



# PROPnex LIMITED

FINANCIAL RESULTS AND BUSINESS UPDATES  
FOR FINANCIAL YEAR ENDED 31 DECEMBER 2024





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# 01 FINANCIAL HIGHLIGHTS

# Income Statement

<b>(in \$'000)</b>	<b>FY2024</b>	<b>FY2023</b>	<b>+/- (%)</b>
Revenue	782,954	838,100	(6.6)
Cost of services rendered	(711,976)	(757,116)	(6.0)
<b>Gross profit</b>	<b>70,978</b>	<b>80,984</b>	<b>(12.4)</b>
<b>Gross profit margin</b>	<b>9.1%</b>	<b>9.7%</b>	<b>(0.6)</b>
Finance income	5,633	4,486	25.6
Other income	9,721	7,879	23.4
Staff costs	(19,576)	(17,719)	10.5
Depreciation and amortisation	(2,949)	(3,491)	(15.5)
Finance costs	(26)	(36)	(27.8)
Other expenses	(15,041)	(19,436)	(22.6)
Reversal of impairment losses	1,062	6,815	(84.4)
<b>Profit before tax</b>	<b>49,802</b>	<b>59,482</b>	<b>(16.3)</b>
Tax expense	(8,155)	(9,872)	(17.4)
<b>Profit for the year</b>	<b>41,647</b>	<b>49,610</b>	<b>(16.1)</b>
<b>Net profit margin</b>	<b>5.3%</b>	<b>5.9%</b>	<b>(0.6)</b>
<b>Profit attributable to owners</b>	<b>40,923</b>	<b>47,807</b>	<b>(14.4)</b>
<b>Earnings per share (cents)</b>	<b>5.53</b>	<b>6.46</b>	<b>(14.4)</b>



<b>(in \$'M)</b>	<b>FY2024</b>	<b>FY2023</b>	<b>+/- (%)</b>
Project Marketing	185.6	242.3	(23.4)
Private Resale	181.8	185.6	(2.1)
HDB Resale	156.1	144.4	8.0
Rental	181.1	180.6	0.3
Landed Resale	41.0	39.7	3.4
Commercial & Industrial	28.2	34.1	(17.3)



# Balance Sheet

(in \$'000)	FY2024	FY2023	+/-
<b>Non-current assets</b>	13,222	19,572	(6,350)
<b>Current assets</b>	272,482	323,491	(51,009)
Trade and other receivables	129,390	184,631	(55,241)
Cash and cash equivalents	111,838	133,417	(21,579)
Other investments	31,254	5,443	25,811
<b>Total assets</b>	<b>285,704</b>	<b>343,063</b>	<b>(57,359)</b>
<b>Non-current liabilities</b>	1,314	1,103	211
<b>Current liabilities</b>	159,636	215,734	(56,098)
Trade and other payables	146,566	200,667	(54,101)
Current tax liabilities	8,667	10,141	(1,474)
Others	4,403	4,926	(523)
<b>Total liabilities</b>	<b>160,950</b>	<b>216,837</b>	<b>(55,887)</b>
<b>Total equity</b>	<b>124,754</b>	<b>126,226</b>	<b>(1,472)</b>
<b>Total equity and liabilities</b>	<b>285,704</b>	<b>343,063</b>	<b>(57,359)</b>



Key Financial Ratios	FY2024	FY2023
Net asset value per share (cents)	16.68	16.91
Market capitalisation (\$'M)	699.3	688.2
Return on equity (%)	33.2	38.2
Current ratio (times)	1.71	1.50



# Cash Flows Summary

(in \$'000)	FY2024	FY2023
Operating activities	38,037	58,294
Investing activities	(14,261)	(11,554)
Financing activities	(45,293)	(52,214)
<b>Net decrease in cash</b>	<b>(21,517)</b>	<b>(5,474)</b>
<b>Cash at beginning of year</b>	<b>133,355</b>	<b>138,829</b>
<b>Cash at end of year</b>	<b>111,838</b>	<b>133,355</b>

## Analysis of cash and cash equivalents

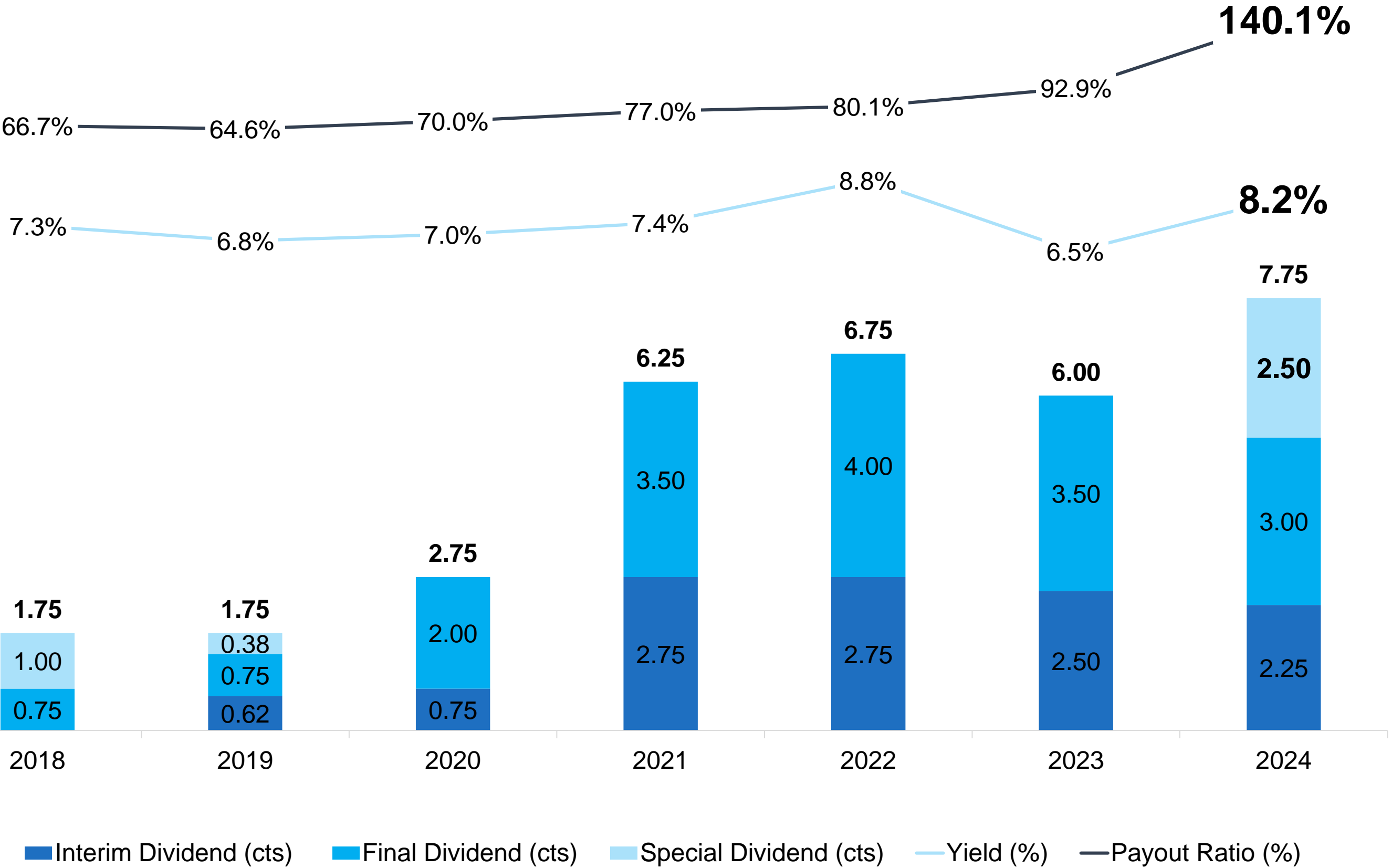
Cash at banks (including brokerage account)	17,402
Fixed deposits	103,436
<b>Cash and bank balances</b>	<b>120,838</b>
Less: Long-term deposits	(9,000)
<b>Cash and cash equivalents</b>	<b>111,838</b>



Major Cash Flows Items (\$'000)	FY2024
Cash from operations	38,037
Add/(Less):	
Interest received	5,761
Dividends paid to Shareholders	(42,550)
Dividends paid to NCI	(563)
Decrease in long-term deposits	5,710
Acquisition of other investments	(25,500)
Payment of lease liabilities (rental)	(2,154)
Others	(258)
<b>Net decrease in cash</b>	<b>(21,517)</b>



# Dividend History



- Special dividend of **2.50 cts/share** to commemorate 25<sup>th</sup> anniversary in 2025
- Total dividend of **7.75 cts/share** for FY2024 - the highest since listing

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**



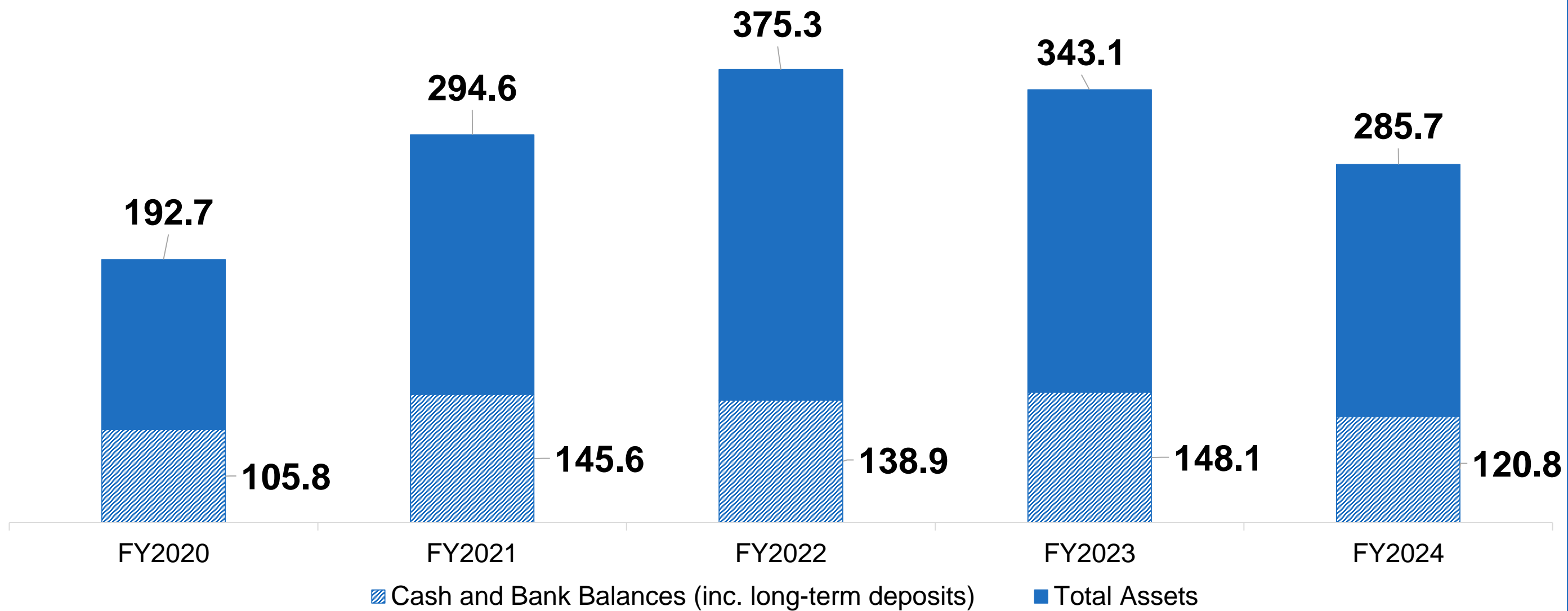
**Leading Edge in  
Training &  
Technology**



# Asset Light Cash Generator



Cash vs Total Assets (\$'m)

