



Service You Trust
SINGAPORE
PROPNE X LIMITED

PROPNE X LIMITED

Financial Results and Business Updates
For Six Months Ended 30 June 2024



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1H2024 INCOME STATEMENT

(in \$'000)	1H2024	1H2023	▲▼
Revenue	345,586	364,283	(5.1%)
Cost of services rendered	(312,145)	(328,505)	(5.0%)
Gross profit	33,441	35,778	(6.5%)
Gross profit margin	9.7%	9.8%	(0.1%)
Finance income	2,858	1,958	46.0%
Other income	5,396	4,660	15.8%
Staff costs	(9,990)	(8,004)	24.8%
Depreciation and amortisation	(1,492)	(1,773)	(15.8%)
Finance costs	(13)	(18)	(27.8%)
Other expenses	(7,341)	(12,438)	(41.0%)
Reversal of impairment losses	601	7,312	(91.8%)
Profit before tax	23,460	27,475	(14.6%)
Tax expense	(4,001)	(4,527)	(11.6%)
Profit for the period	19,459	22,948	(15.2%)
Net profit margin	5.6%	6.3%	(0.7%)
Profit attributable to owners	19,001	22,054	(13.8%)

Key Financial Ratios	1H2024	1H2023
Earnings per share (cents)	2.57	2.98
(in \$'M)	1H2024	1H2023
Project Marketing ↓ 19.6%	91.3	113.5
Rental ↓ 3.7%	77.9	80.9
HDB Resale ↑ 8.9%	64.8	59.5
Private Resale ↑ 9.8%	79.4	72.3
Landed Resale ↓ 7.5%	16.4	17.7
Commercial & Industrial ↓ 30.7%	11.3	16.3



BALANCE SHEET



(in \$'000)	30 Jun 2024	31 Dec 2023	▲▼
Non-current assets	21,486	19,572	1,914
Current assets	269,409	323,491	(54,082)
Trade and other receivables	141,955	184,631	(42,676)
Cash and cash equivalents	116,439	133,417	(16,978)
Other investments	11,015	5,443	5,572
Total assets	290,895	343,063	(52,168)
Non-current liabilities	379	1,103	(724)
Current liabilities	171,294	215,734	(44,440)
Trade and other payables	157,365	200,667	(43,302)
Current tax liabilities	9,134	10,141	(1,007)
Others	4,795	4,926	(131)
Total liabilities	171,673	216,837	(45,164)
Total equity	119,222	126,226	(7,004)
Total equity and liabilities	290,895	343,063	(52,168)

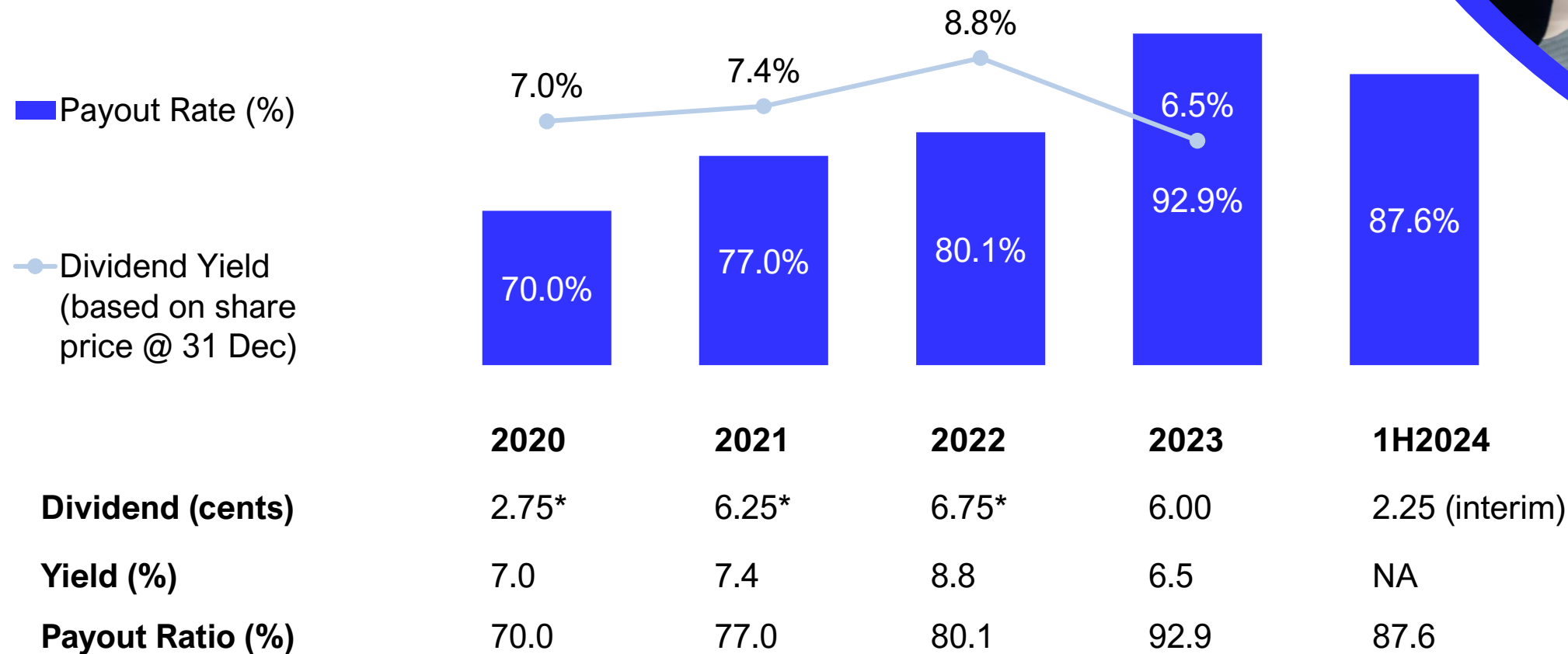
Key Financial Ratios	30 Jun 2024	31 Dec 2023
Net asset value per share (cents)	15.98	16.91
Market capitalisation (\$'M)	617.9	688.2
Return on equity (%)	32.1	38.2
Current ratio (times)	1.57	1.50
AR turnover (days)	69	71
AP turnover (days)	71	69

CASH FLOWS SUMMARY

(in \$'000)	1H2024	1H2023
Operating activities	16,282	31,726
Investing activities	(5,631)	(134)
Financing activities	(27,567)	(30,856)
Net (decrease)/increase in cash	(16,916)	736
Cash at beginning of period	133,355	138,829
Cash at end of period	116,439	139,565
<u>Analysis of cash and cash equivalents</u>		
Cash at banks (including brokerage account)	22,239	
Fixed deposits	112,200	
Cash and bank balances	134,439	
Less: Long-term deposits	(18,000)	
Cash and cash equivalents	116,439	

Major Cash Flows Items (\$'000)	1H2024
Cash from operations	16,282
Add/(Less):	
Interest received	3,127
Dividends paid to Shareholders	(25,900)
Dividends paid to NCI	(563)
Increase in long-term deposits	(3,290)
Acquisition of other investments	(5,414)
Payment of lease liabilities (rental)	(1,091)
Others	(67)
Net decrease in cash	(16,916)

DIVIDENDS HISTORY



* Adjusted for 1-for-1 bonus issue completed on 5 May 2023



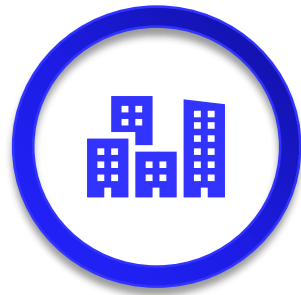


BUSINESS OVERVIEW

PROPNE X DIFFERENTIATORS



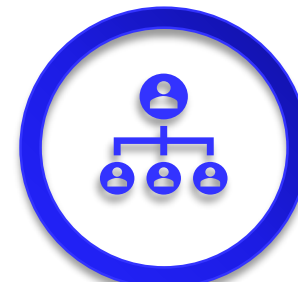
Asset Light
Cash
Generator



Diversified
Revenue
Segments
with Leading
Market Shares



Largest
Sales Force
in Singapore
and Still
Growing

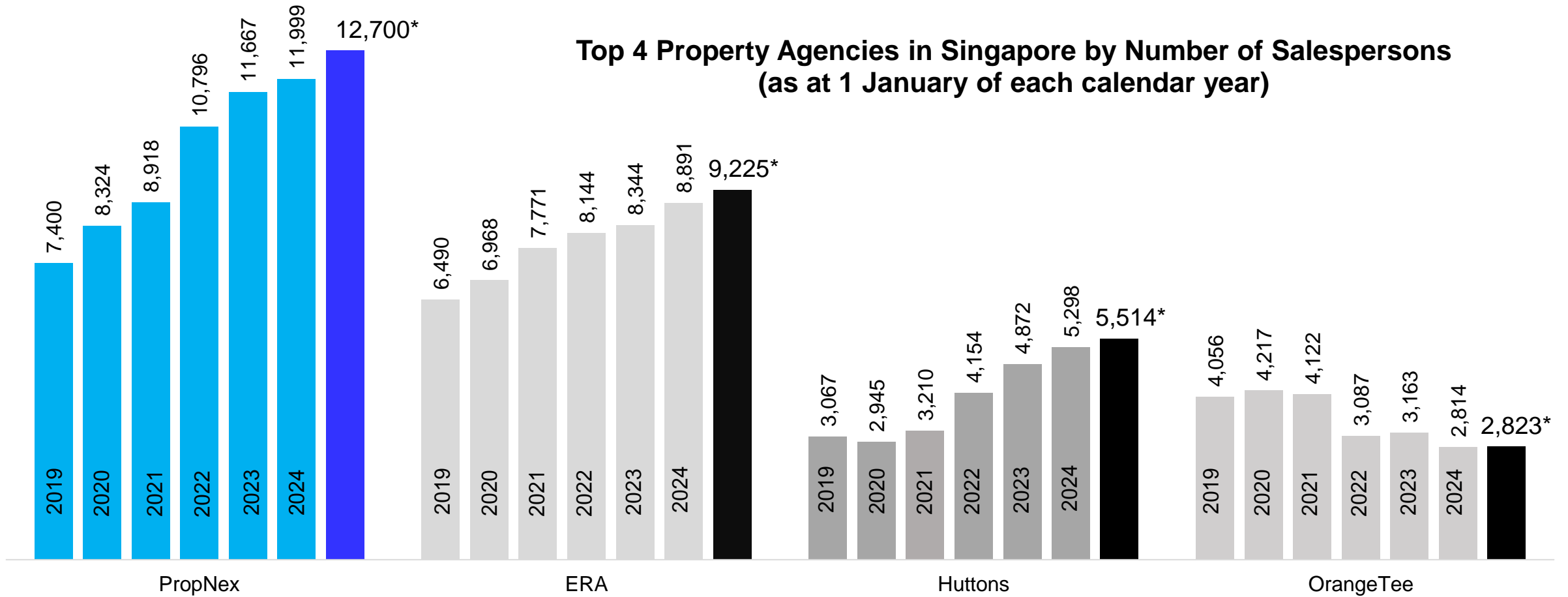


Strong
Management
& Positive
Workplace
Culture



Training- &
Technology
- Edge

PROPNE X: LARGEST REAL ESTATE SALES FORCE IN SINGAPORE

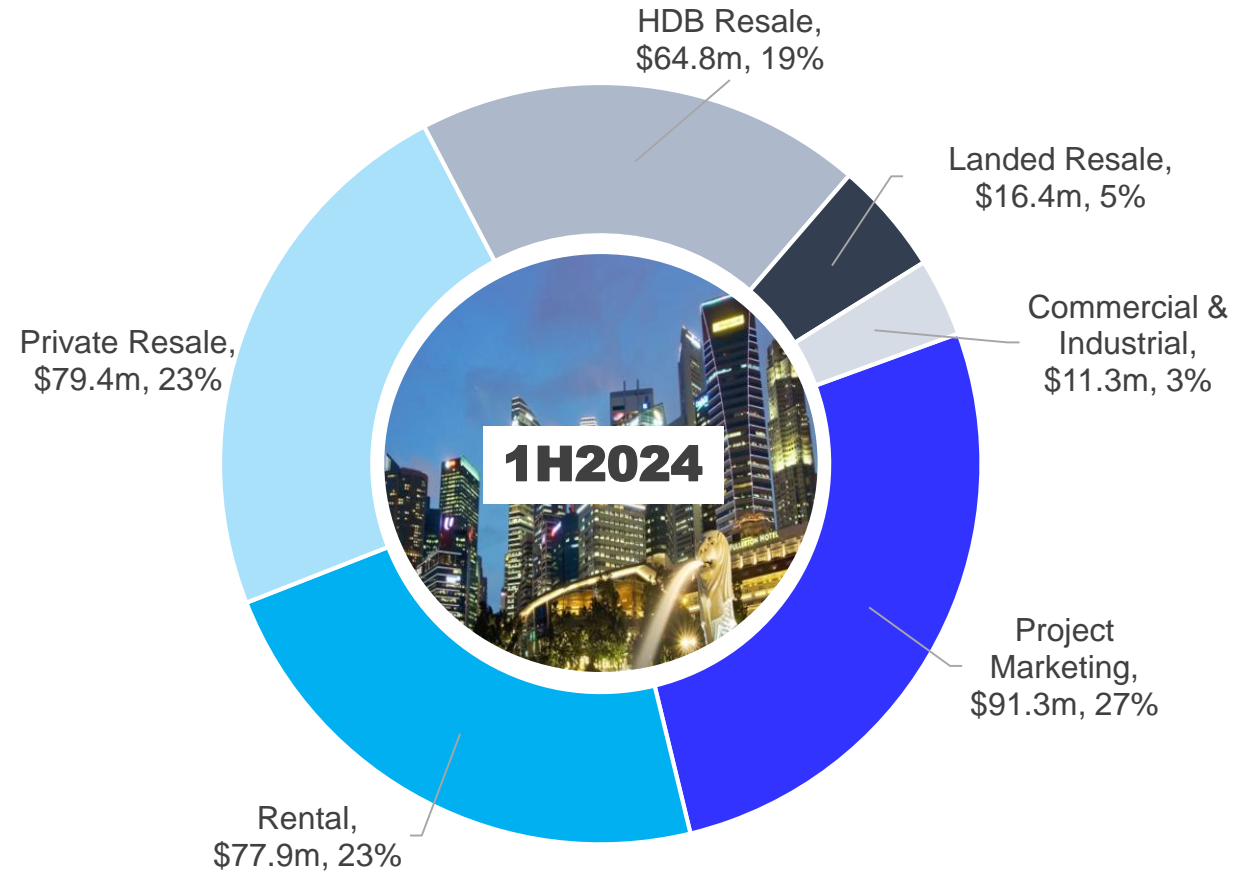
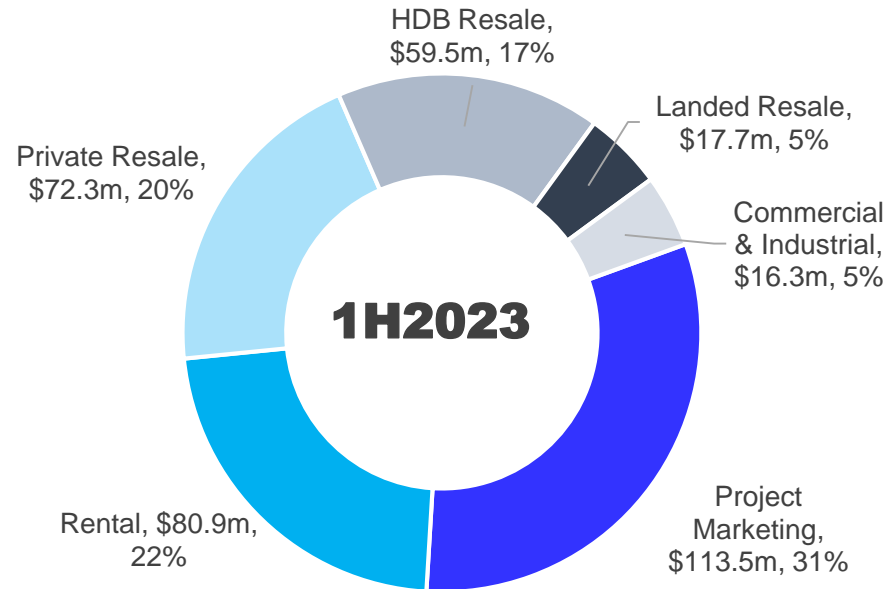


