



# PROP Nex LIMITED

FINANCIAL RESULTS AND BUSINESS UPDATES  
FOR SIX MONTHS ENDED 30 JUNE 2025





A photograph of a couple from behind, looking at a two-story house with a brown roof and white-trimmed windows. The scene is set outdoors with trees in the background. A semi-transparent blue banner covers the bottom half of the image, containing white text.

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# 01 FINANCIAL HIGHLIGHTS

# Income Statement

(in \$'000)	1H2025	1H2024	+/- (%)
Revenue	598,945	345,586	73.3
Cost of services rendered	(532,771)	(312,145)	70.7
<b>Gross profit</b>	<b>66,174</b>	<b>33,441</b>	<b>97.9</b>
<b>Gross profit margin</b>	<b>11.0%</b>	<b>9.7%</b>	<b>1.3</b>
Finance income	2,480	2,858	(13.2)
Other income	6,308	5,396	16.9
Staff costs	(11,050)	(9,990)	10.6
Depreciation and amortisation	(1,277)	(1,492)	(14.4)
Finance costs	(35)	(13)	169.2
Other expenses	(7,725)	(7,341)	5.2
(Impairment losses)/reversal of impairment losses	(82)	601	N.M.
<b>Profit before tax</b>	<b>54,793</b>	<b>23,460</b>	<b>133.6</b>
Tax expense	(9,298)	(4,001)	132.4
<b>Profit for the period</b>	<b>45,495</b>	<b>19,459</b>	<b>133.8</b>
<b>Net profit margin</b>	<b>7.6%</b>	<b>5.6%</b>	<b>2.0</b>
<b>Profit attributable to owners</b>	<b>42,256</b>	<b>19,001</b>	<b>122.4</b>
<b>Earnings per share (cents)</b>	<b>5.71</b>	<b>2.57</b>	<b>122.4</b>



(in \$'M)	1H2025	1H2024	+/- (%)
Project Marketing	258.5	91.3	183.2
Private Resale	125.7	79.4	58.2
HDB Resale	73.1	64.8	12.8
Rental	87.4	77.9	12.3
Landed Resale	33.5	16.4	104.7
Commercial & Industrial	16.8	11.3	48.6



# Balance Sheet

(in \$'000)

	30 Jun 2025	31 Dec 2024	+/-
<b>Non-current assets</b>	3,232	13,222	(9,990)
<b>Current assets</b>	384,719	272,482	112,237
Trade and other receivables	228,688	129,390	99,298
Cash and cash equivalents	136,791	111,838	24,953
Other investments	19,240	31,254	(12,014)
<b>Total assets</b>	<b>387,951</b>	<b>285,704</b>	<b>102,247</b>
<b>Non-current liabilities</b>	936	1,314	(378)
<b>Current liabilities</b>	258,875	159,636	99,239
Trade and other payables	241,539	146,566	94,973
Current tax liabilities	13,665	8,667	4,998
Others	3,671	4,403	(732)
<b>Total liabilities</b>	<b>259,811</b>	<b>160,950</b>	<b>98,861</b>
<b>Total equity</b>	<b>128,140</b>	<b>124,754</b>	<b>3,386</b>
<b>Total equity and liabilities</b>	<b>387,951</b>	<b>285,704</b>	<b>102,247</b>



## Key Financial Ratios

	30 Jun 2025	31 Dec 2024
Net asset value per share (cents)	16.89	16.68
Market capitalisation (\$'M)	799.2	699.3



# Cash Flows Summary

(in \$'000)	1H2025	1H2024
Operating activities	45,290	16,282
Investing activities	22,855	(5,631)
Financing activities	(43,192)	(27,567)
<b>Net increase/(decrease) in cash</b>	<b>24,953</b>	<b>(16,916)</b>
<b>Cash at beginning of period</b>	<b>111,838</b>	<b>133,355</b>
<b>Cash at end of period</b>	<b>136,791</b>	<b>116,439</b>

## Analysis of cash and cash equivalents

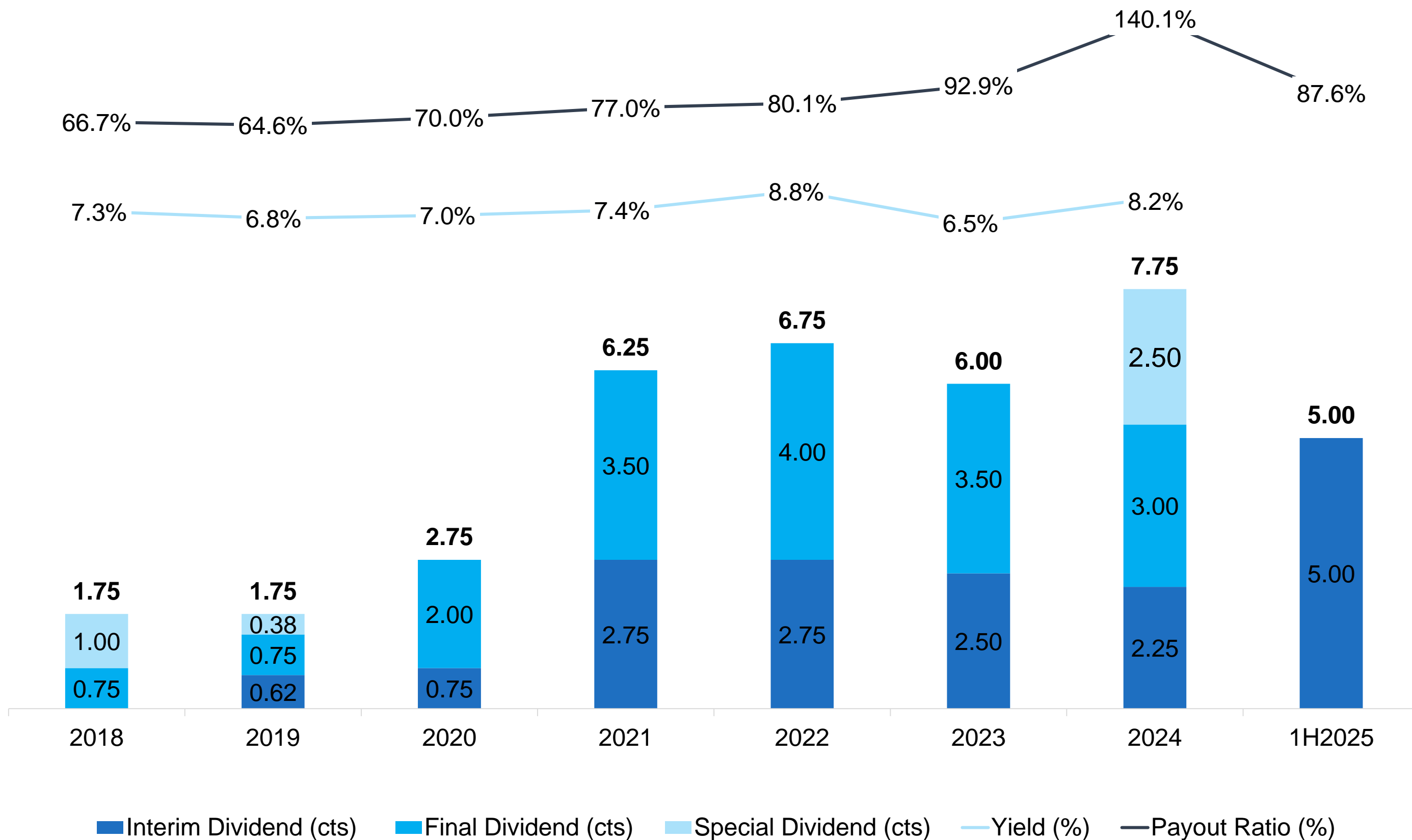
Cash at banks (including brokerage account)	28,891
Fixed deposits	107,900
<b>Cash and cash equivalents</b>	<b>136,791</b>



Major Cash Flows Items (\$'000)	1H2025
Cash from operations	45,290
Add/(Less):	
Interest received	1,855
Dividends paid to Shareholders	(40,700)
Dividends paid to NCI	(1,409)
Decrease in long-term deposits	9,000
Decrease in other investments	12,287
Payment of lease liabilities (rental)	(1,048)
Others	(322)
<b>Net increase in cash</b>	<b>24,953</b>



# Dividend History



**HIGHEST**  
interim  
dividend since  
listing of **5.00**  
**cents per**  
**share** for  
1H2025

Notes:

- Dividends in FY2018 to FY2022 have been adjusted for 1-for-1 bonus issue completed on 5 May 2023
- Yield is based on the closing share price on 31 December of each respective financial year





# 02 BUSINESS OVERVIEW



# PropNex Differentiators



**Asset  
Light  
Cash  
Generator**



**Diversified  
Revenue  
Segments with  
Leading Market  
Shares**



**Largest Local  
Sales Force  
and Still  
Growing**



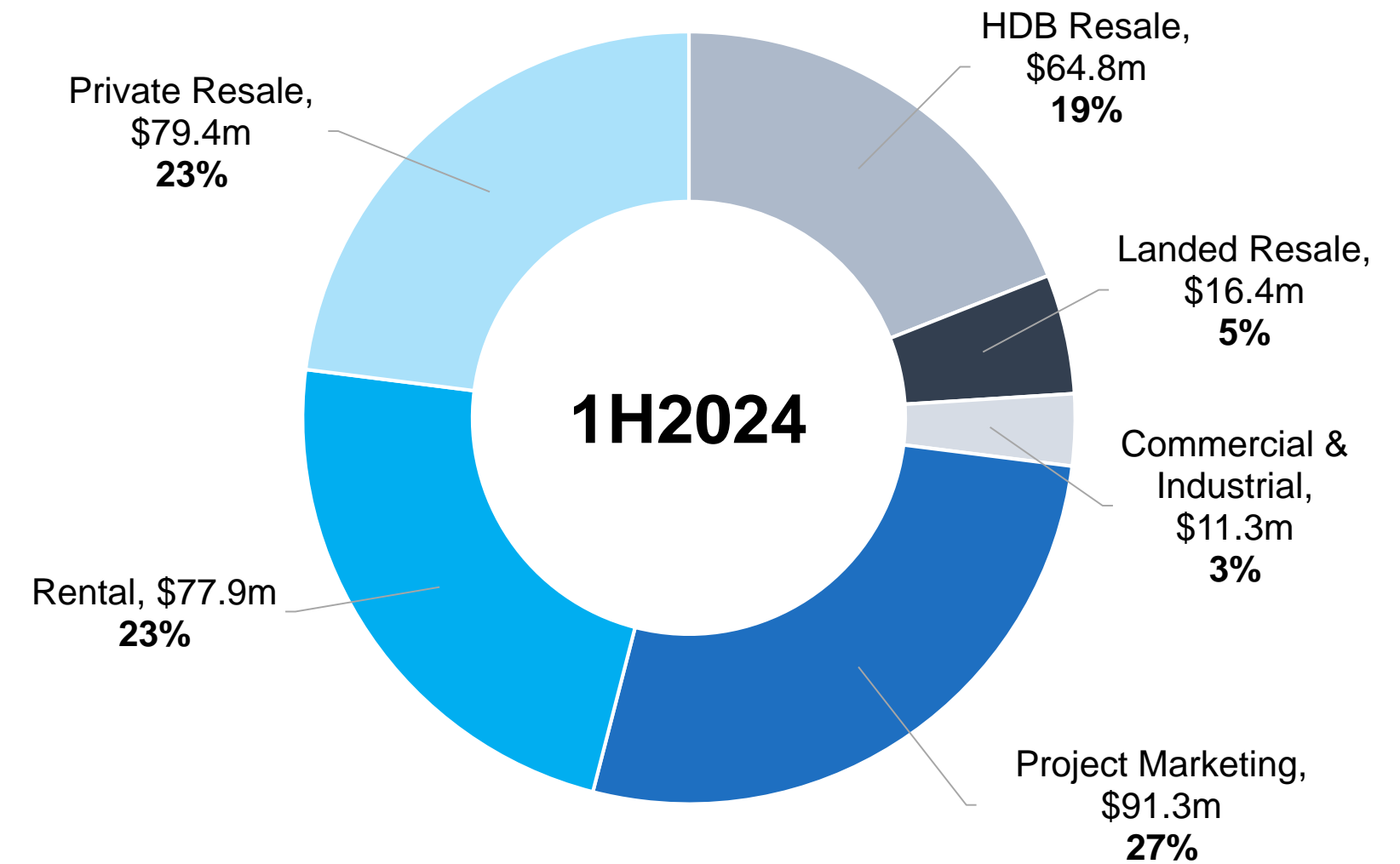
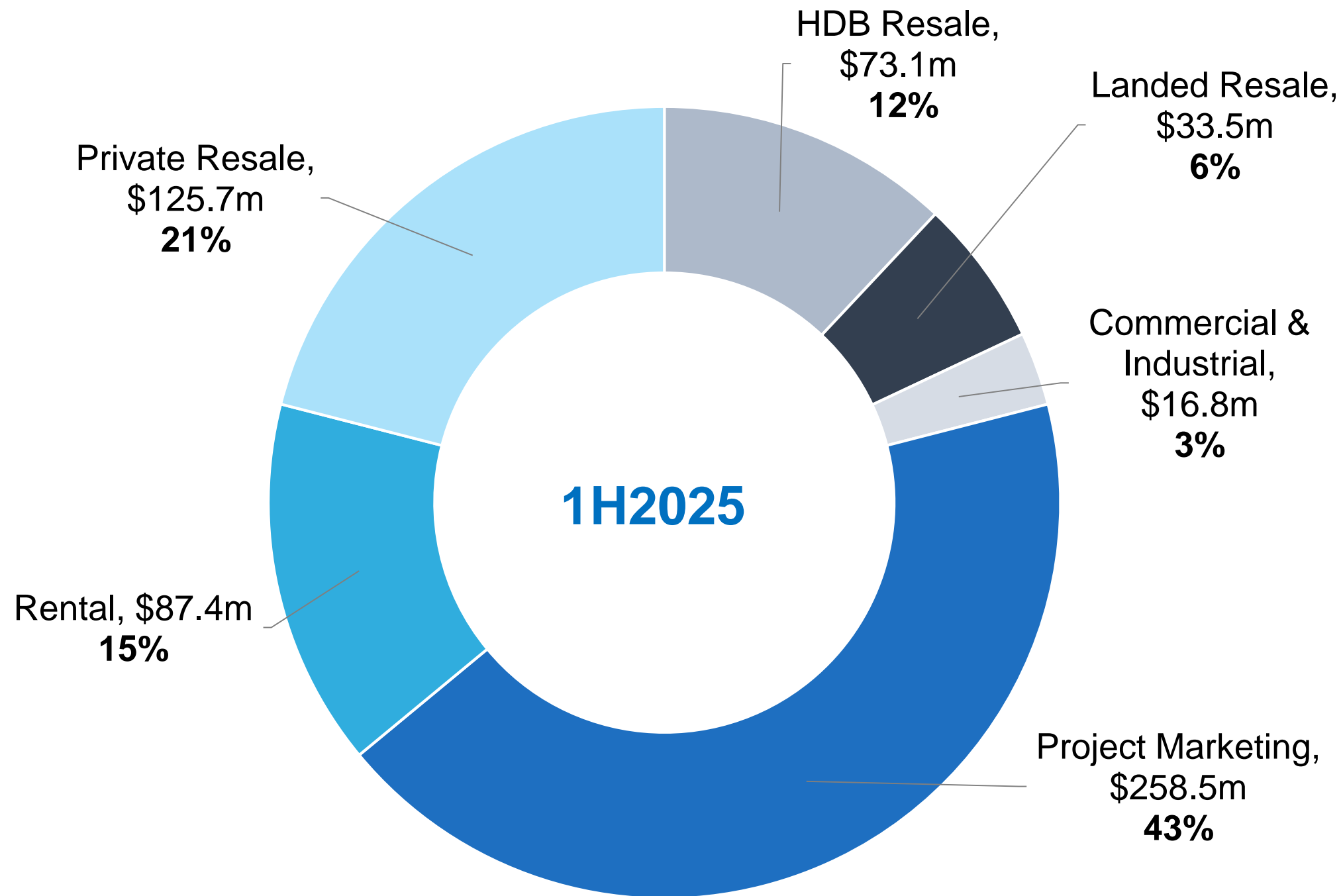
**Strong  
Management &  
Positive  
Workplace Culture**



**Leading Edge in  
Training &  
Technology**

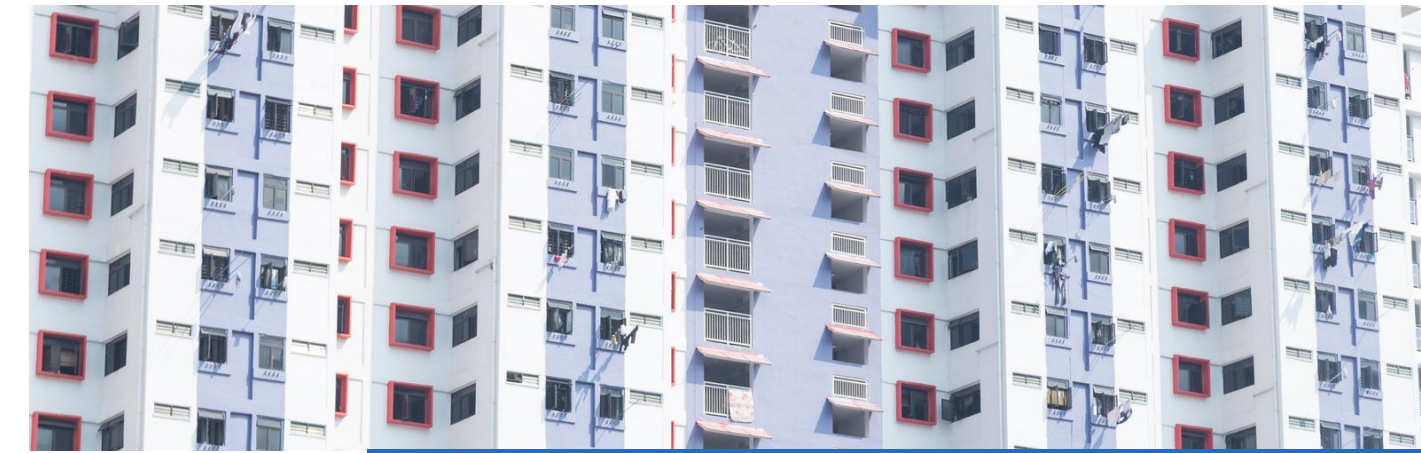
# Diversified Revenue Segments

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

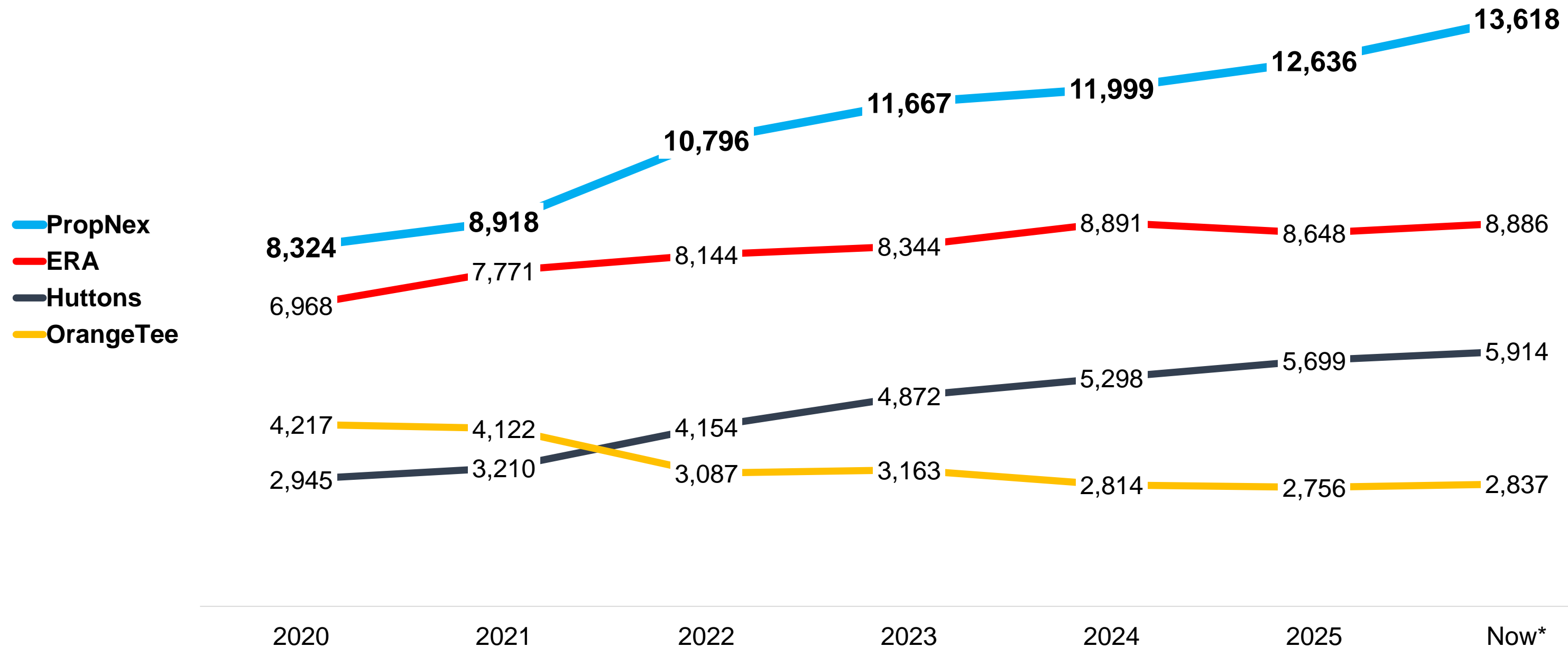




# Largest Real Estate Sales Force in Singapore



Top 4 Property Agencies in Singapore by Number of Salespersons  
(as at 1 January of each calendar year)