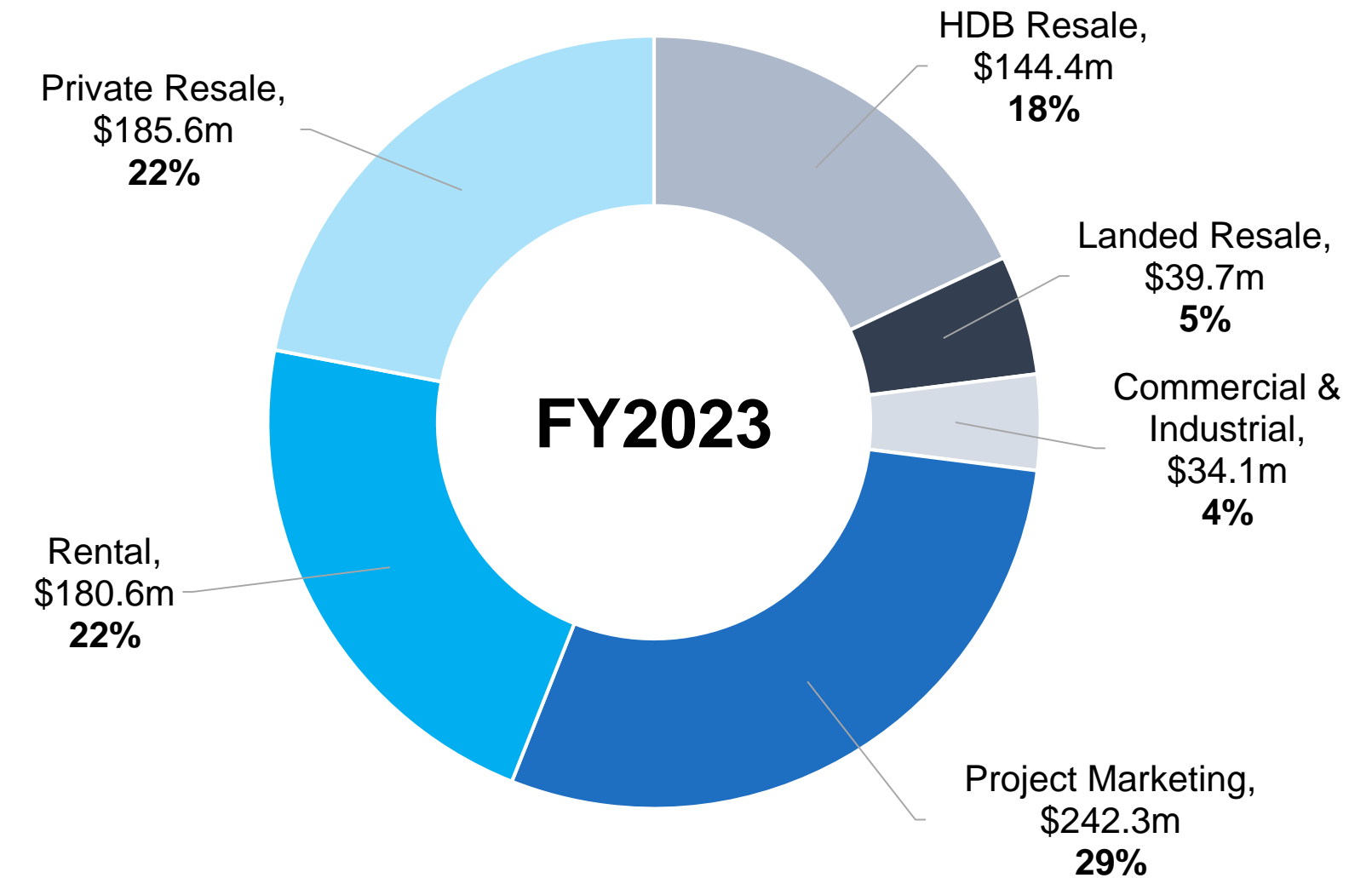
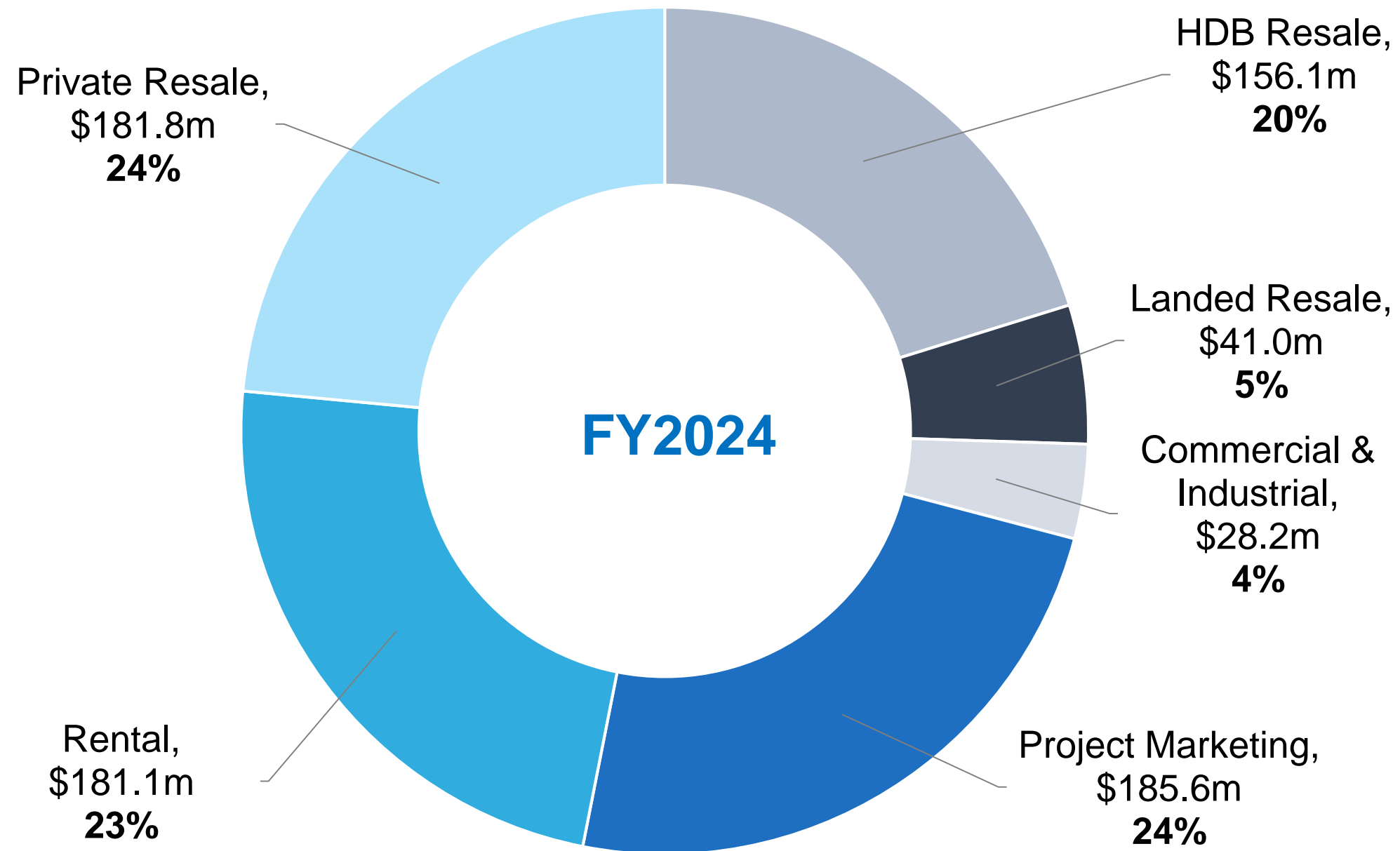


## Services-based business:

1. Asset light
2. Strong cash generation
3. Debt free

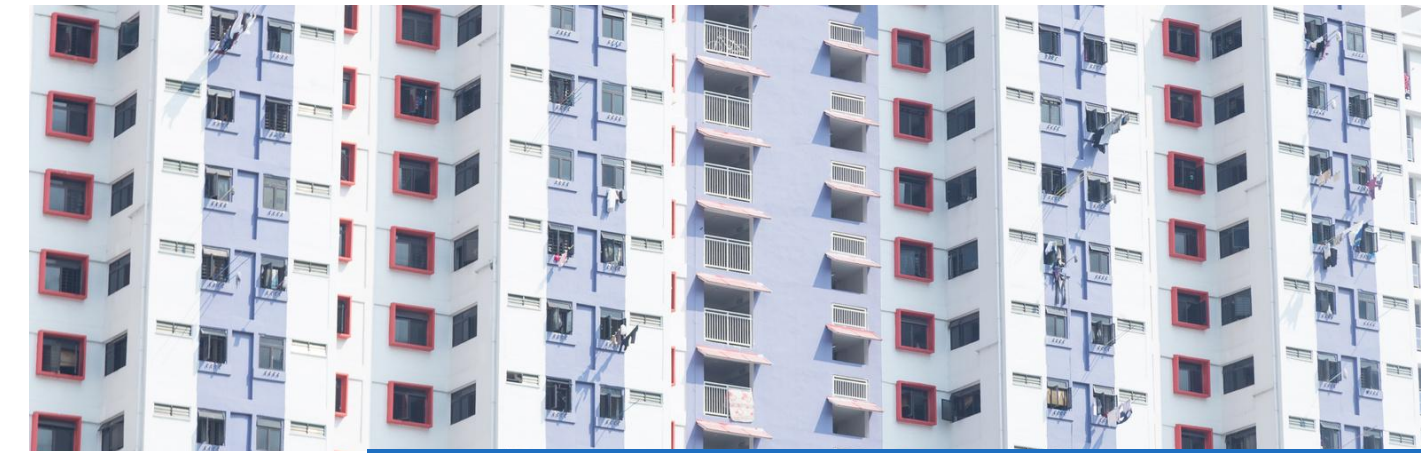
# Diversified Revenue Segments

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

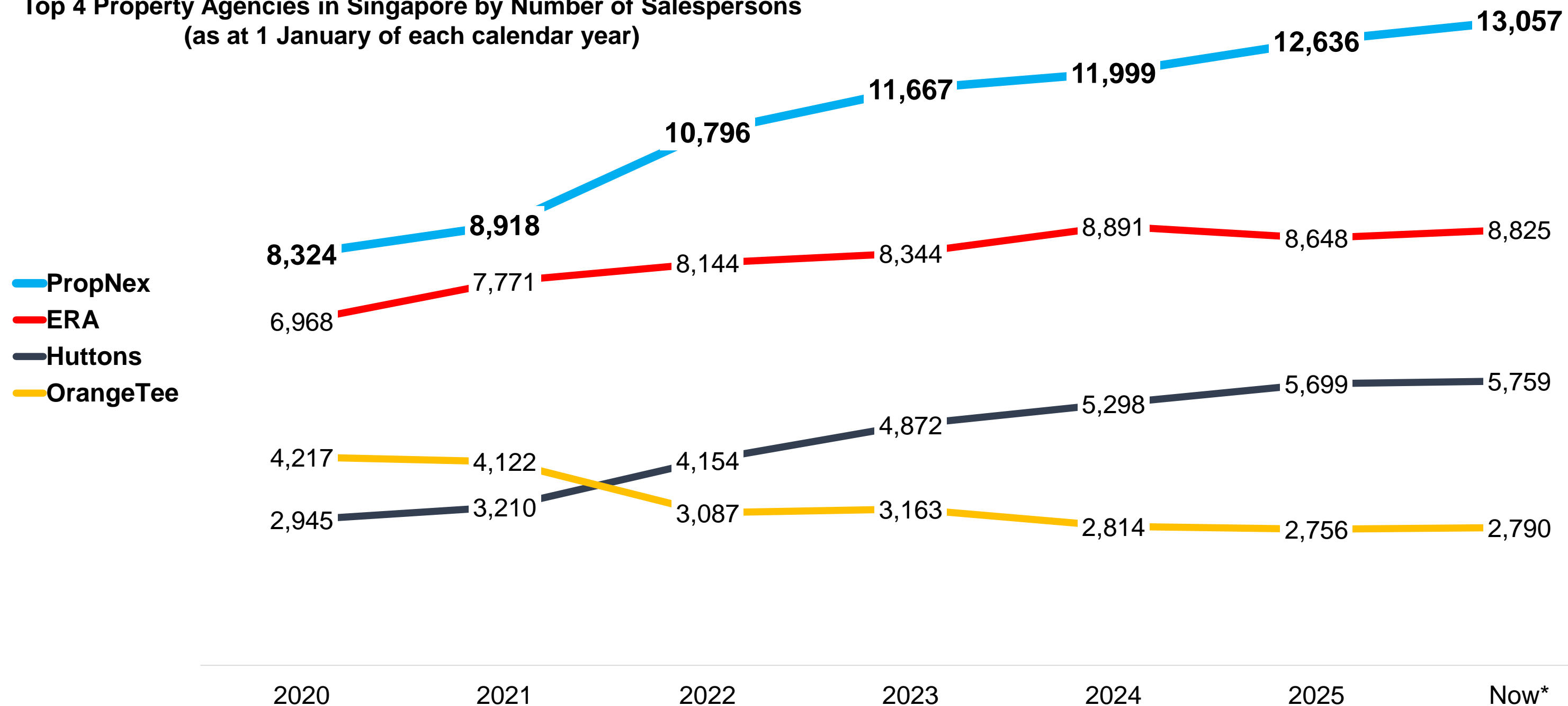




# Largest Real Estate Sales Force in Singapore



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 19 February 2025

# Market Share Performance

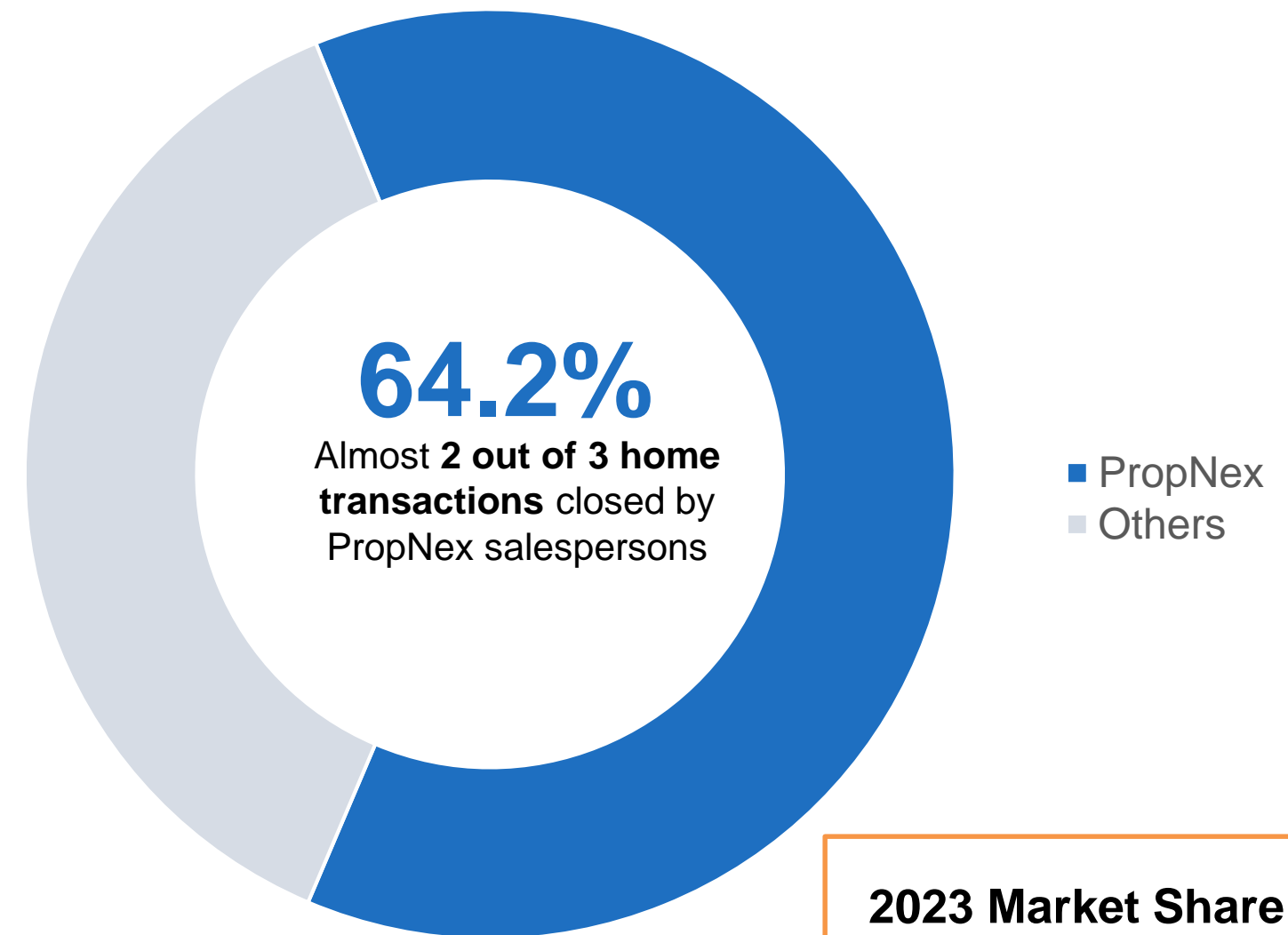
HDB resale, Private Residential new launches and Private Residential resale (including landed, non-landed and EC) transactions



Market Share: By No. of Agents<sup>(1)</sup>



Market Share: By Transaction Volume for 2024<sup>(2)(3)</sup>



**2023 Market Share: 62.5%**

<sup>(1)</sup> Total 36,058 salespersons as at 1 January 2025 extracted from CEA

<sup>(2)</sup> HDB resale, Private Residential new launches and Private Residential resale (including landed, non-landed and EC) transactions. The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co-broking with external agencies. The industry data for 2024 was retrieved from URA REALIS, HDB and Singapore's Open Data on 28 January 2025.