*Source: The Council for Estate Agencies as at 7 August 2024

DIVERSIFIED REVENUE SEGMENTS

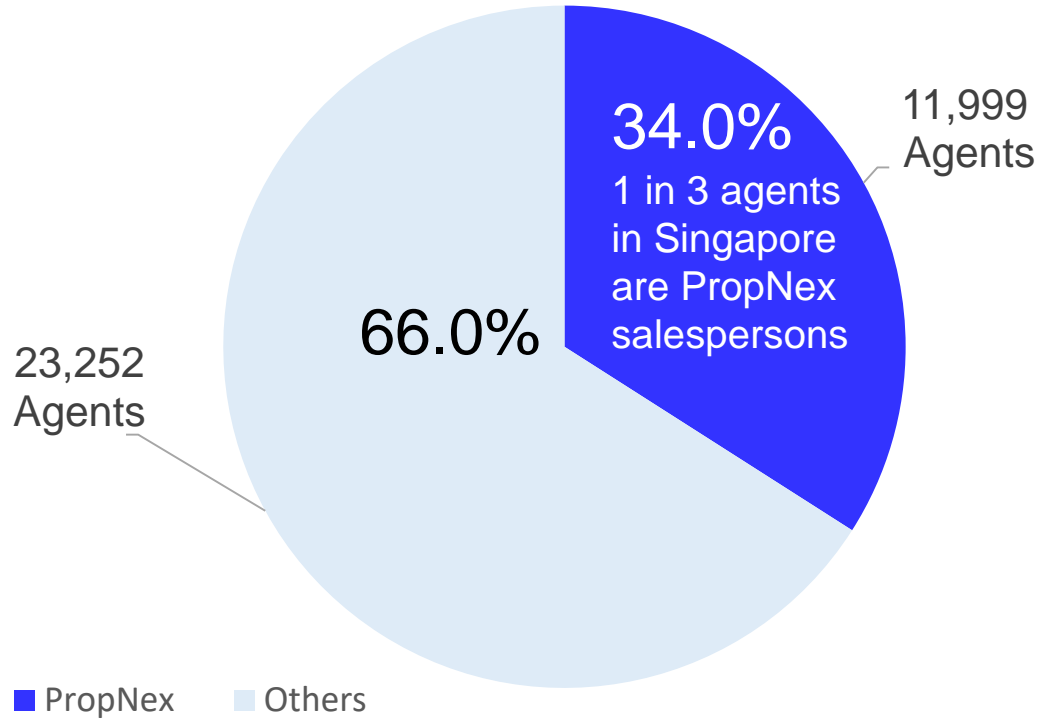
1H2024 Revenue by Business Segments

1H2023 Revenue by Business Segments



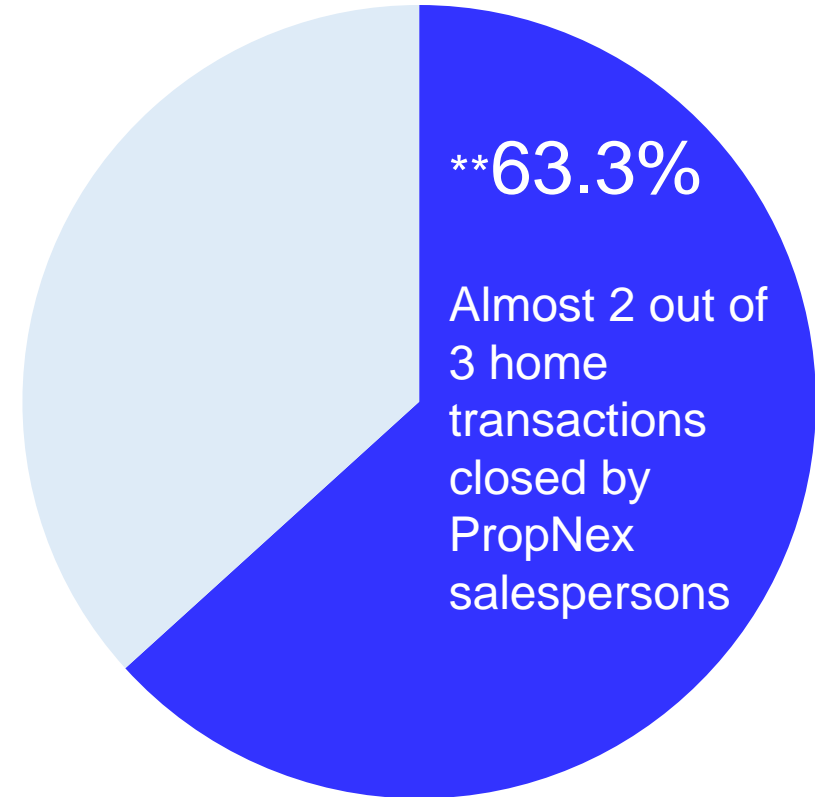
Significant market shares in **6 property segments** provide a **broader revenue base** and **risk diversification**

PROPNE X PERFORMANCE



Market Share By No of Agents*

* Total 35,251 salespersons as at 1 January 2024 extracted from CEA



**The market share information is based on the volume of transactions and includes transactions where PropNex salesperson act on behalf of buyers and sellers in co-broking with external agencies. This includes HDB resale, EC, landed and non-landed private property transactions. The industry data was retrieved from URA REALIS, HDB and Singapore's Open Data on 25 July 2024.

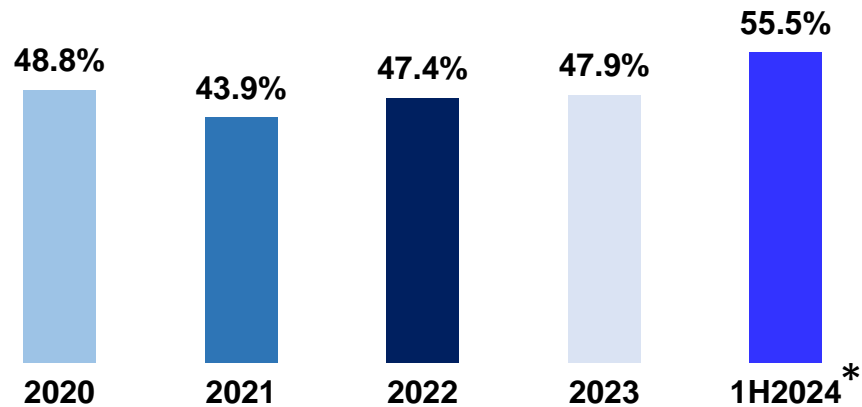
Market Share By Transaction Volume for 1H2024**

** Private Residential & HDB resale transactions incl EC

MARKET LEADERSHIP

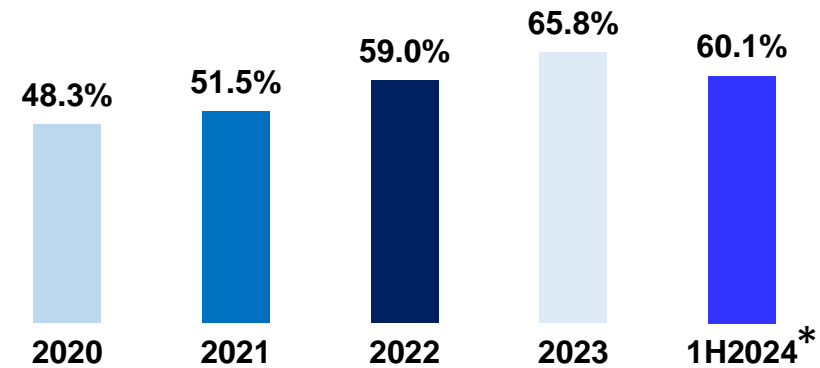
PropNex's Market Shares and Leads in All Market Segments

NEW LAUNCHES



• New launches **↑** 7.6% to 55.5%

PRIVATE RESALE



• Private resale **↓** 5.7% to 60.1%

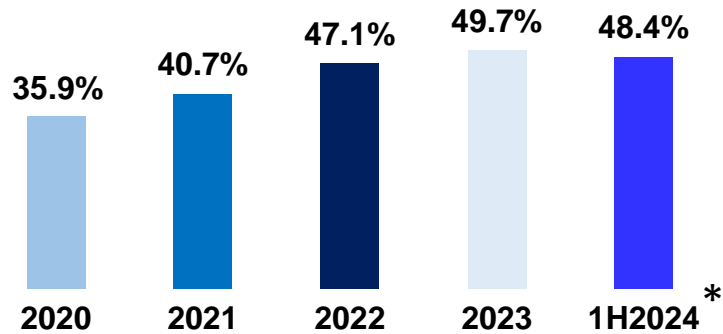
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MARKET LEADERSHIP

PropNex's Market Shares and Leads in All Market Segments

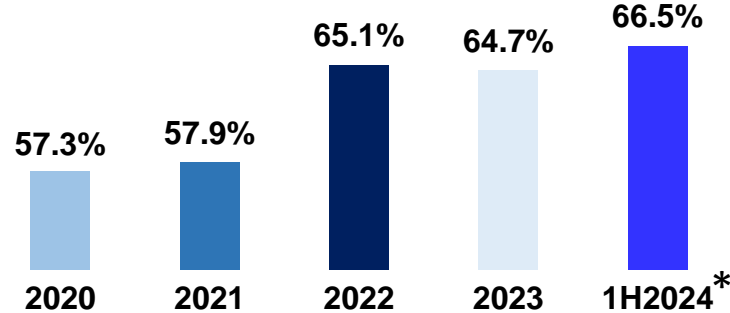


LANDED RESALE



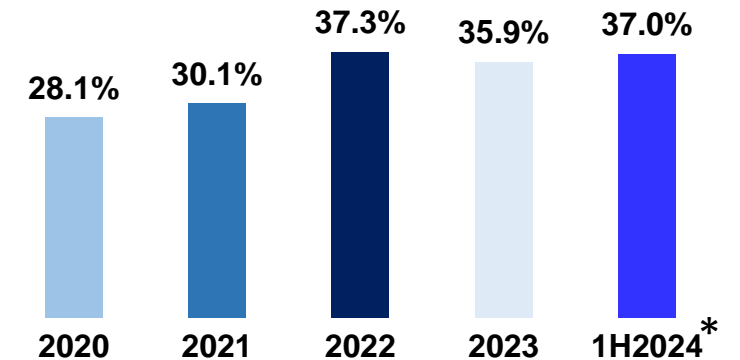
• Landed resale ↓ 1.3% to 48.4%

HDB RESALE



• HDB resale ↑ 1.8% to 66.5%

PRIVATE LEASING



• Private leasing ↑ 1.1% to 37.0%

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2024 AWARDS & ACCOLADES

Only real estate agency in Singapore to be ranked in the inaugural Fortune Southeast Asia 500 list 2024. The list, determined by total revenue for the 2023 fiscal year, is the first Southeast Asia edition of Fortune's iconic annual lists highlighting 500 top-grossing companies in various regions. **PropNex was ranked #395.**

The inaugural rankings include companies from **seven nations**: Indonesia, Thailand, Malaysia, Singapore, Vietnam, the Philippines and Cambodia. Indonesia contributed the most companies to the overall list with 110 entries. Thailand came in a close second with 107, followed by Malaysia with 89 companies and **Singapore with 84.**



2024 AWARDS & ACCOLADES

PropNex emerged as the winner of the **PropTech award** at the **Singapore Business Review Technology Excellence Awards 2024**.

The accolade highlights the Group's success in equipping its salesforce with cutting-edge digital tools to enhance their efficiency and effectiveness in the real estate market.



2024 AWARDS & ACCOLADES

2024 Singapore's Fastest Growing Companies

Ranked #60

Based on the companies' revenue growth from 2019 to 2022 from a list of 100 companies in Singapore, compiled by The Straits Times & Statista

TOP 100 FASTEST GROWING COMPANIES IN SINGAPORE 2024

Global research firm Statista, in collaboration with The Straits Times, has drawn up a list of Singapore's Fastest Growing Companies. Now in its sixth year, the 2024 ranking features 100 companies based on their revenue growth between 2019 and 2022