\* Source: The Council for Estate Agencies ("CEA") as at 5 August 2025



# PropNex

## Geographical Footprint

Over **16,000** salespersons in **24** offices  
across **5** countries (excluding Singapore HQ)

Local presence through offices,  
franchises and licensing arrangements

**CAMBODIA**  
Since 2021  
1 office

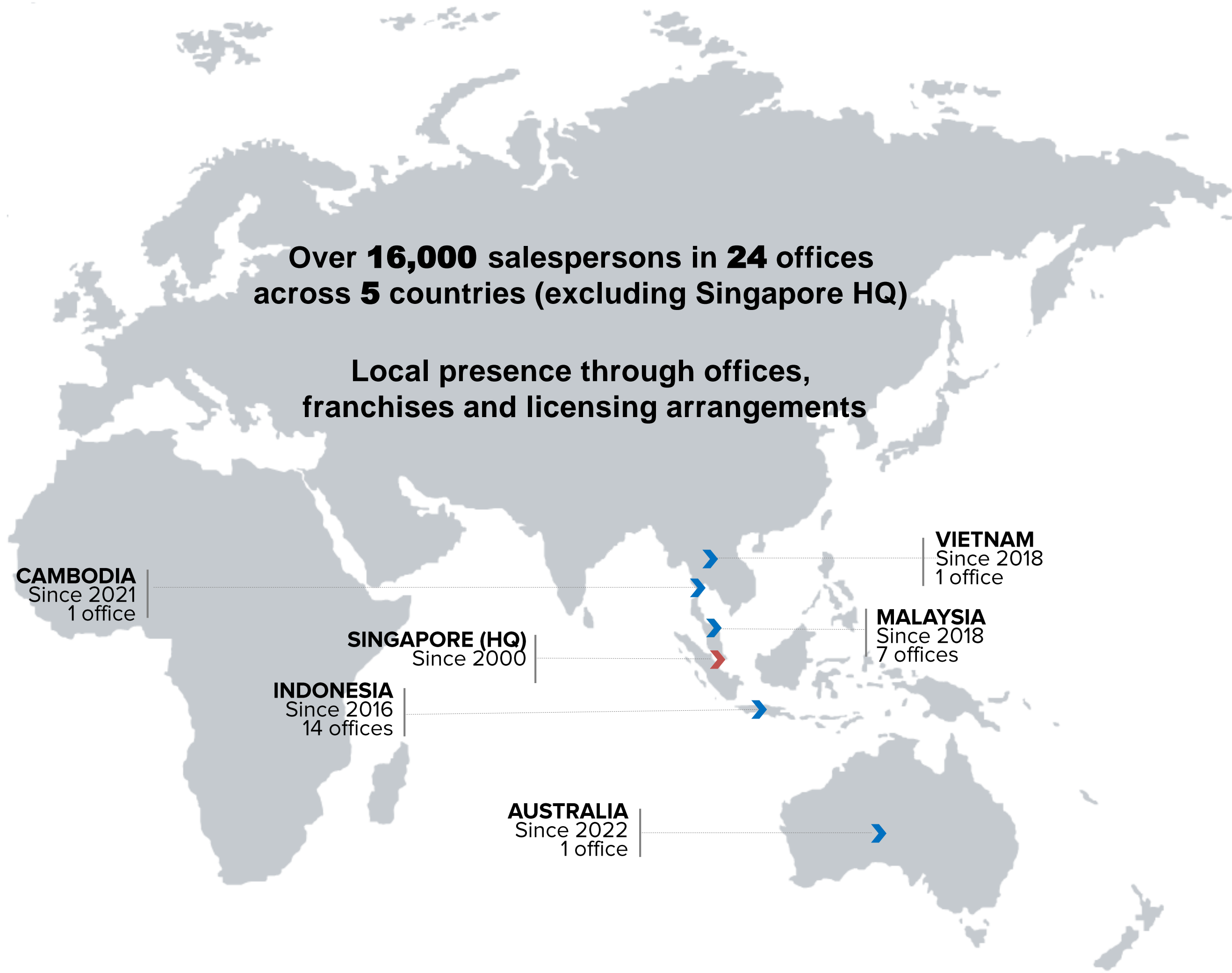
**INDONESIA**  
Since 2016  
14 offices

**SINGAPORE (HQ)**  
Since 2000

**AUSTRALIA**  
Since 2022  
1 office

**MALAYSIA**  
Since 2018  
7 offices

**VIETNAM**  
Since 2018  
1 office





# 2025 Awards & Accolades



## Fortune Southeast Asia 500 2025

- PropNex ranked #409
- Only real estate agency in Singapore in the list for two years running

Based on total revenue for fiscal year 2024 of top-grossing companies from Indonesia, Thailand, Malaysia, Singapore, Vietnam, the Philippines and Cambodia

## Singapore Business Review Technology Excellence Awards 2025

- Winner, PropTech Award
- Second year running

PropTech Overall Champion validates as a tech-driven leader in Singapore's real estate space.



## Reader's Digest Trusted Brand 2025

- Voted by the Consumers of Singapore

Highest accolade awarded only to brands with an exceptional margin of trust over their closest competitors.

This is a historic milestone as we are the first and only real estate company in Singapore to ever achieve Platinum status



## Influential Brands 2025 - Property Agency

- Winner, Property Agency

A strong affirmation of PropNex as the most trusted and forward-thinking real estate agency







# 03 MARKET OVERVIEW

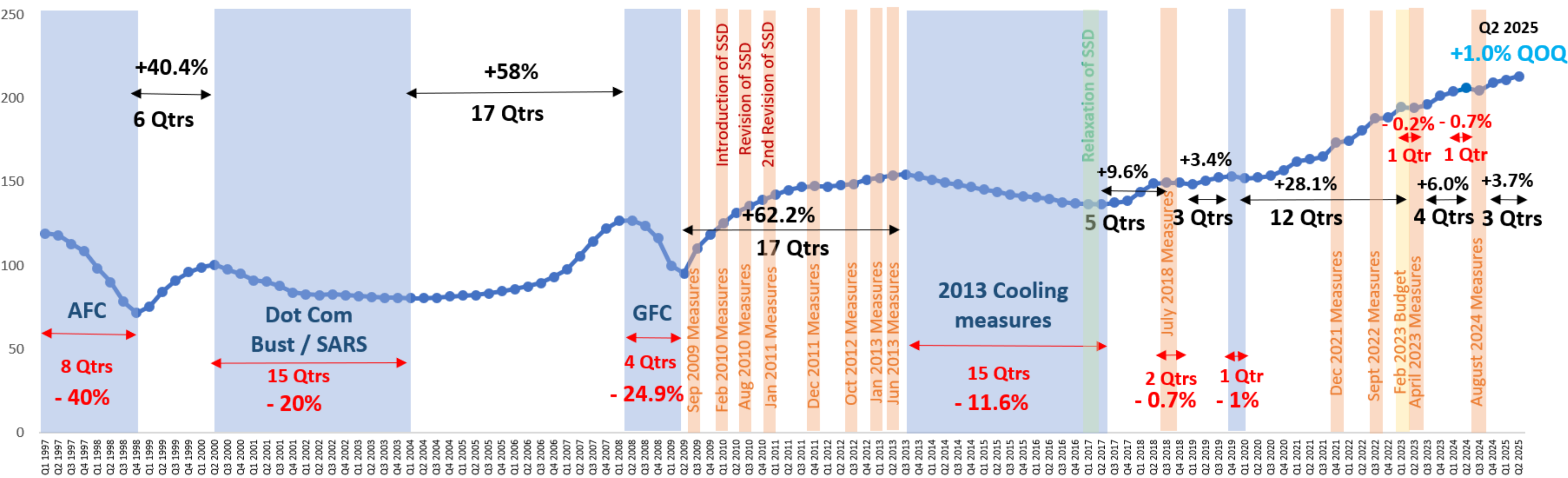


# Private Residential Prices

Proven track record through crises and cooling measures  
Private Home Prices grew by 1.0% QoQ in Q2 2025



Private Property Price Index



# Private Residential Prices



Year	YoY change
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%
2024	3.9%

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

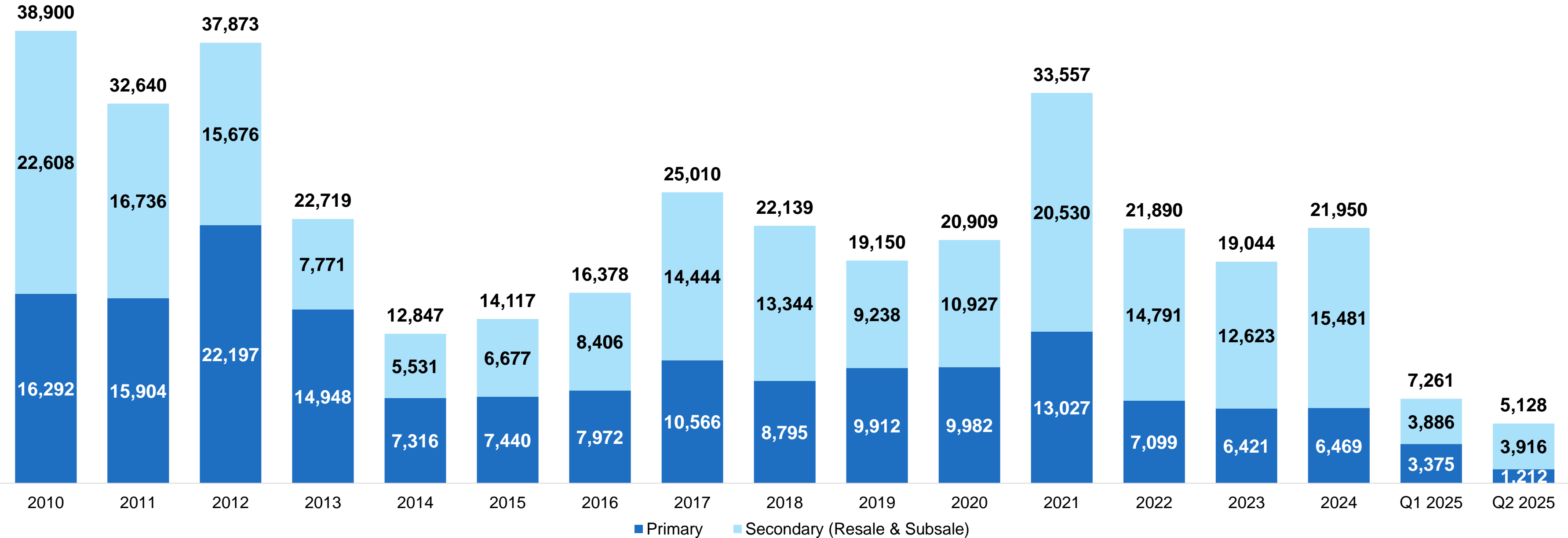
Year	QoQ change	
Q1 2021	3.3%	
Q2 2021	0.8%	<b>+10.6%</b>
Q3 2021	1.1%	
Q4 2021	5.0%	
Q1 2022	0.7%	
Q2 2022	3.5%	<b>+8.6%</b>
Q3 2022	3.8%	
Q4 2022	0.4%	
Q1 2023	3.3%	
Q2 2023	-0.2%	<b>+6.8%</b>
Q3 2023	0.8%	
Q4 2023	2.8%	
Q1 2024	1.4%	
Q2 2024	0.9%	<b>+3.9%</b>
Q3 2024	-0.7%	
Q4 2024	2.3%	
Q1 2025	0.8%	<b>+1.8%</b>
Q2 2025	1.0%	



# Private Home Sales (Volume)



Total Private Home Sales (Primary vs Secondary)



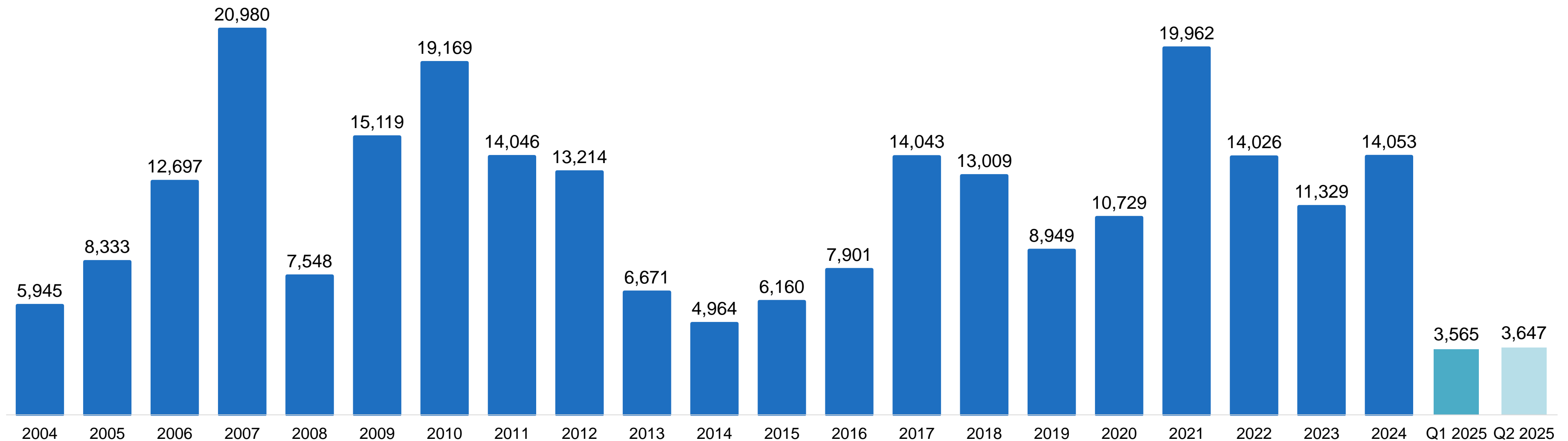
Source: PropNex Research & URA

# Private Resale Volume

The resale market saw **over 3,600** homes being resold in Q2 2025



Private residential resale volume (excl. ECs and subsales)



Source: PropNex Research & URA

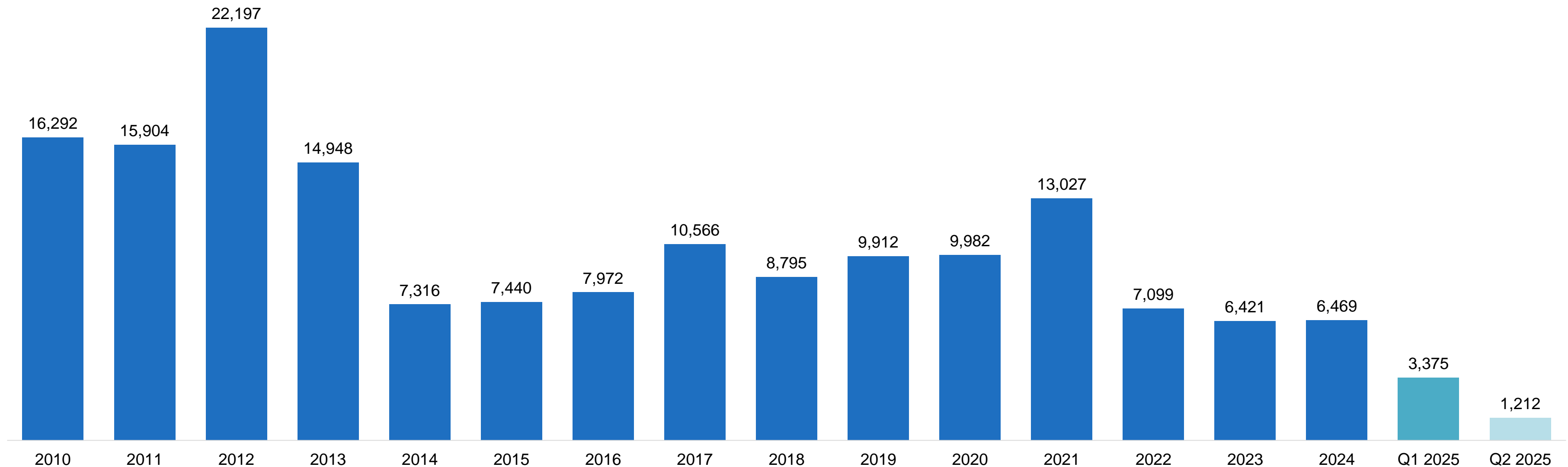


# Private New Home Sales Volume

Developers sold **1,212** new homes in Q2 2025



Annual developers' sales (excl. ECs)



