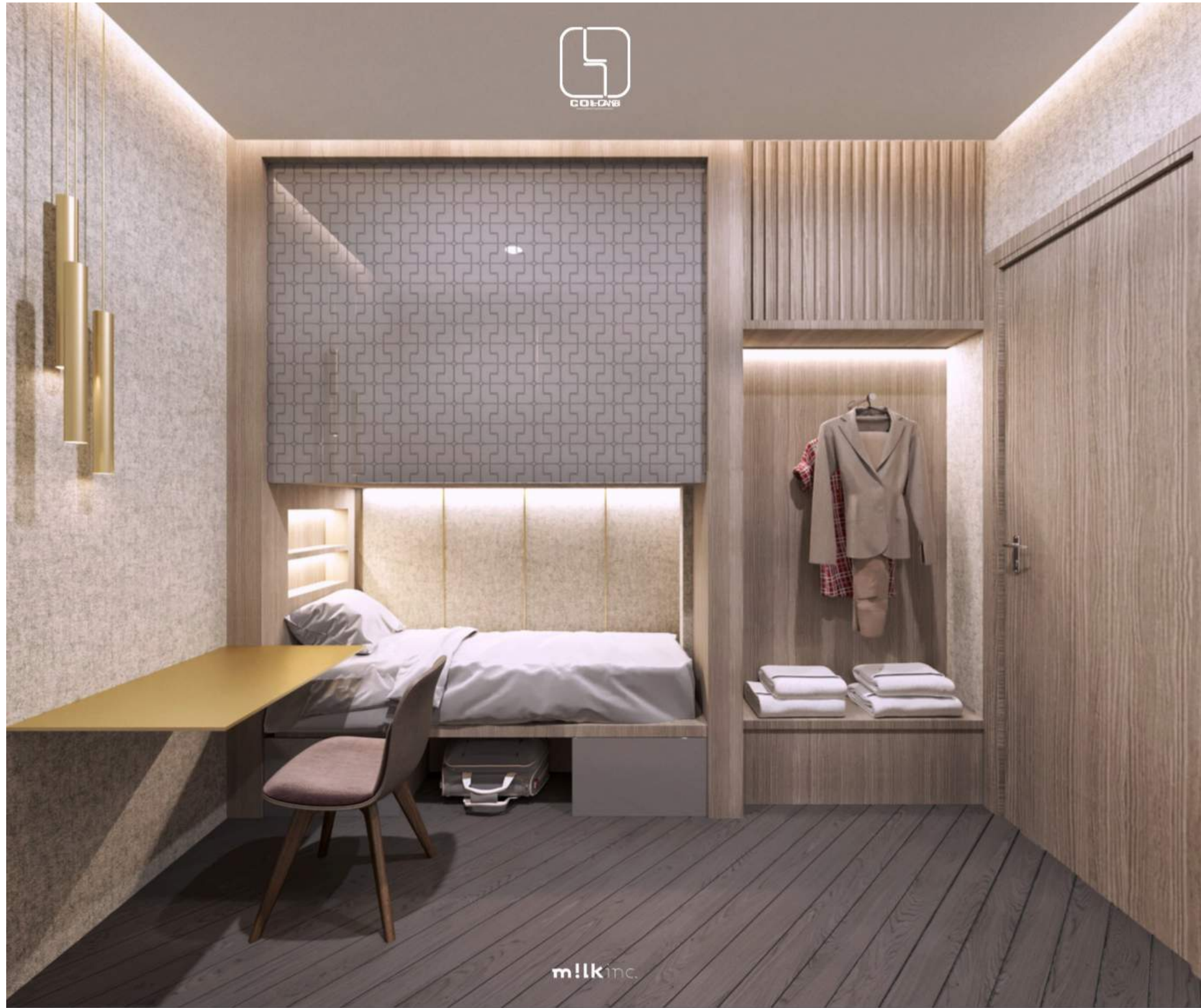
What most people are willing to share are utilities, the internet, gardens and workspaces. But sharing bedrooms is off limits. And most people would prefer not to share groceries or the bathroom.