THE STRAITS TIMES

IN COLLABORATION WITH

statista

RANK	NAME	SECTOR	ABSOLUTE GROWTH RATE (in %)	RANK	NAME	SECTOR	ABSOLUTE GROWTH RATE (in %)
01	Rex International Holding	Energy & Utilities	126,017.78	51	Coda Payments	Fintech, Financial Services & Insurance	185.62
02	ISO Tank Management	Logistics & Transportation	5,647.26	52	Kindle Kids International School	Education & Social Services	185.26
03	SKRYA	Waste management & recycling	3,482.63	53	Spark Systems	Fintech, Financial Services & Insurance	181.72
04	Kodekloud	Education & Social Services	2,936.32	54	Ingenious Business Software	IT & Software	180.28
05	Lionsbot	Manufacturing	2,052.01	55	WEWE Media	Advertising & Marketing	173.20
06	IX Biopharma	Pharmaceuticals & Cosmetics	2,044.56	56	AEM Holdings	IT & Software	169.39
07	Maneuver Marketing	Ecommerce	1,924.61	57	MCI Outsourcing	Professional, Scientific & Technical Services	159.87
08	Rocketech	IT & Software	1,463.25	58	Alpha Ori Technologies	IT & Software	155.28
09	MNaDr	Health Care & Life Sciences	1,428.55	59	Weima Builders	Construction & Engineering	154.61
10	Propseller	Real Estate					
11	Doctor Anywhere	Health Care & Life Sciences		60	PropNex	Real Estate	145.14
12	Affable.ai	Advertising & Marketing	1,007.34	62	Global Alliance Logistics	Logistics & Transportation	136.68
13	Nium	Fintech, Financial Services & Insurance	944.33	63	Asia Excel	Retail	135.85
14	Park N Parcel	Logistics & Transportation	917.22	64	Synergy Financial Advisers	Fintech, Financial Services & Insurance	128.23
15	iCare Benefits Group	Fintech, Financial Services & Insurance	898.62	65	Motorist	Automotive	125.59
16	Carro	Automotive	834.83	66	Redhill	Advertising & Marketing	117.49
17	SimplifyNext	IT & Software	782.56	67	LanciaConsult	Management Consulting	114.89
18	Technopals	IT & Software	689.43	68	CBG Logistics	Logistics & Transportation	104.25
19	Yoowifi	Media & Telecommunications	592.87	69	Jetters Incz.	Waste management & recycling	104.04
20	Sleek	Fintech, Financial Services & Insurance	540.55	70	UnaBiz	IT & Software	103.91
21	Synagie	Ecommerce	481.98	71	TDCX	Professional, Scientific & Technical Services	101.09
22	Partipost	Advertising & Marketing	480.69	72	Almarc Engineering	Manufacturing	100.83
23	GrabJobs	IT & Software	462.05	73	Abrefs	IT & Software	100.47
24	WSH Experts	Management Consulting	410.08	74	Lovebonito Holdings	Apparel & Fashion	100.44
25	Prospect Logistics	Logistics & Transportation	401.61	75	Nuffield Holdings	Health Care & Life Sciences	98.21
26	Pragma	Management Consulting	396.72	76	Vinova	IT & Software	95.50
27	Aspire	Fintech, Financial Services & Insurance	339.71	77	Aztech	Electrical Manufacturing	91.28
28	Declarators	Logistics & Transportation	338.56	78	Handshakes	IT & Software	88.54
29	PS Energy Group	Energy & Utilities	326.62	79	Global Teleservices	Media & Telecommunications	86.30
30	Redpeak Advisers	Fintech, Financial Services & Insurance	319.42	80	Bluconnection	Chemicals	85.42
31	XOPR AI	IT & Software	305.92	81	Beyond Medical Group	Health Care & Life Sciences	76.27
32	OOm Pte Ltd	Advertising & Marketing	291.70	82	Tesha Corporation	Agriculture, Forestry & Fishing	74.19
33	Mighty Jaxx Group	Retail	279.62	83	Easmed	Health Care & Life Sciences	74.80
34	Bitdeer	IT & Software	275.51	84	Vita Group	Wholesale	73.87
35	Korea Artiz Studio	Professional, Scientific & Technical Services	261.15	85	Khaitan International	Wholesale	69.87
36	Nimbus Group	Professional, Scientific & Technical Services	260.53	86	The Curtain Boutique	Retail	66.06
37	Toku	IT & Software	256.70	87	Pollium	Construction & Engineering	60.55
38	uParcel	Logistics & Transportation	243.59	88	MCI Career Services	Employment Services	59.00
39	Crayon Data	IT & Software	239.82	89	The Smart Local (TSL) Media Group	Media & Telecommunications	56.93
40	MLION Corp	Wholesale	233.71	90	Huttons	Real Estate	56.77
41	Four Star	Retail	228.49	91	Herbal Pharm	Retail	50.99
42	Grand Venture Technology	Manufacturing	227.11	92	Intelorg	Wholesale	49.12
43	Impact Investment Exchange	Management Consulting	224.56	93	The Meat Club	Ecommerce	47.22
44	Fresh Laundry	Retail	222.22	94	Onn Wah Precision Engineering	Manufacturing	45.11
45	Funding Societies Modalku	Fintech, Financial Services & Insurance	217.93	95	Whyze Solutions	IT & Software	40.00
46	Info-Tech	IT & Software	213.42	96	Reddoorz	Hospitality & Travel	39.04
47	Blue Wireless	Media & Telecommunications	212.05	97	Caprico International	Wholesale	38.02
48	Supreme Components International	Wholesale	201.68	98	UOB Kay Hian	Fintech, Financial Services & Insurance	33.00
49	Prince Education	Education & Social Services	192.72	99	Connect Group	Hospitality & Travel	29.99
50	Envirotec Controls	Construction & Engineering	190.50	100	Rolling Arrays	IT & Software	26.98



PropNex

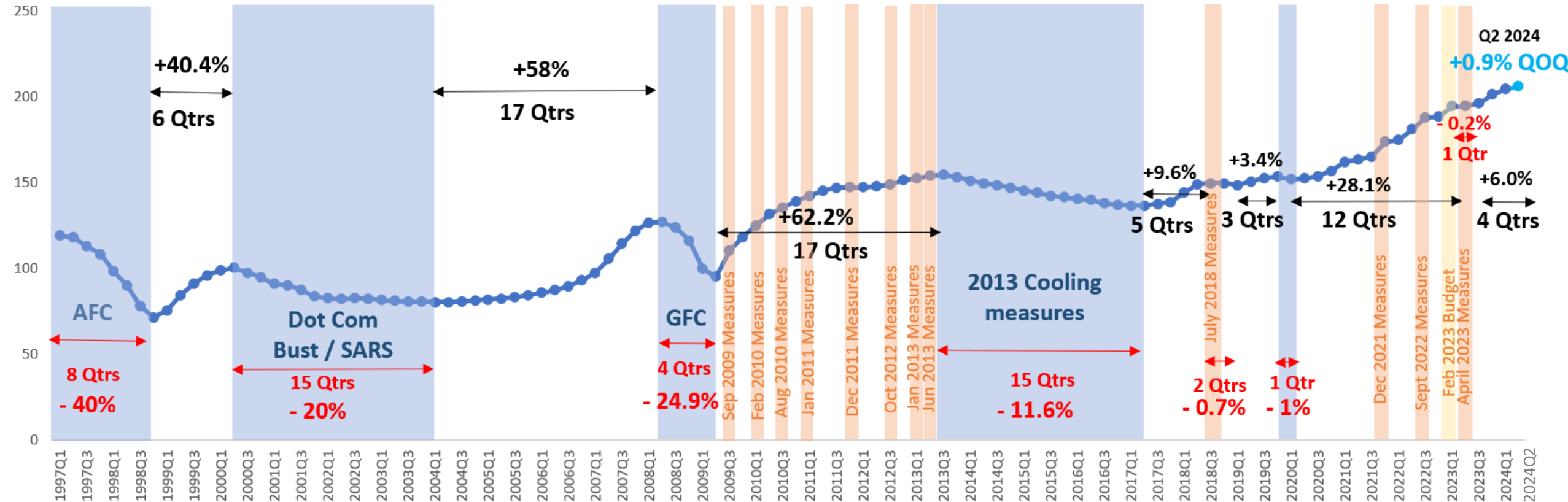
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MARKET OVERVIEW

PRIVATE RESIDENTIAL PRICES

Proven track record through crises and cooling measures
Private Home Prices grew by 0.9% QoQ in Q2 2024

Private Property Price Index



PRIVATE RESIDENTIAL PRICES



Year	YoY change
2006	10.2%
2007	31.1%
2008	-4.7%
2009	1.7%
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%

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

Year	QoQ change	
2021 Q1	3.3%	
2021 Q2	0.8%	+10.6%
2021 Q3	1.1%	
2021 Q4	5.0%	
2022 Q1	0.7%	
2022 Q2	3.5%	+8.6%
2022 Q3	3.8%	
2022 Q4	0.4%	
2023 Q1	3.3%	
2023 Q2	-0.2%	+6.8%
2023 Q3	0.8%	
2023 Q4	2.8%	
2024 Q1	1.4%	
2024 Q2	0.9%	

Source: PropNex Research, URA

PRIVATE RESIDENTIAL PRICES



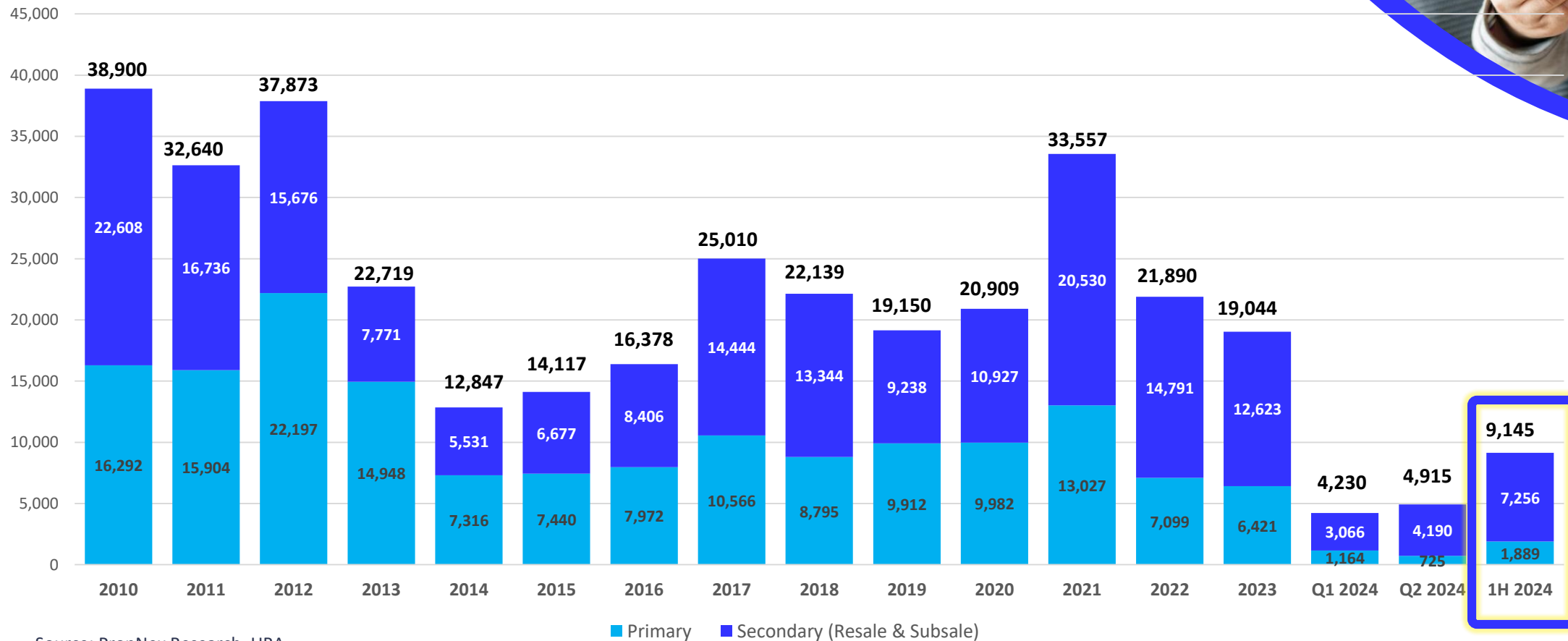
Price Indices	Overall 2021	1Q22	2Q22	3Q22	4Q22	Overall 2022	1Q23	2Q23	3Q23	4Q23	Overall 2023	1Q24	2Q24	1H24
Overall PPI	10.6	0.7	3.5	3.8	0.4	8.6	3.3	-0.2	0.8	2.8	6.8	1.4	0.9	2.3
Landed	13.3	4.2	2.9	1.6	0.6	9.6	5.9	1.1	-3.6	4.6	8.0	2.6	1.9	4.5
Non-Landed	9.8	-0.3	3.6	4.4	0.3	8.1	2.6	-0.6	2.2	2.3	6.6	1.0	0.6	1.6
CCR	3.8	-0.1	1.9	2.3	0.7	4.8	0.8	-0.1	-2.7	3.9	1.9	3.4	-0.3	3.0
RCR	16.3	-2.7	6.4	2.8	3.1	9.7	4.4	-2.5	2.1	-0.8	3.1	0.3	1.6	1.9
OCR	8.8	2.2	2.1	7.5	-2.6	9.3	1.9	1.2	5.5	4.5	13.7	0.2	0.2	0.4

Moderation in Q2 2024

PRIVATE HOME SALES (VOLUME)



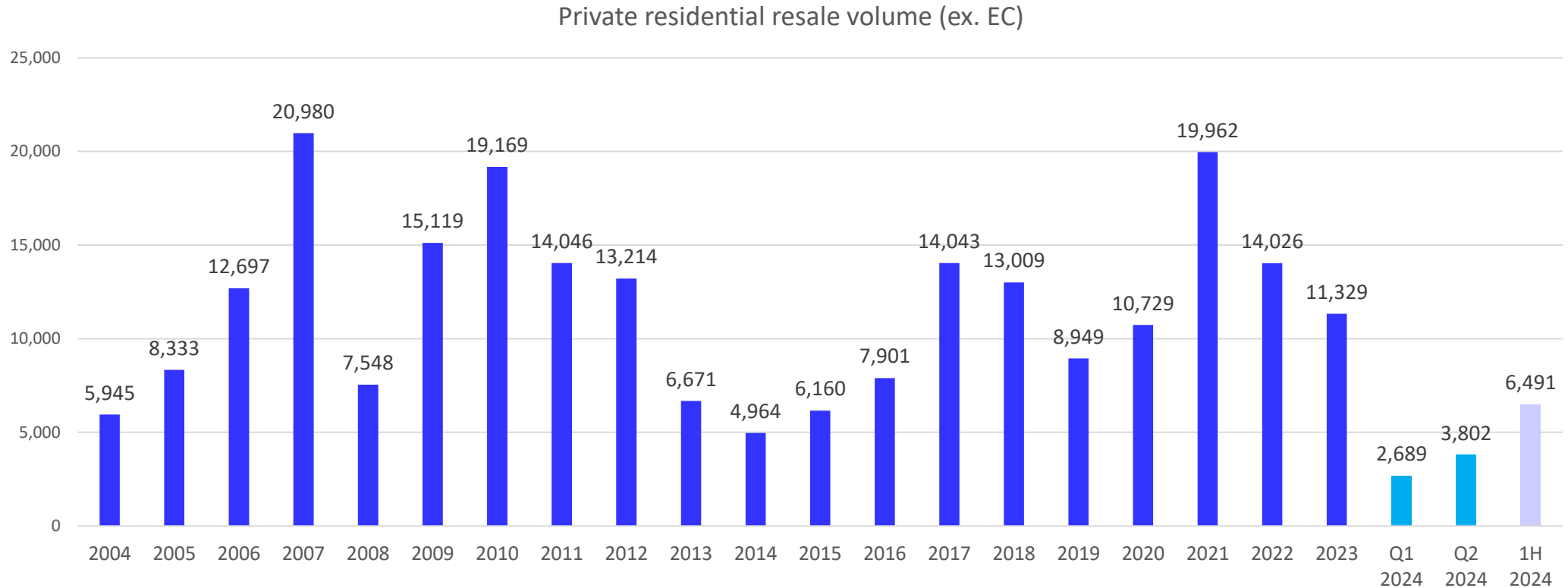
Total Private Home Sales (Primary vs Secondary)