# Government uses SSD to calibrate sub-sales

Various changes and revisions over the last 15 years

## Historical changes in SSD

Holding Period	20 February 2010*	30 August 2010**	14 January 2011 to 10 March 2017	11 March 2017 to 3 July 2025	On and after 4 July 2025
Up to 1 year	SSD introduced, holding period of 1 year	SSD holding period increased from 1 year to 3 years	16%	12%	16%
More than 1 year but up to 2 years			12%	8%	12%
More than 2 years but up to 3 years			8%	4%	8%
More than 3 years but up to 4 years			4%	No SSD payable	4%
More than 4 years			No SSD payable		No SSD payable

Source: PropNex Research, IRAS

\* 1% on first \$180,000; 2% on next \$180,000; 3% on remainder

\*\* 1<sup>st</sup> year: 1% on first \$180,000; 2% on next \$180,000; 3% on remainder

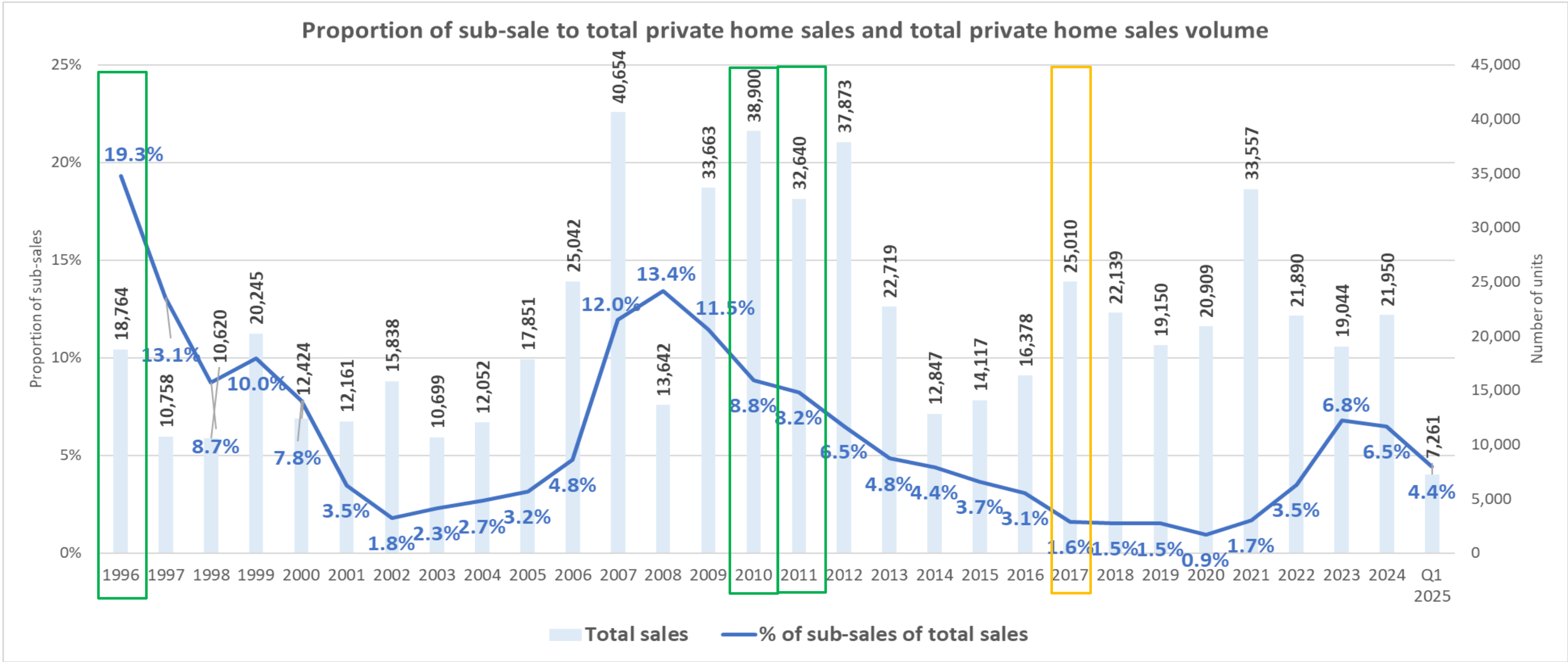
\*\* 2<sup>nd</sup> year: 0.67% on first \$180,000; 1.33% on next \$180,000; 2% on remainder

\*\* 3<sup>rd</sup> year: 0.33% on first \$180,000; 0.67% on next \$180,000; 1% on remainder



# SSD moderates sub-sale levels

First introduced in 1996 and suspended in 1997; reintroduced in 2010 and revised in 2011, 2017 and July 2025



Source: PropNex Research, URA

# HDB Resale Prices

HDB resale prices have grown **0.9%** in Q2 2025



Year	YoY change	Year	QoQ change	Year	QoQ change
2010	14.1%	Q1 2017	-0.5%	Q1 2021	3.0%
2011	10.7%	Q2 2017	-0.1%	Q2 2021	3.0%
2012	6.5%	Q3 2017	-0.7%	Q3 2021	2.9%
2013	-0.6%	Q4 2017	-0.2%	Q4 2021	3.4%
2014	-6.0%	Q1 2018	-0.8%	Q1 2022	2.4%
2015	-1.6%	Q2 2018	0.1%	Q2 2022	2.8%
2016	-0.1%	Q3 2018	-0.5%	Q3 2022	2.6%
2017	-1.5%	Q4 2018	-0.1%	Q4 2022	2.3%
2018	-0.9%	Q1 2019	-0.3%	Q1 2023	1.0%
2019	0.1%	Q2 2019	-0.2%	Q2 2023	1.5%
2020	5.0%	Q3 2019	0.1%	Q3 2023	1.3%
2021	12.7%	Q4 2019	0.4%	Q4 2023	1.1%
2022	10.4%	Q1 2020	0.0%	Q1 2024	1.8%
2023	4.9%	Q2 2020	0.3%	Q2 2024	2.3%
2024	9.7%	Q3 2020	1.5%	Q3 2024	2.7%
		Q4 2020	3.1%	Q4 2024	2.6%
				Q1 2025	1.6%
				Q2 2025	0.9%

+12.7%

+10.4%

+4.9%

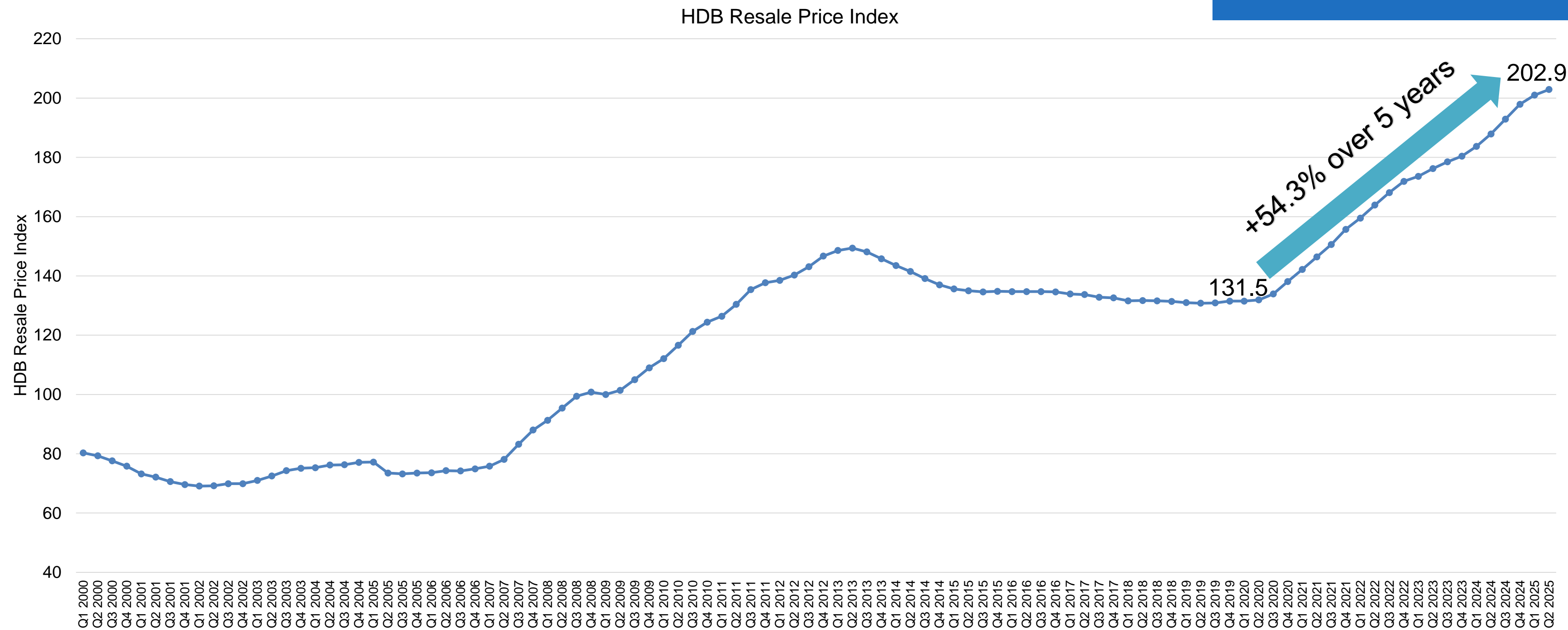
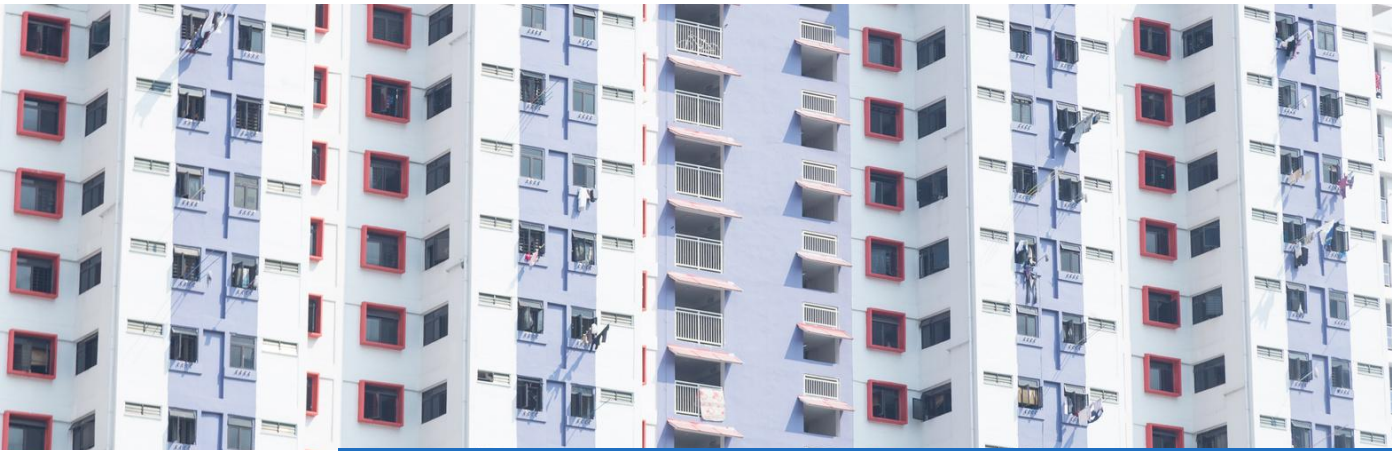
+9.7%

+2.5%



# HDB Resale Prices

HDB resale prices grew by **54.3%** since Q1 2020

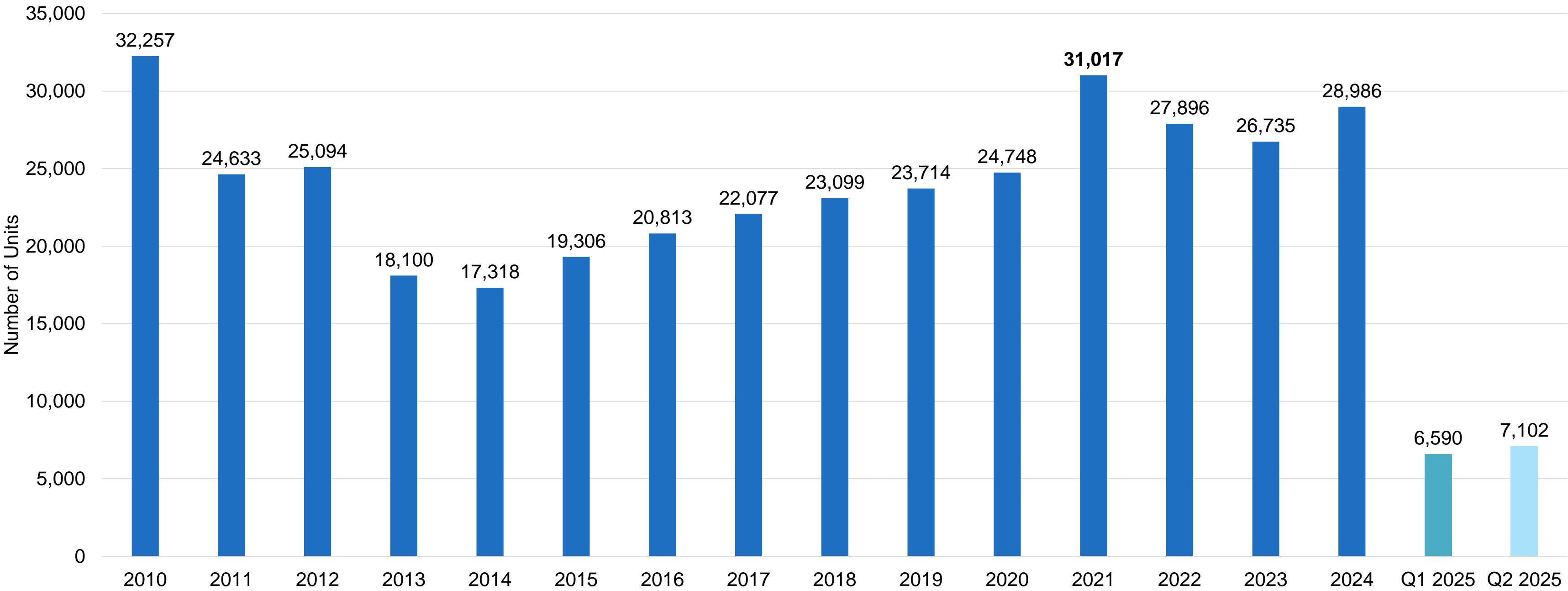


Source: PropNex Research & HDB

# HDB Resale Volume



HDB Resale Volume

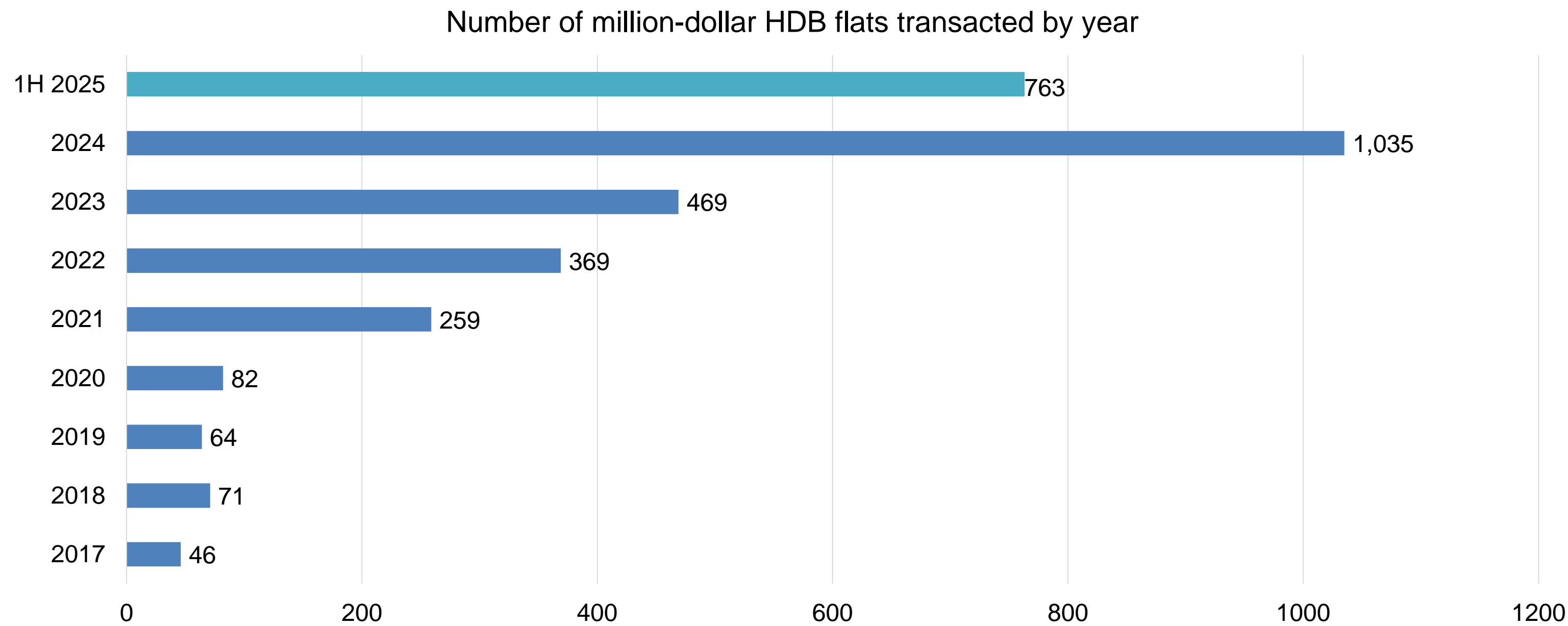


Source: PropNex Research & HDB



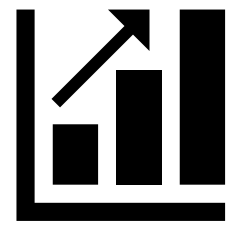
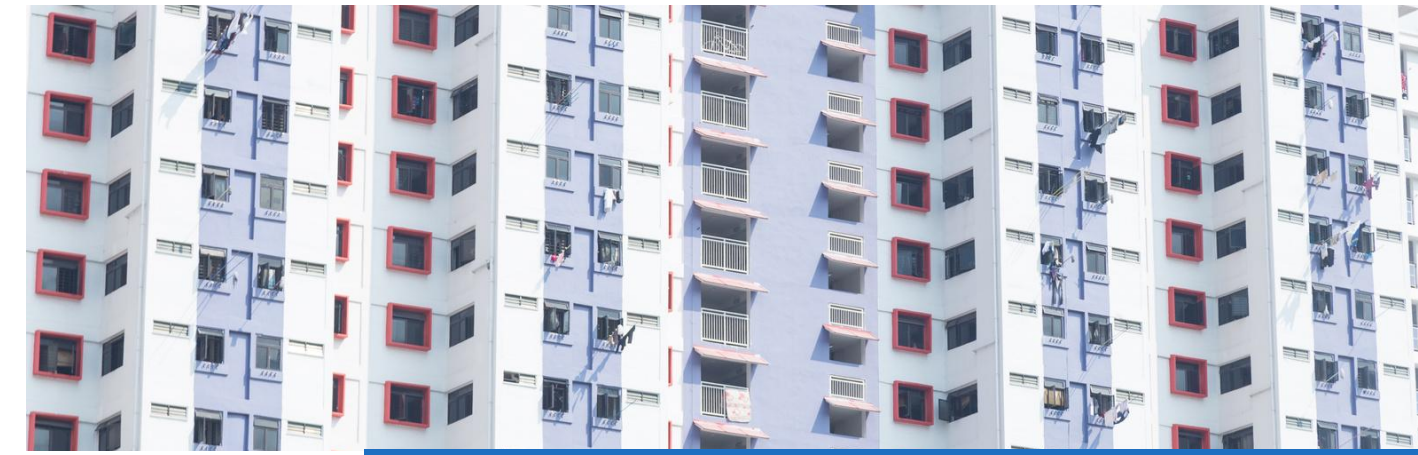
# Million-dollar Resale Flats

