



Goodland Group Limited

Corporate & Business Update Briefing
17 December 2014



Presentation Outline

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Corporate Overview

Corporate Profile

- Singapore-based premier lifestyle property developer established in 1993
- Listed on SGX-Catalist on October 2009; upgraded to the Mainboard in 2013
- Specialises in boutique residential developments with its extensive range of property portfolio covering residential, commercial and industrial segments
- Owns property investments across the region – Cambodia, Myanmar and Malaysia
- Recently completed a S\$62.7 million acquisition of Citrine Assets Pte Ltd that owns 70% of an investment cum development project in Ipoh, Malaysia (“T-City”) – a catalyst for a strategic shift for the Group



Goodland's Property Portfolio

Notable Recent Projects

Residential



OneRobey

- Non-Landed
- 999 years from 27 Dec 1875



Suites @ TOPAZ

- Non-Landed
- Freehold



The Shoreline Residences I/II

- Landed
- 99 Years



Royce Residences

- Non-Landed
- Freehold

Goodland's Property Portfolio

On-going Projects

Residential



The Citron Residences

- Sold 98% within 3 months of launch
- Expected TOP: 2016



The Bently Residences @ Kovan

- 60%-sold
- Expected TOP: 2016

Commercial



The Citron

- Comprises strata-titled freehold shops
- Expected TOP: 2016

Industrial



Goodland Group Building

- 8-storey industrial building located at Kim Chuan lane
- Obtained TOP: 2014; Leasing commences in 2015

Current land bank includes:
Paya Lebar Crescent and Windsor Park Road



Corporate & Business Update

Backdrop to Strategic Review

- Local property market remains constrained:
 - Property cooling measures introduced by the Government
 - High land prices
 - Rising construction costs
 - Shortage of workers
- Opportunities present in the region



Three- Pronged Strategy

Strategic review of the Group's business direction

1

- Drive internal efficiencies: Emphasize cost management and prudent land acquisitions in Singapore

2

- Grow regional business: Selective land acquisitions at attractive prices relative to potential disposal values upon completion

3

- Develop new revenue streams – such as leasing and management income of commercial projects – as part of the Ipoh Project.

#1 Developing Internal Efficiencies

Experienced building and civil engineering management team with in-house construction capabilities

Flexibility to manage construction and project schedules
→ better cost control in Singapore and the region

Group has remained profitable consistently for all local projects since listing on SGX in 2009

Group will continue to improve cost and project management efficiencies



#2 Regional Expansion

- Expansion via acquisition through direct investments, joint-ventures or partnerships
- Invested in Cambodia, Myanmar and Malaysia (Penang)
- Change in revenue mix:
 - Singapore's property business currently accounts for 100% of the Group's revenue
 - Projects in the region will contribute more to revenue in the coming years

#3 Acquisition of 70%-Stake in T-City Project in Ipoh, Malaysia



- On 1 October 2014, Goodland completed a S\$62.7M acquisition of Citrine Assets Pte Ltd (“Citrine Assets”), which owns 70% of the proposed T-City development (“T-City”) in Ipoh, the capital of Perak state
- Acquisition was satisfied by S\$55.0 million worth of new ordinary shares at S\$0.38 each, S\$2.2M in cash, a S\$3.0M Convertible Bond and a S\$2.5M Corporate Bond

#3A Unlocking Ipoh's Value

- Room for significant capital appreciation as current capital values are significantly lower than the major Malaysian cities
- Highly accessible via major highways, rail connection as well as an international airport.