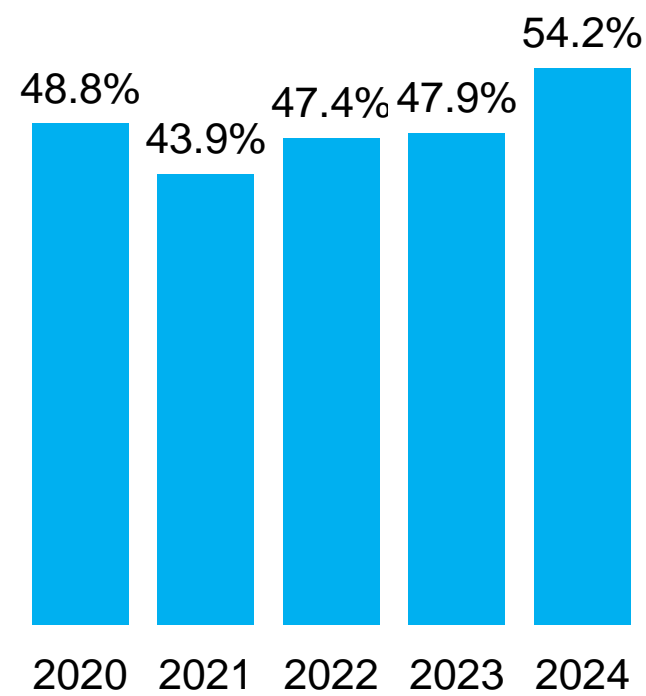
<sup>(3)</sup> Source: Frost & Sullivan Pte Ltd, URA REALIS, HDB, Singapore's Open Data and PropNex.



# Market Leadership

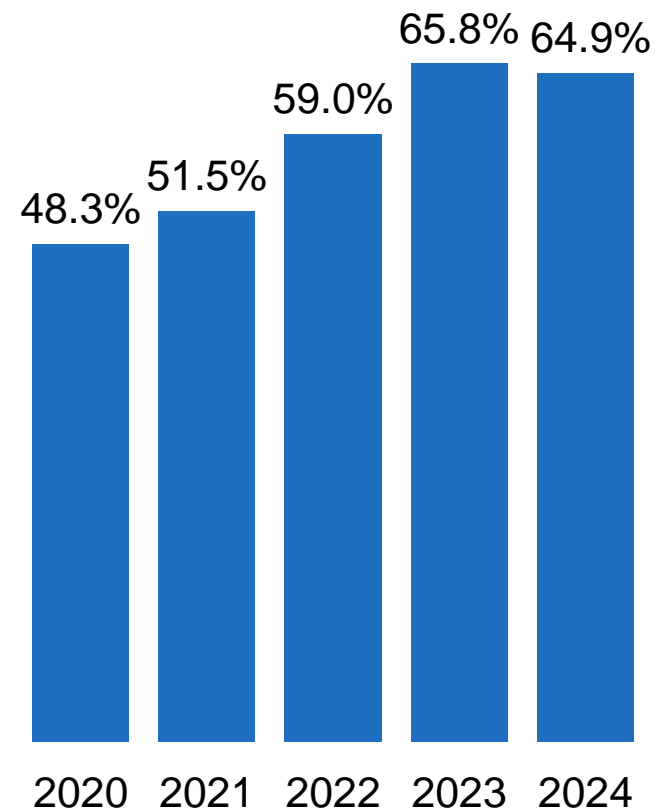
Leading Market Share in our Segments

## New Launches



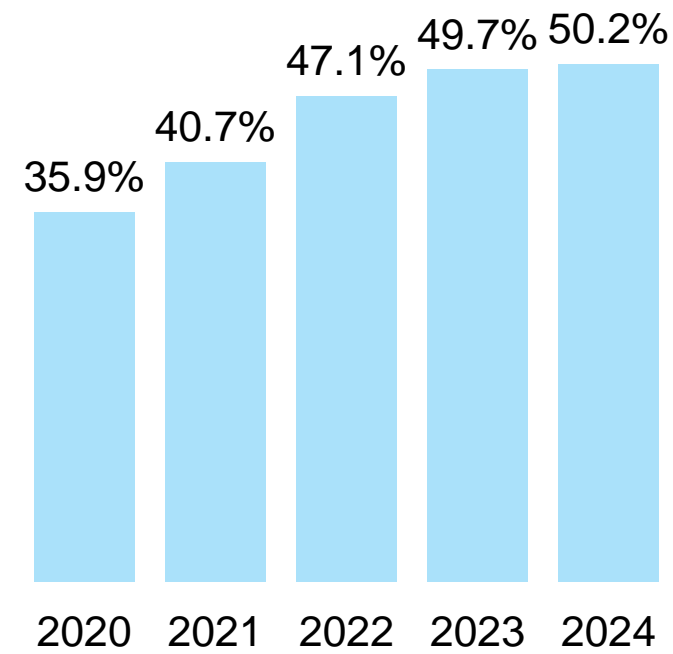
↑ 6.3% yoy

## Private Resale<sup>(2)</sup>



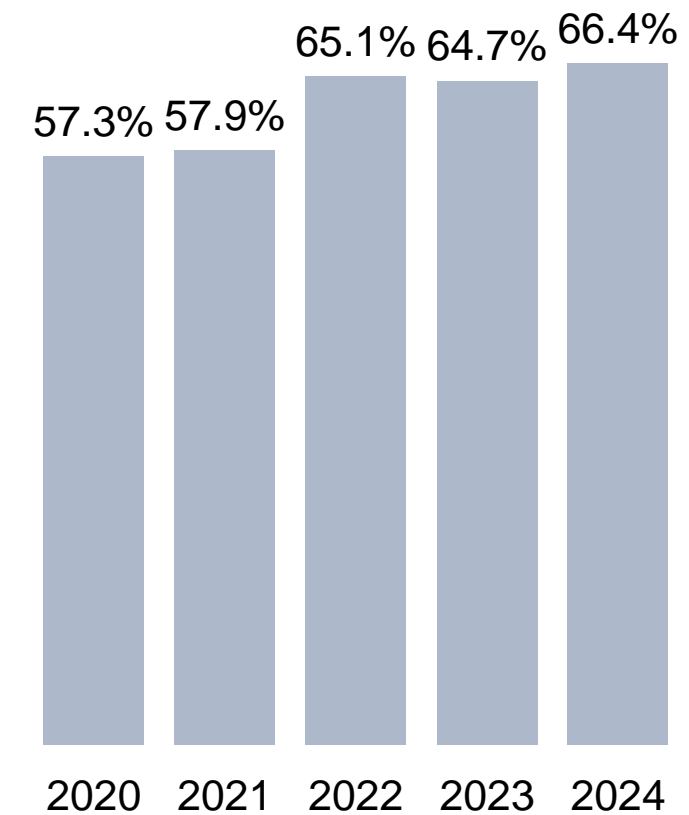
↓ 0.9% yoy

## Landed Resale



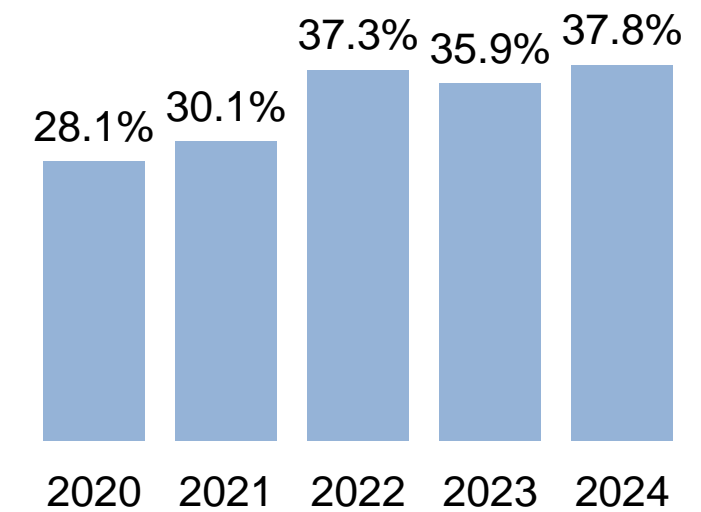
↑ 0.5% yoy

## HDB Resale



↑ 1.7% yoy

## Private Leasing



↑ 1.9% yoy

<sup>(1)</sup> The market share information is based on the volume of transactions and includes transactions where PropNex salespersons act on behalf of buyers and sellers in co broking with external agencies. The industry data for 2024 was retrieved from URA REALIS, HDB and Singapore's Open Data on 28 January 2025, while the industry data for the historical period (2020-2023) was retrieved in February-March of each respective year.

<sup>(2)</sup> This includes EC, landed and non-landed property transactions.

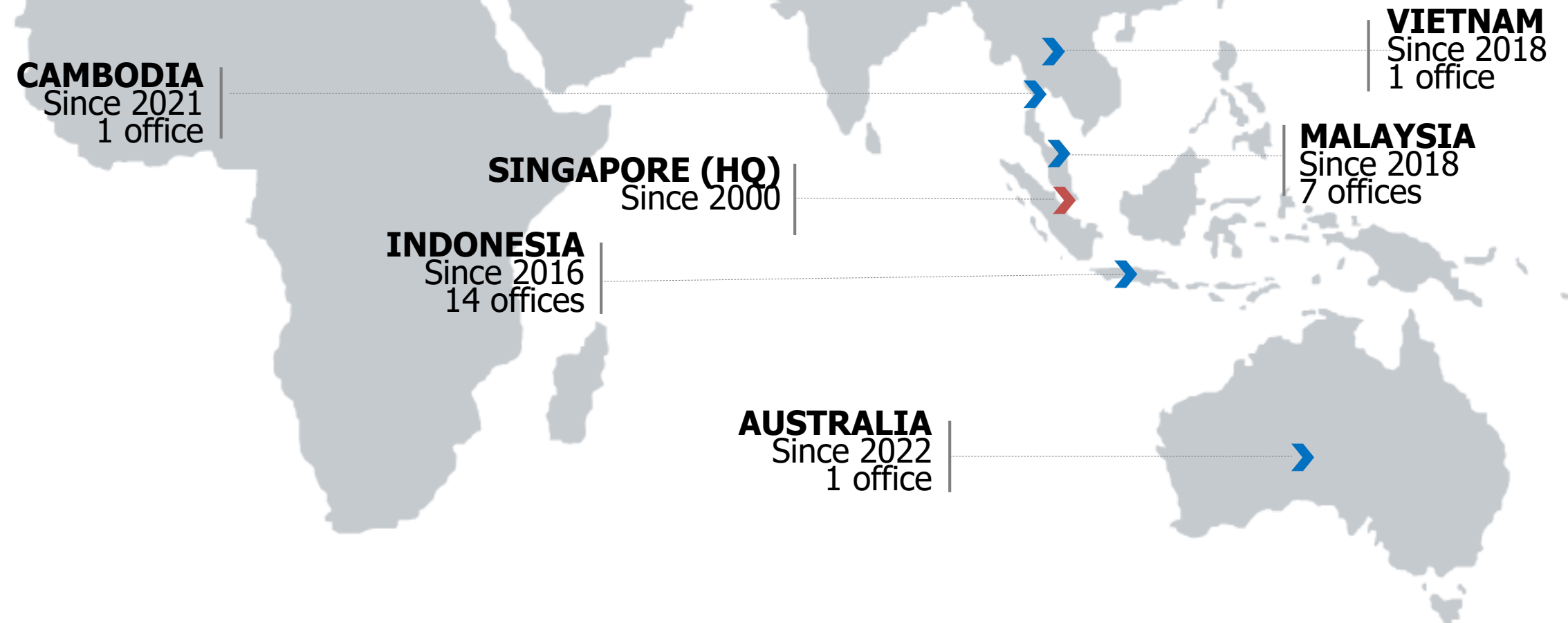
<sup>(3)</sup> Source: Frost & Sullivan Pte Ltd, URA REALIS, HDB, Singapore's Open Data and PropNex.



# Geographical Footprint

Over **15,000** salespersons in **24** offices across **5** countries (excluding Singapore HQ)

Local presence through offices, franchises and licensing arrangements





# 2024 Awards & Accolades



## Fortune Southeast Asia 500 2024

- PropNex ranked #395
- Only real estate agency in Singapore in the list

Based on total revenue for fiscal year 2023 of top-grossing companies from Indonesia, Thailand, Malaysia, Singapore, Vietnam, the Philippines and Cambodia; 84 companies came from Singapore.

## Singapore Business Review Technology Excellence Awards 2024

- Winner, PropTech Award

Highlights success in equipping our salesforce with cutting-edge digital tools to enhance their efficiency and effectiveness in the real estate market.



## The Edge Singapore's Centurion Club

- Winner for third consecutive year
- Highest Returns to Shareholders over three years
- Highest Weighted ROE over three years
- Overall Real Estate Sector Winner

Outstanding listed companies with market capitalisation between \$100 million and \$999 million

## Singapore's Fastest Growing Companies 2024

- Ranked #60

## Singapore's Best Employers 2024

- Ranked #67

Rankings by The Straits Times and Statista

The only real estate brokerage company in the Top 70 ranking for Singapore's Best Employers 2024.