Source: PropNex Research, URA

PRIVATE RESALE VOLUME

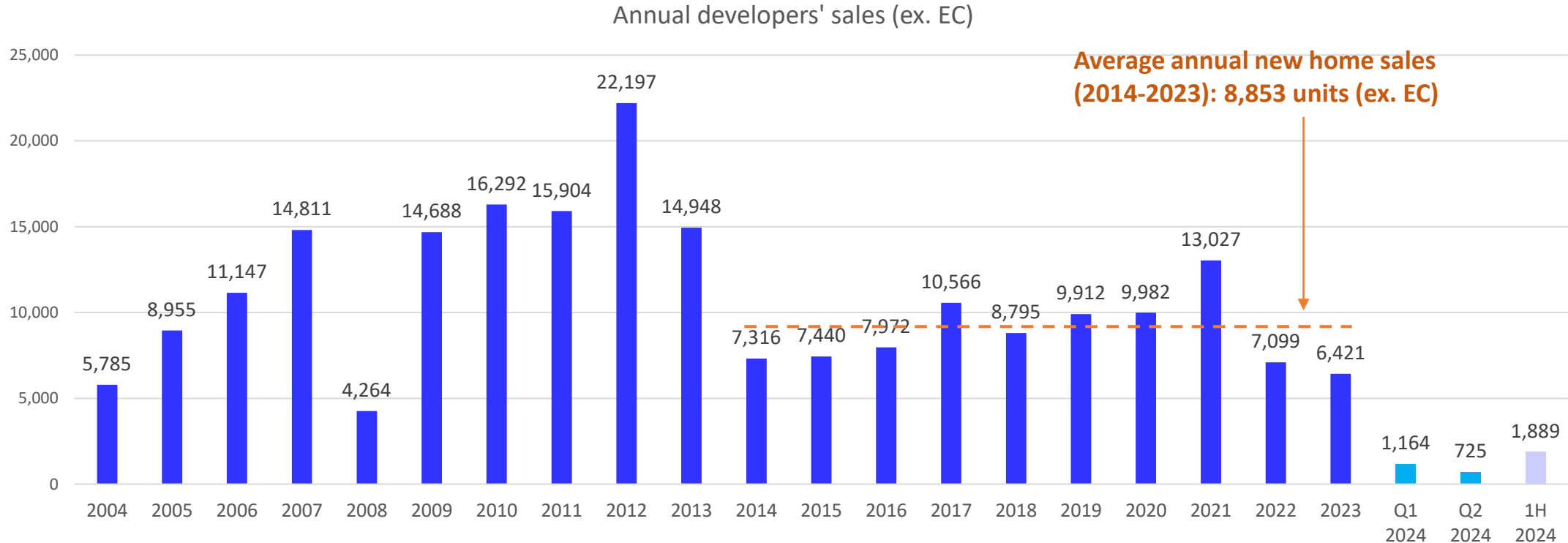
Rebounded in Q2 2024 – a bright spot in the housing market



- 3,802 private homes were resold in Q2 2024, up by 41.4% QoQ from 2,689 units transacted in the previous quarter; sales were up by 27.8% YoY from 2,976 units resold in Q2 2023

SLOW PRIVATE NEW HOME SALES

Due to limited launches, cautious sentiment and prevailing cooling measures

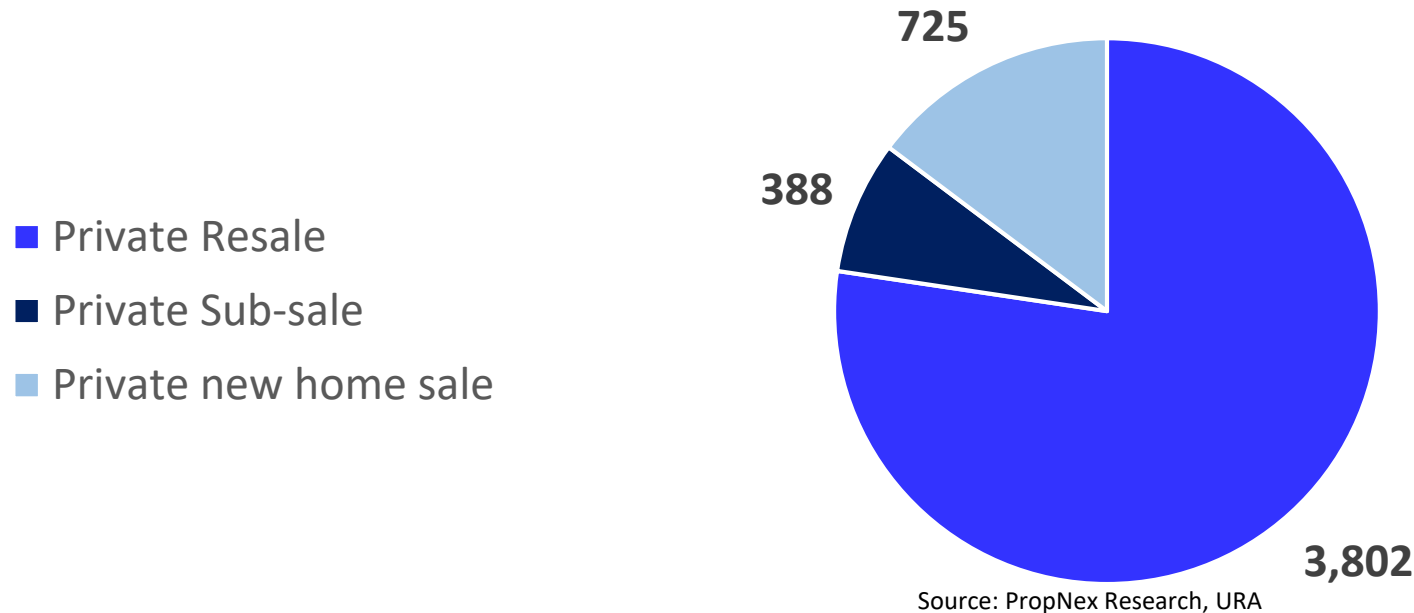


- 1,889 new private homes (ex. EC) sold in 1H 2024; sales could pick-up in second half of the year, but still expected to be subdued for the whole of 2024
- Slower new sales weighed on price growth as this segment tends to pull up overall prices

RESALE HOUSING MARKET SHINES

Private resale made up 77.4% of overall private residential transactions in Q2 2024

Private residential sales volume by type in Q2 2024 (ex. EC)



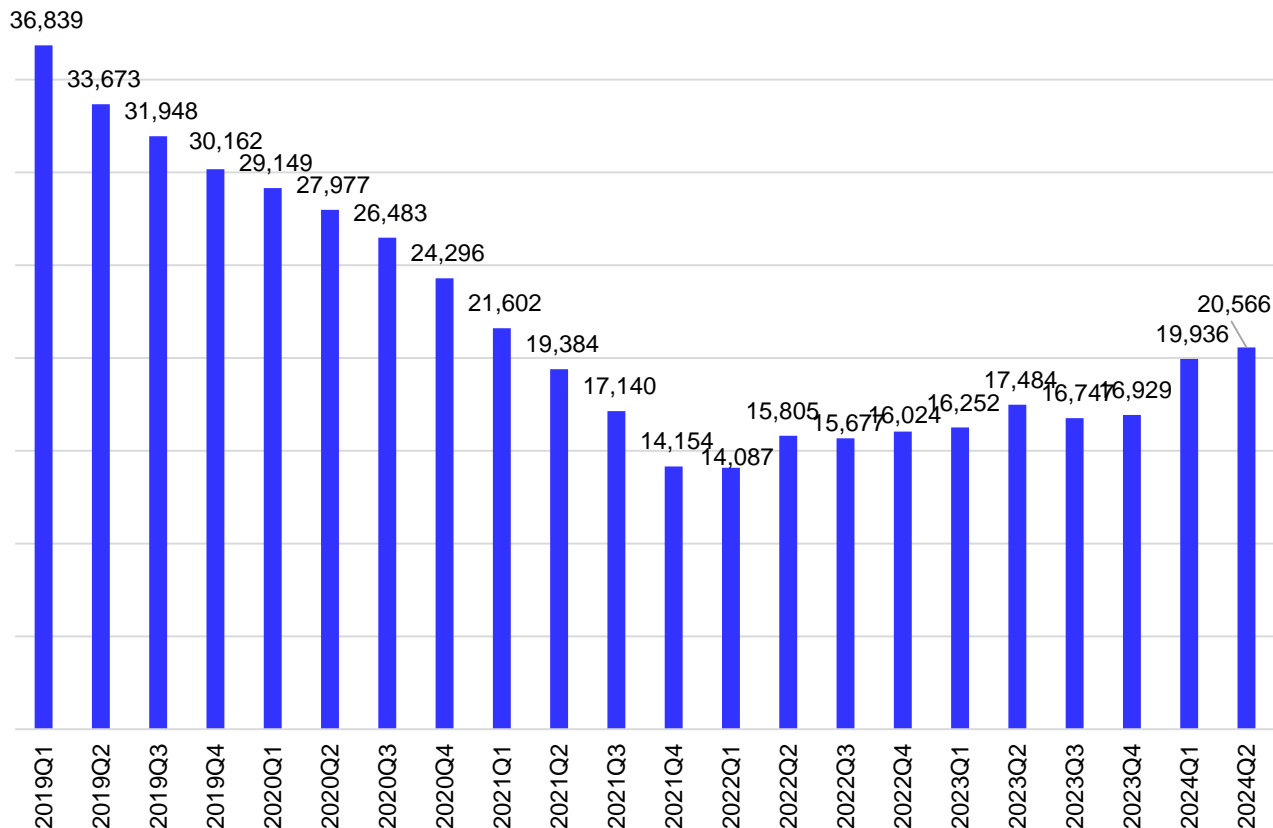
Total private residential transactions in Q2 2024: 4,915 units (ex. EC)

- Private residential resale volume made up 77.4% of total transactions in Q2 2024 – this is the highest proportion on record on quarterly basis

UNSOLD INVENTORY

Unsold stock elevated at **20,000+** units as of Q2 2024

Total Uncompleted Unsold Units (excl ECs)



Source: PropNex Research, URA, URA Realis

Unsold stock rose to
20,566 units

Region	CCR	RCR	OCR
2022 Q1	5,585	4,612	3,890
2022 Q2	6,036	5,383	4,386
2022 Q3	5,681	6,579	3,417
2022 Q4	5,678	6,674	3,672
2023 Q1	4,844	6,787	4,621
2023 Q2	5,299	5,319	6,866
2023 Q3	6,143	4,470	6,134
2023 Q4	5,932	5,069	5,928
2024 Q1	5,994	6,244	7,698
2024 Q2	5,910	7,347	7,309
Average annual sales (2013 -2023)	1,226	3,522	4,659
Take-up rate (years)	4.8	2.1	1.6

SIZABLE MEDIAN PRICE GAP

between new and resale private homes, possibly steering buyers to resale market

Transacted median price of non-landed private homes (ex. EC) by region by type of sale and price gap

Year	CCR non-landed private homes			RCR non-landed private homes			OCR non-landed private homes		
	New sale	Resale	% Price gap	New sale	Resale	% Price gap	New sale	Resale	% Price gap
2019	\$2,080,600	\$2,366,610	-12.1%	\$1,337,000	\$1,500,000	-10.9%	\$1,053,000	\$1,138,000	-7.5%
2020	\$1,600,000	\$2,230,000	-28.3%	\$1,387,000	\$1,410,000	-1.6%	\$1,211,000	\$1,100,000	10.1%
2021	\$1,820,000	\$2,350,000	-22.6%	\$1,582,000	\$1,470,000	7.6%	\$1,377,000	\$1,130,000	21.9%
2022	\$2,230,700	\$2,530,000	-11.8%	\$2,021,000	\$1,536,500	31.5%	\$1,737,000	\$1,200,000	44.8%
2023	\$2,343,600	\$2,350,000	-0.3%	\$1,972,500	\$1,600,000	23.3%	\$1,674,000	\$1,300,000	28.8%
1H 2024	\$3,047,000	\$2,480,000	22.9%	\$2,320,000	\$1,693,500	37.0%	\$1,939,000	\$1,388,000	39.7%

Source: PropNex Research, URA Realis

- Median price gap between private new sale non-landed and resale non-landed homes remained wide in 1H 2024 at 23% to 40% depending on region
- Consumers are price conscious, and coupled with the limited new launches, we saw more buyers tapping the resale market for buying opportunities

HDB RESALE PRICES

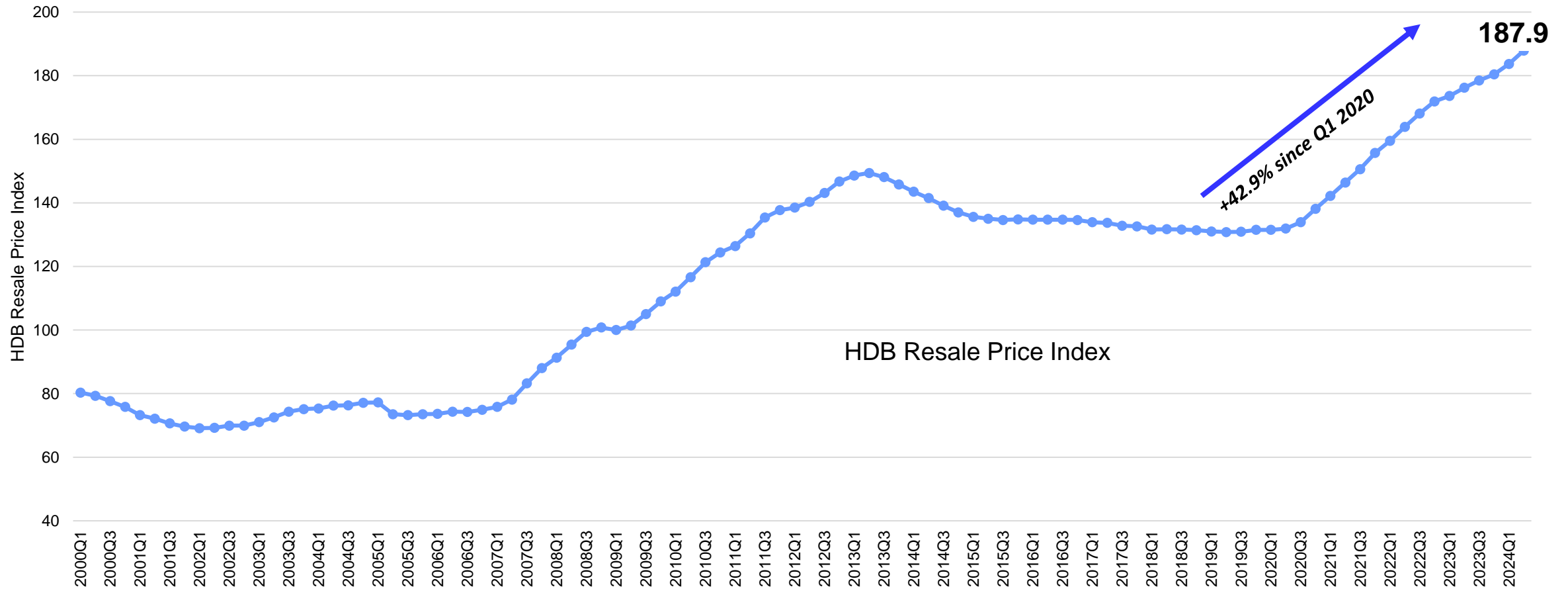
Year	YoY change
2006	1.9%
2007	17.5%
2008	14.5%
2009	8.1%
2010	14.1%
2011	10.7%
2012	6.5%
2013	-0.6%
2014	-6.0%
2015	-1.6%
2016	-0.1%
2017	-1.5%
2018	-0.9%
2019	0.1%
2020	5.0%
2021	12.7%
2022	10.4%
2023	4.9%

Year	QoQ change
2019 Q1	-0.3%
2019 Q2	-0.2%
2019 Q3	0.1%
2019 Q4	0.4%
2020 Q1	0.0%
2020 Q2	0.3%
2020 Q3	1.5%
2020 Q4	3.1%

Year	QoQ change	
2021 Q1	3.0%	
2021 Q2	3.0%	
2021 Q3	2.9%	+12.7%
2021 Q4	3.4%	
2022 Q1	2.4%	
2022 Q2	2.8%	
2022 Q3	2.6%	+10.4%
2022 Q4	2.3%	
2023 Q1	1.0%	
2023 Q2	1.5%	
2023 Q3	1.3%	+4.9%
2023 Q4	1.1%	
2024 Q1	1.8%	
2024 Q2	2.3%	+4.2%