Record-breaking numbers sold; new record price set for resale flats

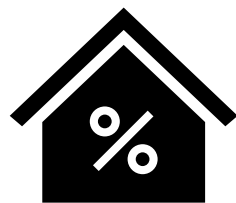


Source: PropNex Research & Data.gov.sg

# What Will Support Property Demand in 2025?



**Stable  
Economy**



**Stabilizing  
Interest  
Rates**



**Growing  
Population**



**Tight Job  
Market**



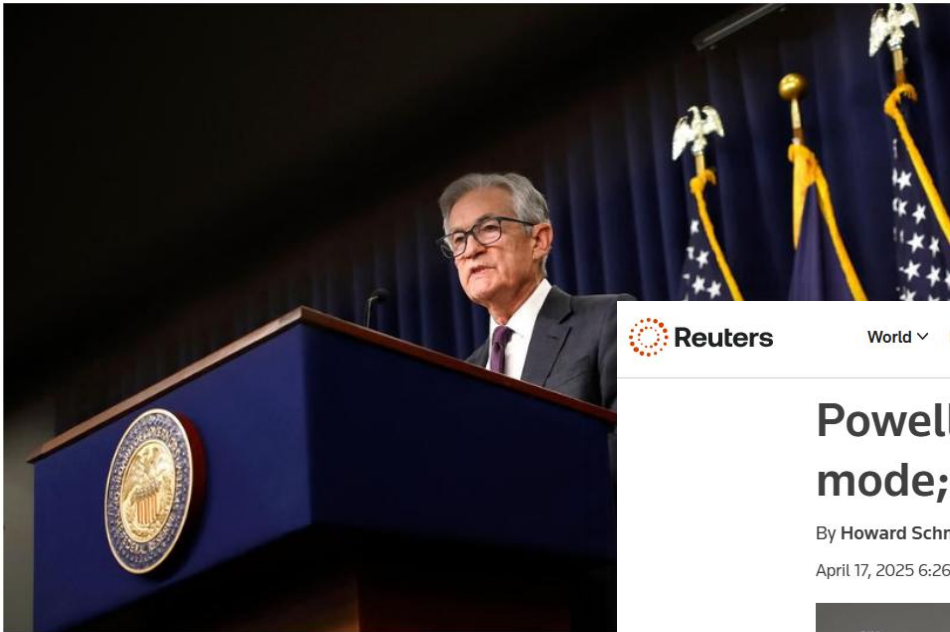


# Moderating interest rates

THE STRAITS TIMES

BUSINESS

### US Fed holds interest rates again but still sees two cuts coming in 2025



Federal Reserve chairman Jerome Powell said the risk of recession had risen slightly in recent months, but the Fed would wait for more data on the economy's direction before changing interest rates, but cautioned that President Donald Trump's tariff policies risked pushing inflation and employment further from the central bank's goals.

UPDATED MAR 20, 2025, 11:33 AM

WASHINGTON – The US Federal Reserve left interest rates unchanged for a second straight meeting, as officials stuck to their primary goal of maximum employment and projected two more cuts in 2025 despite bracing for higher inflation and economic uncertainty.

Source: The Straits Times (20 March 2025)


Reuters

World Business Markets Sustainability Legal Breakingviews Technology Investigati

### Powell says Fed remains in wait-and-see mode; markets processing policy shifts

By Howard Schneider and Ann Saphir

April 17, 2025 6:26 AM GMT+8 · Updated 4 days ago



The second one is how long does it take for the tariffs to have their effects on inflation?

Summary Companies

- Rush of imports to beat tariffs may slow Q1 GDP
- Economy, labor market remain solid
- Repeats Fed could face tough scenario of rising prices, weak growth

CHICAGO, April 16 (Reuters) - U.S. Federal Reserve Chair Jerome Powell said on Wednesday the Fed would wait for more data on the economy's direction before changing interest rates, but cautioned that President Donald Trump's tariff policies risked pushing inflation and employment further from the central bank's goals.

Source: Reuters (17 April 2025)



## Fixed 2-year loan rates (%)

Bank	Current rates (in Aug 2025)	Peak rates (in Jan 2023)
DBS	2.08% p.a.**	4.25% p.a.
OCBC	2.00% p.a.*	4.50% p.a.
UOB	2.15% p.a.*	4.30% p.a.
HSBC	2.15% p.a.*	4.25% p.a.

Source: Singcap (updated 11 August 2025)

\* For loans above \$1.0 million

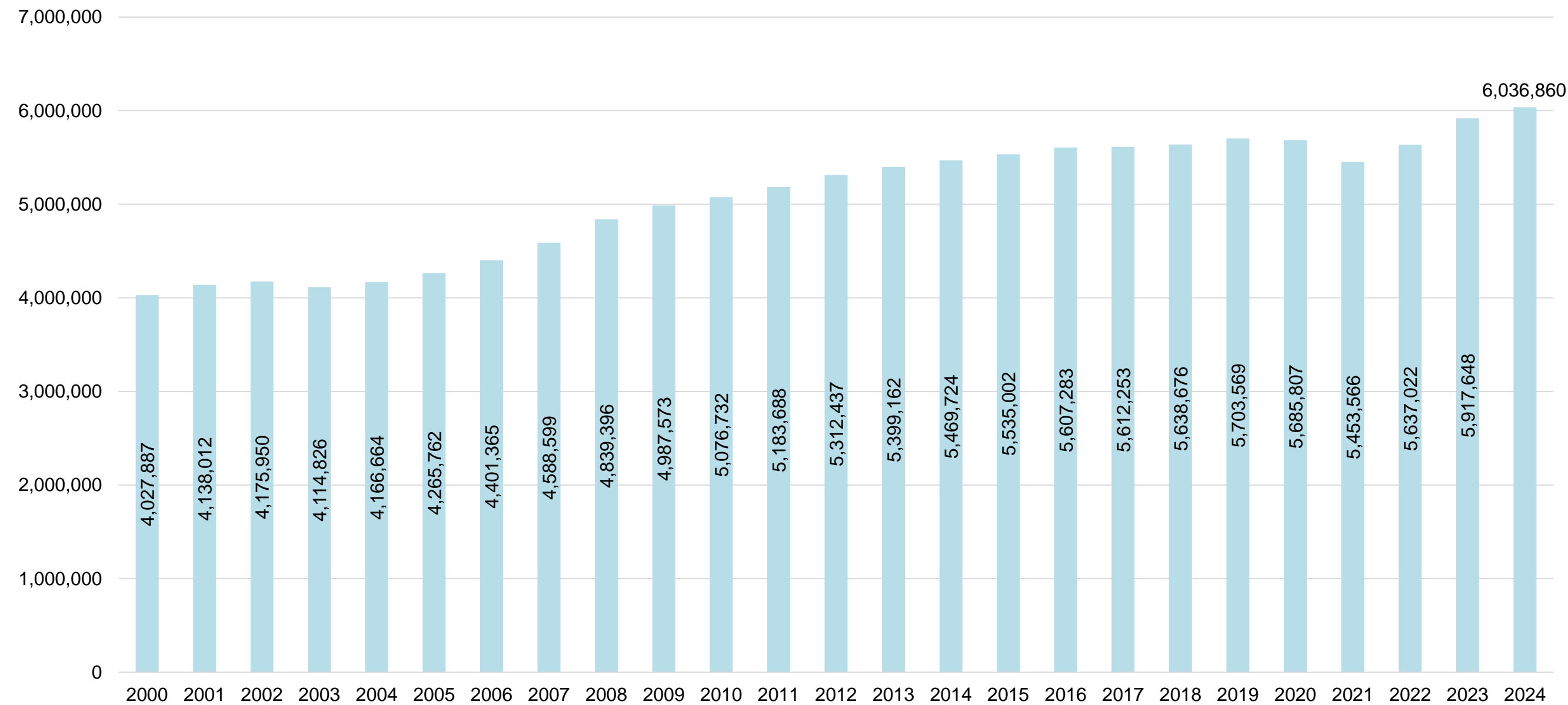
\*\* For loans above \$1.5 million



# Demand Driver: Growing Population



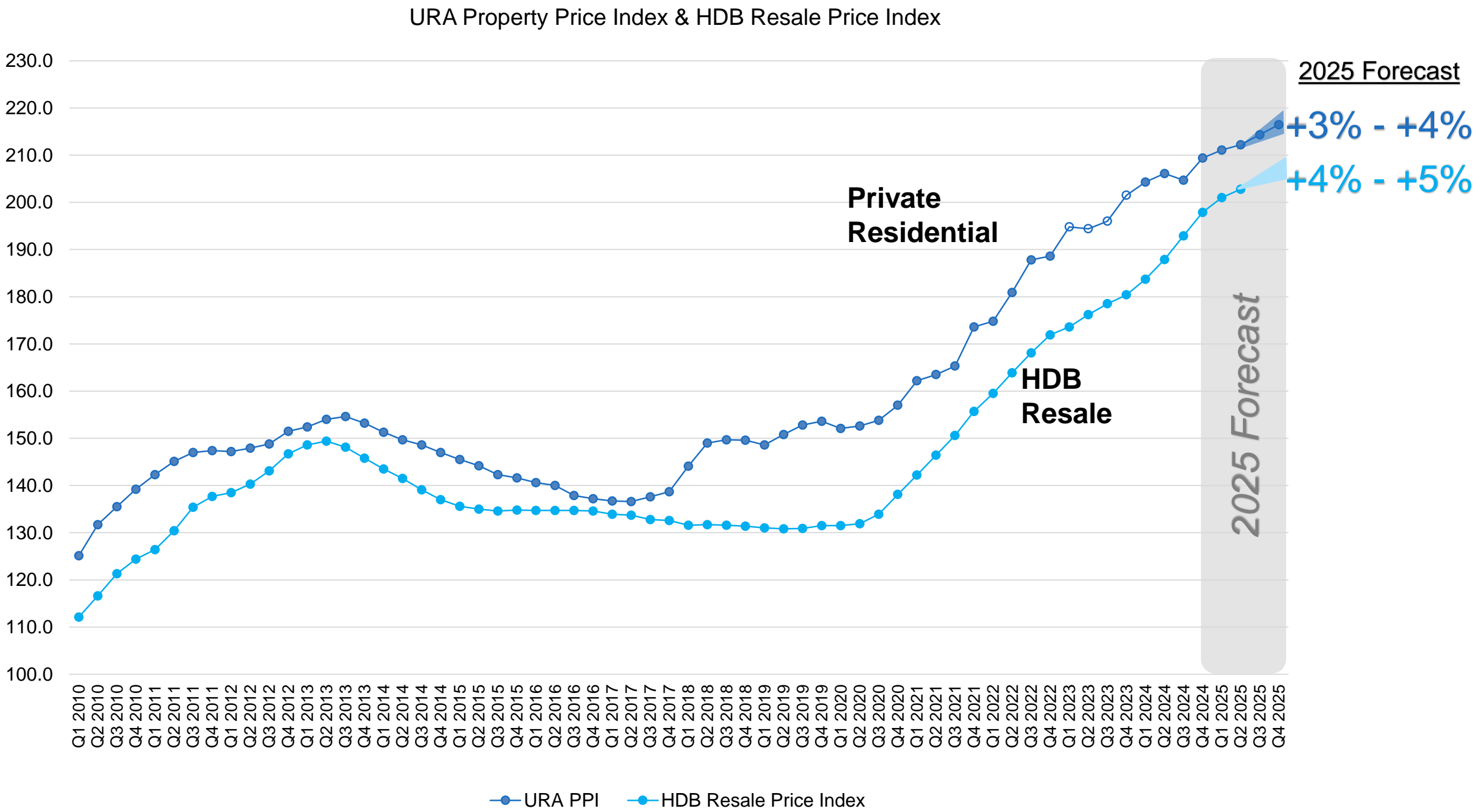
Singapore Population (Number)



Source: PropNex Research & Singstat (Total Population refers to both citizen and non-citizen population)

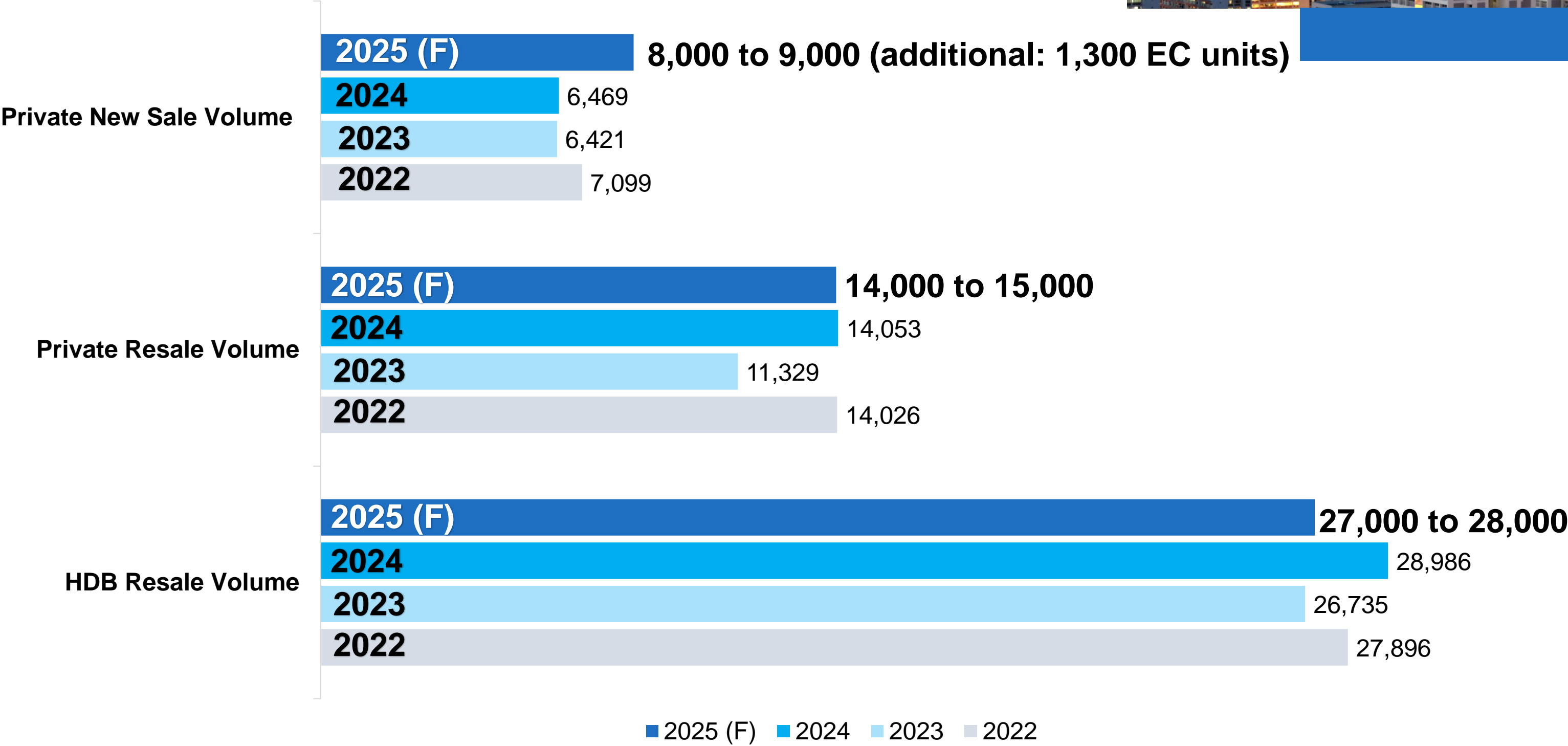


# Forecast: Home Prices to Grow at Moderated Pace in 2025



	HDB Resale Price Index	Private Residential Price Index
Year	YoY change	YoY change
2013	-0.6%	1.1%
2014	-6.0%	-4.0%
2015	-1.6%	-3.7%
2016	-0.1%	-3.1%
2017	-1.5%	1.1%
2018	-0.9%	7.9%
2019	0.1%	2.7%
2020	5.0%	2.2%
2021	12.7%	10.6%
2022	10.4%	8.6%
2023	4.9%	6.8%
2024	9.7%	3.9%
1H 2025	2.5%	1.8%
2025 (F)	4% - 5%	3% - 4%

# Volume of Transactions Forecasts 2025





# Projects Lined-up In 2025

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of Launch / Estimated Date of Preview
1	The Orie	Lorong 1 Toa Payoh	12	RCR	99	CDL, Frasers Property, and Sekisui House	777	Launched on 18 Jan 2025
2	Bagnall Haus (fka Bagnall Court)	Upper East coast Road	16	OCR	FH	Roxy Pacific Holdings	113	Launched on 18 Jan 2025
3	ELTA	Clementi Ave 1	5	OCR	99	CSC Land Group and MCL Land	501	Launched on 22 Feb 2025
4	Parktown Residence (Mixed Dev)	Tampines Ave 11	18	OCR	99	UOL Group, Singapore Land (SingLand) &CapitaLand Development	1193	Launched on 22 Feb 2025
5	Aurea	802 Beach Road	7	CCR	99	Perennial Holdings and Far East Organization	188	Launched on 8 Mar 2025
6	Lentor Central Residences	Lentor Central	26	OCR	99	Hong Leong Holdings, Guocoland and CSC Land Group	477	Launched on 8 Mar 2025
7	Aurette of Tampines (EC)	Tampines Street 62	18	OCR	99	Sim Lian Group	760	Launched on 8 Mar 2025
8	21 Anderson (fka Royal Oak Residence)	21 Anderson Road	10	CCR	FH	Kheng Leong	18	Launched on 2 Apr 2025
9	One Marina Gardens	Marina Gardens Lane	1	RCR	99	Kingsford Group, Obsidian Development and Polarix Cultural & Science Park Investment	937	Launched on 12 Apr 2025
10	Bloomsbury Residences	Media Circle	5	RCR	99	Qingjian Realty and China Communications Construction Co	358	Launched on 12 Apr 2025
11	Arina East Residences	Tanjong Rhu Road	15	RCR	FH	ZACD Group and Hong How Group	107	Launched on 7 Jun 2025
12	W Residences Singapore- Marina View	Marina View	1	CCR	99	IOI Properties Group	683	Launched on 12 Jul 2025
13	Lyndenwoods	71 Science Park Drive	5	RCR	99	Capitaland Development	343	Launched on 12 Jul 2025
14	Otto Place (EC)	Plantation Close	24	OCR	99	Hoi Hup Realty and Sunway Developments	600	Launched on 19 Jul 2025
15	The Robertson Opus	11 Unity Street	9	CCR	999	Fraser Property	348	Launched on 19 Jul 2025
16	UpperHouse @ Orchard Boulevard	Orchard Boulevard	10	CCR	99	UOL and Sing Land Group	301	Launched on 19 Jul 2025
17	Promenade Peak	Zion Road	3	RCR	99	Allgreen Properties	596	Launched on 2 Aug 2025
18	River Green	River Valley Green	9	CCR	99	Wing Tai Holdings	524	Launched on 2 Aug 2025
19	Canberra Crescent Residences	Canberra Crescent	27	OCR	99	Kheng Leong and Low Keng Huat	376	Launched on 2 Aug 2025
20	Springleaf Residence	Upper Thomson Road	26	OCR	99	GuocoLand and Hong Leong Holdings	941	2 Aug 2025 preview
21	Artisan 8	Sin Ming Road	20	RCR	FH	Apex Asia Development	34	Tentative Aug Preview
22	The Sen	De Souza Avenue	21	RCR	99	Sustained Land	347	Tetnative Oct 2025
23	Zyon Grand	Zion Road	3	RCR	99	CDL and Mitsui Fudosan	706	Tentative Oct 2025
24	Penrith	Margaret Drive	3	RCR	99	Hong Leong Holdings and GuocoLand	462	Tentative Oct 2025
25	Faber Residence	Faber Walk	5	OCR	99	GuocoLand, Hong Leong Holdings and Mitsui Fudosan	399	Tentative Nov 2025
26	The Ranz	109 Rangoon Road	8	CCR	FH	Kefi Development	14	4Q 2025
27	One Leonie Residences	Leonie Hill	9	CCR	FH	Far East Organisation	25	4Q 2025
28	Skye at Holland	Holland Drive GLS	10	CCR	99	Capitaland and UOL	666	4Q 2025
29	Villa Natura	Tung Po Avenue	26	OCR	FH	Aurum Gravis Pte Ltd	11	2H 2025
30	Newport Residences	80 Anson Road	2	CCR	FH	CDL	246	2025
31	TBA	2,4,6 Mount Emily Road	9	CCR	FH	ZACD Group	16	2025
32	Keppel Bay Plot 6	Keppel Bay	4	RCR	99	Keppel Land	86	2025