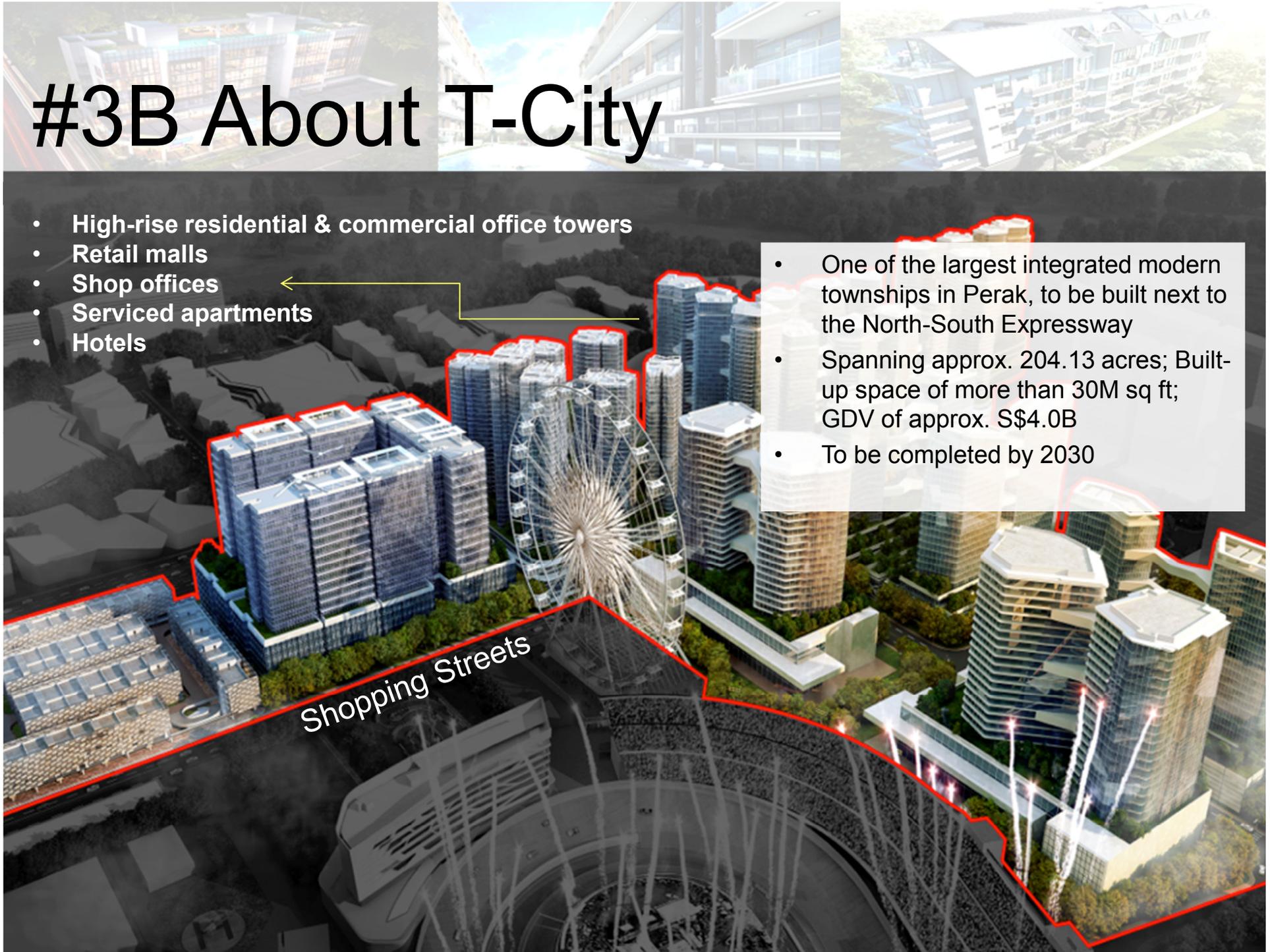
Project will drive development profits as well as capital appreciation

#3B About T-City

- High-rise residential & commercial office towers
- Retail malls
- Shop offices
- Serviced apartments
- Hotels

- One of the largest integrated modern townships in Perak, to be built next to the North-South Expressway
- Spanning approx. 204.13 acres; Built-up space of more than 30M sq ft; GDV of approx. S\$4.0B
- To be completed by 2030

Shopping Streets



#3C Goodland's participation in T-City

Ownership

- Goodland owns 51.33 acres of the land within T-City (valued at S\$147.5M) for commercial and residential use
- Goodland's land within T-City has an approved plot ratio of six times; Built-up space of more than 12M sq ft; Total GDV of approx. S\$1.8B
- Goodland's development plan to be unveiled by the first quarter of 2015; Construction to begin by third quarter of 2015.

Creation of New Revenue Streams

- Construction and development
- Sale of properties
- Rental: Car showrooms, retail and F&B outlets.



Group Outlook

Group Outlook

Singapore



- Remain cautious in acquiring land sites
- Manage schedule of existing project pipeline carefully

Regional

Malaysia

Cambodia

Myanmar

- Regional developments expected to account for approx. 25% of Group revenue by FY2016 (FY2014: 0%)

T-City



- Begin revenue contribution by FY2016; gathering momentum thereafter from construction activities and development sales
- Recurring rental income to commence from FY2018
- T-City project's appraised value of S\$147.5M expected to increase Group NAV significantly from 1H2015 (FY2014: S\$0.46)



Thank You

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