ST CABINS ROOM

The non-ensuite design for the rooms make economical sense as guests get to enjoy the needed moment of privacy, while getting the most out of the luxurious and convenient features of the communal areas at ST Cabins.

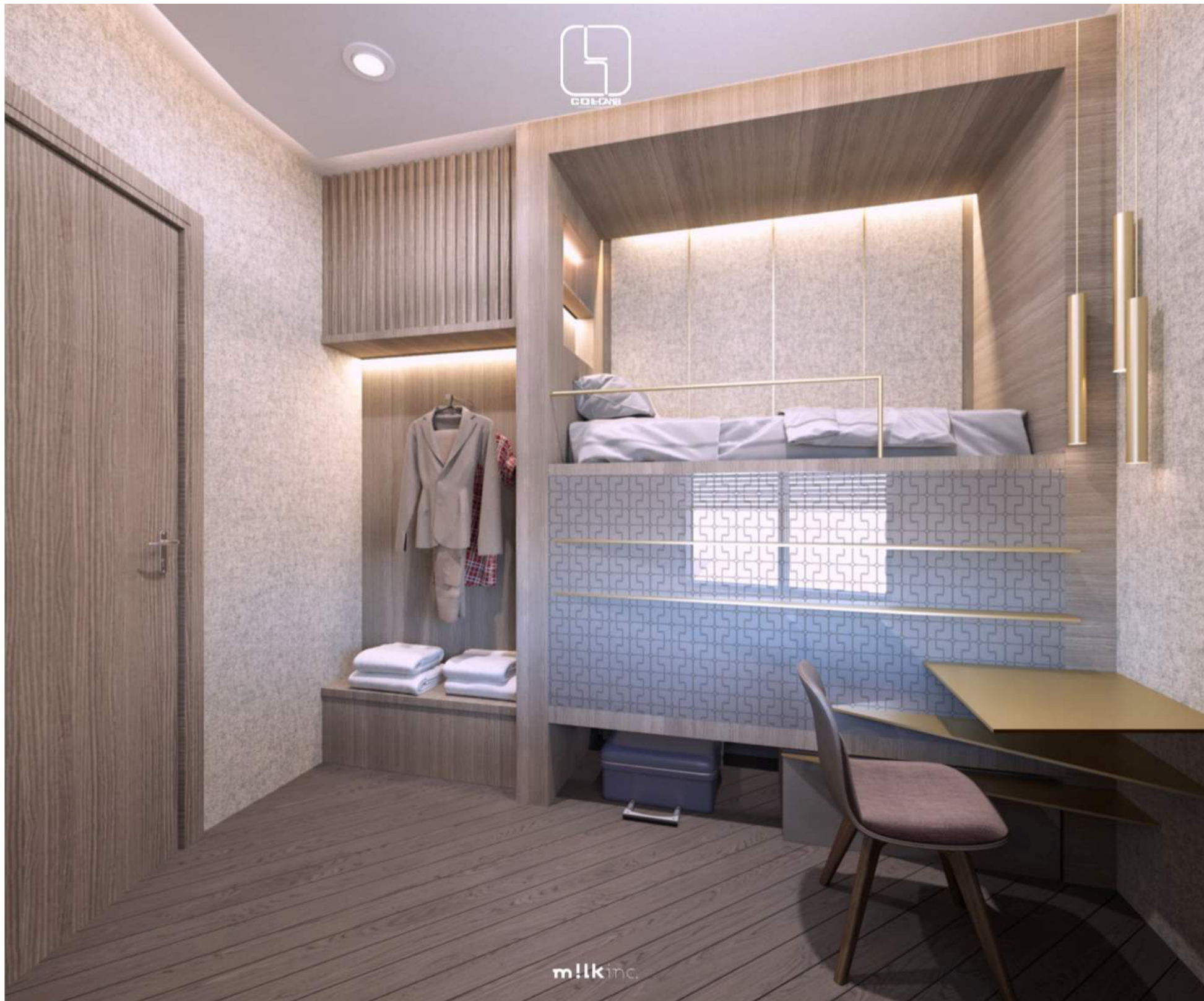


ST CABINS ROOM



DESIGN IN PROGRESS

ST CABINS ROOM



DESIGN IN PROGRESS

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DESIGN IN PROGRESS

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DESIGN IN PROGRESS

ST CABINS ROOM

SERIOUS HOME COMFORT

Despite living space being split for the purpose of creating private sleeping quarters, we still retain a certain “comfort of home” appeal. Like other types of communal living, the primary living spaces are shared, that includes bathrooms, dining areas, living room, recreation areas, laundry and etc.

More than just the physical comfort we are providing to our guests, one of our touchpoint addresses their emotional comfort. Presenting long staying guests with an empty photo frame for them to place their loved ones’ photos and use that to add a little familiarity to the room, it is one spot that solely belongs to him/her. We believe that through this small gesture, and a community of friends they will be making in-house, we can also be a remedy for homesickness.



ST CABINS COMMUNITY

WE WANT TO LIVE WITH A DIVERSE GROUP OF PEOPLE

The majority would prefer to live with people of different backgrounds and ages.

"Today we live in our own little echo chambers of information and are surrounded by so much like-mindedness. It's lovely that despite this bubble creation, when people are asked, they'd prefer to live with people who are different to them."