5,429 units launched in 1H2025

Estimated 21 projects to be launched in 2H2025 with total of 7,724 units

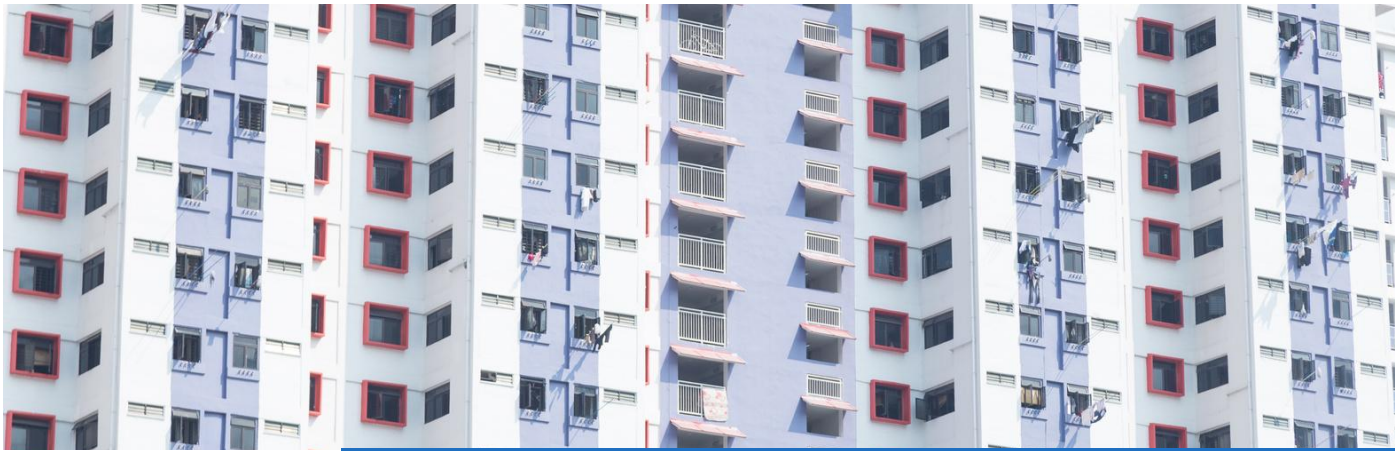
# PropNex Inventory: Existing & 2H2025 Projects



Existing Number of Projects Marketing at 1 July 2025	Existing Number of Units Marketing at 1 July 2025
90	9,998
Number of PropNex Appointed Projects To Be Launched Or Launched in 2H2025	Estimated Number of Units To Be Launched or Launched in 2H2025
21	7,724
Total Number of Projects Marketing in 2025	Total Number of Units Marketing in 2025
111	17,722



# MND Announcement 11 Aug 2025: Upcoming Private Housing Supply



## THE STRAITS TIMES

Monday, August 11, 2025

More than 25,000 private residential units to be launched through GLS

Resale flat prices are expected to stabilise in the coming years, Mr Chee said. Once that happens, the Government will consider removing the 15-month wait-out period for private property owners to buy non-subsidised HDB flats, he added.

FROM A1

ing time flats among these.

This means that among the roughly 9,100 flats to be launched in October, about a third – or 3,100 – will be shorter waiting time flats.

It also means that about 35,000 new flats will be launched in 2026 and 2027 – an average of about 17,600 per year.

The 55,000 flats will be built in different parts of Singapore, said Mr Chee, including new areas like Mount Pleasant, Woodlands North Coast, Sembawang North and the former Keppel Club.

“Each of these estates will have different locational attributes to meet the housing needs of different flat buyers,” he said.

Resale flat prices are expected to stabilise in the coming years, Mr Chee said.

Once that happens, the Government will consider removing the

15-month wait-out period for private property owners to buy non-subsidised HDB flats, he added.

In addition, Mr Chee said more than 25,000 private residential units will be launched through the Government Land Sales (GLS) programme from 2025 to 2027.

This adds to the more than 45,000 private homes that are already in the pipeline, he said, which means that more than 70,000 private housing units will be completed between now and around 2030.

The Urban Redevelopment Authority had said in June that about 9,800 private housing units will be launched in 2025.

Besides keeping public housing accessible and affordable, Mr Chee said his other priorities include making housing estates safe and liveable, as well as supporting businesses and partners in the built environment industry.

### Upcoming flat supply

Some 55,000 new Build-To-Order (BTO) flats will be launched between 2027, while another 36,500 will be eligible for resale during the same period, said National Development Minister Chee Hong Tat.

#### BTO flat supply

Year	Number of flats
2021	17,109
2022	23,184
2023	22,780
2024	19,637
2025*	About 19,600 (including 4,500 flats with a shorter waiting time**)
2026 to 2027	About 35,000 (including about 4,000 flats with a shorter waiting time, per year)

#### New flats eligible for resale

Year
2025
2026
2027
2028

NOTE: \*10,579 flats exercises in February 2025 will take place. \*\*These flats have a shorter waiting time. \*\*\*These flats will have a shorter waiting time in the respective year.

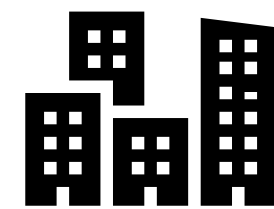
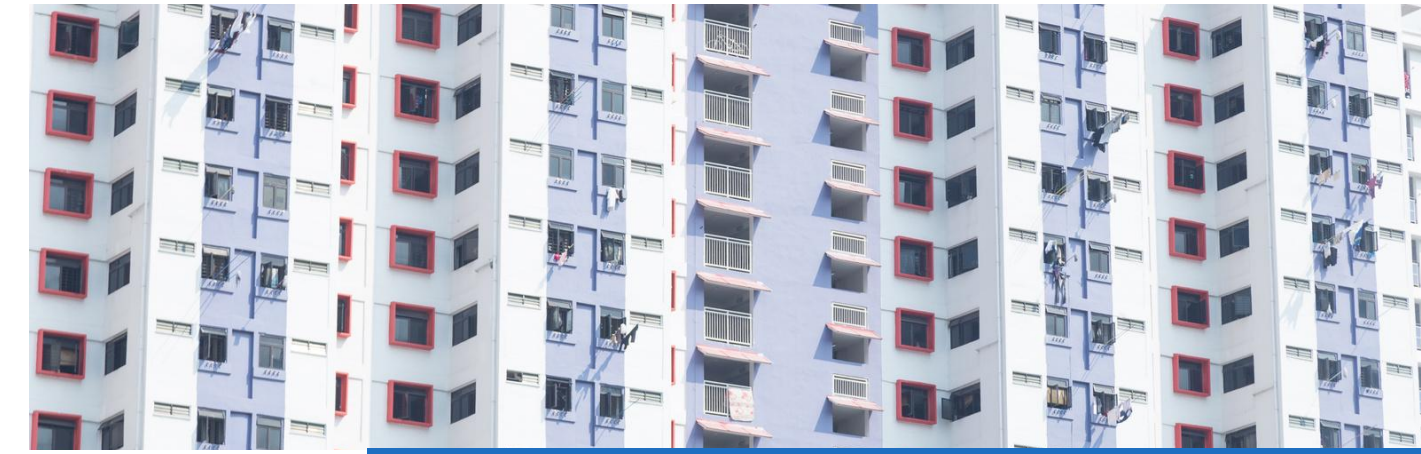
Source: MINISTRY OF NATIONAL DEVELOPMENT

In addition, Mr Chee said more than 25,000 private residential units will be launched through the Government Land Sales (GLS) programme from 2025 to 2027.

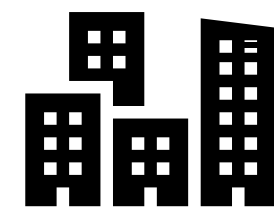
This adds to the more than 45,000 private homes that are already in the pipeline, he said, which means that more than 70,000 private housing units will be completed between now and around 2030.



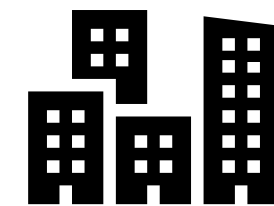
# Minister Chee Hong Tat: Upcoming Housing Supply



More than 25,000 new private housing units to be launched in **GLS** between 2025 – 2027



More than 45,000 new private housing units in the **supply** pipeline

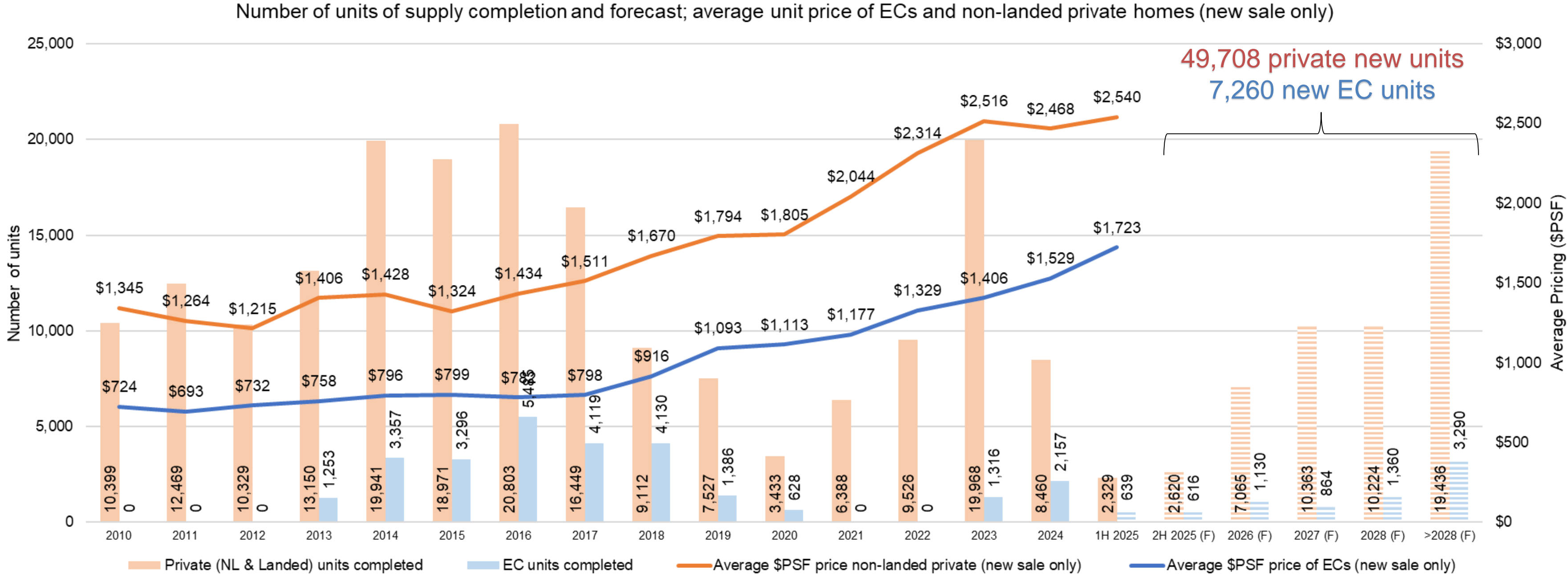
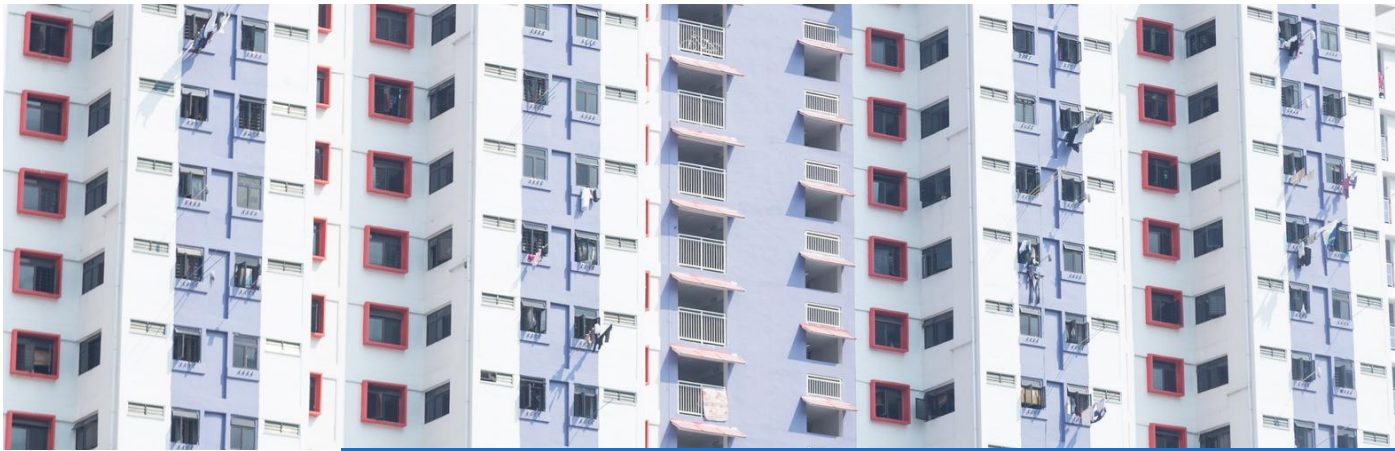


10% more BTO flats to be launched – 55,000 new HDB flats between 2025 – 2027



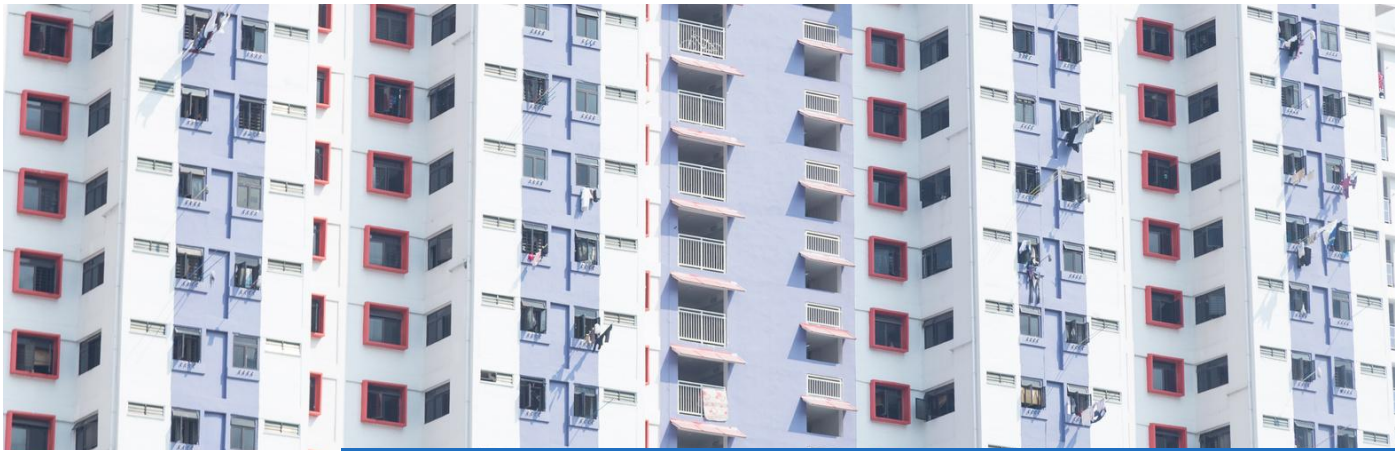
# Upcoming Private Housing Supply

Estimate 49,000 private new units (excl. ECs) in pipeline as of end of Q2 2025

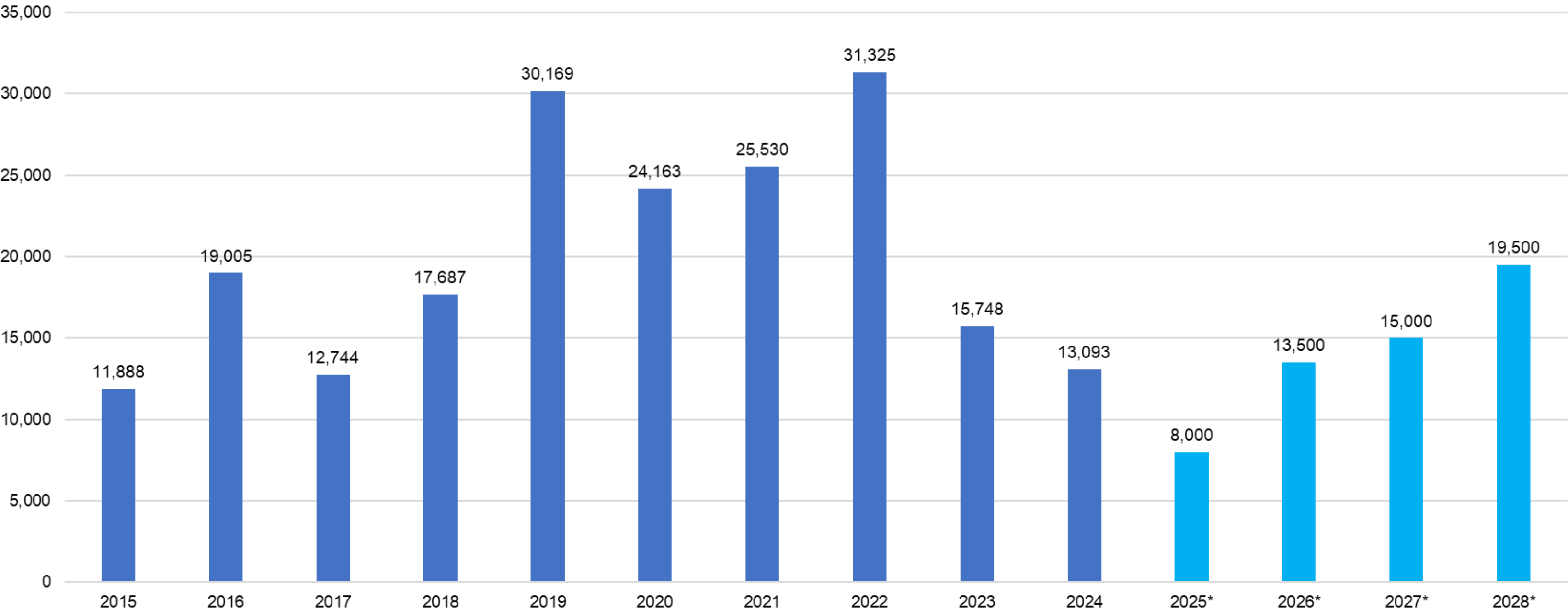


Source: PropNex Research, URA, URA Realis (upcoming supply based on projects with planning approvals and no planning approvals)