# 03 MARKET OVERVIEW

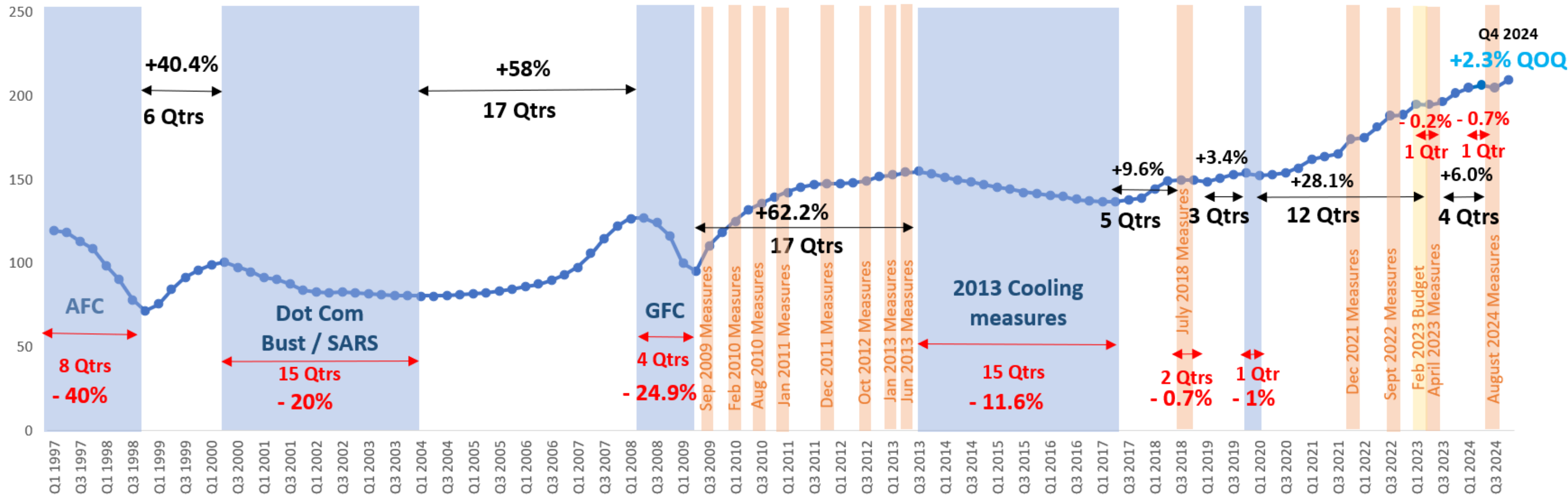


# Private Residential Prices

Proven track record through crises and cooling measures  
 Private Home Prices grew by 2.3% QoQ in Q4 2024



Private Property Price Index



# Private Residential Prices



Year	YoY change	Year	QoQ change	Year	QoQ change	
2010	17.6%	Q1 2017	-0.4%	Q1 2021	3.3%	
2011	5.9%	Q2 2017	-0.1%	Q2 2021	0.8%	<b>+10.6%</b>
2012	2.8%	Q3 2017	0.7%	Q3 2021	1.1%	
2013	1.1%	Q4 2017	0.8%	Q4 2021	5.0%	
2014	-4.0%	Q1 2018	3.9%	Q1 2022	0.7%	
2015	-3.7%	Q2 2018	3.4%	Q2 2022	3.5%	<b>+8.6%</b>
2016	-3.1%	Q3 2018	0.5%	Q3 2022	3.8%	
2017	1.1%	Q4 2018	-0.1%	Q4 2022	0.4%	
2018	7.9%	Q1 2019	-0.7%	Q1 2023	3.3%	
2019	2.7%	Q2 2019	1.5%	Q2 2023	-0.2%	<b>+6.8%</b>
2020	2.2%	Q3 2019	1.3%	Q3 2023	0.8%	
2021	10.6%	Q4 2019	0.5%	Q4 2023	2.8%	
2022	8.6%	Q1 2020	-1.0%	Q1 2024	1.4%	
2023	6.8%	Q2 2020	0.3%	Q2 2024	0.9%	<b>+3.9%</b>
2024	3.9%	Q3 2020	0.8%	Q3 2024	-0.7%	
		Q4 2020	2.1%	Q4 2024	2.3%	



# Private Residential Prices

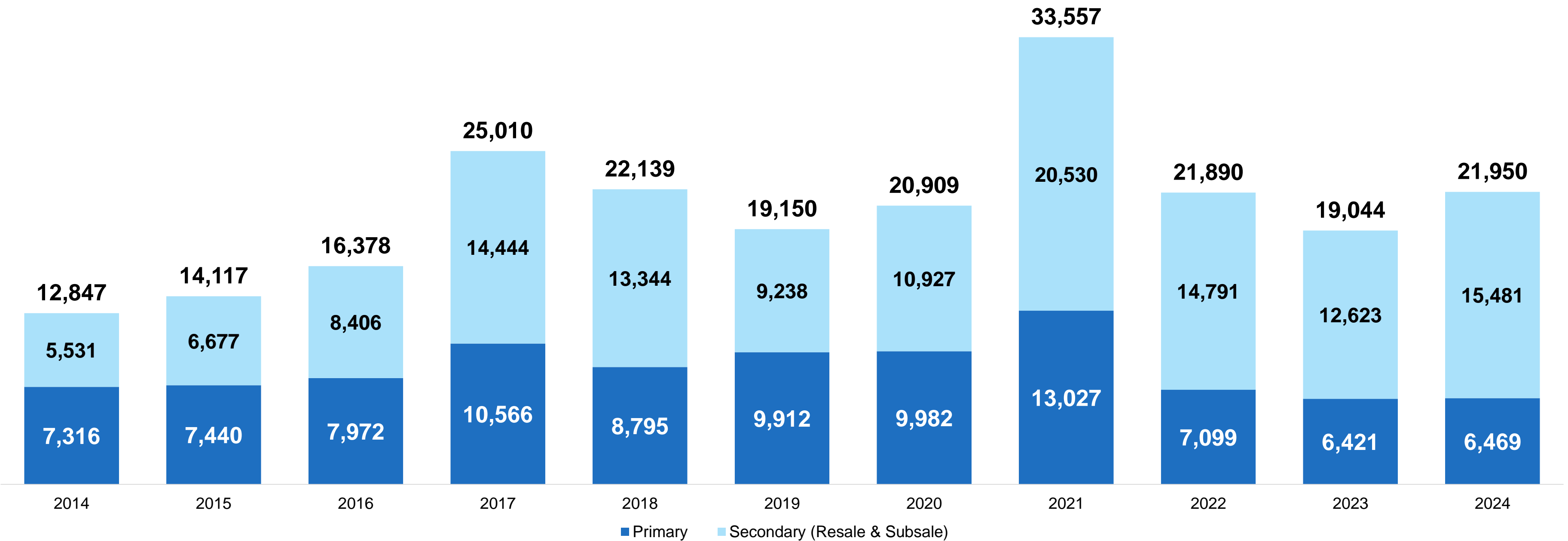


Price Indices	Overall 2021	1Q22	2Q22	3Q22	4Q22	Overall 2022	1Q23	2Q23	3Q23	4Q23	Overall 2023	1Q24	2Q24	3Q24	4Q24	Overall 2024
Overall PPI	10.6	0.7	3.5	3.8	0.4	8.6	3.3	-0.2	0.8	2.8	6.8	1.4	0.9	-0.7	2.3	3.9
Landed	13.3	4.2	2.9	1.6	0.6	9.6	5.9	1.1	-3.6	4.6	8.0	2.6	1.9	-3.4	-0.1	0.9
Non-Landed	9.8	-0.3	3.6	4.4	0.3	8.1	2.6	-0.6	2.2	2.3	6.6	1.0	0.6	0.1	3.0	4.7
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	-1.1	2.6	4.5
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	0.8	3.0	5.8
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	0.0	3.3	3.7

# Private Home Sales (Volume)



Total Private Home Sales (Primary vs Secondary)

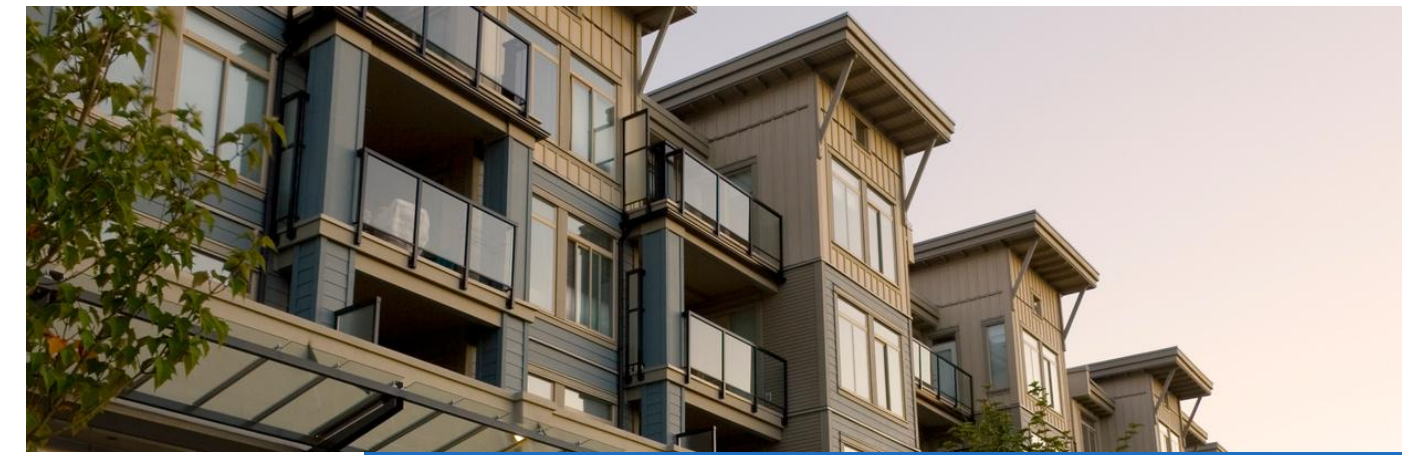


Source: PropNex Research & URA

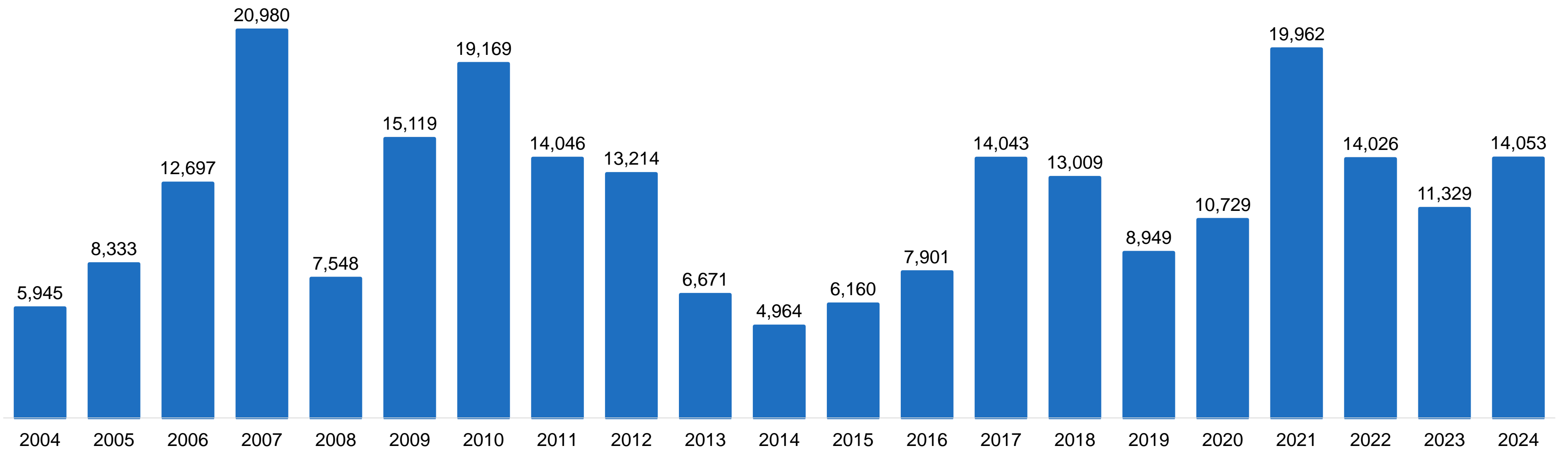


# Private Resale Volume

The resale market saw **14,053** homes being resold in 2024



Private residential resale volume (ex. EC)

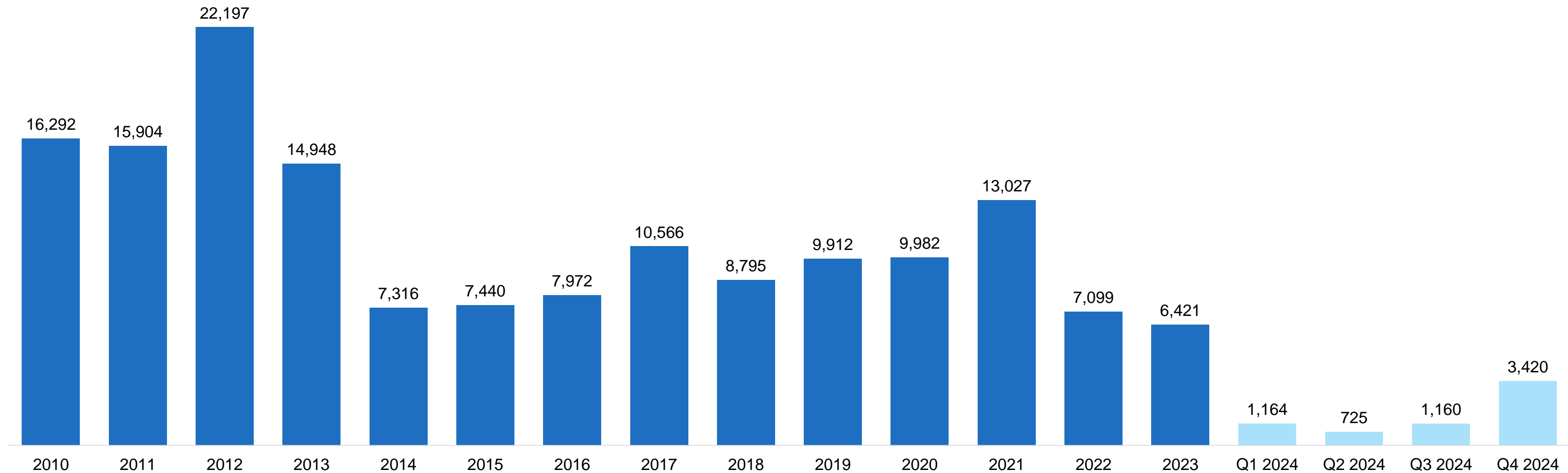


# Private New Home Sales Volume

Developers sold **6,469** new homes in 2024



Annual developers' sales (ex. EC)