ST CABINS COMMUNITY



A COMMUNITY THAT PLAYS TOGETHER, STAYS TOGETHER

One of the most important aspect of a Co-living environment is the community and culture that was built. In order to keep a healthy community spirit going, regular events, such as yoga sessions, culinary masterclasses, BBQ cookout, networking and chill out activities will be organised in-house, and subsequently self-organised by members of the community.

ST CABINS PARTNERS



A STRATEGIC TIE UP

Not only can we provide luxurious facilities and amenities, we can work with other establishments in Singapore that are also best in their fields. For example, we can have a partnership with Co-working establishments, to provide a discounted rate for our guests who needs workspaces. Other note-worthy potential tie-ups we are looking at are Fitness Gyms, and also local Beauty Brands, which we can showcase and allow our guests to test drive their products in our communal bathrooms.



(GLOBAL) POSITIVE PROSPECTS



**30% OF TRAVELERS IN
2018 ARE MILLENNIALS**



**50% OF TRAVELERS IN
2020 WILL BE MILLENNIALS**

By 2020, 50% of travelers in the world will be millennials

According to the Cornell Center for Hospitality Research, millennial travellers makes up **30%** of the total number of travellers worldwide. It is estimated that by 2020, the percentage will reach up to **50%**. Also, United Nations have reported that more than **200 million** millennial travelers generated more than **US\$200 billion** (largest spending demographic) and the numbers are still climbing.

Therefore, major hotel brands have ventured and are still venturing into creating products and brands specifically for millennials:



MARRIOTT with the brand



with the brand



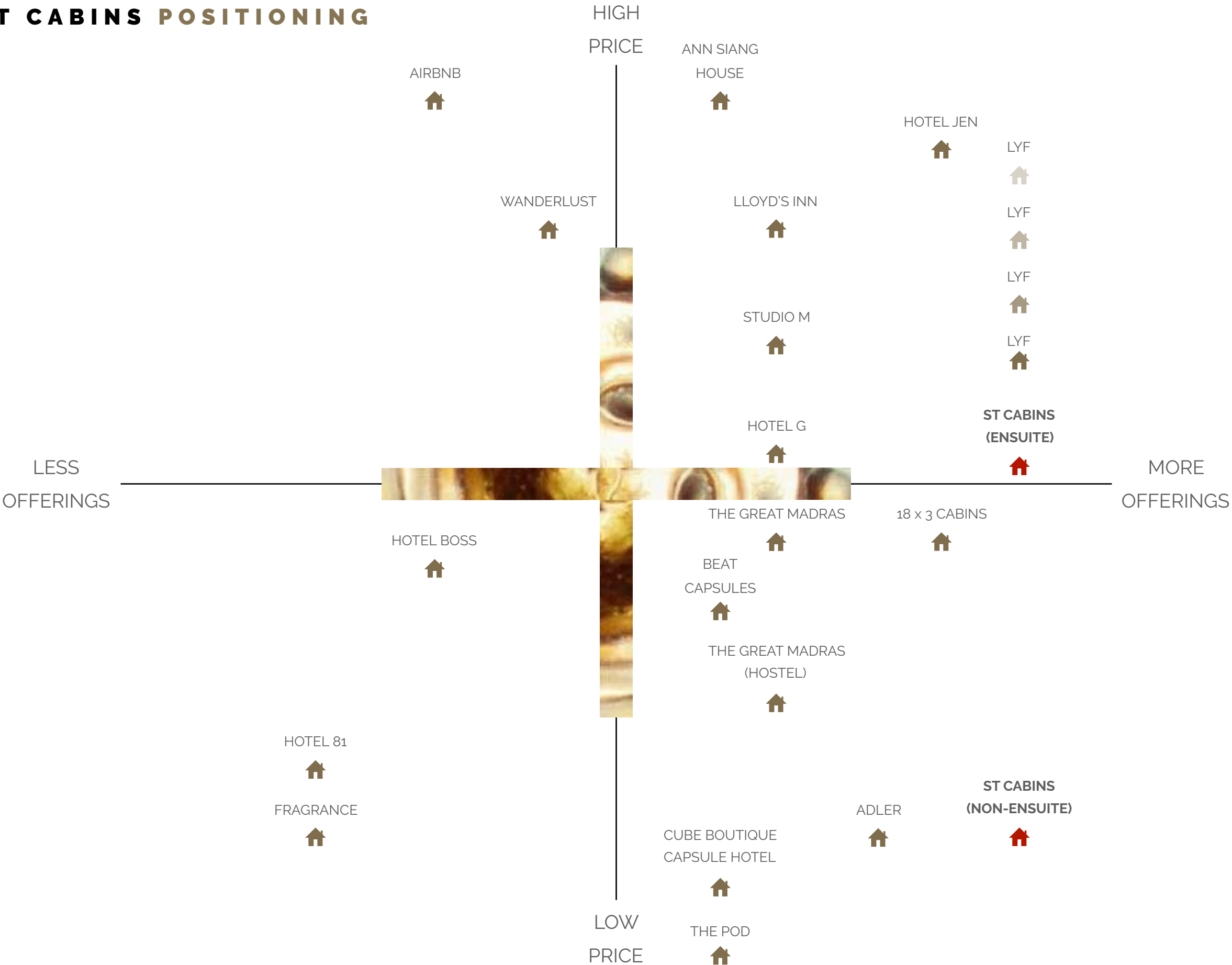
with the brand



with the brand



ST CABINS POSITIONING



(LOCAL) POSITIVE PROSPECTS

Singapore's 2017 tourism receipts, visitor arrivals hit new highs for second straight year

MON, FEB 12, 2018 - 11:30 AM

JACQUELINE WOO



The top three largest markets for visitor arrivals were China, Indonesia and India. India saw the highest growth rate at 16 per cent and contributed the bulk of the growth in visitor arrivals together with China, which was up 13 per cent. PHOTO: ST FILE

TOURISM receipts and visitor arrivals hit new record highs last year, topping the stellar performance from 2016.

Preliminary estimates from the Singapore Tourism Board (STB) on Monday showed tourism receipts climbed 3.9 per cent to S\$26.8 billion, spurred by growth in visitor arrivals across all top 10 markets - China, Indonesia, India, Malaysia, Australia, Japan, the Philippines, South Korea, United States and Vietnam.