# Estimated number of HDB flats exiting the 5-year MOP expected to rise



Estimated number of flats reaching MOP based on completion status/HDB

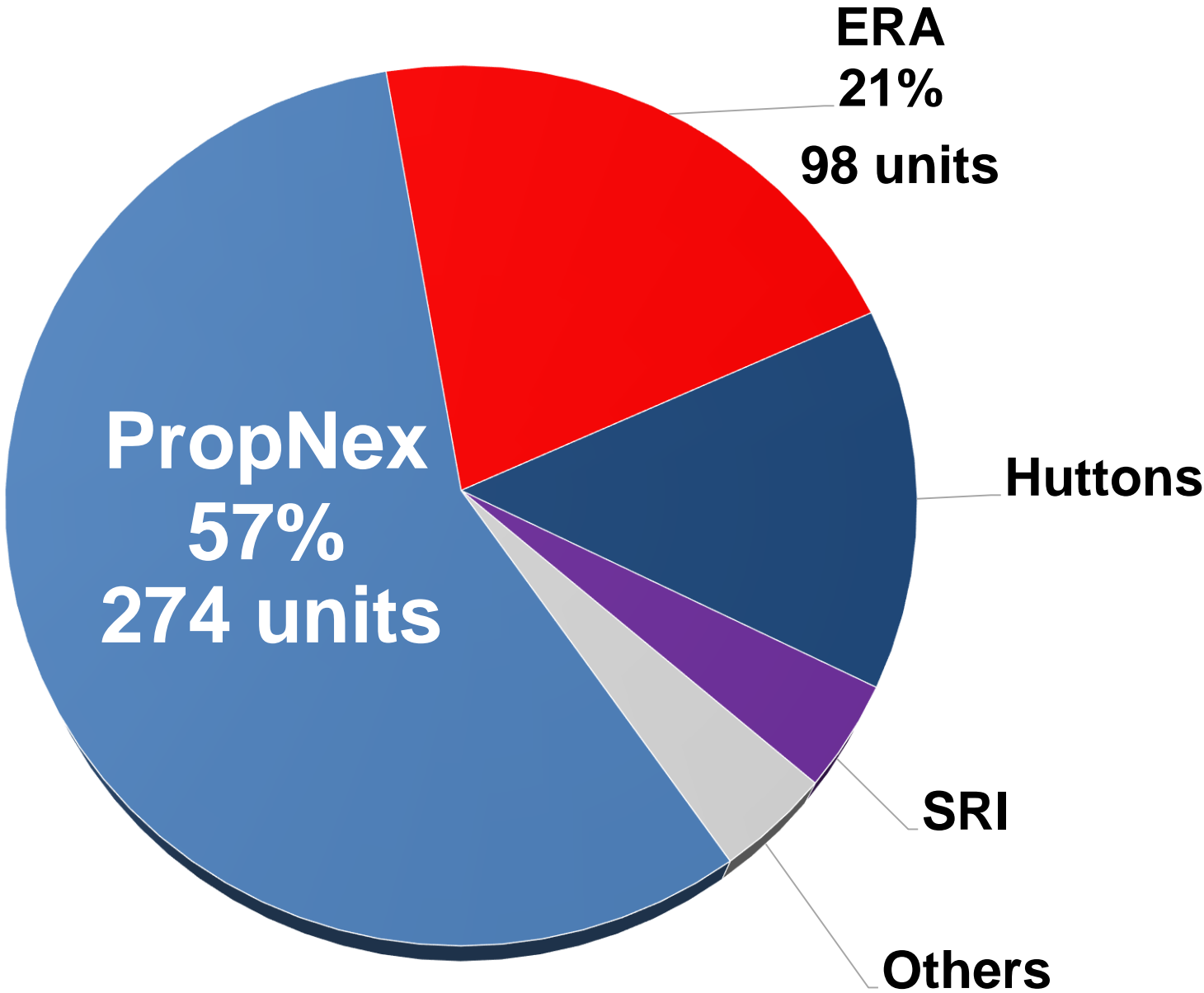


Source: PropNex Research, data.gov.sg, MND (data based on completion status prior to 2025, \*figures for 2025 to 2028 provided by MND)



# March 2025 Launches

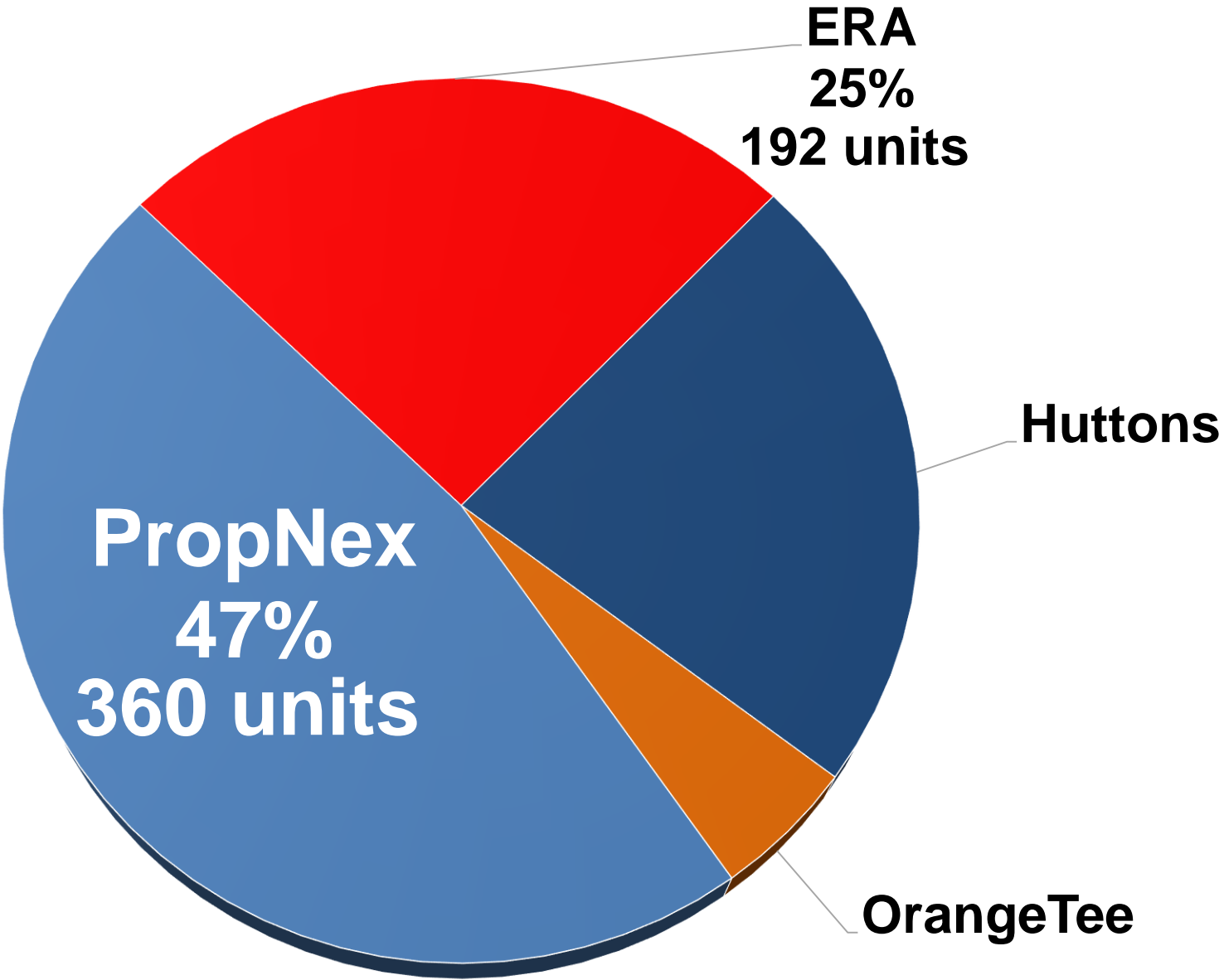
Market Share By Transaction Volume



**Total 477 units fully sold in July 2025**

# March 2025 Launches

Market Share By Transaction Volume



Aurelle

TAMPINES

Total **760 units fully** sold  
in April 2025

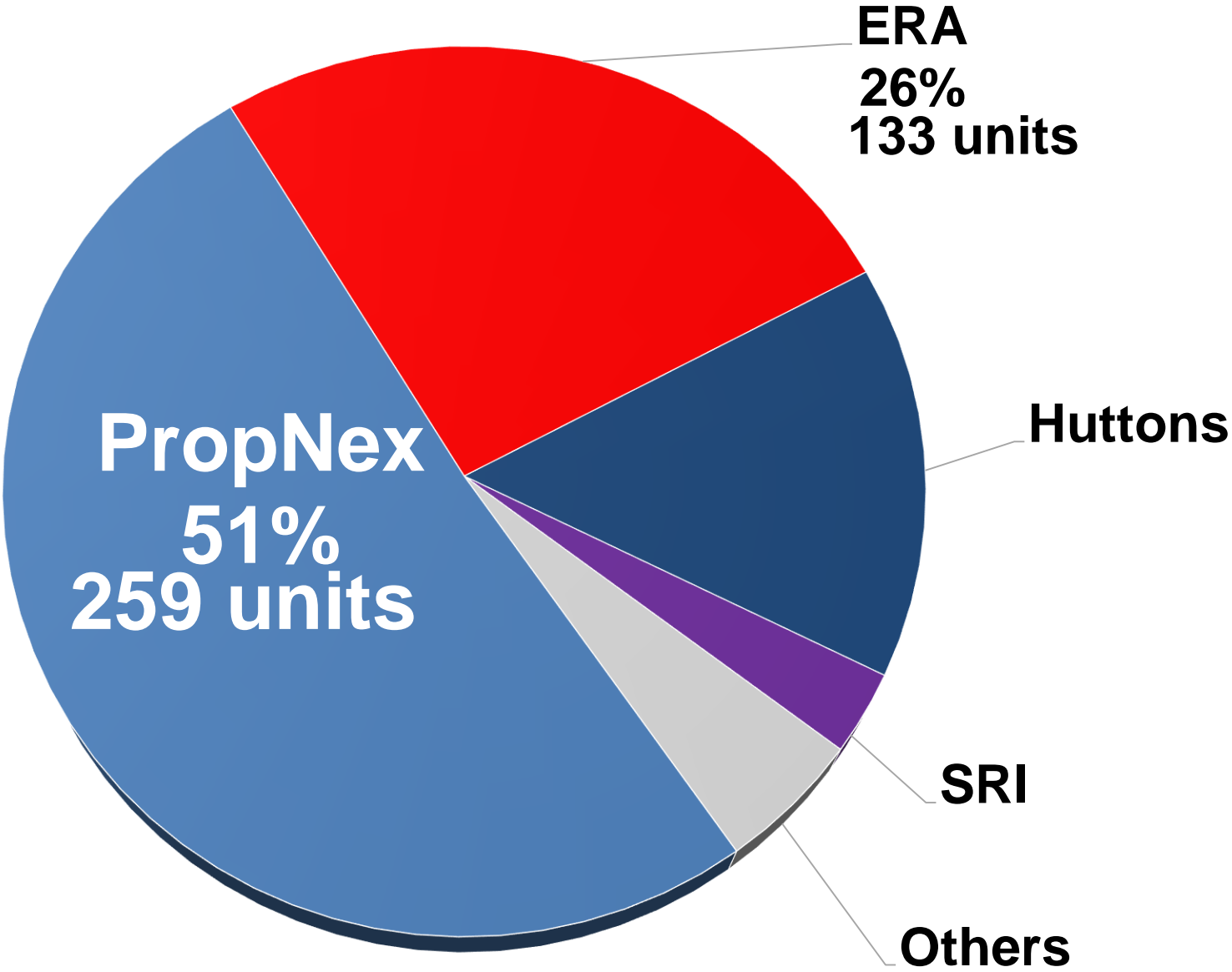


# April 2025 Launches

(After US Trade Tariff)



Market Share By Transaction Volume



## ONE MARINA GARDENS

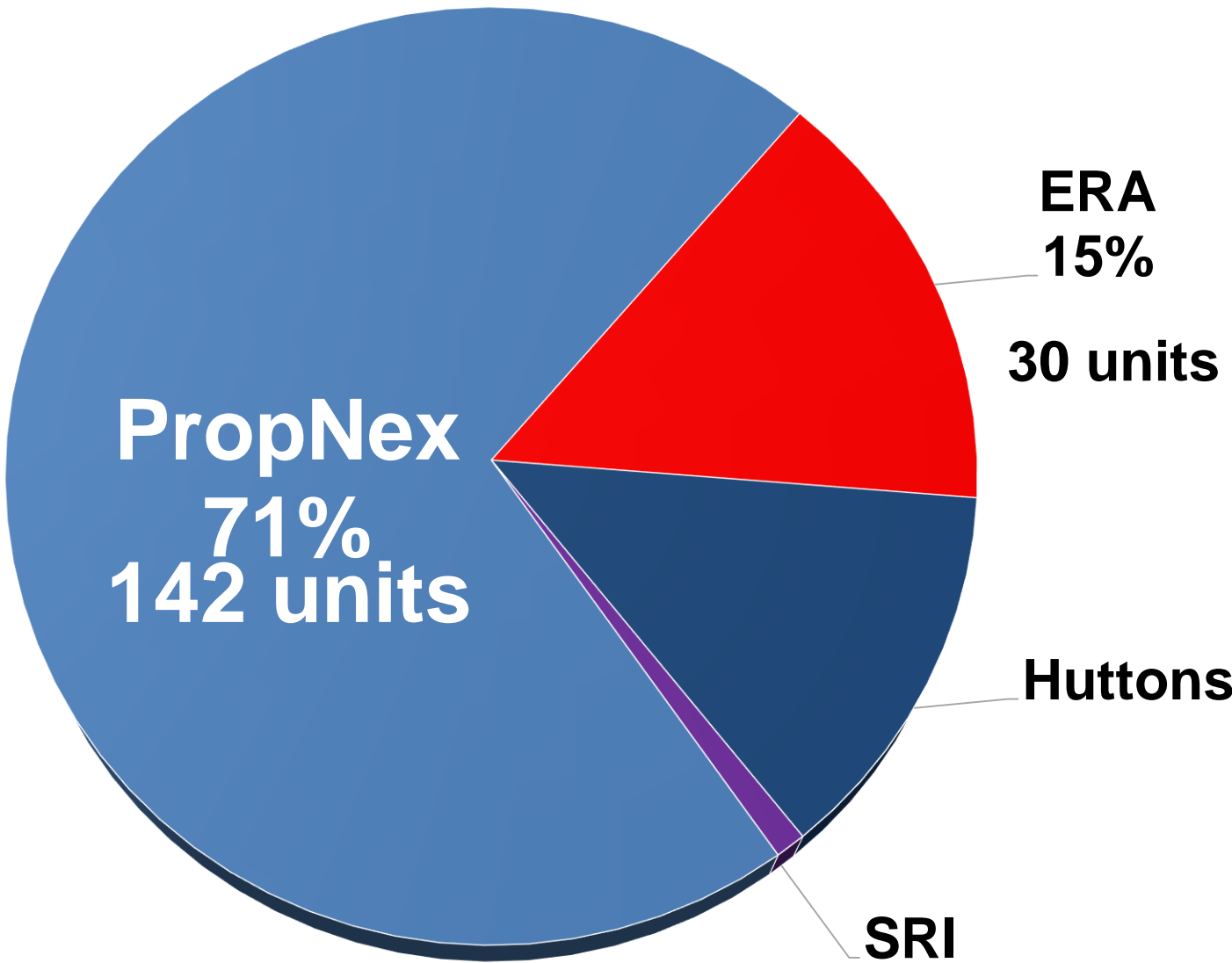
Total **508 out of 937** units sold  
@ 5 August 2025

# April 2025 Launches

(After US Trade Tariff)



Market Share By Transaction Volume



**Total 200 out of 358 units sold @ 5 August 2025**

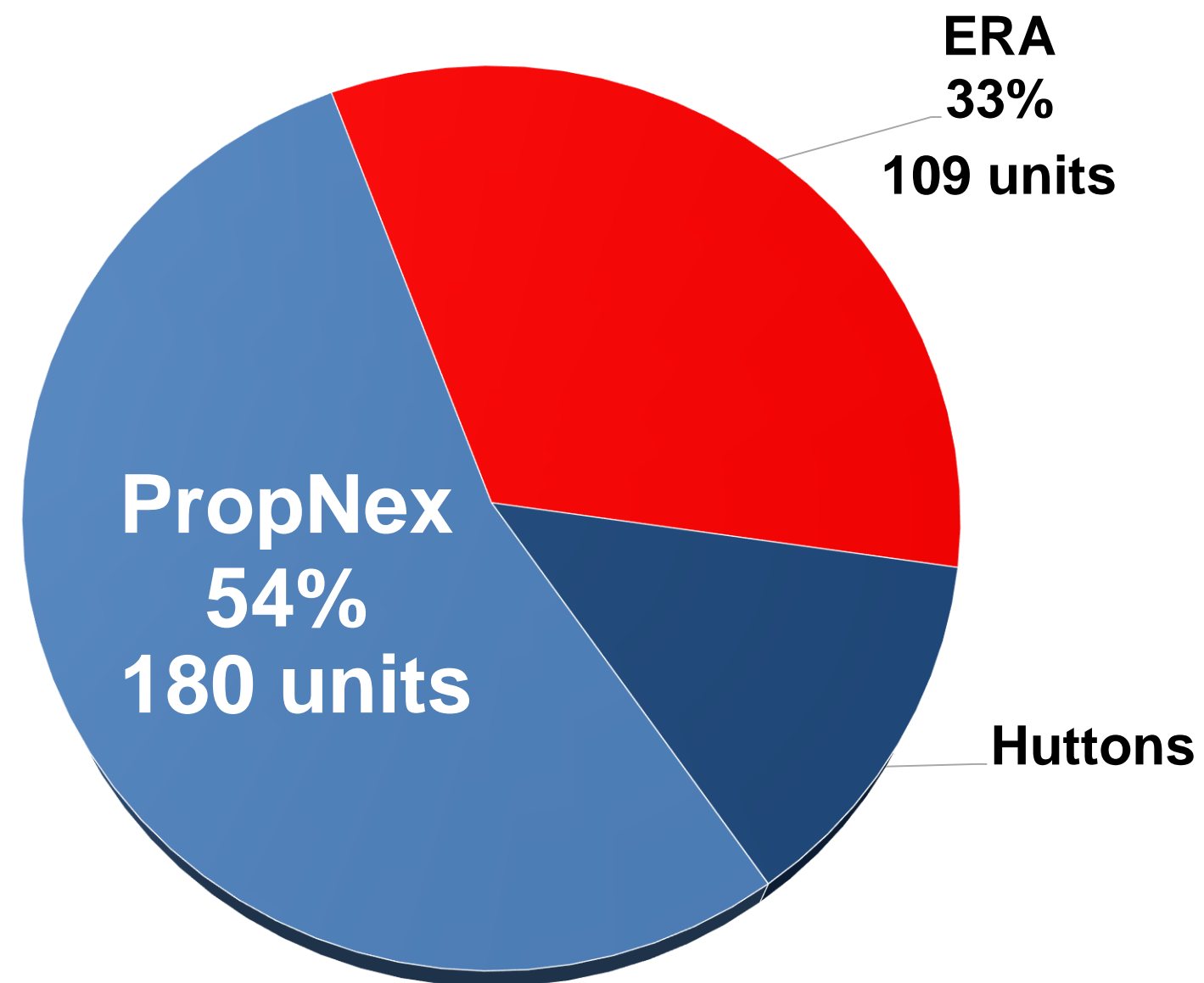


# July 2025 Launches

(After SSD Revision)



