



## APAC REALTY REPORTS FY2023 RESULTS

- Pipeline of 34 residential projects with close to 11,800 new home units launched and to be launched in FY2024;
- As of 1 January 2024, 1-in-4 property salespersons in Singapore is an ERA salesperson;
- Total FY2023 dividend of 2.50 cents per share represents a payout ratio of 78%;
- Well-positioned with a healthy cash balance of S\$44.1 million as at 31 December 2023.

**SINGAPORE, 23 February 2023 – APAC Realty Limited** (“APAC Realty”, the “Company” or together with its subsidiaries, the “Group”), a leading real estate services provider which operates a market-leading real estate brokerage in Singapore under the ERA brand, announced revenue of S\$557.3 million for the year ended 31 December 2023 (“FY2023”), compared to S\$705.0 million for the year-ago period (“FY2022”).

Revenue from new home sales declined 47.8% or S\$133.0 million from S\$278.2 million in FY2022 to S\$145.2 million in FY2023. Revenue from resale and rental of properties declined 3.3% or S\$13.6 million from S\$417.0 million in FY2022 to S\$403.4 million in FY2023.

The Group closed FY2023 with a net profit of S\$10.6 million, 59.9% or S\$15.8 million lower compared to S\$26.4 million in FY2022.

“Despite the challenges faced in the macro environment and local property market, APAC Realty generated cash flows from operating activities of S\$17.3 million and had cash and cash equivalents of S\$44.1 million as at 31 December 2023,” said Mr Marcus Chu, Chief Executive Officer of APAC Realty Limited.

The Board of Directors has declared a final dividend of 1.4 Singapore cent per share for 2H2023. Together with the interim dividend of 1.1 Singapore cent per share paid out on 8 September 2023, the total dividend in FY2023 represents a dividend payout ratio of 78.0%. This is in line with our dividend policy of distributing 50%-80% of profits as dividends on a semi-annual basis. Based on APAC Realty’s closing share price of S\$0.46 on 22 February 2024, the total dividend of 2.5 Singapore cent per share represents a dividend yield of 5.4%.

### Retaining a Sizeable Share of the Singapore Market

According to the Urban Redevelopment Authority<sup>1</sup>, Singapore’s new private home (including ECs) sales fell in FY2023 to 7,158 units, from 8,578 units in FY2022. The 16.6% decline is largely attributed to the series of cooling measures implemented by the government<sup>2</sup> in September 2022 and April 2023 amidst a high interest rate environment.

In FY2023, prices of private residential properties increased by 6.8%, moderating from the 8.6% increase recorded in FY2022.

---

<sup>1</sup> <https://www.ura.gov.sg/Corporate/Media-Room/Media-Releases/pr24-03>

<sup>2</sup> “Singapore announces new property cooling measures, additional buyer’s stamp duty doubled to 60% for foreigners”, CNA, 26 April 2023



Singapore's private residential resale market recorded sales of 12,623 units in FY2023, down 14.7% from 14,791 units in FY2022. The HDB resale market recorded 26,735 transactions, down 4.2% from 27,896 transactions in FY2022.

Overall, ERA recorded 18,911 property sales transactions in FY2023, compared to 20,832 in FY2022. Based on market data, ERA closed FY2023 with a 40.7% share of residential property market, close to the 40.6% share achieved in FY2022.

In FY2023, the Capital Markets & Investment Sales ("CMIS") team played a key role in closing several significant deals, such as the freehold light industrial buildings HB Centre 1 and 2 (transaction value of S\$115 million). The CMIS division continues to make strong in-roads in the market and has been appointed marketing agency for 6 properties, including a retail podium near Bendemeer MRT Station, a portfolio of conserved shophouses in Penang, the collective sale of Tan Tong Meng Tower, an industrial property at Loyang Way, strata industrial units in MacPherson, and strata retail units near Jalan Besar MRT Station. In aggregate, these mandates have an estimated transaction value of approximately S\$250 million.

### **ERA is the Preferred Marketing Agency**

In FY2023, ERA was appointed marketing agency for 21 new home projects with a total of 8,158 units, providing the Group with an estimated 30% share of the new homes segment.

As the preferred marketing agency for new homes launches, ERA has a pipeline of 34 residential projects in all market segments, covering the Core Central Region, Rest of Central Region and Outside Central Region, with close to 11,800 new home units launched and to be launched in FY2024<sup>3</sup>. Notable projects launched in 1Q2024 include The Arcady at Boon Keng, Hillhaven and Lumina Grand (EC).

### **Securing Our Future**

The latest figures from the Council for Estate Agencies ("CEA") showed there were 35,251 property salespersons in the industry as at 1 January 2024. This is a 2.4% increase from 34,427 salespersons at the start of FY2023, and 8.8% higher compared to 32,414 salespersons at the beginning of FY2022. As of 1 January 2024, ERA has 8,891 salespersons, giving the Group almost 25% market share of the Singapore salesperson pool.

In 2023, ERA continued to demonstrate its commitment to empowering ERA salespersons with market-leading technologies and applications, enhancing their ability to serve an increasingly sophisticated client base. One of the key highlights of the year was the introduction of over 20 new innovative features to the SALES+ super-app, aimed at improving salesperson productivity, client engagement, and overall user experience.