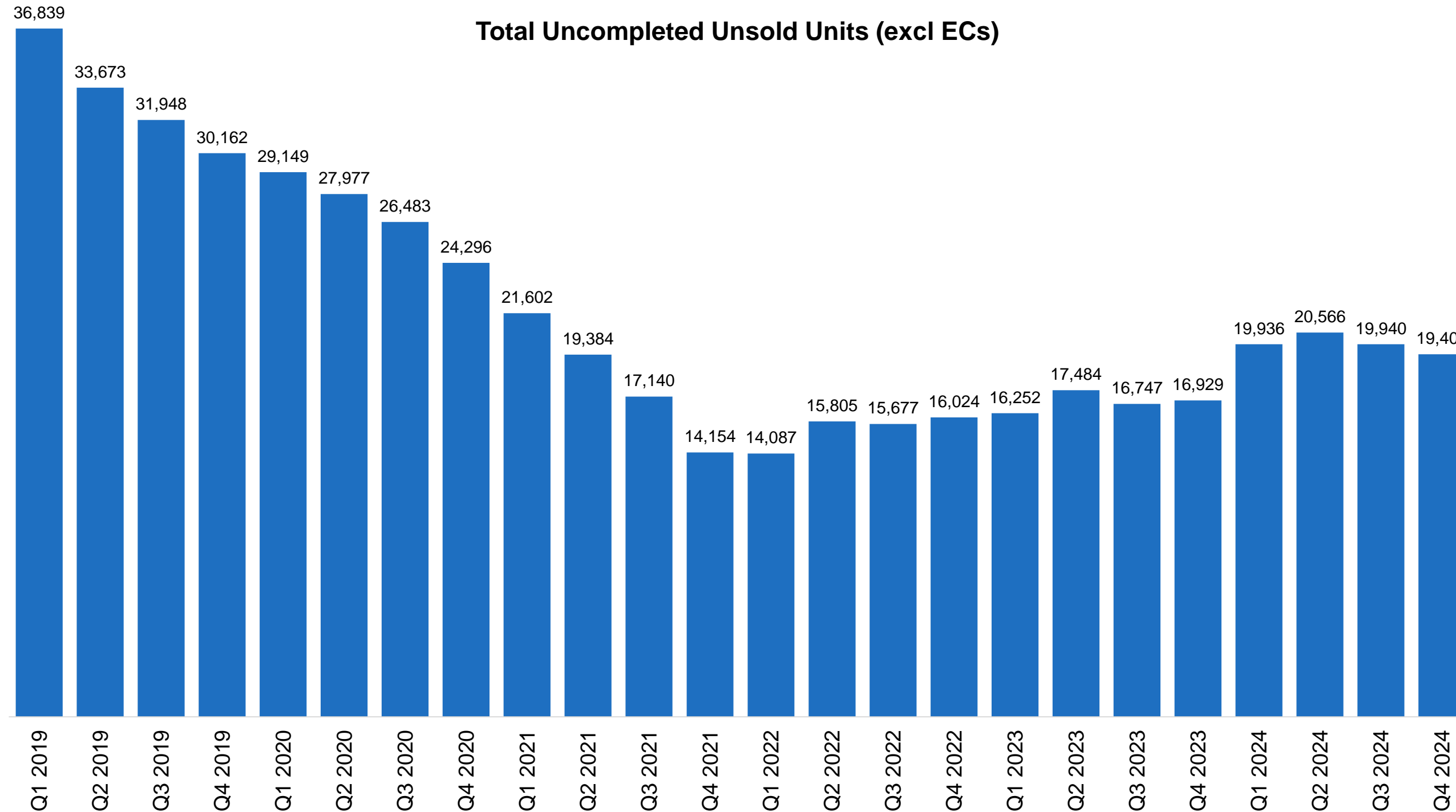


Source: PropNex Research & URA



# Unsold New Home Inventory

Unsold stock at **19,405** units as of Q4 2024



**Unsold stock stood at 19,405 units**

Region	CCR	RCR	OCR
Q1 2022	5,585	4,612	3,890
Q2 2022	6,036	5,383	4,386
Q3 2022	5,681	6,579	3,417
Q4 2022	5,678	6,674	3,672
Q1 2023	4,844	6,787	4,621
Q2 2023	5,299	5,319	6,866
Q3 2023	6,143	4,470	6,134
Q4 2023	5,932	5,069	5,928
Q1 2024	5,994	6,244	7,698
Q2 2024	5,910	7,347	7,309
Q3 2024	6,065	7,287	6,588
Q4 2024	7,932	6,336	5,137

<b>10-year average annual sales (2015-2024)</b>	1,094	3,449	4,225
<b>Take-up rate (years)</b>	7.2	1.8	1.2 <sub>24</sub>

Source: PropNex Research, URA & URA Realis

# Sizable Median Price Gap

Sizeable price gap between resale and new sale particularly in RCR and OCR which makes resale homes more appealing to homebuyers



Year	CCR non-landed private homes			RCR non-landed private homes			OCR non-landed private homes			Overall non-landed private homes		
	New sale	Resale	% Price gap	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%	1,248,000	1,388,000	-10.1%
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%	1,336,000	1,320,000	1.2%
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%	1,570,000	1,340,000	17.2%
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%	1,945,000	1,390,000	39.9%
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%	1,981,000	1,500,000	32.1%
2024	\$2,720,000	\$2,488,000	9.3%	\$2,370,000	\$1,710,000	38.6%	\$1,948,000	\$1,400,000	39.1%	2,093,000	1,600,000	30.8%

Source: PropNex Research & URA Realis



# HDB Resale Prices

HDB resale prices have grown **9.7%** in 2024



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%

**+12.7%**

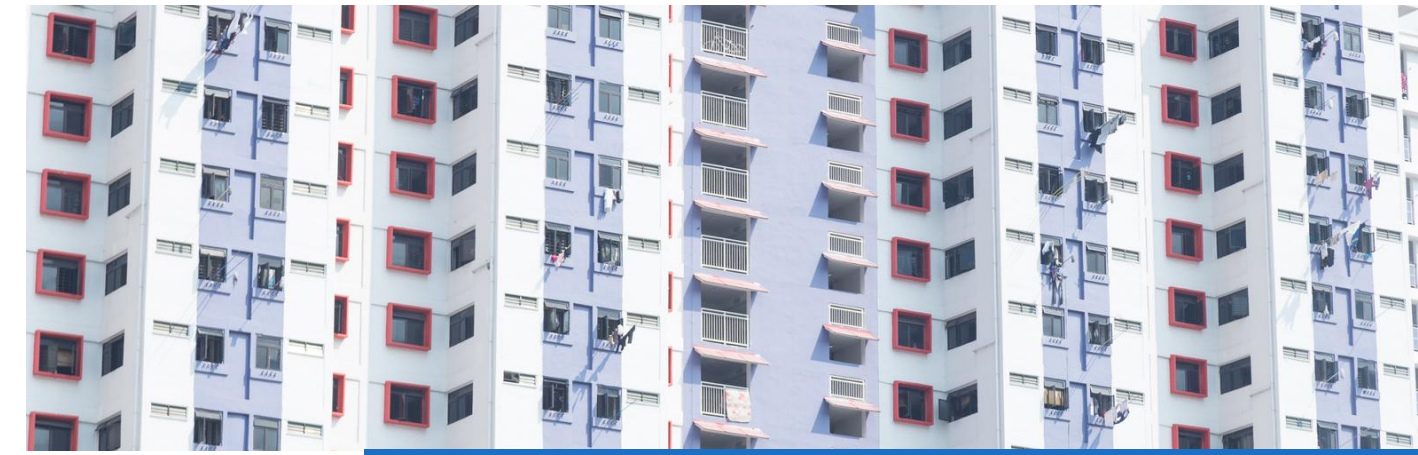
**+10.4%**

**+4.9%**

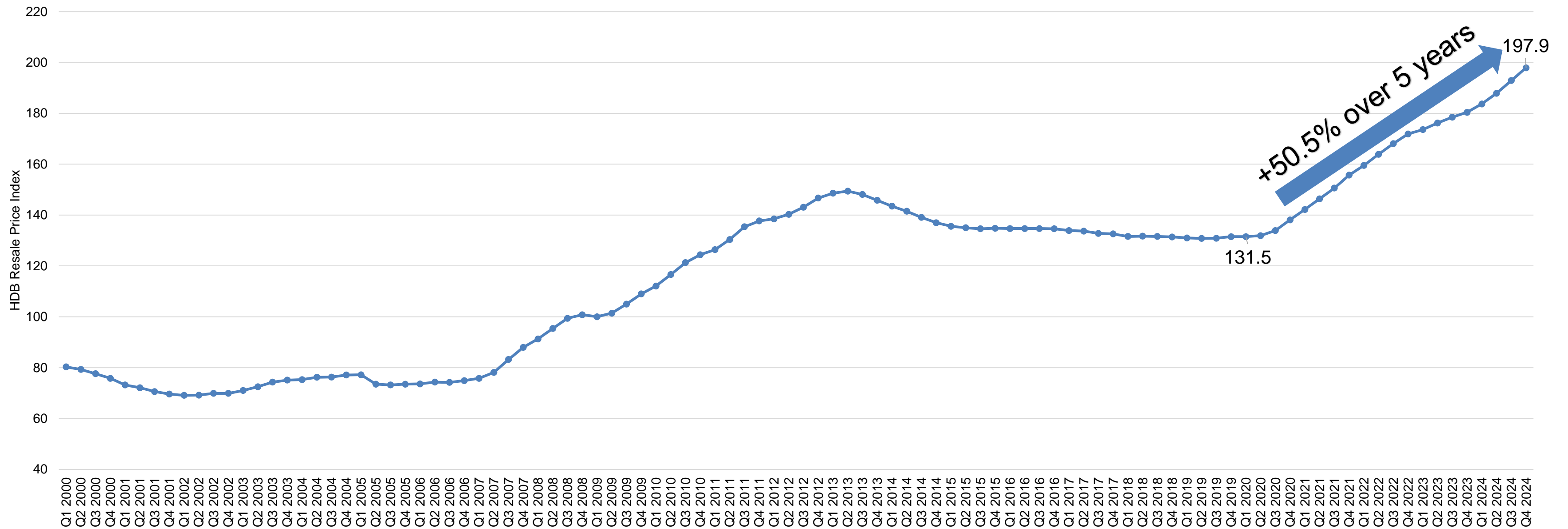
**+9.7%**

# HDB Resale Prices

HDB resale prices grew by **50.5%** since Q1 2020



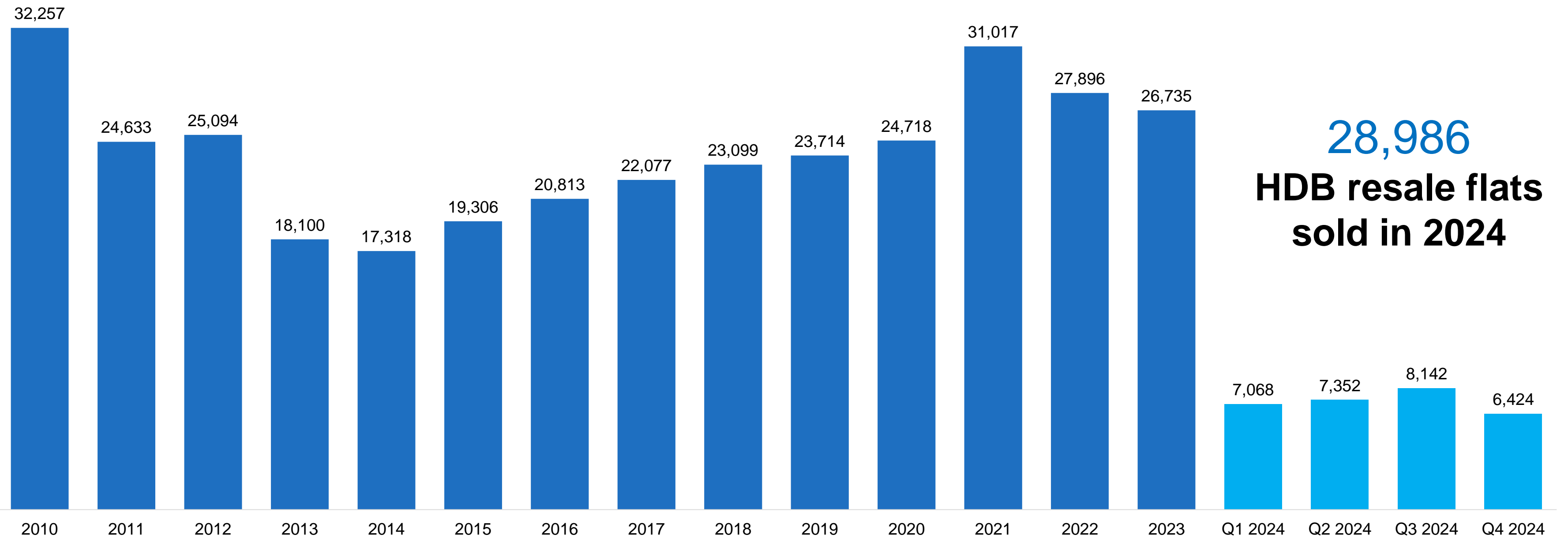
HDB Resale Price Index



Source: PropNex Research & URA



# HDB Resale Volume



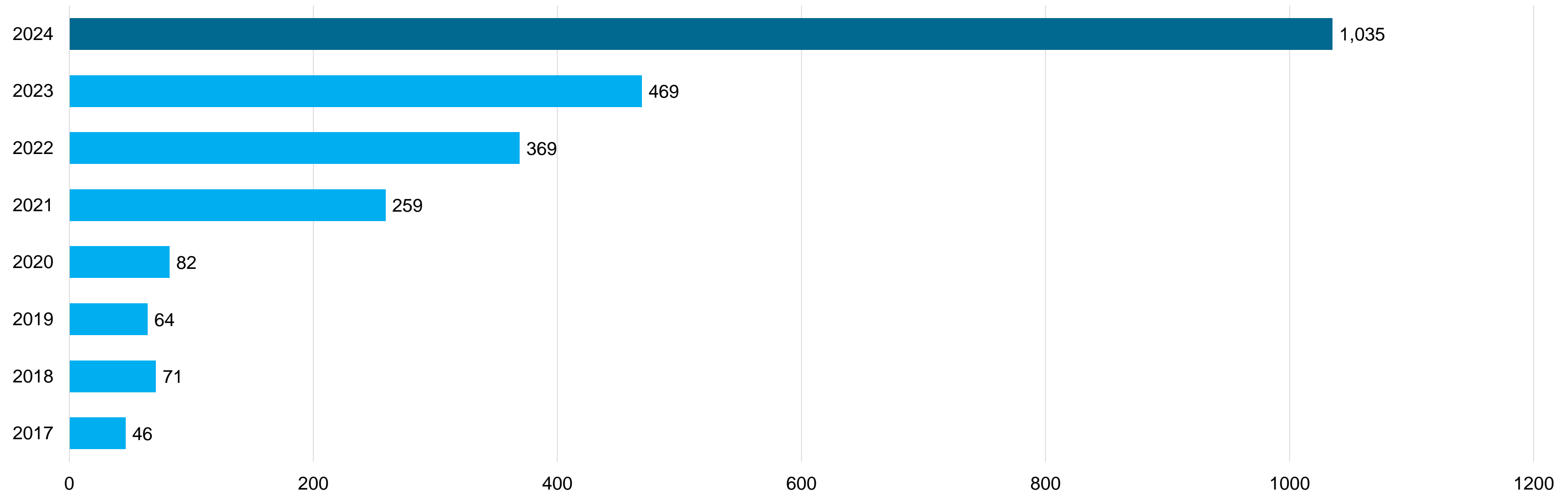
Source: PropNex Research & HDB

# Million-dollar Resale Flats

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

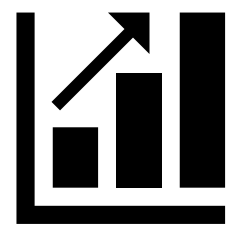
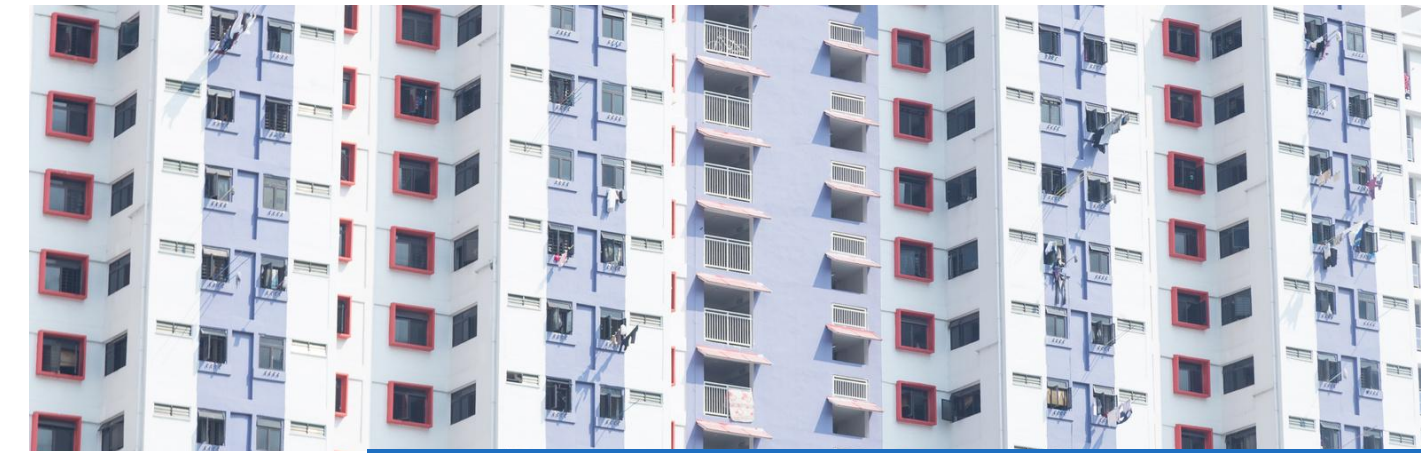