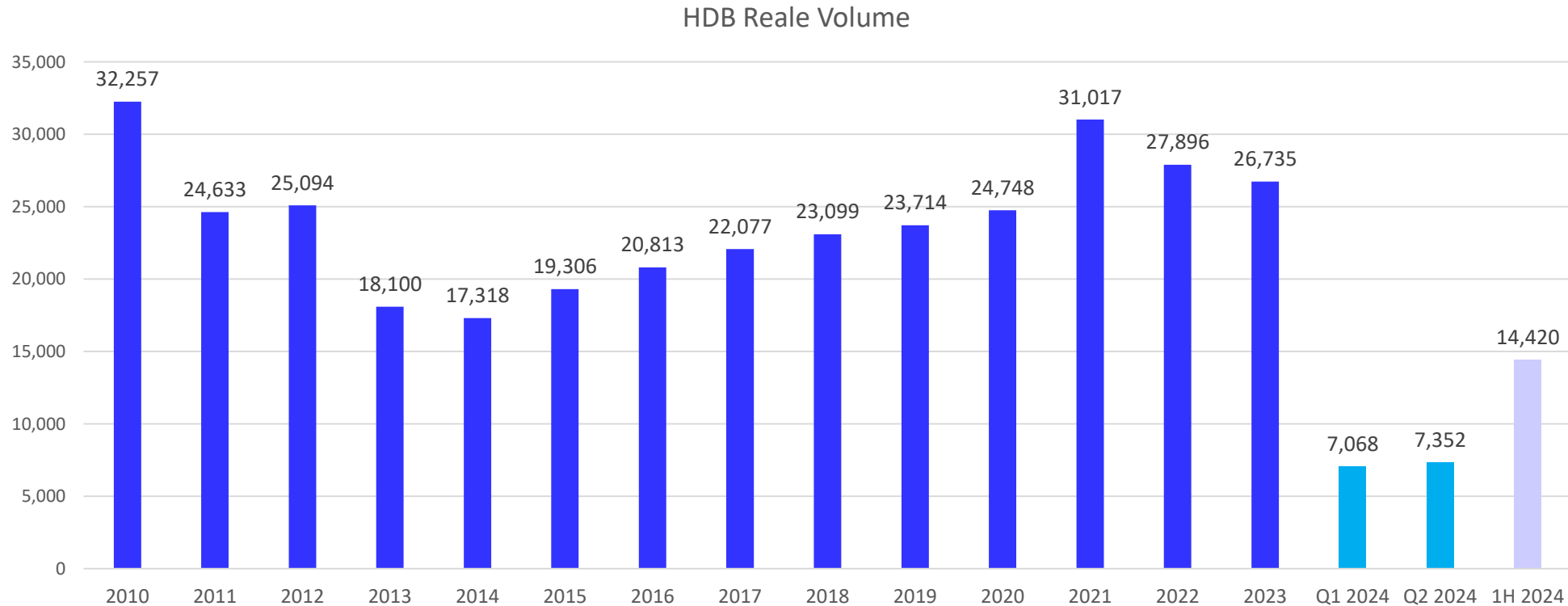
HDB RESALE PRICES

HDB resale prices grew by 2.3% QoQ in Q2 2024,
from 1.8% QoQ increase in Q1 2024



HDB RESALE MARKET

shows strength, supported by healthy demand for public housing

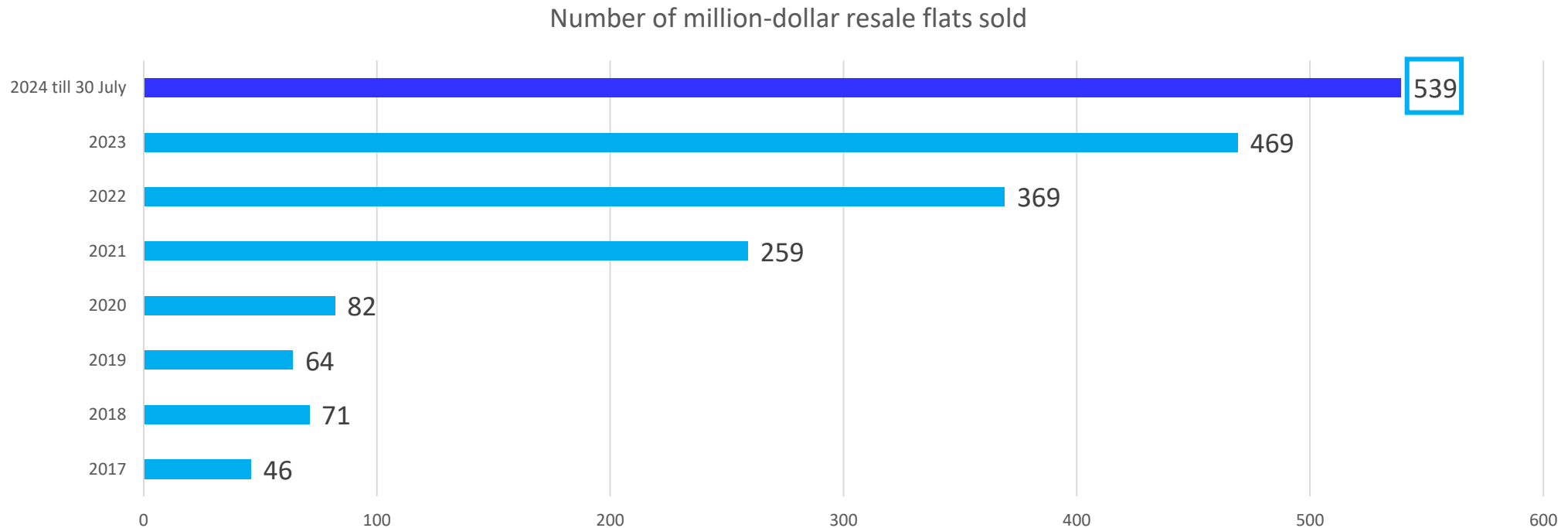


Source: PropNex Research, HDB

- HDB resale volume rose by 4.0% QoQ to 7,352 units in Q2 2024. This is the highest quarterly sales figure since 7,546 flats were resold in Q3 2022.
- More than 3,040 resale flats sold in July 2024.

RECORD-BREAKING NUMBER

of million-dollar resale flats sold; new record price set for resale flats

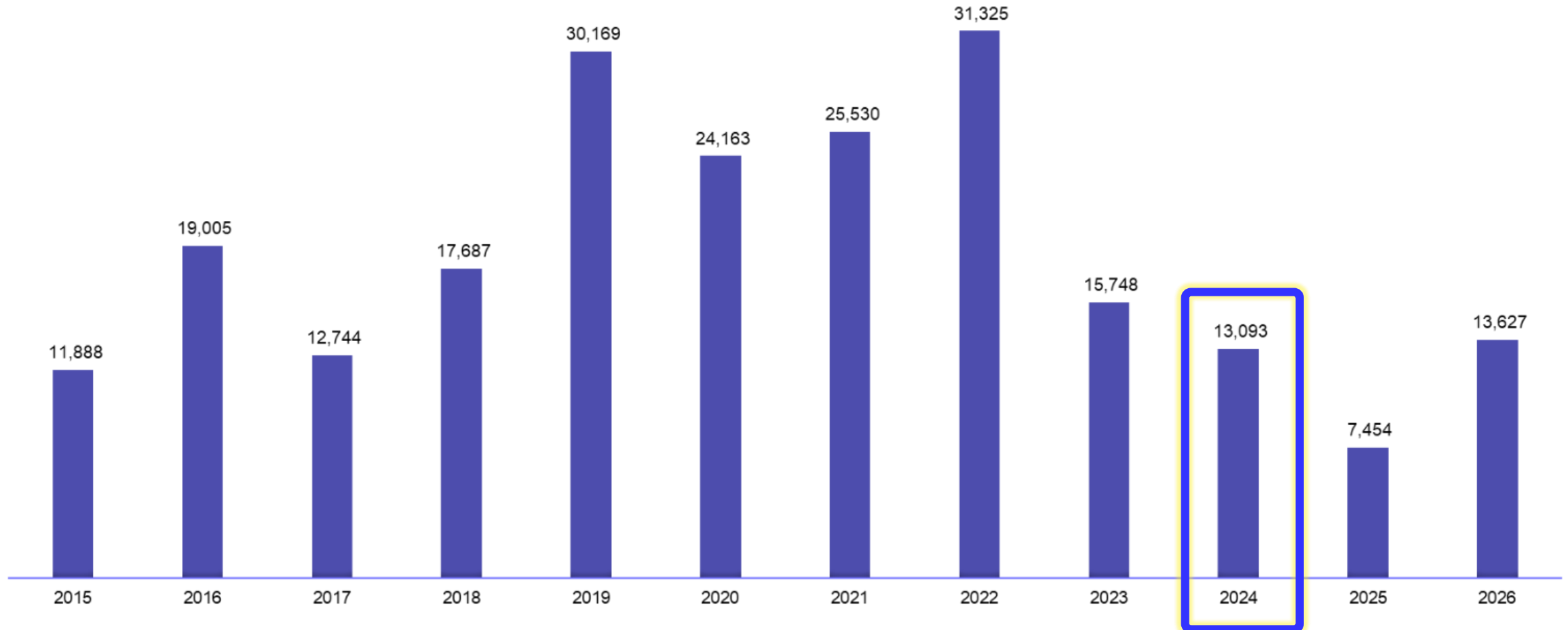


Source: PropNex Research, Data.gov.sg

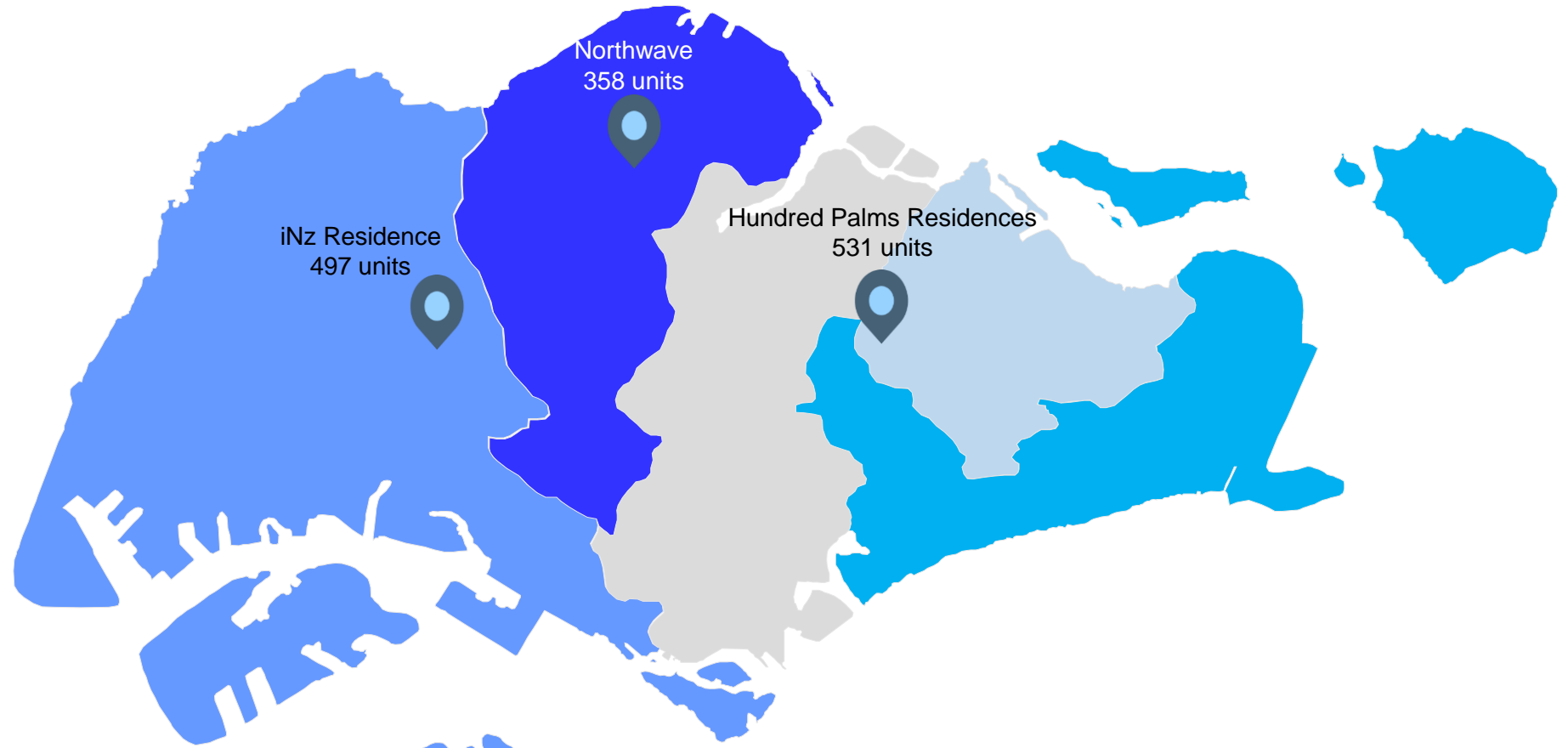
- Fresh highs: 539 units of million-dollar resale flats sold in first seven months of 2024; Dawson 5-room resale flat sold for record \$1.73 million in July; and 120 units of such flats resold in July.