17.4 million

Visitor arrival in 2017
(↑ 6.2% from 2016)

\$26.8 billion

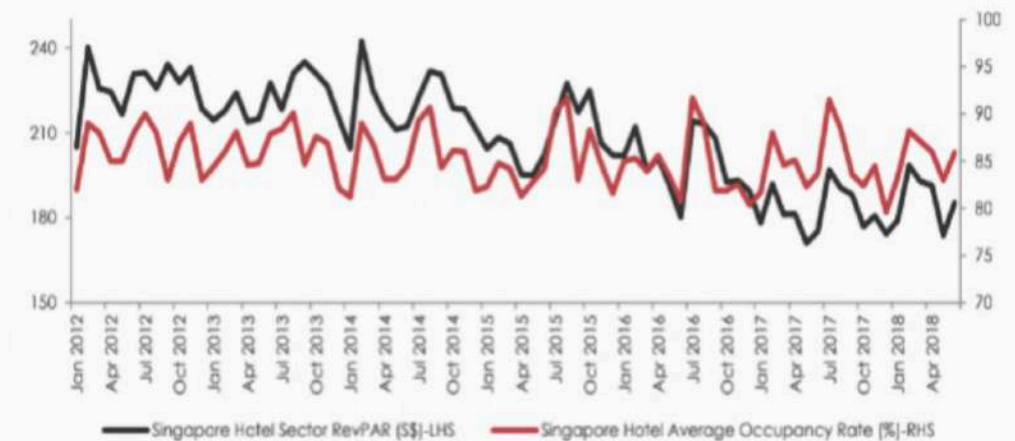
Tourism receipts in 2017
(↑ 3.9% from 2016)

NEWS

HOTELS & TOURISM | STAFF REPORTER, SINGAPORE

PUBLISHED: 10 SEP 18 81 VIEW(S)

Exhibit 28: Singapore Hotels' average RevPAR and occupancy



Source: Singapore Tourism Board, OIR

Chart of the Day: Hotel occupancy rates rose 1.4ppt to 86.4% in July

RevPar inched up 3.2% to \$188.

This chart from OCBC Investment Research (OIR) shows that occupancy rates in the hotel sector picked up 1.4ppt to 86.4% YoY in July.

Meanwhile, revenue per available room grew 3.2% to \$188 as the average room rate increased 1.9% to \$218

"Looking ahead, the ongoing geopolitical tensions arising from the US-Sino trade conflict may have a negative impact on corporate demand," OIR noted.

AOR: **86.4%** (↑ 1.4%)
RevPAR: **\$188** (↑ 3.2%)

\$3.7 billion

Accommodation revenue in 2017
(↑ 3.9% from 2016)

OUR SCALE AND LOCATIONS



RISK FACTORS

1. The Group has no prior track record and operating history in the Hospitality Business

6. The Hospitality Business may be exposed to payment delays and/or defaults by tenants

10. The Group may be exposed to risk of loss and potential liabilities that may not be covered by insurance

2. The Group may not have the ability or sufficient expertise to execute the Proposed Diversification

7. The Group may be unable to identify and secure new projects and leases of new sites to grow the Hospitality Business

11. The Proposed Diversification is subject to general risks associated with operating businesses outside Singapore

3. The Group is exposed to risks associated with acquisitions, joint ventures or strategic alliances

8. Under the Hospitality Business, there may be occurrences of non-compliance of lease terms by the Group's customers, resulting in imposition of fines on the Group or termination of the Group's master leases

12. The Hospitality Business may be adversely affected by any reduction in the willingness of its customers to travel due to any acts or threats of terrorism

4. The Group is subject to various government regulations in the Hospitality Business

13. The Hospitality Business may be susceptible to fluctuations in foreign exchange rates that could result in the Group incurring foreign exchange losses

5. The Group may face intense competition from existing competitors and new market entrants in the Hospitality Business

9. The Group may not be able to provide the capital investments needed to undertake the Hospitality Business

14. The Hospitality Business will be subjected to risks in relation to interest rate movements