Number of million-dollar resale flats sold

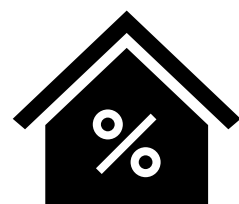




# What Will Support Property Demand in 2025?



**Economic Recovery**



**Lower Interest Rates**



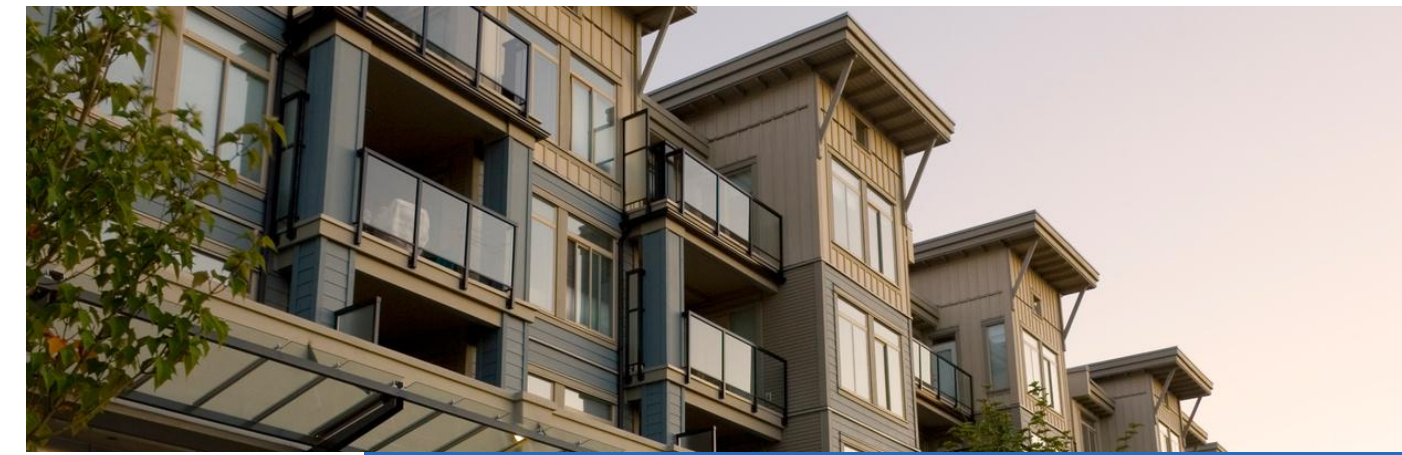
**Growing Population**



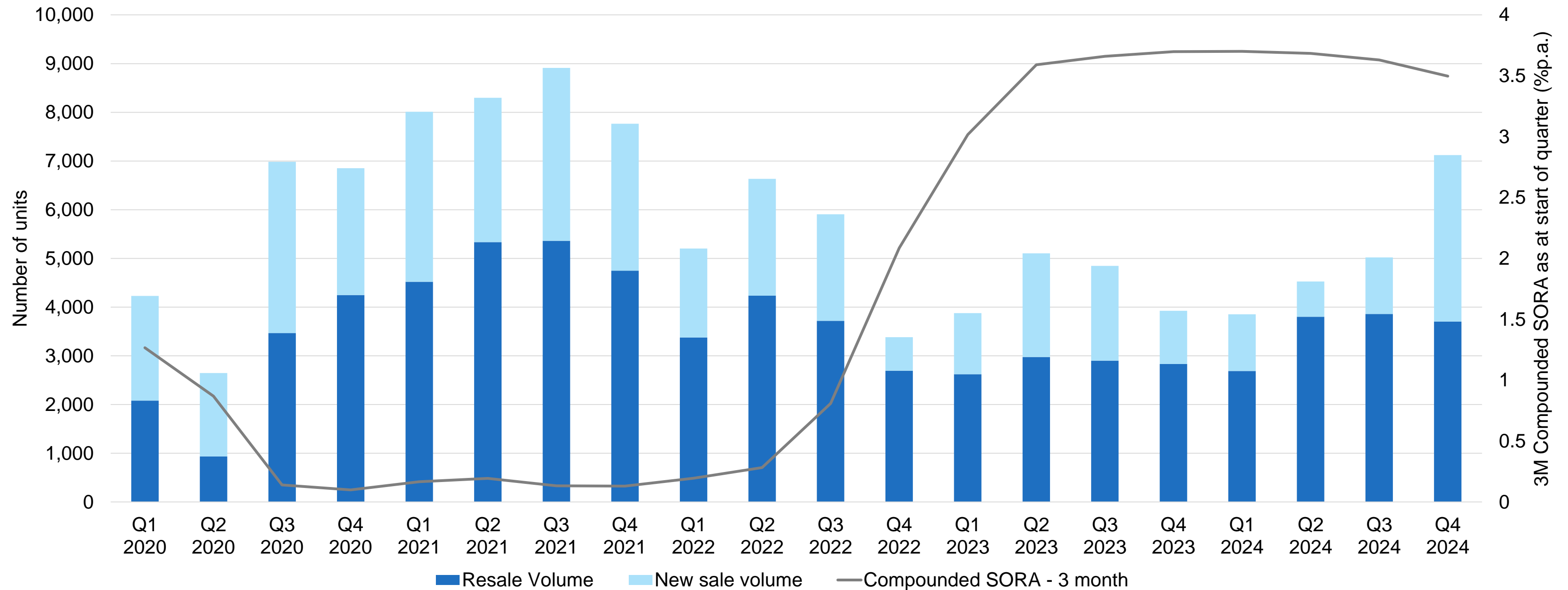
**Stable Job Market**



# Overall Home Sales Volume vs Interest Rates



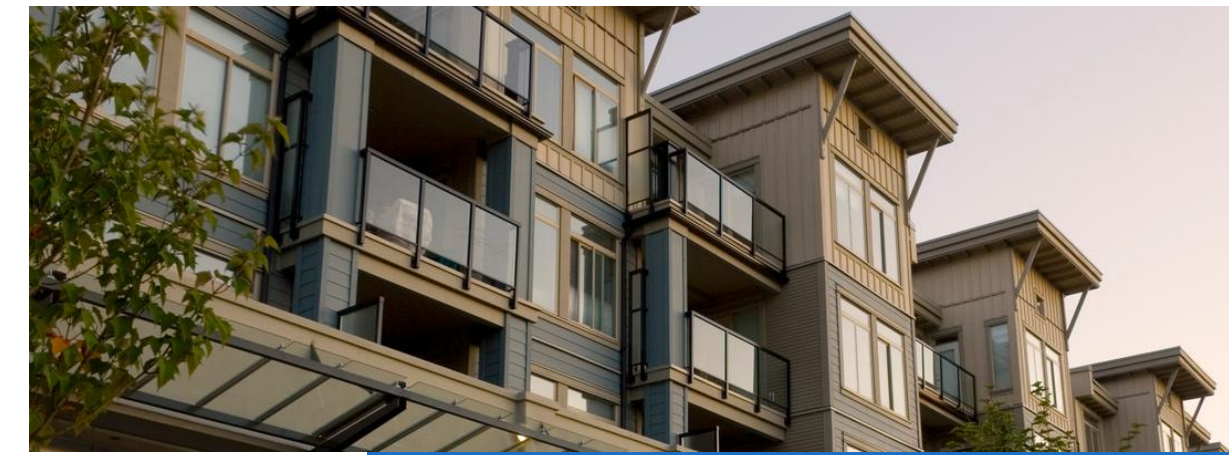
3M SORA against new private home sales and resales (ex. EC)



Source: PropNex Research, URA Realis, MAS & ABS



# Moderating interest rates



THE BUSINESS TIMES

BT f X @  
businessstimes.com.sg

Tuesday, November 05, 2024

## Foreign banks in Singapore slash home loan rates to as low as 2.45%

Fixed mortgage rates were around 3% at the start of this year, and much higher – up to 4.25% – at the start of 2023

By Ry-Anne Lim  
limmin@sph.com.sg

### Lowest fixed home loan rates in Singapore

BANK	LOCK-IN PERIOD (YEARS)	INTEREST RATE (%)
Bank of China	3	2.45
Standard Chartered	3	2.50
Maybank	2	2.50
OCBC	3	2.55
DBS	3	2.55
CIMB Bank	2	2.55
State Bank of India	2	2.55
UOB	3	2.60
HSBC	2	2.63
Citibank	2	2.80

Note: Rates are starting from and will depend on the loan quantum, among other factors

SOURCE: REDBRICK MORTGAGE ADVISORY AS AT NOV 4  
GRAPHIC: HYRIE RAHMAT, BT

SINGAPORE'S mortgage rates have eased since the start of the year, with some foreign banks shaving rates by around 50 basis points to 2.5 per cent from the 3 per cent offered earlier.

Based on data consolidated on mortgage broker Redbrick Mortgage Advisory's platform as at Nov 4, banks in Singapore offered home loans with fixed interest rates ranging from 2.45 per cent up to 3.5 per cent.

Fixed mortgage rates were around 3 per cent at the start of this year, and much higher – up to 4.25 per cent – at the start of 2023, according to boutique mortgage consultancy firm MortgageWise.sg.

The lowest offer so far this month, at 2.45 per cent, was from the Bank of China (BOC) with a lock-in period of three years. Standard Chartered and Maybank had 2.5 per cent packages, while local lenders such as DBS, OCBC and UOB offered fixed home loans starting from rates of 2.55 per cent to 2.6 per cent.

The *Business Times* understands that such rates are typically deviated or "below-the-line" rates, offered directly to clients or mortgage brokers, and are not posted publicly on banks' websites.

Redbrick Mortgage Advisory associate director Clive Chng said that rates have been gradually declining since the start of 2023 and eased further in the first half of 2024, when talk first emerged about potential rate cuts as inflation eased in the United States.

The three-month compounded Singapore Overnight Rate Average (Sora) rate, which floating rate

packages are pegged to, has been coming down – from 3.7018 per cent at the start of this year to 3.3658 per cent as at Monday (Nov 4).

Chng noted that following the US Federal Reserve's cut of 50 basis points (bps) in mid-September, most banks in Singapore lowered mortgage rates by five to 10 bps, with only the BOC slashing rates by a larger amount in a knee-jerk reaction, as most lenders had already priced in lower rates before the Fed announcement.

Michael Makdad, senior equity analyst at financial data provider Morningstar, said that some players may be offering lower rates as part of their business strategy or shorter-term business tactics.

"It's possible that a particular bank may offer better rates on cer-



Market watchers have emphasised that lower home loan rates, while important, may not be the defining factor to push many Singapore homebuyers towards a purchase. PHOTO: BT FILE

tain types of loans if it has a recent inflow of current deposits for whatever reasons, as banks can usually earn better risk-adjusted returns on loans than on securities," Makdad said.

Some banks could also offer lower and more attractive rates to increase their local market share of mortgages as part of their longer-term strategy, or perhaps they lack the power in distribution channels that larger banks have, and "so slightly better pricing is how they can attract customers", he said.

then makes BOC's rate look attractive."

At the same time, market watchers pointed out that the 10 to 15 bps difference between banks' mortgage rates is hardly significant.

"(Most banks) are already offering 2.5 per cent, so it is a very small margin of difference," added Chng. This is especially when compared with the 3 to 4 per cent rates offered last year.

### Growing home demand

PropNex chief executive officer Ismail Gafoor reckoned that the Fed's September rate cut and the signalling of further easing in the next two years has boosted homebuyers' confidence in Singapore and lifted market sentiment.

"In a way, it has given buyers a bit more visibility as to how interest rates may move in the next couple of years. And, since home financing is usually a long-term undertaking, it is helpful for them to know that the periods of sharp rate hikes are behind them," said Gafoor.

This, in turn, appears to have improved home sales in Singapore's slowing property market.

Lee Sze Teck, Huttons Asia senior director of data analytics, noted that there has been a bump in demand for new homes since September.

New launches such as Bukit Sembawang Estate's 8@BT in Upper Bukit Timah, Meyer Blue by UOL Group along Meyer Road, and City Developments Ltd's Norwood Grand in Woodlands, all witnessed take-up rates of more than 50 per cent. Prior to that, just one out of six major projects launched between January and June sold more than

Local banks have the flexibility to maintain rates within a stable range, given their strong brand equity and extensive customer base, said Chng. "This gives them some pricing power to set the market standard without needing to follow the more aggressive moves of banks like BOC immediately, which

Continued on Page 2

## Fixed 2-year loan rates (%)

Bank	Current rates (in Jan 2025)	Peak rates (in Jan 2023)
DBS	2.70% p.a.*	4.25% p.a.
OCBC	2.55% p.a.*	4.50% p.a.
UOB	2.50% p.a.*	4.30% p.a.
HSBC	2.55% p.a.*	4.25% p.a.