MORE THAN 13,000 HDB FLATS TO REACH MOP IN 2024

Estimated number of HDB flats reaching MOP by year



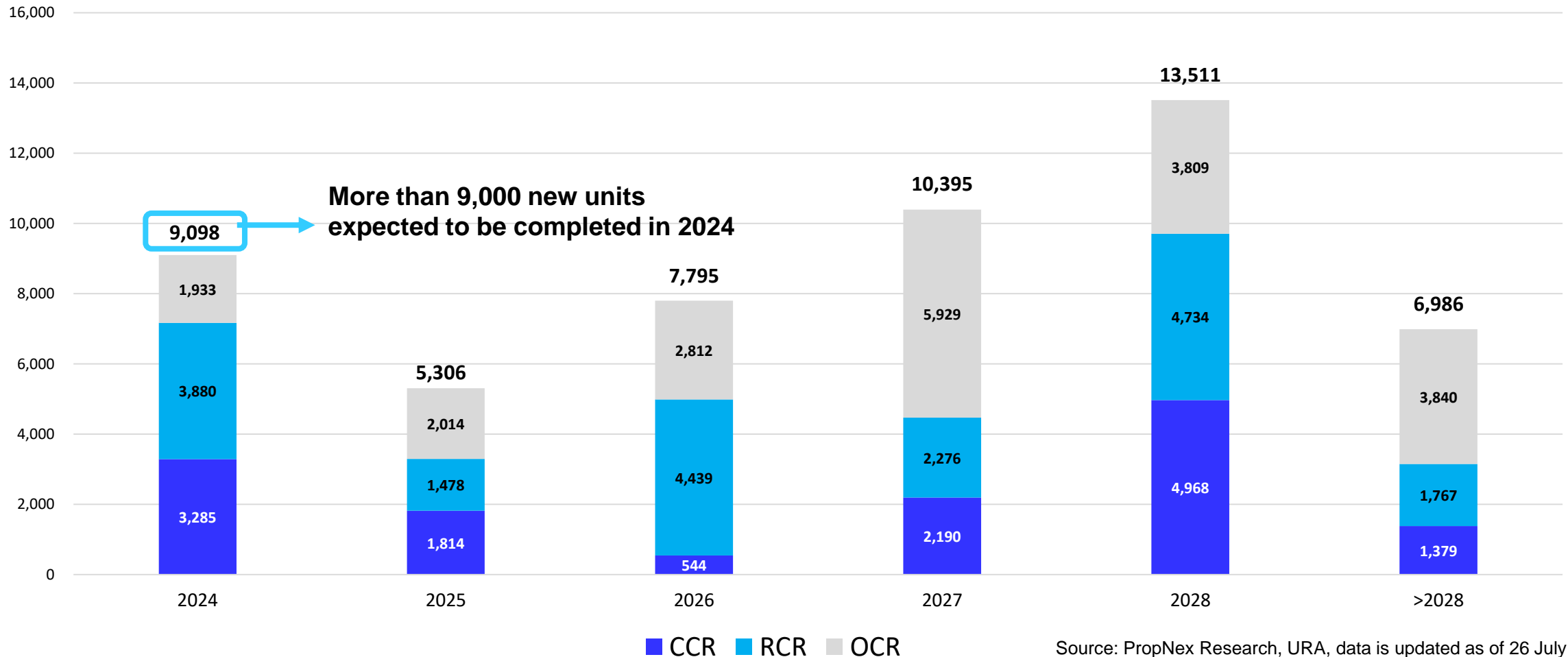
MORE THAN 1,000 EC UNITS TO REACH MOP IN 2024



1,386 ECs will achieve 5-year MOP and hit the resale market in 2024

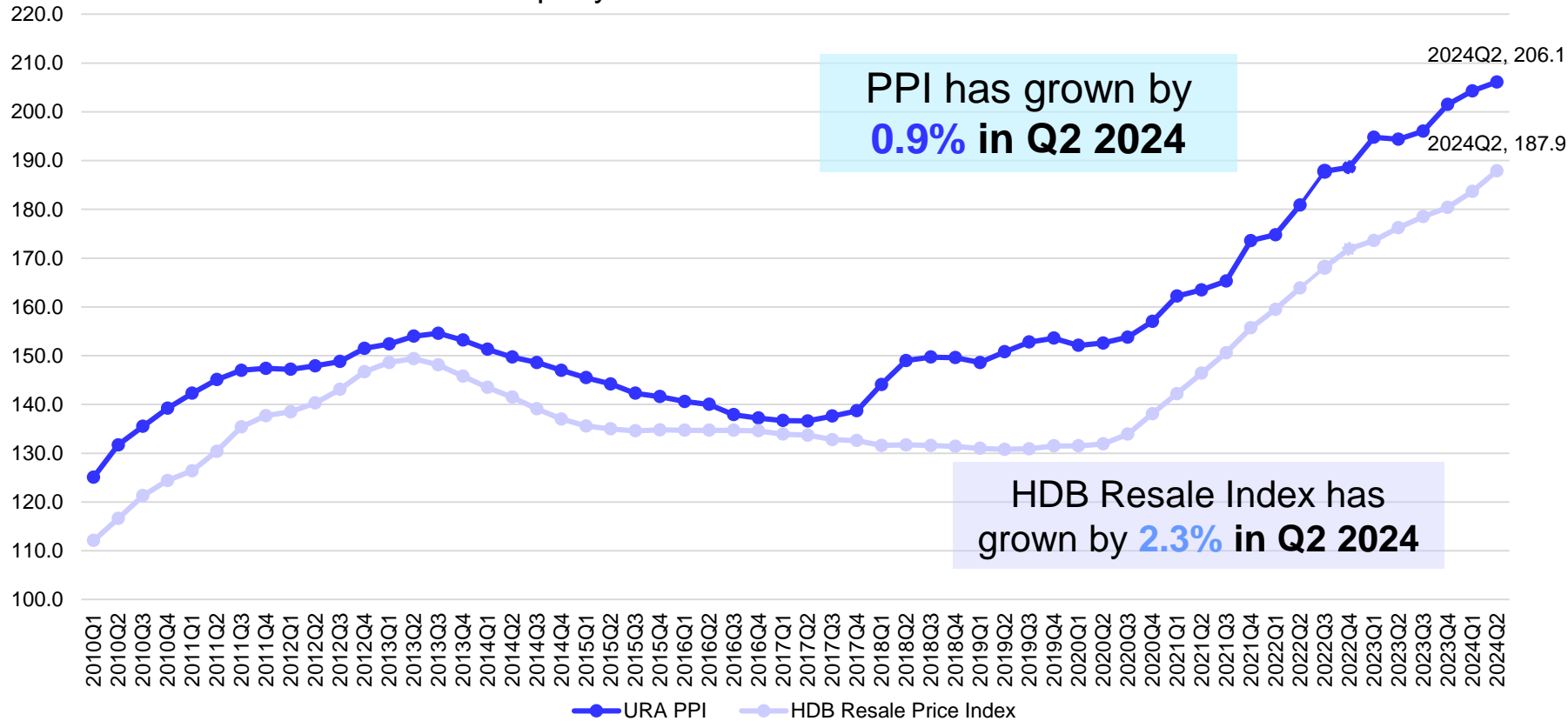
MORE THAN 9,000 NEW HOMES (EXCL. EC) EXPECTED TO T.O.P IN 2024

Supply of Private Residential Units by Region and Expected Year of Completion as of end of Q2 2024



FORECAST: HOME PRICES TO GROW AT MODERATED PACE IN 2024

URA Property Price Index & HDB Resale Price Index



Private Residential Price Index

Year	Y-on-Y change
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 (FORECAST)	4-5%

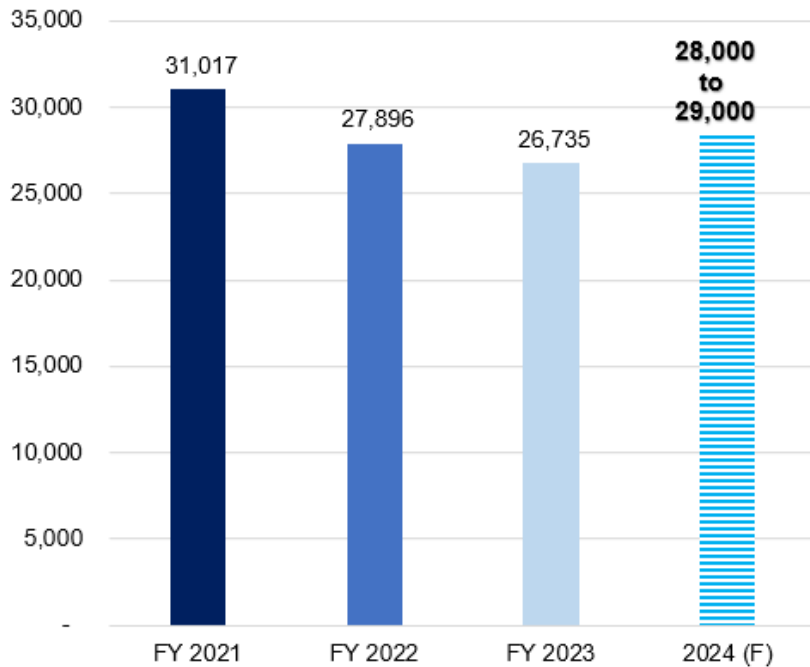
HDB Resale Price Index

Year	Y-on-Y change
2013	-0.6%
2014	-6.0%
2015	-1.6%
2016	-0.1%
2017	-1.5%
2018	-0.9%
2019	0.1%
2020	5.0%
2021	12.7%
2022	10.4%
2023	4.9%
2024 (FORECAST)	7-8%

Private residential home prices expected to grow **4-5%** in 2024
HDB Resale home prices expected to grow by **7-8%** in 2024

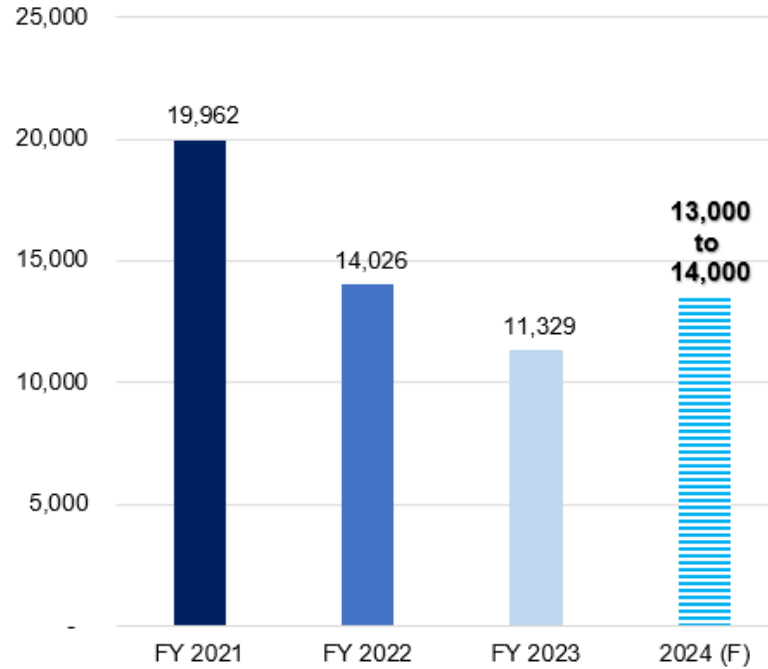
VOLUME OF TRANSACTIONS FORECASTS 2024

HDB Resale Volume



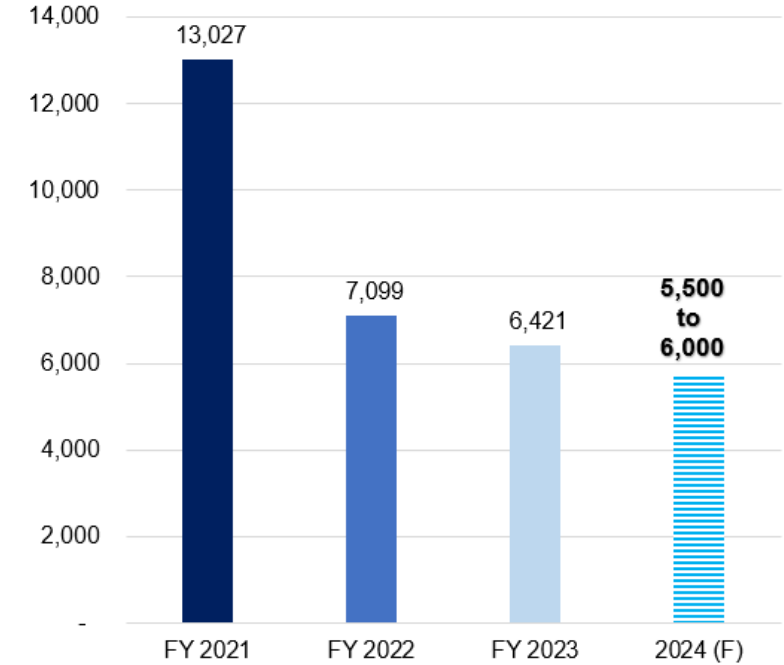
Projected HDB Resale Volume for 2024: 28,000 – 29,000 units

Private Resale Volume



Projected Private Resale Volume for 2024: 13,000 – 14,000 units

Private New Sale Volume



Projected Private New Sale Volume for 2024: 5,500 – 6,000 units

PROJECTS LAUNCHED IN 1H2024

13 Projects launched in 1H2024 = 2,408 units

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of launch / estimated date of preview
1	The Arcady @ Boon Keng	1037 Serangoon Road	12	RCR	FH	KSH Holdings, H10 Holdings, SLB Development	172	Launched on 20th Jan 2024
2	Hillhaven	Hillview Rise GLS	23	OCR	99	Far East Organisation & Sekisui Group	341	Launched on 20th Jan 2024
3	Lumina Grand	Bukit Batok West Ave 5 (EC)	23	OCR	99	CDL	512	Launched on 27th Jan 2024
4	Lentoria	Lentor Hill Road (Parcel B)	26	OCR	99	TID (Joint Venture between Hong Leong Group and	267	Launched on 2nd Mar 2024
5	Koon Seng House	Koon Seng Road	15	RCR	FH	Macly Group	17	Launched on 2nd Mar 2024
6	Lentor Mansion	Lentor Gardens	26	OCR	99	Guocoland and Hong Leong Holdings	533	Launched on 16th Mar 2024
7	32 Gilstead	32 Gilstead Road	11	CCR	FH	Kheng Leong	14	Launched on 15th Apr 2024
8	The Residences at W	1,3,5,7,9,11,13 Ocean Way	4	CCR	99	CDL	99	Launched on 15th Apr 2024
9	The Hill @ One North	Slim Barracks Rise (Parcel B)	5	RCR	99	Kingsford Development	142	Launched on 20th Apr 2024
10	The Hillshore	292 Pasir Panjang Road (fka Gloria Mansion)	5	RCR	FH	Factor Capital and Hong How Group	59	Launched on 20th Apr 2024
11	Jansen House	25 Jansen Road	19	OCR	999	Macly Group	21	Launched on 3rd May 2024
12	Straits at Joo Chiat	303 Joo Chiat Place	15	OCR	FH	Roxy Pacific Holdings	16	Launched on 11th May 2024
13	Skywaters Residences	8 Shenton Way (AXA Tower)	2	CCR	99	Perennial Real Estate Holdings	215	Launched on 17th May 2024

The no. of units and estimated launch dates were gathered from developers
***BOLD = PROPNE X APPOINTED AS MARKETING AGENCY**
Highlighted in blue = Take Over Project

PROJECTS LINED-UP IN 2H2024

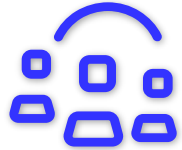
Estimated 16 Projects to be launched in 2H2024 = 6,501 units

S/N	Appointed Project	Location	District	Region	Tenure	Developer	No. of Units	Date of launch / estimated date of preview
14	Sora	9A Yuan Ching Road	22	OCR	99	CEL, Singhaiyi & TK 189 Development (KSH Holdings &	440	Launched on 6th Jul 2024
15	Kassia	Flora Drive	17	OCR	FH	Hong Leong	276	Launched on 20th Jul 2024
16	The Green Collection	Cove Drive	4	CCR	99	The Garcha Group	20	Jul 2024
17	Meyer Blue	81 and 83 Meyer Road	15	RCR	FH	UOL Group and Singapore Land Group	226	Sep 2024
18	Union Square Residences	20 Havelock Road (fka Central Mall)	1	CCR	99	CDL	366	Sep 2024
19	Chuan Park	Lorong Chuan	19	OCR	99	Kingsford Development and MCC Land	916	Oct 2024
20	Emerald of Katong (Jalan Tembusu GLS)	Jalan Tembusu	15	RCR	99	Sim Lian Group	847	Oct 2024
21	8 @ BT	Bukit Timah Link	21	RCR	99	Bukit Sembawang Estates	160	Oct 2024
22	Arina East Residences	Tanjong Rhu Road	15	RCR	FH	ZACD Group and Hong How Group	107	Oct 2024
23	Aurea	5001 Beach Road	7	CCR	99	Perennial Holdings, Sino Land, and Far East Organization	186	Oct 2024
24	Bagnall Haus (fka Bagnall Court)	Upper E coast Road	16	OCR	FH	Roxy Pacific Holdings	113	Oct 2024
25	Norwood Grand	Champions Way	25	OCR	99	CDL	348	Oct 2024
26	Parktown Residence (Mixed Dev)	Tampines Ave 11	18	OCR	99	CapitaLand Development, UOL Group and Singapore	1190	Oct 2024
27	Novo Place (EC)	Plantation Close	24	OCR	99	Hoi Hup Realty and Sunway Developments	495	Oct 2024
28	Pine Grove Parcel B GLS	Pine Grove	21	RCR	99	Sinarmas Land and MCL Land	565	Oct 2024
29	Newport Residences	80 Anson Road	2	CCR	FH	CDL	246	4Q 2024