Market Share By Transaction Volume



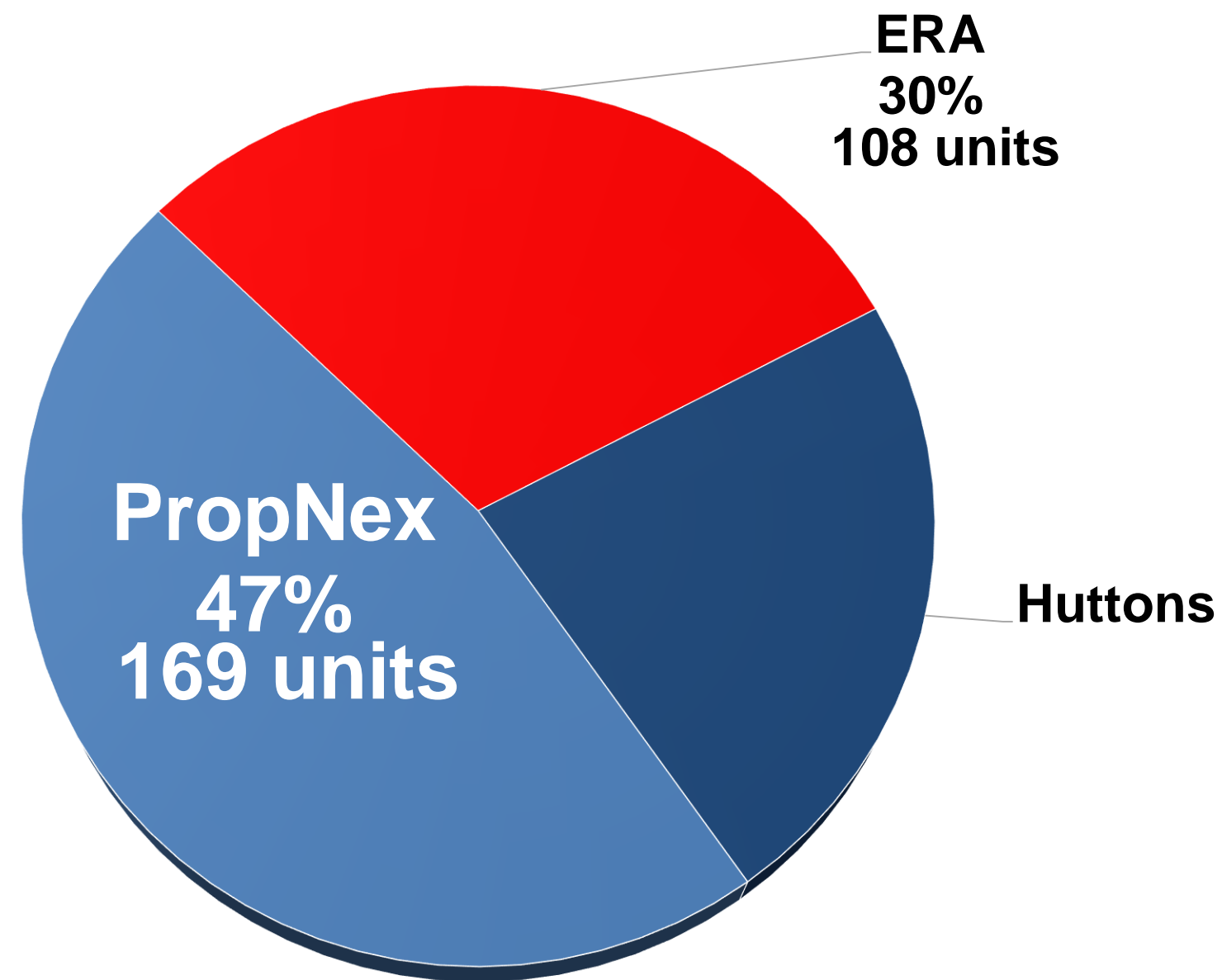
## LyndenWoods

**Total 332 out of 343 units sold  
@ 5 August 2025**

# July 2025 Launches

(After SSD Revision)

Market Share By Transaction Volume



**OTTO**  
**PLACE**

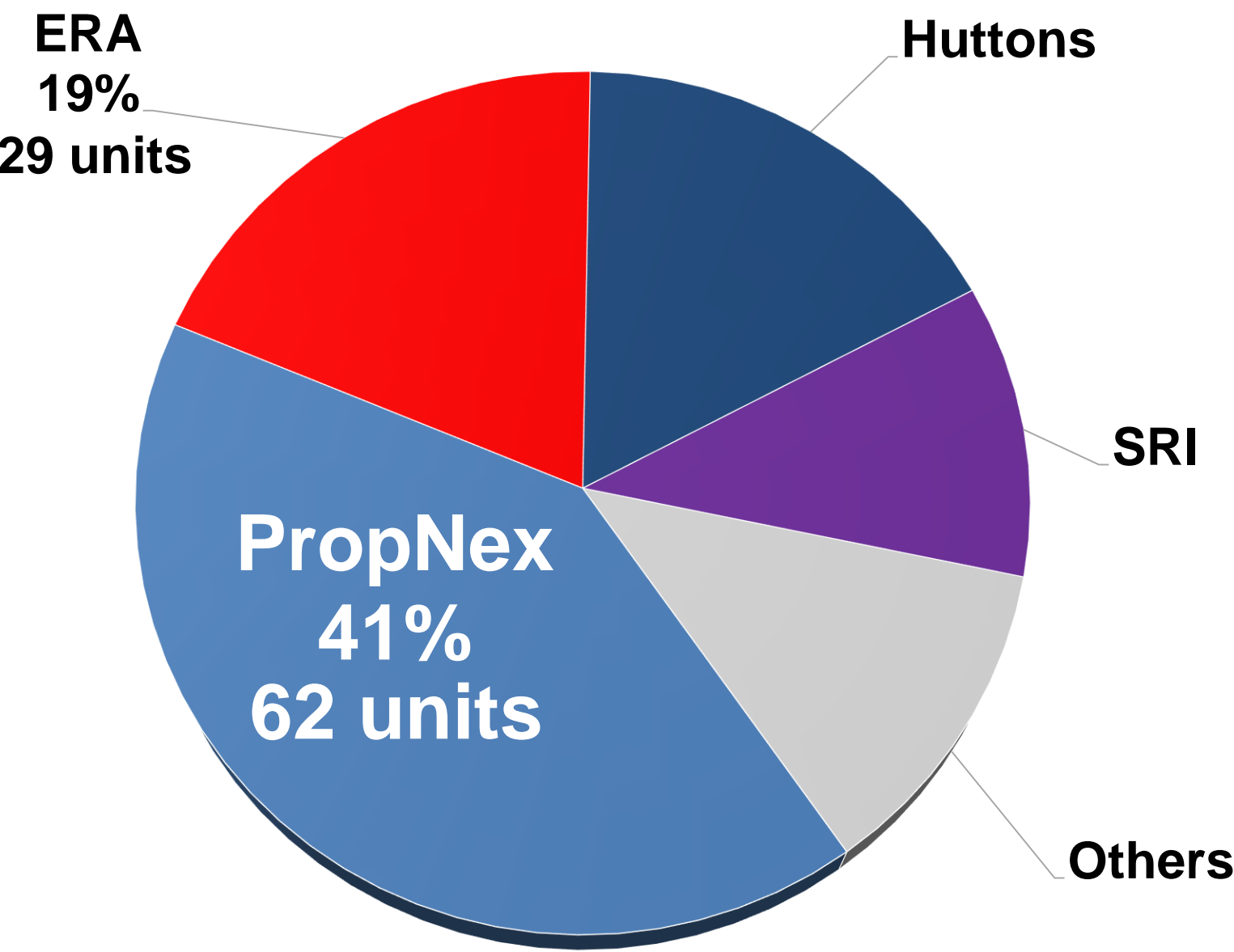
**Total 360 out of 600 units sold  
@ 5 August 2025**



# July 2025 Launches

(After SSD Revision)

Market Share By Transaction Volume

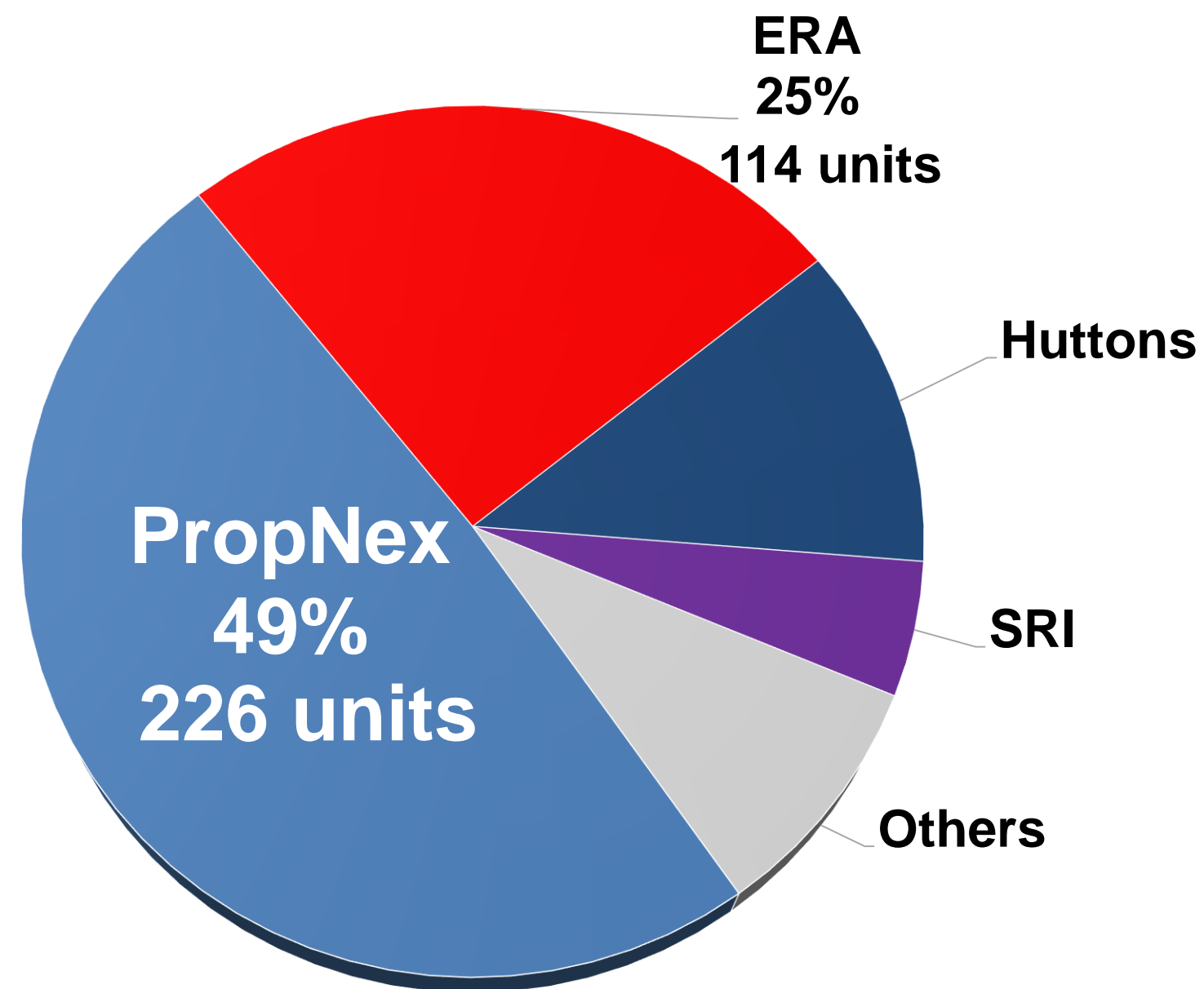


THE  
ROBERTSON  
OPUS

Total **151** out of **348** units sold  
@ 5 August 2025

# August 2025 Launches (After SSD Revision)

Market Share By Transaction Volume



**Total 461 out of 524 units sold  
@ 5 August 2025**

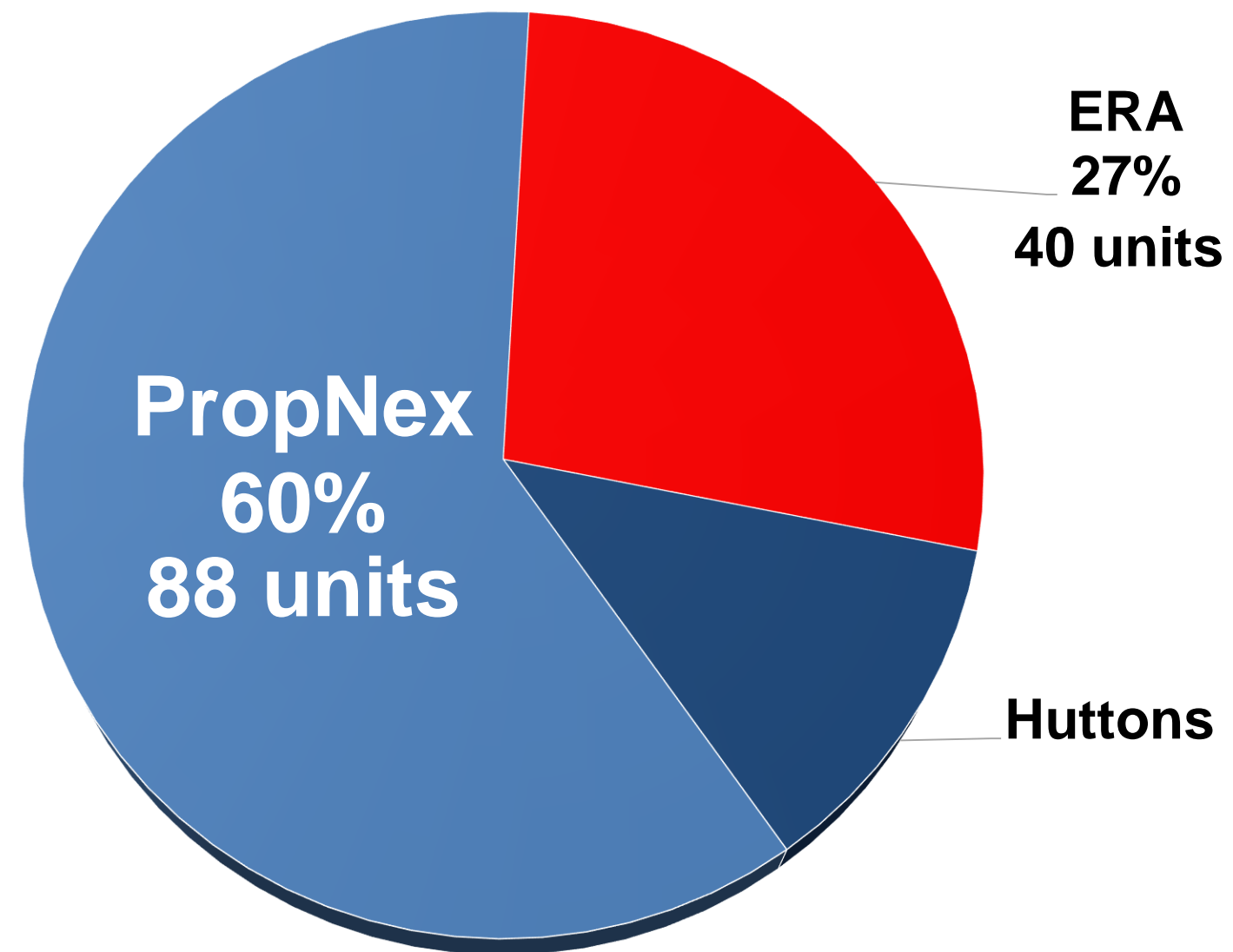


# August 2025 Launches

(After SSD Revision)