Source: Singcap (updated 10 Jan 2025)

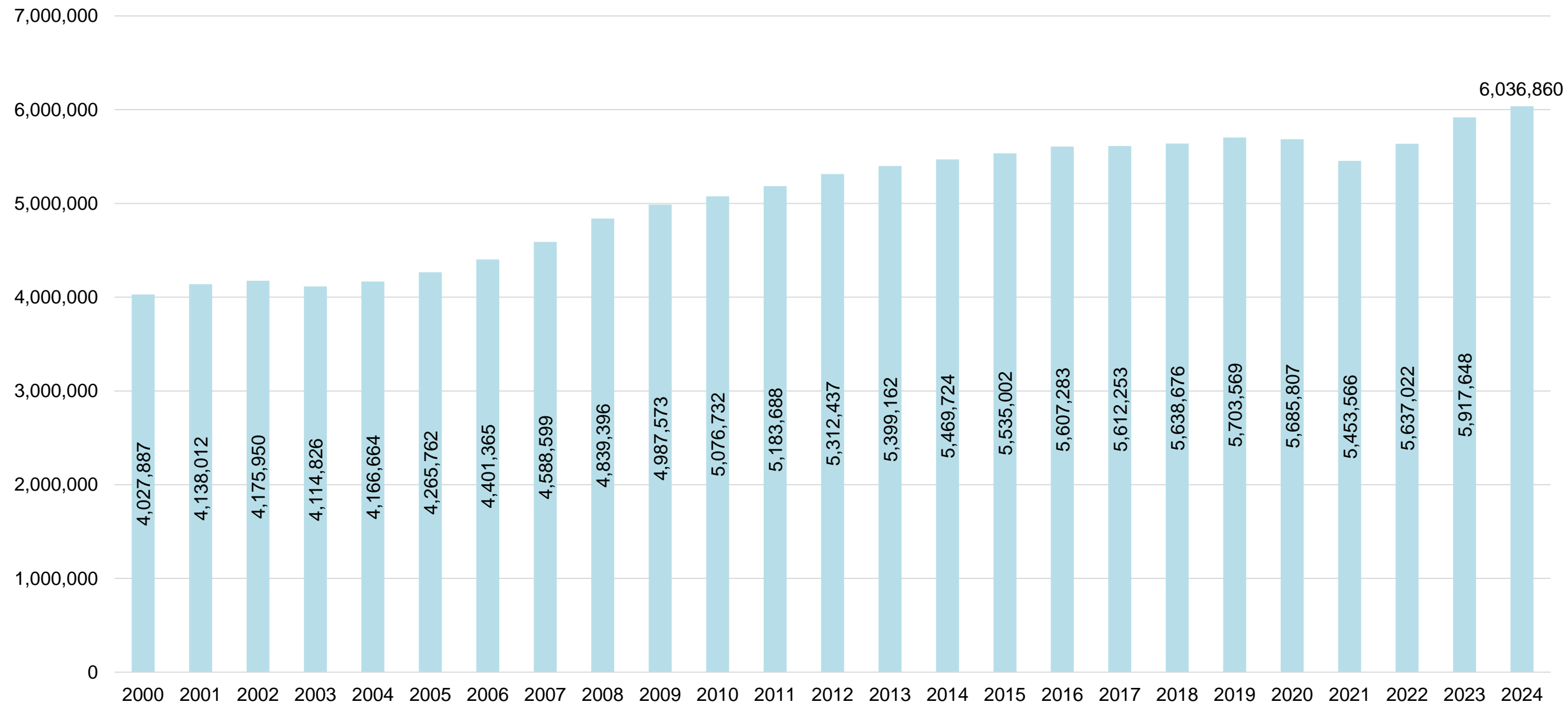
Source: Business Times (5 Nov 2024)



# Demand Driver: Growing Population



Singapore Population (Number)



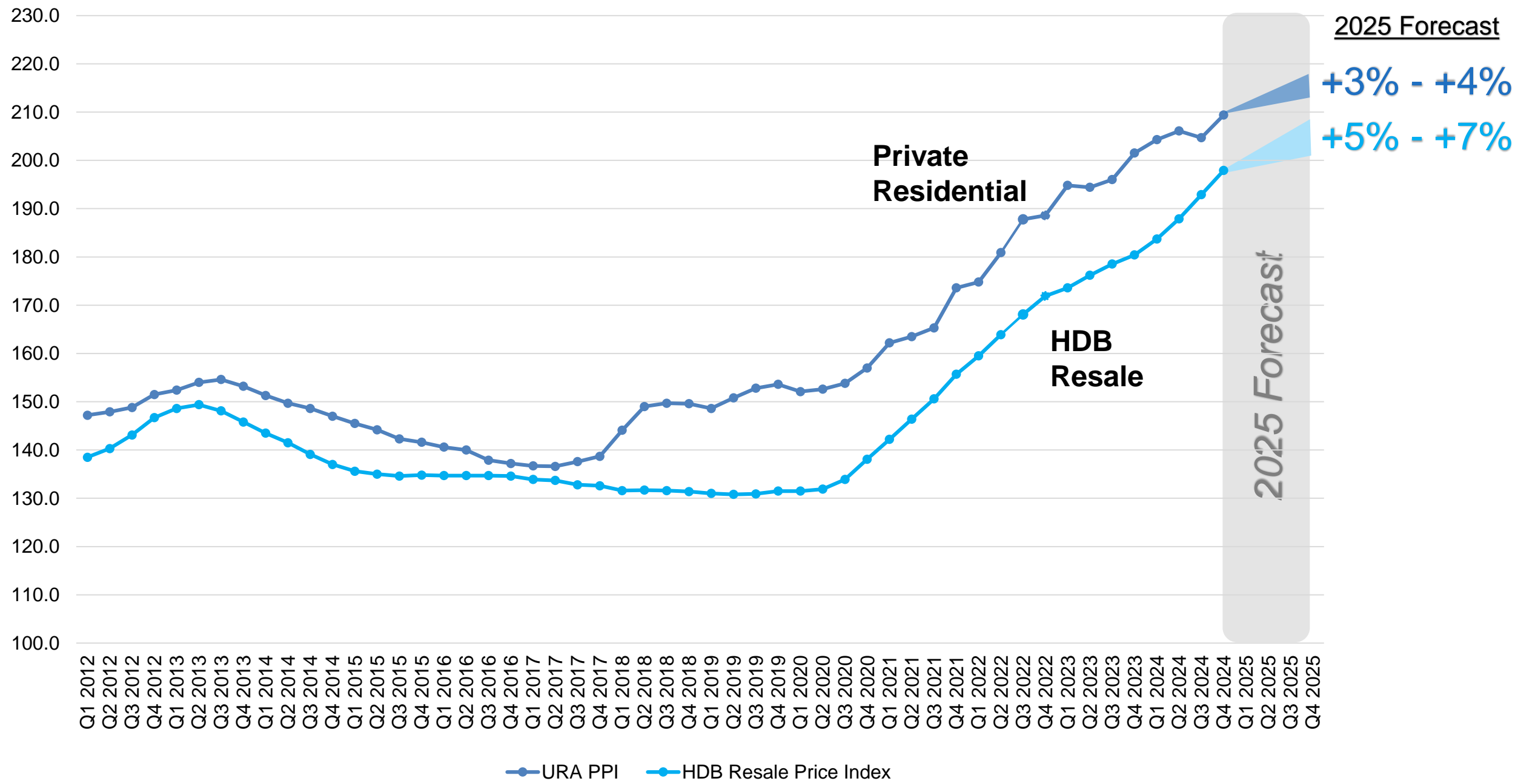
Source: PropNex Research & Singstat (Total Population refers to both citizen and non-citizen population)



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

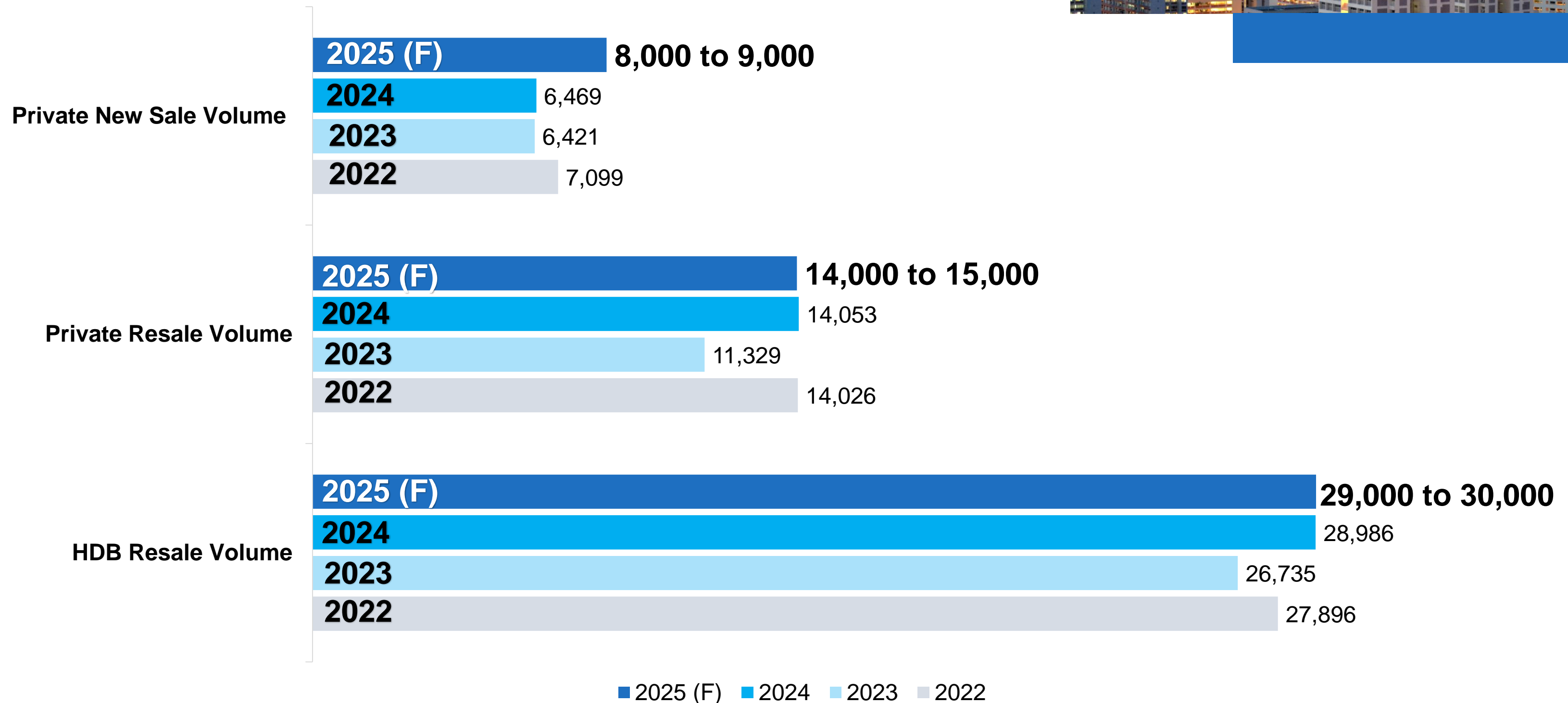


URA Property Price Index & HDB Resale Price Index



	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%
<b>2025 (F)</b>	<b>5% - 7%</b>	<b>3% - 4%</b>

# 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 Orié	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 (Integrated Dev)	Tampines Ave 11	18	OCR	99	UOL Group, Singapore Land (SingLand) and CapitaLand Development	1193	Launched on 22 Feb 2025
5	Aurelle of Tampines (EC)	Tampines Street 62	18	OCR	99	Sim Lian Group	760	Tentative preview on 22 Feb 2025
6	Lentor Central Residences	Lentor Central	26	OCR	99	Hong Leong Holdings, Guocoland and CSC Land Group	477	Preview on 22 Feb 2025
7	Aurea	5001 Beach Road	7	CCR	99	Perennial Holdings, Sino Land and Far East Organization	188	Preview on 22 Feb 2025
8	21 Anderson (fka Royal Oak Residence)	21 Anderson Road	10	CCR	FH	Kheng Leong	18	Preview in End Feb 2025
9	Arina East Residences	Tanjong Rhu Road	15	RCR	FH	ZACD Group and Hong How Group	107	Tentative Mar 2025
10	One Marina Gardens	Marina Gardens Lane	1	RCR	99	Kingsford Group, Obsidian Development and Polarix Cultural & Science Park Investment	937	Mar 2025
11	W Residences Singapore- Marina View	Marina View	1	CCR	99	IOI Properties Group	683	1Q 2025
12	Bloomsbury Residences	Media Circle	5	RCR	99	Qingjian Realty and China Communications Construction Co	358	Tentative preview in Apr 2025
13	The Robertson Opus	11 Unity Street	9	CCR	99	Fraser Property	348	2Q 2025
14	Orchard Boulevard GLS	Orchard Boulevard	10	CCR	99	UOL and Sing Land Group	280	2Q 2025
15	Plantation Close (EC)	Plantation Close	24	OCR	99	Hoi Hup Realty and Sunway Developments	560	2Q 2025
16	Artisan 8	Sin Ming Road	20	RCR	FH	Apex Asia Development	34	May 2025
17	132 Sophia Road	132 Sophia Road	9	CCR	103	Sin Thai Hin Holdings	45	3Q 2025
18	Upper Thomson Road (Parcel B)	Upper Thomson Road	26	OCR	99	GuocoLand and Hong Leong Holdings	940	3Q 2025
19	Zion Road (Parcel A)	Zion Road	9	CCR	99	CDL and Mitsui Fudosan	1170	3Q 2025
20	71 Science Park Drive	71 Science Park Drive	5	RCR	99	Capitaland Development	345	3Q 2025
21	(fka Delfi Orchard)	402 Orchard Road	9	CCR	FH	CDL	-	4Q 2025
22	River Green	River Valley Green	9	CCR	99	Wing Tai Holdings	380	4Q 2025
23	Zion Road (Parcel B)	Zion Road	9	CCR	99	Allgreen Properties	610	4Q 2025
24	Canberra Crescent GLS	Canberra Crescent	27	OCR	99	Kheng Leong and Low Keng Huat	375	4Q 2025
25	De Souza Avenue GLS	De Souza Avenue	21	OCR	99	Sustained Land	355	4Q 2025
26	Margaret Drive GLS	Margaret Drive	3	RCR	99	GuocoLand and Hong Leong Holdings	460	4Q 2025
27	Newport Residences	80 Anson Road	2	CCR	FH	CDL	246	2025
28	TBA	2,4,6 Mount Emily Road	9	CCR	FH	ZACD Group	16	2025
29	Keppel Bay Plot 6	Keppel Bay	4	RCR	99	Keppel Land	86	2025