The no. of units and estimated launch dates were gathered from developers

***BOLD = PROPNE X APPOINTED AS MARKETING AGENCY**

PROPNE X INVENTORY Existing & 2H2024



Existing Projects Still Marketing
(Landed & Non-landed excl EC)

Existing Inventory Still Marketing
(No of Units: incl Landed &
Non-landed excl EC)

74*

4,684*



No. of PropNex appointed projects
to be launched in 2H2024

Estimated total units
to be launched in 2H2024

16

6,501



TOTAL PROJECTS
MARKETING IN 2H2024

TOTAL UNITS
MARKETING IN 2H2024

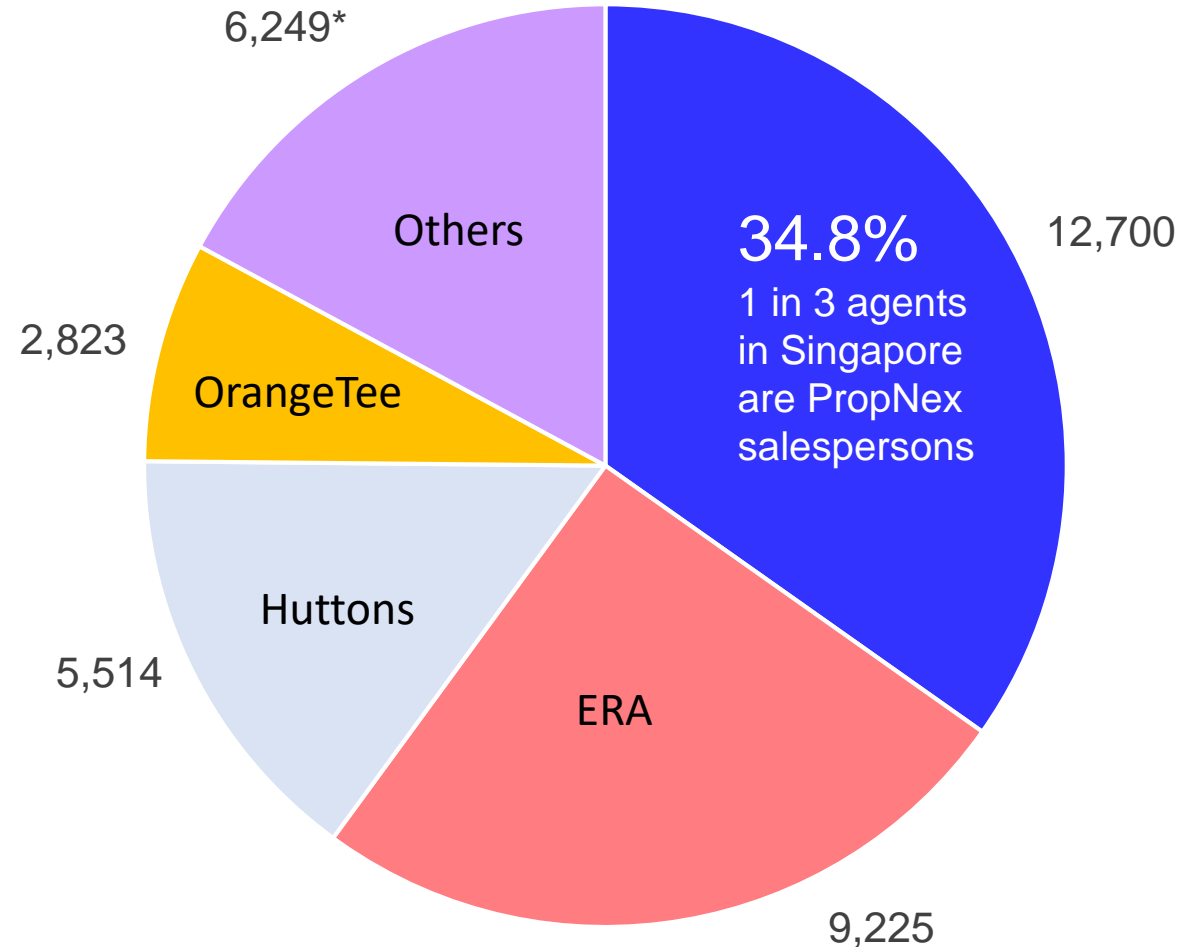
90

11,185

SALESFORCE MARKET SHARE

Market Share By No. of Agents in the Real Estate Industry

- * Others is extracted from CEA as at 1 January 2024
- * Number of salespersons for PropNex, ERA, Huttons and OrangeTee are extracted from CEA as at 7 August 2024