Market Share By Transaction Volume



CANBERRA  
Crescent Residences

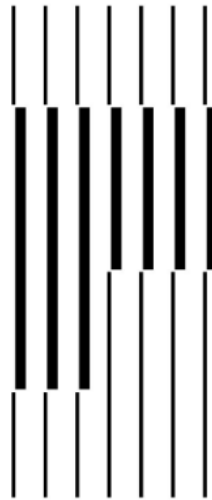
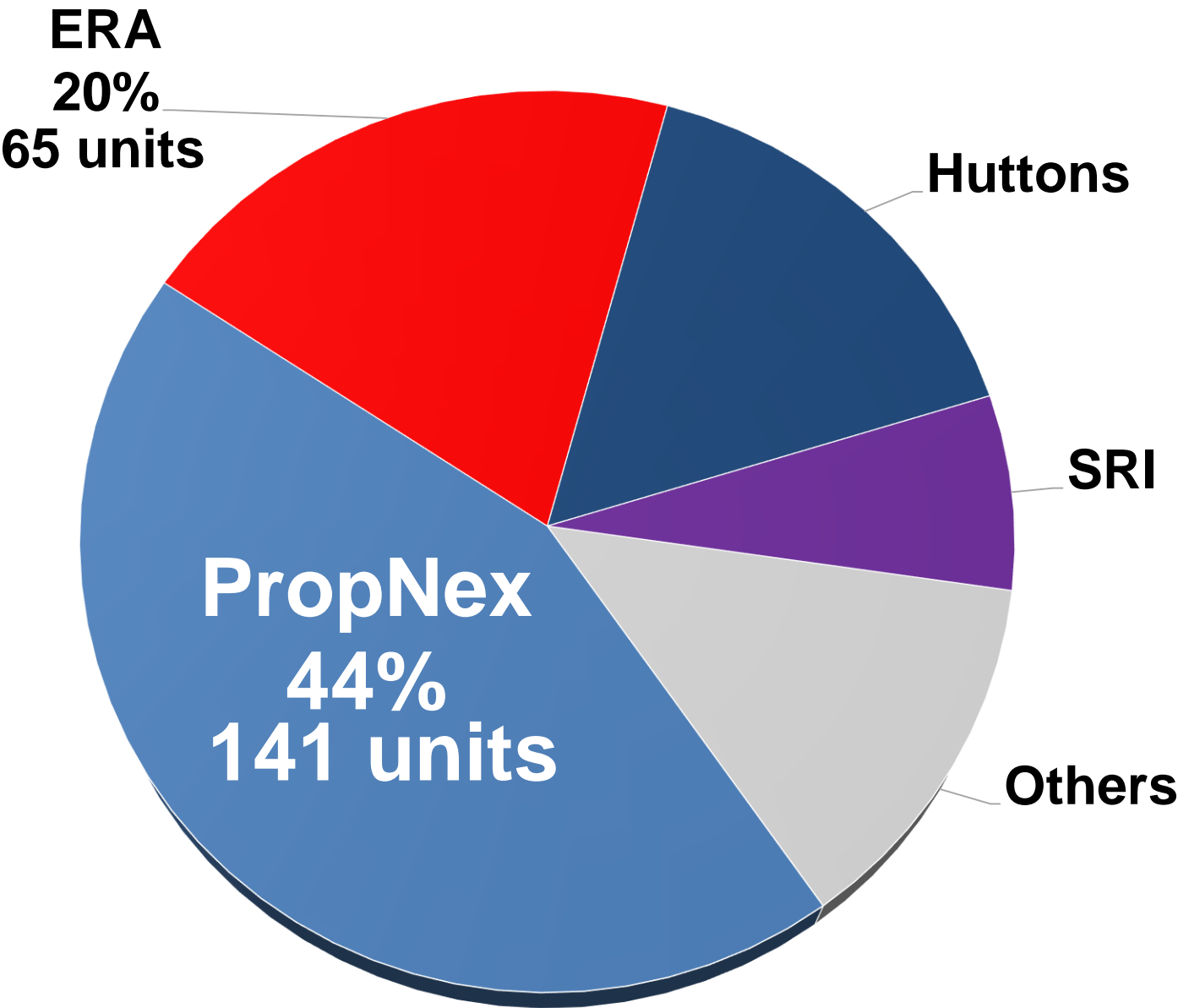
**Total 146 out of 376 units sold  
@ 5 August 2025**

# August 2025 Launches

(After SSD Revision)



Market Share By Transaction Volume



PROMENADE  
PEAK

Total **324 out of 596** units sold  
@ 5 August 2025





## 04 CORPORATE ACTIVITIES & OUTREACH



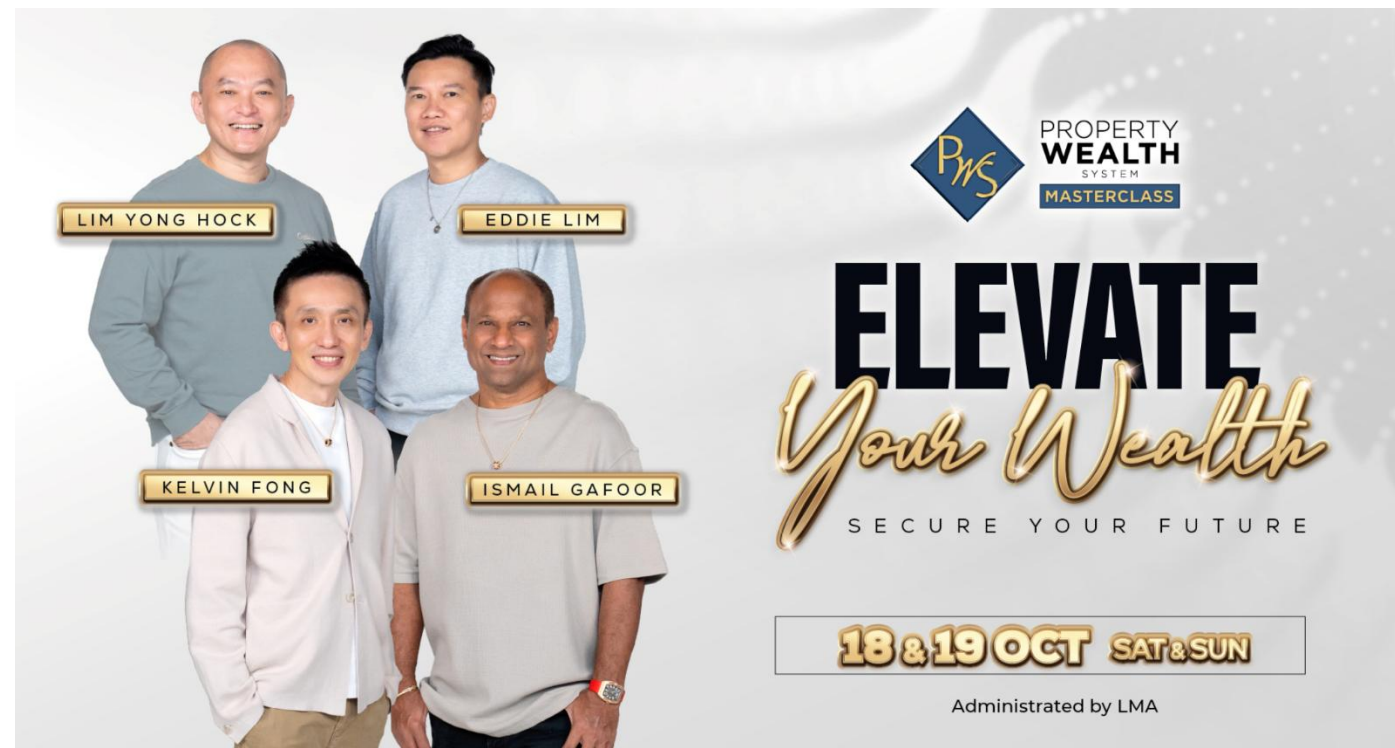


# Property Wealth System (“PWS”) & Property XPO

**PWS** for consumers  
**2 times** in 2025

**17 & 18 May 2025** @ Marina  
Bay Sands Convention Centre  
**More than 2,700 attendees**

**UPCOMING:**  
**18 & 19 October 2025**





# Mega Consumer Empowerment Seminars (“CES”)

Education series empowering consumers with the latest real estate market trends and investment insights

**Over 700 attendees**



**15 February 2025, Mega CES**  
InterContinental Singapore

**Over 500 attendees**



**26 March 2025, Mega CES**  
InterContinental Singapore

**Over 500 attendees**



**26 April 2025, Mega CES**  
InterContinental Singapore



# PropNex Financial Literacy Programme

31 May and 1 June 2025

PropNex collaborated with National Family Festival for 3 years running, with **over 2,800 participants** in the family fun challenge for financial literacy programme





# Property Wealth System Agent

Powerful trainings with **more than 1,000 salespersons** registered.

**5 sessions** being conducted in 2025

**22 & 23 January 2025 (Over 470 pax)**

**18 & 19 March 2025 (Over 330 pax)**

**6 & 7 May 2025 (Close to 500 pax)**

**8 & 9 July 2025 (Over 510 pax)**

**6 & 7 October 2025 (Upcoming)**





# Advanced Sales Techniques (“AST”)

Hundreds of salespersons attended the AST trainings headed by Co-Founder, Alan Lim.

7 sessions conducted in Singapore and overseas (Indonesia, KL & Sabah)

- 8 & 9 January 2025 – SG
- 26 & 27 February 2025 – SG
- 15 & 16 April 2025 – SG
- 7 & 8 May 2025 – KL
- 26 & 28 May 2025 - Indonesia
- 6 & 7 August 2025 – SG
- 13 & 14 October 2025 – Sabah (Upcoming)





# Powerful Bootcamps

Over thousands impacted positively by our signature Bootcamps over the years. Another 4 Bootcamps being conducted in 2025.

5 & 6 March 2025

9 & 10 April 2025

13 & 14 May 2025

9 & 10 September 2025 (Upcoming)





# Dynamic IT Trainings

To further empower our salespersons, a variety of tech trainings are designed and conducted by **Chief Technology Officer, Michael Koh** and **Chief Strategy Officer, Jason Tan**

- Leads Gen Marketing
- Social Media Marketing
- Business & Investment Suite
- Tech Front Runner
- Tech Activation
- My CRM Database
- Property Wealth Report Workshop





# MEGA ZOOM: Power Sales Booster (31 July 2025)

## Equipping Our Associates for What's Next

Over **4,000 PropNex salespersons** registered and joined us for a powerful session that went far beyond just sales talk. From real-time market insights to sharp prospecting direction, Power Sales Booster was all about helping our associates stay ahead not just in property, but in purpose.





# 2025: Touchpoints with Salespersons

## JUMPSTART 2025

Over **4,000 PropNex teammates** and partners came together at Marina Bay Sands for Jumpstart 2025, our signature annual event to launch the year with purpose and clarity.





# 2025: Touchpoints with Salespersons

## MEGA CHINESE NEW YEAR CELEBRATION 2025

Over 3,000 PropNexians, partners and management staff celebrated the spectacular Year of the Snake at Marina Bay Sands earlier this year, displaying unity and strength





# 2025: Touchpoints with Salespersons

## PROPnex SALES SUMMIT 10 MARCH 2025

**Over 4,000 salespersons** packed The Star Theatre to witness the reveal of a refreshed brand logo. For the first time since 2000, PropNex embraced an enhanced logo that embodied our Vision, Core Values, Mission, and People. CEO Kelvin Fong also launched his new book, *Property Wealth System Vol. 2*





# 2025: 25<sup>th</sup> Anniversary Celebrations

- Over **4,000 attendees** – From the President to our partners, developers, and PropNex salespersons
- An **electrifying celebration** that showed the heart, energy and passion of PropNex
- Sparked **confidence and pride** in our brand as a homegrown success story

**25 YEARS**  
ANNIVERSARY  
A LEGACY OF TRUST  
BUILDING THE FUTURE

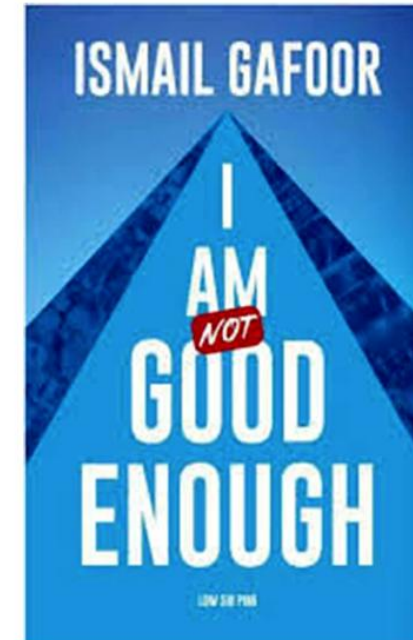




# Now Singapore's #1 National Bestseller!

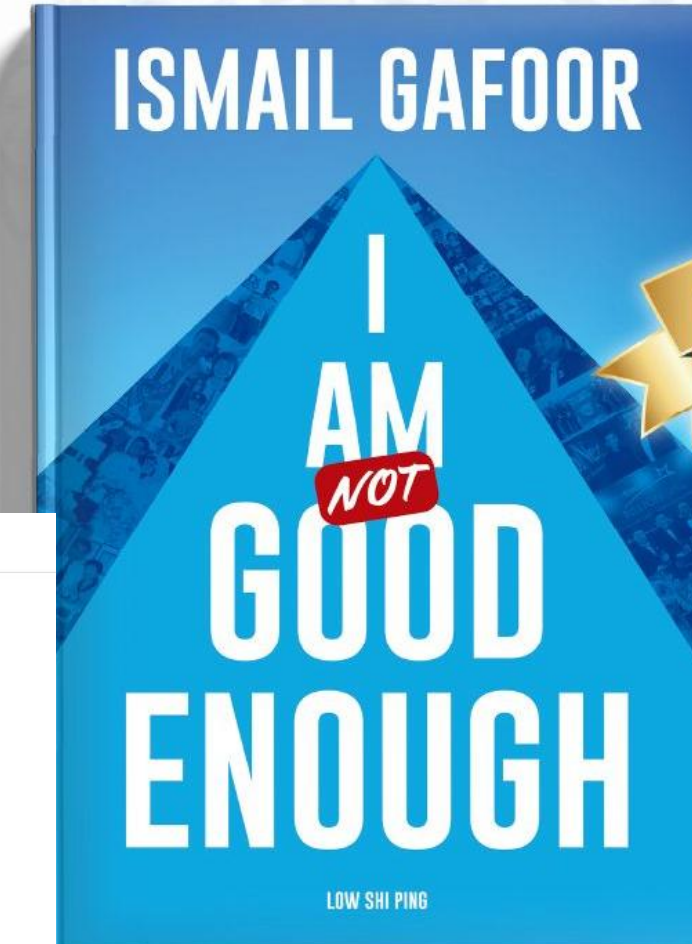
- “I Am Not Good Enough” — a story of lessons & inspiration
- Foreword and launch by President Tharman
- Written to empower, inspire & uplift readers
- Proudly ranked #1 National Bestseller

THE STRAITS TIMES | The Straits Times Weekly Bestsellers July 26



I Am Not Good Enough by Ismail Gafoor and Low Shi Ping.  
PHOTO: FOCUS PUBLISHING

1. (-) I Am Not Good Enough by Ismail Gafoor and Low Shi Ping
2. (1) Why Palestine? Reflections From Singapore by Walid Jumblatt Abdullah
3. (2) Elevate Your Assets, Elevate Your Wealth by Kelvin Fong
4. (-) The First Fools: B-Sides Of Lee Kuan Yew's A-Team edited by Peh Shing Huei
5. (-) The Psychology Of Money by Morgan Housel
6. (-) Revenge Of The Tipping Point by Malcolm Gladwell
7. (7) How Countries Go Broke: The Big Cycle by Ray Dalio
8. (-) From Beirut To Jerusalem: 40th Anniversary Edition by Dr Ang Swee Chai
9. (-) My Father Is Police Lah! by Rowena Hawkins
10. (-) The Last Fools: The Eight Immortals Of Lee Kuan Yew edited by Peh Shing Huei



*Congratulations*

ropNex Extends Our  
**heartfelt Congratulations**  
n becoming the  
**ooks Kinokuniya**  
**estseller**





# Impacting Communities



- **Strong partnership** with Community Chest since 2013
- **Over \$10 million** contributed to date
- **Landmark contribution of \$6 million** for our 25<sup>th</sup> Anniversary
- MOU signed pledging **\$1.5 million annually from 2025 to 2027**
- Empowering those in need as PropNex grows, so does our **care for society**





# Impacting Communities

As part of our 25<sup>th</sup> anniversary celebrations, we unveiled a gift to the nation and to all families in Singapore — the **PropNex Family Zone**, Singapore's first-ever family-themed destination playground spanning over 64,000 sq ft, located at Gardens by the Bay.

This is a collaboration with **Community Chest, Families for Life, Gardens by the Bay, and Ministry of Social and Family Development.**

It was officially launched on 5 April 2025 by **Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong**, together with Minister of State for Social and Family Development, Ms Sun Xueling.





# Impacting Communities

## 2<sup>nd</sup> Event at PropNex Family Zone

**PropNex Family Day on 12 April 2025** attracting over 1,000 visitors including members of public, PropNex salespersons and staff.

Families had fun at the PropNex Family Zone and carnival games, including free goodie bags for 500 families.





# Impacting Communities

## 3<sup>rd</sup> Event at PropNex Family Zone

Over 1,200 young and old from all walks of life joined us at the PropNex Family Zone for the **Families For Life Picnic & Movie Screening**, in support of National Family Festival 2025!





# Impacting Communities

As the **Principal Partner of NDP 60**, PropNex stands alongside Singapore, strong, united, and future-ready.

Flying our flag with pride. Standing tall as a pillar of economic strength in our community!



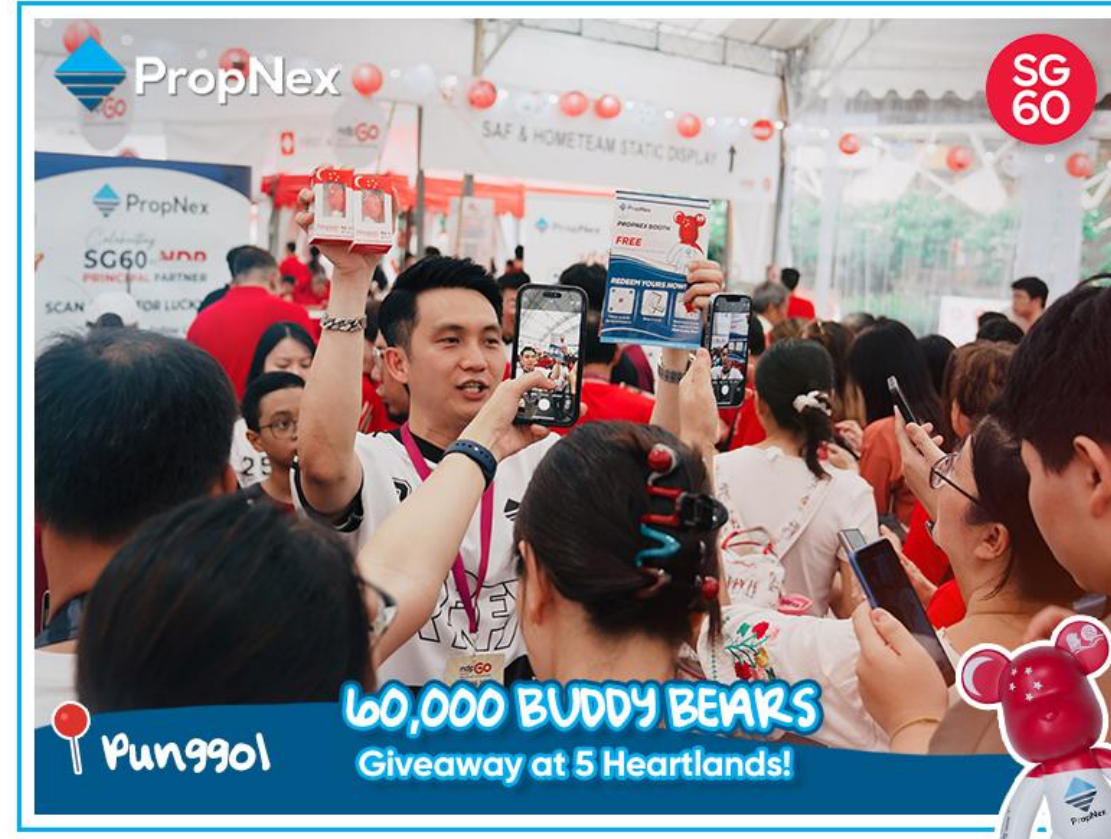


# Impacting Communities

## HEARTLANDS CELEBRATIONS – 10 AUG 2025

In honour of SG60, our role as the Principal Partner of NDP 2025, and PropNex's 25<sup>th</sup> anniversary, we shared joy across 5 vibrant locations – **Bishan, Punggol, Yishun, Geylang Serai, and Bukit Gombak.**

Thousands young and old came to our PropNex booths as we distributed a whopping 60,000 Mini Proppy Bears, specially designed keepsakes to commemorate SG60 and PN25. All the young kids also enjoyed our very own customised PropNex Bouncy Castles, and took pictures with our very own life sized cute Proppy Mascots.







Thank you