Among these features, ERA integrated OpenAI GPT-3.5 into SALES+ to support essential copywriting, content generation, and translation tasks, significantly reducing the time taken by ERA salespersons to complete these critical functions. To streamline the client home-selling and buying journey, ERA incorporated HDB Resale, Project, and Executive Condominium Whiz into SALES+, offering functions such

---

<sup>3</sup> As at 22 February 2024



as a summary of financial property calculations and an overview of the process timeline. This feature enables salespersons to provide efficient, on-the-go service to their clients, and enhancing their overall experience. Additionally, the introduction of an in-app asset advisor further enhanced salespersons' ability to support asset planning by analyzing user profiles and property information, and providing recommendations for new launches and resale listings based on clients' financial profiles.

Moreover, ERA introduced a new tool that generates an estimated valuation of a property based on current market prices, empowering salespersons and clients with valuable insights into property values. Additionally, to strengthen the security of the app, ERA implemented SingPass login authentication, ensuring user accounts are protected with a robust and trusted authentication system. ERA also introduced a centralized manager within the SALES+ app to streamline the process of posting property listings to external portals. This feature allows salespersons to manage and track their listings across various platforms from a single interface, enhancing their efficiency in managing their property portfolios.

These advancements underscore ERA's commitment to innovation, user experience, and security within the real estate industry, positioning the Group as a leader in leveraging technology to drive business excellence.

In July 2023, ERA announced a collaboration with Mediacorp on a television drama, 'My One and Only', focused on Singapore's real estate industry. Featuring a star-studded cast, including Zoe Tay, Elvin Ng, and Ya Hui, the 130-episode drama ended on 26 January 2024. The collaboration extended the reach of ERA brand, established connections with new audiences and offered a fresh perspective on the profession.

"At ERA Singapore, FY2024 will see a renewed focus on salespersons, projects and platforms, supporting our motto of empowering people and transforming lives. We remain dedicated to empowering our salespersons with cutting-edge tools and knowledge critical to their success. Our salespeople are not just ahead of the curve, they are setting the standard," said Mr Chu.

### **Overseas Markets**

The Group continues to push forward with its regional expansion strategy, particularly in Indonesia and Vietnam. Its subsidiary in Indonesia, PT ERA Graharealty Tbk ("ERA Indonesia") entered into a sales and purchase agreement to acquire 51% stake in ERA Fiesta (one of the largest franchised member brokers in Indonesia) for IDR 11.2 billion (approximately S\$1.0 million) on 26 January 2024. This is expected to strengthen the ERA Indonesia's network and better position the Group for the next market upcycle.

The Group's performance for FY2023 was hindered by ERA Vietnam, which experienced a challenging year due to the economic slowdown. New homes supply and absorption rates remained low in FY2023 as developers delayed their project launches. On a positive note, ERA Vietnam increased its salesperson count by almost 400 salespersons in FY2023 to 4,200 salespersons as at 31 December 2023. The Group expects the Vietnam property market to gradually recover in FY2024 as more projects are launched.

# # #



### ***About APAC Realty Limited***

APAC Realty is a leading real estate services provider, holding the exclusive ERA regional master franchise rights for 17 countries and territories in Asia Pacific. Through its ERA franchisee network, the Group has one of the largest brand footprints in Asia with close to 23,400 trusted advisors across 646 offices as at 31 December 2023, and is the largest ERA Member Broker globally by transaction value.

The Group has a market-leading position in the Singapore real estate brokerage business through its wholly-owned subsidiary ERA Realty Network Pte Ltd ("ERA Realty"). Established in 1982, ERA Realty is one of Singapore's largest real estate agencies with 8,891 trusted advisors as at 1 January 2024, providing property brokerage services for primary and secondary home sales, as well as rental of residential, commercial and industrial properties. Through its Capital Markets & Investment Sales business unit, the Group delivers corporate real estate services for sizeable assets to high-net-worth individuals, family offices, developers, institutional investors and real estate investment trusts.

As an industry pioneer, ERA Realty has constantly been at the forefront of technological innovations with an emphasis of enhancing salesperson productivity and service excellence for the past 41 years. The Group empowers its trusted advisors with the latest proptech, training, and proprietary super apps such as SALES+ and RealtyWatch, allowing each to extend best-in-class advice and service to customers.

APAC Realty's wholly-owned subsidiary Realty International Associates Pte Ltd ("RIA") operates training programmes and courses for real estate trusted advisors in preparation for professional certification exams and as part of continuing professional development regulations. RIA also undertakes valuation work on behalf of clients such as financial institutions, government agencies and property owners.

APAC Realty is listed on the Mainboard of the Singapore Exchange Limited since 2017. For more information, please visit [www.apacrealty.com.sg](http://www.apacrealty.com.sg).

###

**For analyst and media enquiries, please contact:**

Clarence Fu

Eko Advisors

Mobile: 9781 0737

Email: [cfu@ekoadvisors.com](mailto:cfu@ekoadvisors.com)