LAUNCHED PROJECTS SELLING WELL IN 1H2024

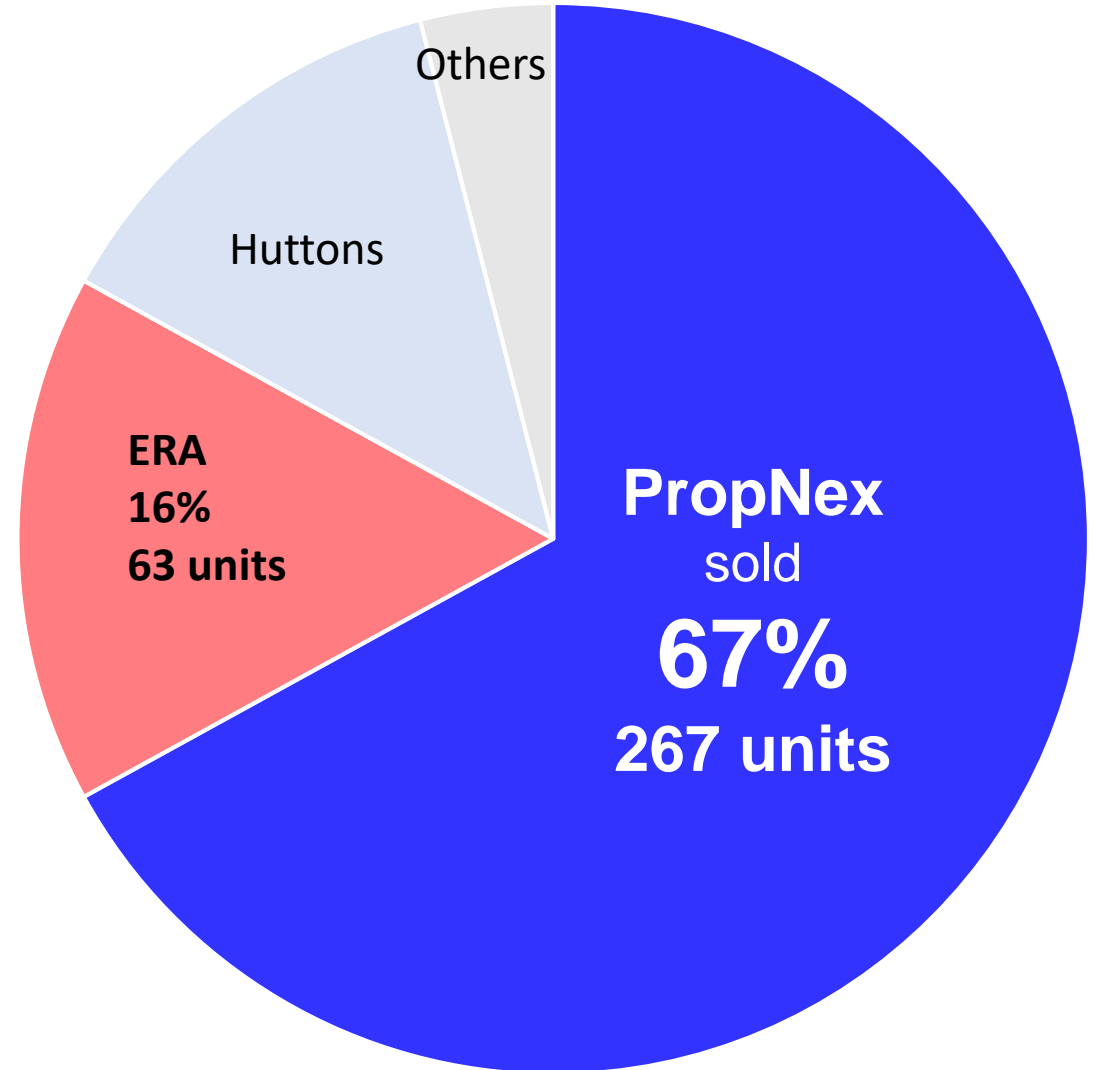
The Landmark

Market Share By Transaction Volume

July 2024 Fully Sold

TOTAL 396 UNITS SOLD

* No of units sold as at 31 July 2024



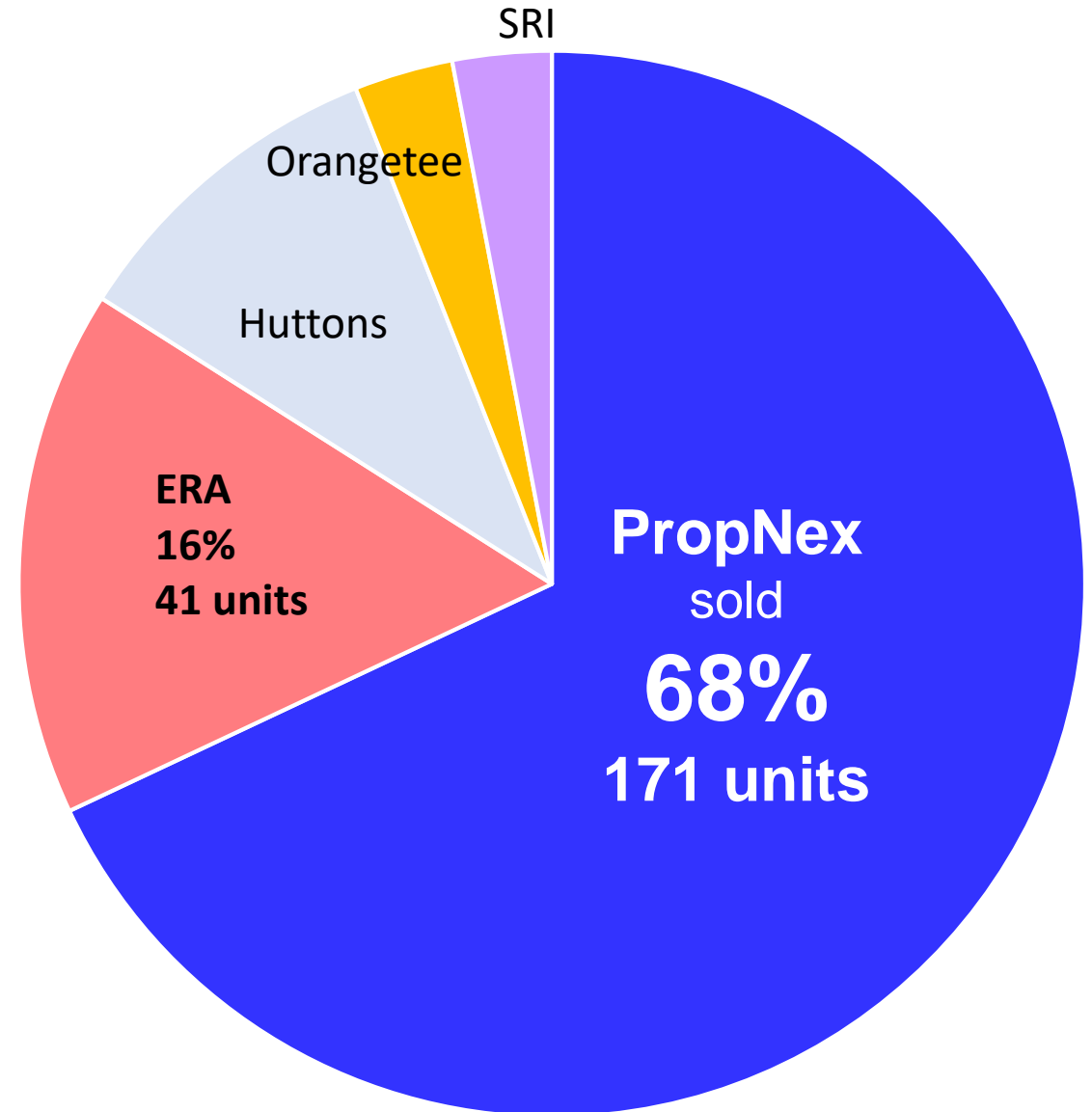


LAUNCHED PROJECTS SELLING WELL IN 1H2024

Hillock Green

Market Share By Transaction Volume
TOTAL 253 OUT OF 474 UNITS SOLD

* No of units sold as at 31 July 2024

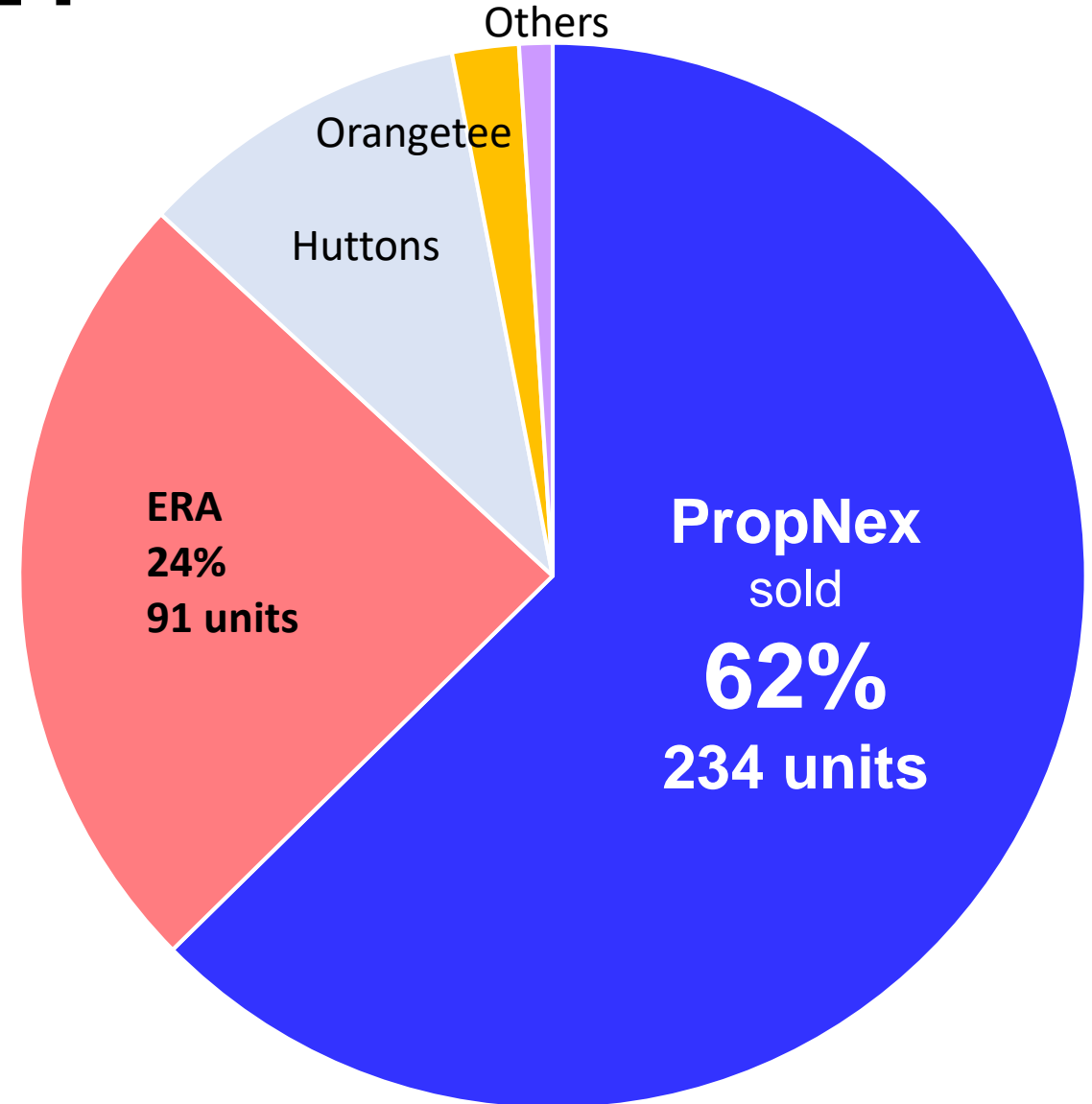


LAUNCHED PROJECTS SELLING WELL IN 1H2024

Botany

Market Share By Transaction Volume
TOTAL 377 OUT OF 386 UNITS SOLD

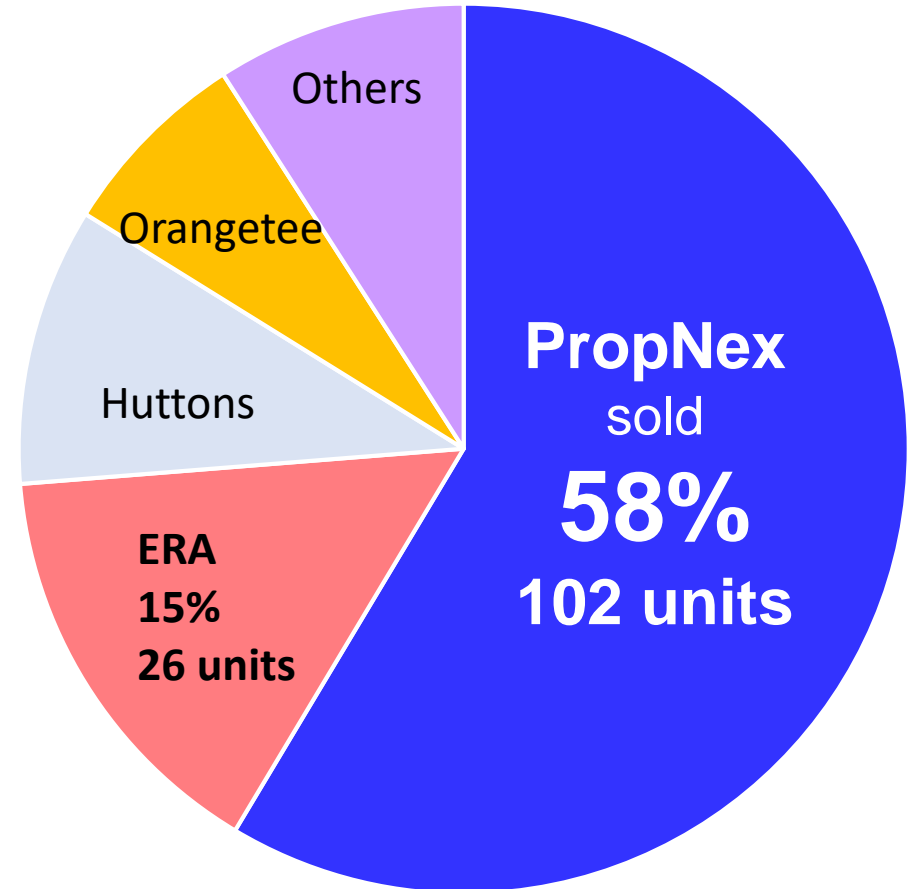
* No of units sold as at 31 July 2024



NEW LAUNCH Hillhaven (Jan 2024)



District 26 Lentor Central



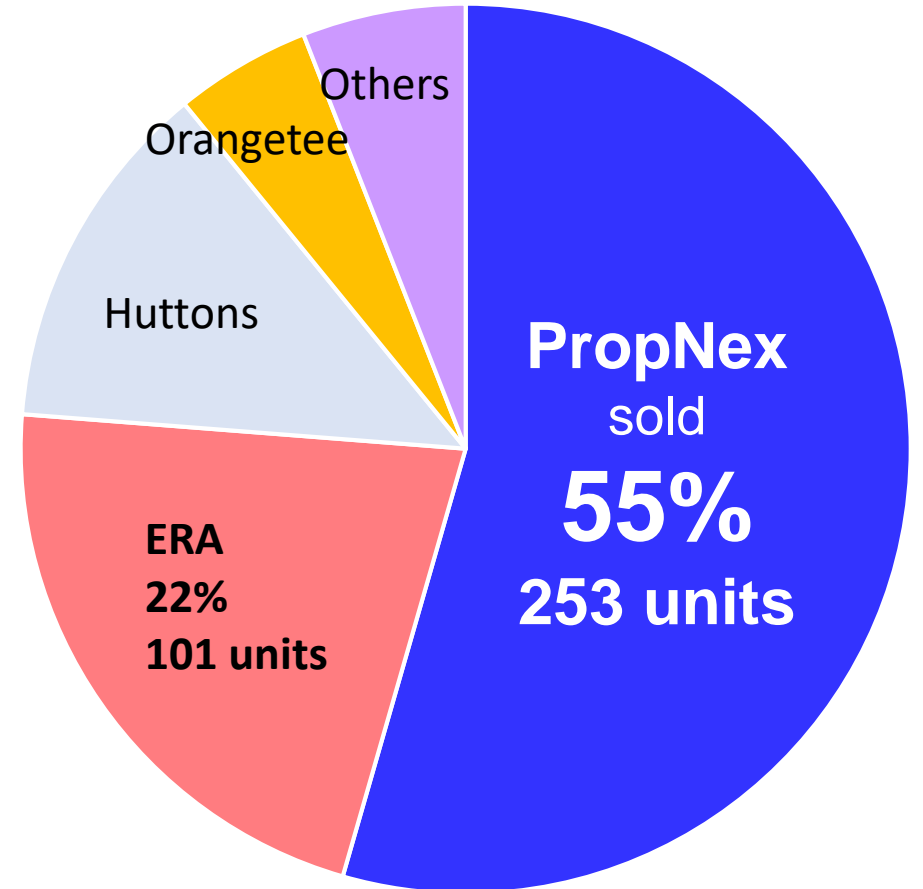
Market Share By Transaction Volume
TOTAL 175 OUT OF 341 UNITS SOLD

* No of units sold as at 31 July 2024

NEW LAUNCH Lentor Mansion (March 2024)



District 26 Lentor Gardens



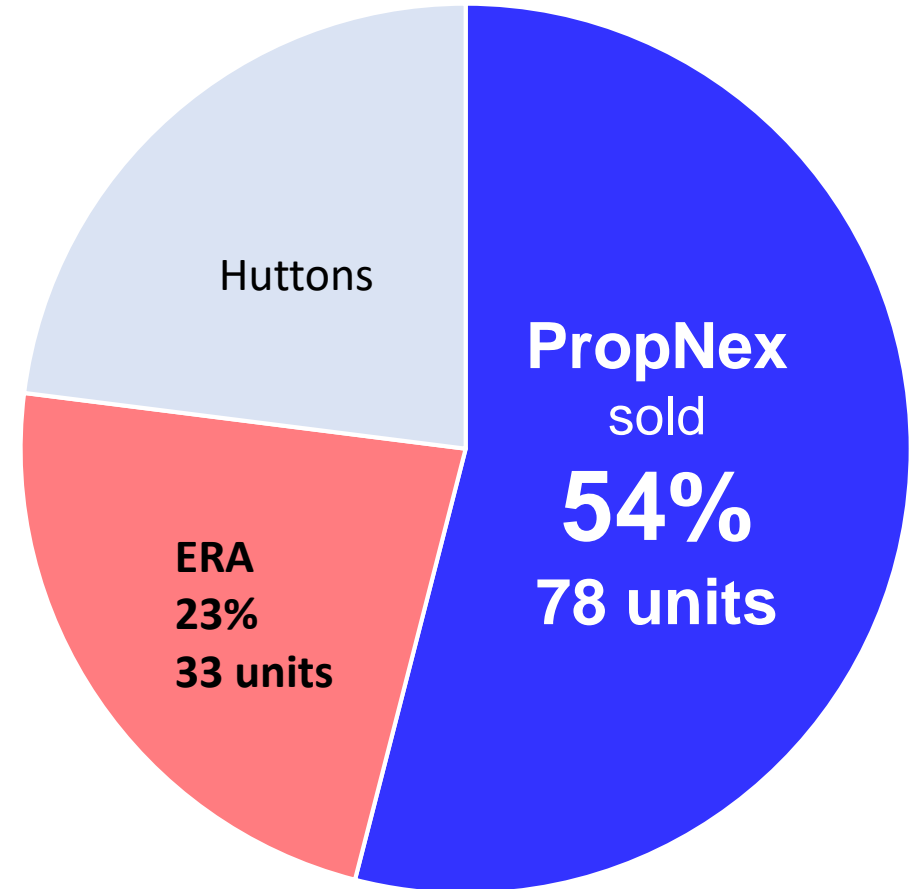
Market Share By Transaction Volume
TOTAL 456 OUT OF 533 UNITS SOLD

* No of units sold as at 31 July 2024

NEW LAUNCH Kassia (July 2024)



District 17 off Upper Changi Road North



Market Share By Transaction Volume
TOTAL 144 OUT OF 246 UNITS SOLD

* No of units sold during launch weekend

TAKEOVER PROJECT Jervois Treasures



District 10 Jervois Road

**PROPNE X
SOLE MARKETING AGENCY
AFTER TOOK OVER
& SOLD BALANCE
31 UNITS
WITHIN 10 WEEKS**

\$59m Transactional Value



PropNex

Service You Trust
SINGAPORE

PROPNEX LIMITED

CORPORATE ACTIVITIES & OUTREACH



JUMPSTART 2024

Close to **5,000 PropNex Salespersons** at Jumpstart programme to kickoff the year (11 Jan 2024)



VOLUNTEERING: CNY PROSPERITY BAGS (FU DAI)

PropNex Volunteers brought their friends and families to assist Community Chest in packing and delivering to over **8,000 Families** in need! (26 & 27Jan)



BROKE GUINNESS WORLD RECORDS

For the most people participating in a Lo Hei salad toss simultaneously with **3,268 PropNex Salespersons** and invited guests on 15 February 2024 at Marina Bay Sands Convention Centre



ANNUAL CONVENTION

March 2024, Star Vista
Close to 3,000
awardees attended



FIRST IN INDUSTRY TO LAUNCH FREE HEALTH SCREENING

Collaboration with MIRXES allow all our staff and salespersons to enjoy 5-year **FREE Health screening**
Over 1,500 Screened!



4th TREE PLANTING INITIATIVE

Together with PropNexians and our partners, we planted **over 200 trees** in protecting the environment.



10-Month: I Can Fly Campaign

100 air tickets to be won for the public and salespersons

10 Tickets to Be Won Monthly

A horizontal timeline showing monthly prizes from March to December. Each month is represented by a small image of a destination and its flag. A red banner with 'REDEEMED' is placed over the March and April prizes. An airplane icon is positioned below the timeline.

Month	Destination
MAR - APR	OSAKA
MAY - JUN	SEOUL
JUL - AUG	TOKYO
SEP - OCT	MELBOURNE
NOV - DEC	PARIS

The main campaign graphic features a woman in a yellow hoodie and backpack running joyfully with a blue suitcase and a white airplane. The background is a bright yellow with a grid pattern. Large, stylized text reads 'I CAN FLY with PROPNEX'. Below this, it says '100 TRAVEL TICKETS TO BE WON' and 'PROPNEX Flight PX 018'. At the bottom, it says 'Let's Fly To Osaka, Seoul, Tokyo, Melbourne and Paris'. A small illustration of Osaka landmarks is in the bottom right corner.

PropNex.com

Congratulations Loh Siew Kim

I CAN FLY with PROPNEX
Winner of I Can Fly March Draw
osaka

PropNex.com

Congratulations Lim Kee Yee

I CAN FLY with PROPNEX
Winner of I Can Fly March Draw
osaka

PropNex.com

Congratulations Aileen Ng

I CAN FLY with PROPNEX
Winner of I Can Fly March Draw
osaka

PropNex.com

Congratulations Chin Mee Ngor

I CAN FLY with PROPNEX
Winner of I Can Fly March Draw
osaka

PropNex.com

Congratulations William Goh

I CAN FLY with PROPNEX
Winner of I Can Fly March Draw
osaka

PROPERTY WEALTH SYSTEM & XPO

18 & 19 May 2024

Marina Bay Sands Convention Centre

More than 2,700 attendees



OVERSEAS PROPERTY EXHIBITION



Waterhouse Gardens in Manchester

999-year leasehold development of 556 residential units and approx. 31,000 sq ft of commercial and retail space
Over 20 units transacted as at 31 July 2024

DYNAMIC IT TRAININGS

TO FURTHER EMPOWER
OUR SALESPERSONS

Supreme Pay Per Click Trainings
conducted by Chief Technology
Officer – Michael Koh



TECH ACTIVATION TRAININGS

TO FURTHER EMPOWER
OUR SALESPERSONS

INVESTMENT SUITE 3.0
New Features of ProMap



PWS AGENT

11 & 12 July 2024
Marriott Hotel

Powerful trainings with
more than 1,000
salespersons registered



PROPNEX FINANCIAL LITERACY PROGRAMME 1, 2, 8 & 9 JUNE 2024



PROPNEX MONOPOLY
Family Fun Challenge

WIN
a Set Of PropNex Edition Monopoly Set if you are the table champion.

Come play a game of Monopoly PropNex Edition with your family or bring your kids to our colouring and balloon station.

10AM to 6PM

1 & 2 June
Singapore Expo Hall 2
1 Expo Dr, Singapore 486150

8 & 9 June
One Punggol
1 Punggol Dr, Singapore 828629

Brought to you by: **PropNex** Service You Trust SINGAPORE
In partnership with: **FAMILIES LIFE**
In support of: **NATIONAL FAMILY FESTIVAL 2024**

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PropNex collaborated with National Family Festival (Our Tampines Hub) with over **2,800 participants** who took part in the family fun challenge for financial literacy programme. Creating awareness of the Monopoly Championship.

PROPNE X MONOPOLY CHAMPIONSHIP

3rd year running since 2021

Over 15,000 registrants

Qualifying Rounds already started
and Grand Finals happening on 22
September 2024





PropNex

Service You Trust
SINGAPORE

PROPNE X LIMITED

THANK YOU