**Estimated 29 projects to be launched in 2025 with total of 12,362 units**

# PropNex Inventory: Existing & 2025 Projects



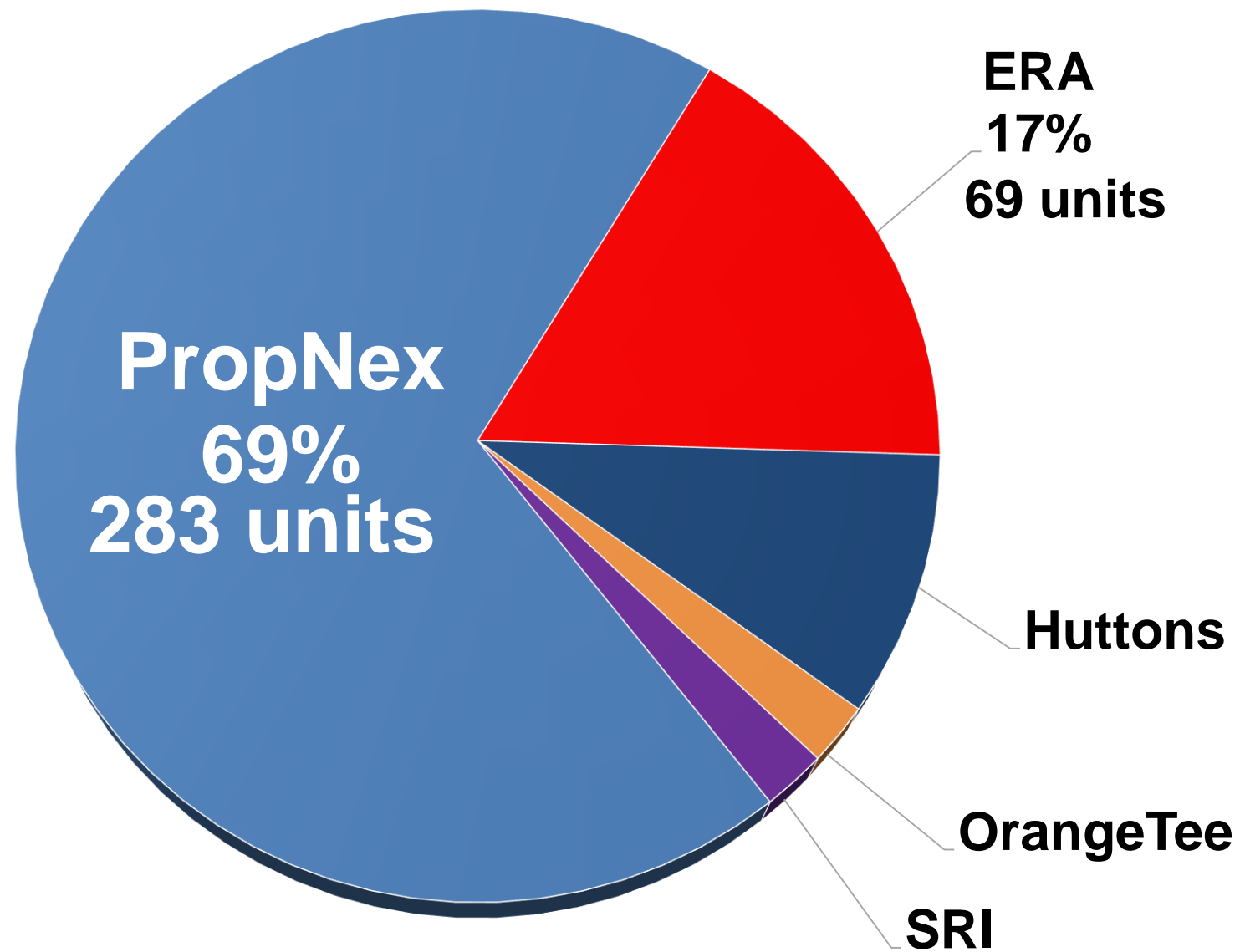
Existing Number of Projects Marketing at 1 January 2025	Existing Number of Units Marketing at 1 January 2025
<b>79</b>	<b>4,569</b>
Number of PropNex Appointed Projects To Be Launched Or Launched in 2025	Estimated Number of Units To Be Launched or Launched in 2025
<b>29</b>	<b>12,362</b>
Total Number of Projects Marketing in 2025	Total Number of Units Marketing in 2025
<b>108</b>	<b>16,931</b>



# Launched Projects Selling Well



Market Share By Transaction Volume

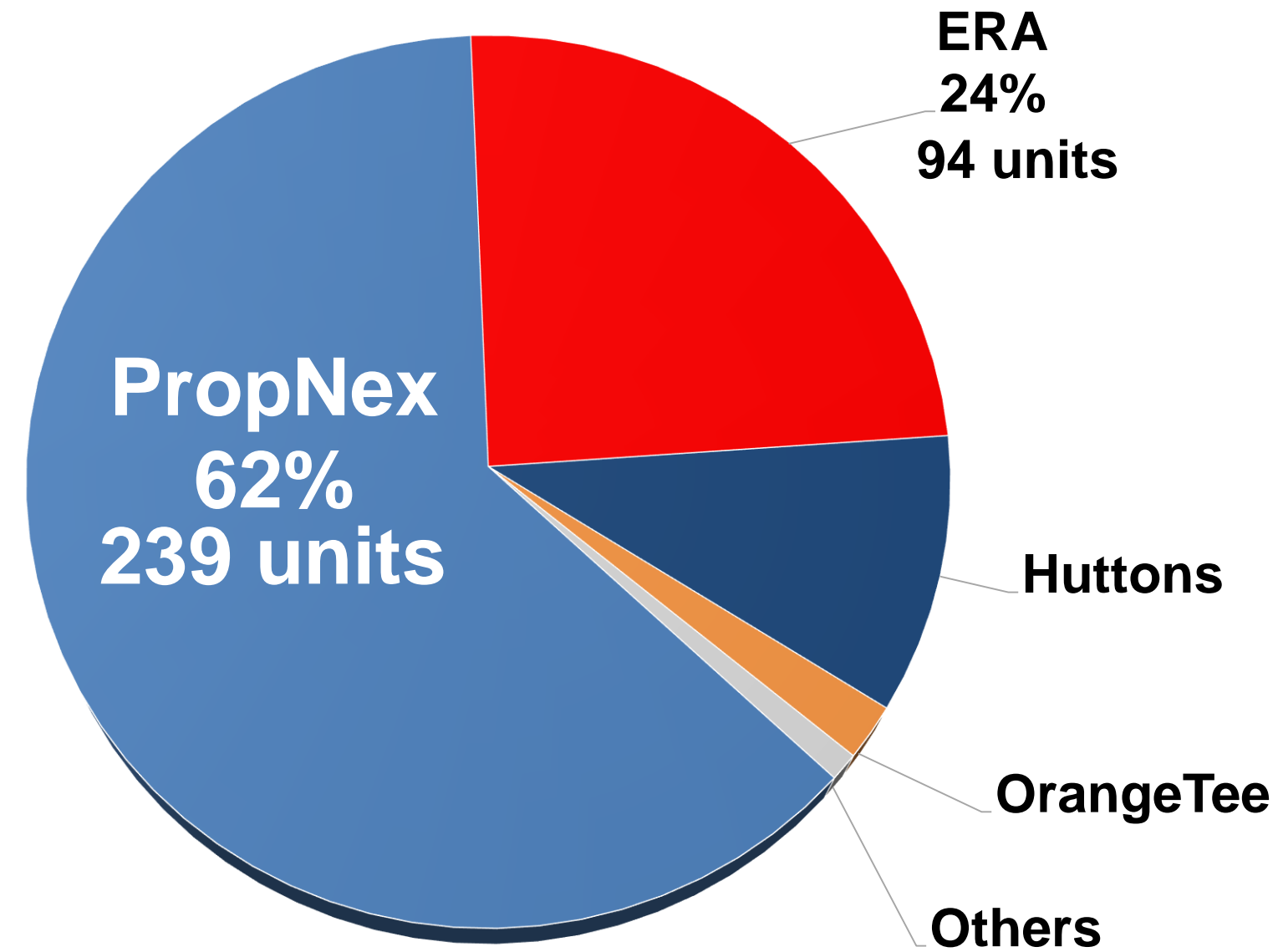


**Total 409 out of 474 units sold  
@ 19 Feb 2025**

# Launched Projects Selling Well



Market Share By Transaction Volume



## THE BOTANY DAIRY FARM

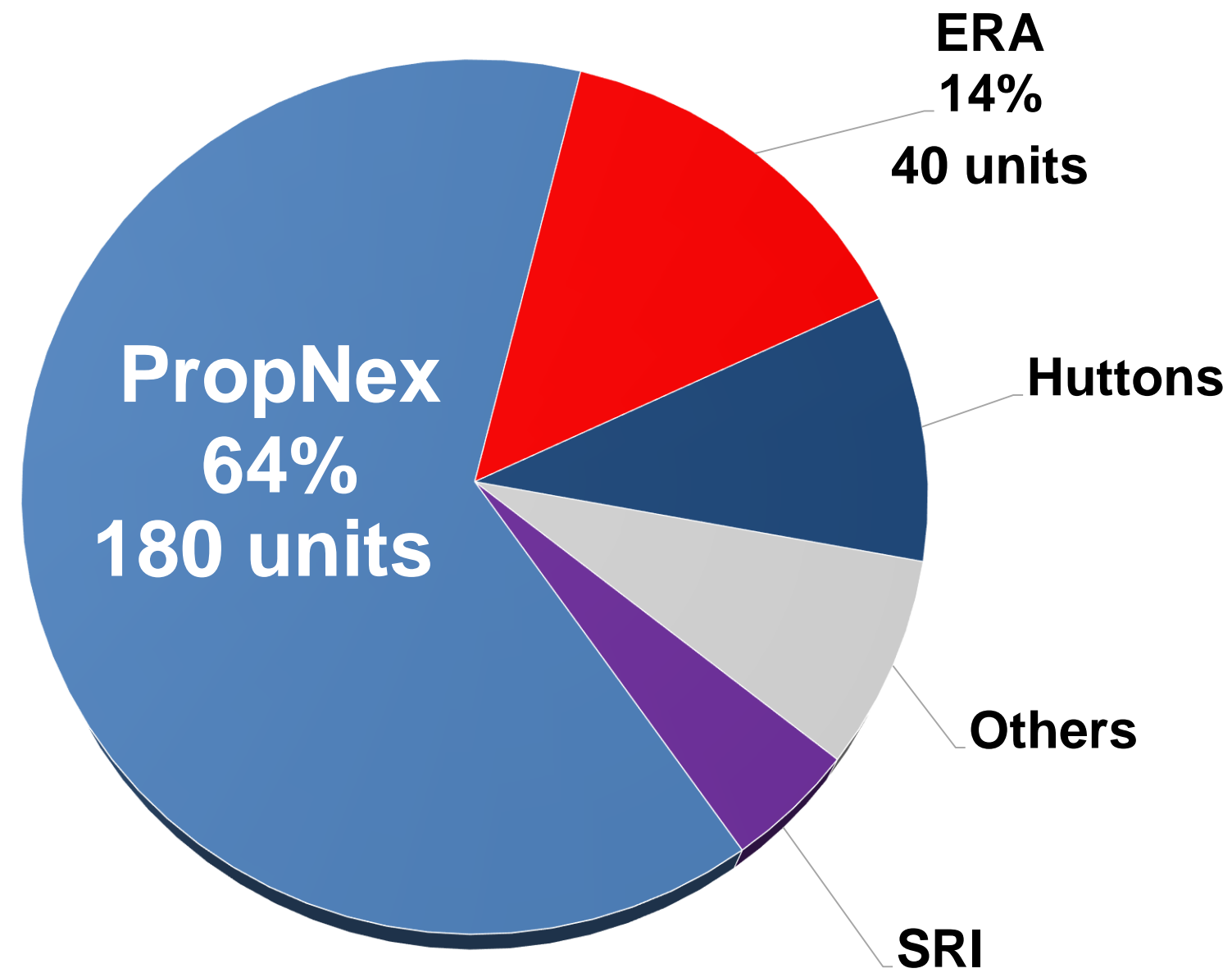
**Total 385 out of 386 units sold  
@ 19 Feb 2025**



# Launched Projects Selling Well



Market Share By Transaction Volume

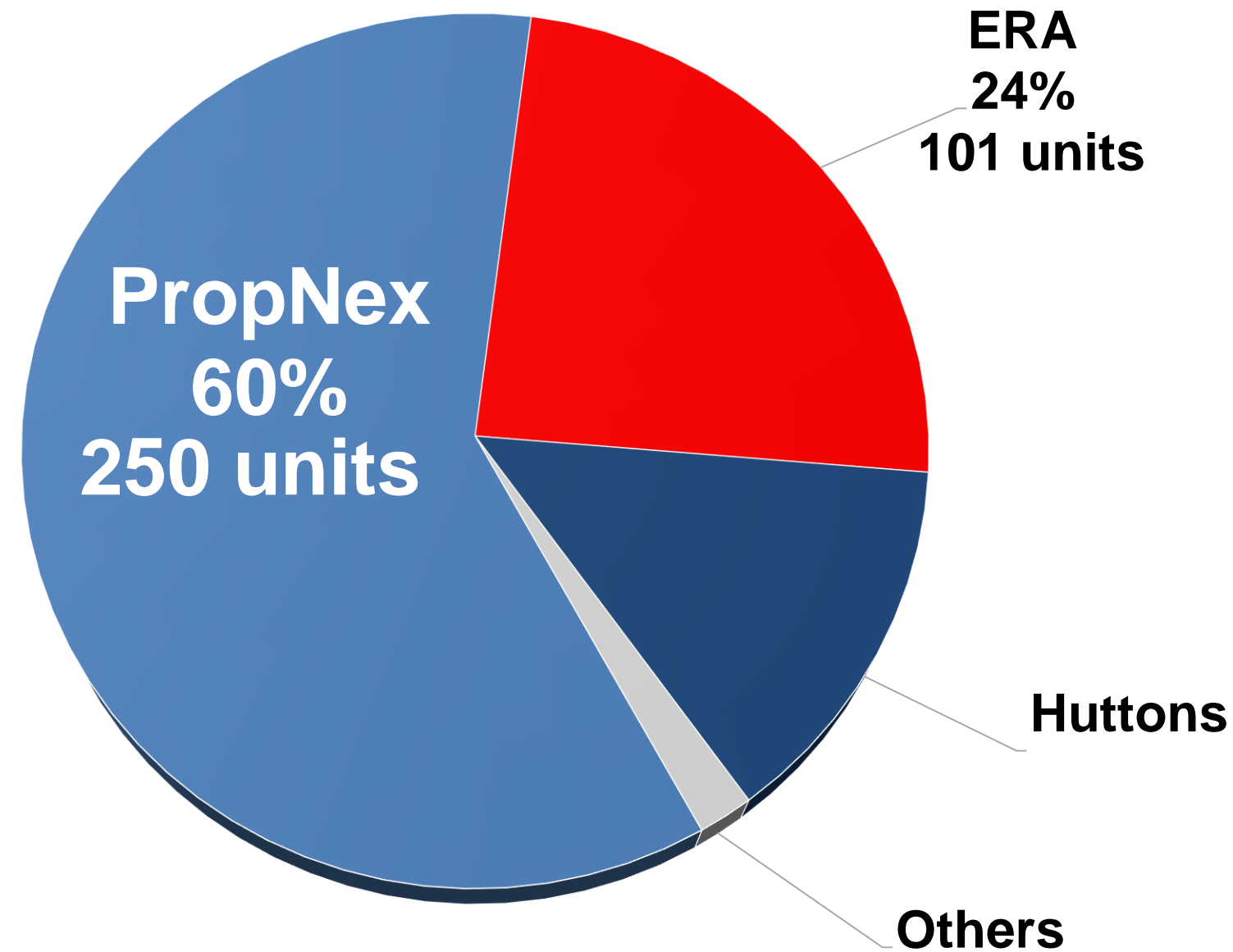


**Total 283 out of 341 units sold  
@ 19 Feb 2025**

# Launched Projects Selling Well



Market Share By Transaction Volume



PINETREE HILL

**Total 416 out of 520 units sold  
@ 19 Feb 2025**





# NAVA GROVE

**TOTAL 410 OUT OF 552 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**222 units**

**Next Highest JMA (ERA): 81 Units**



# CHUAN PARK

鑫丰瑞府

**TOTAL 744 OUT OF 916 UNITS SOLD**

PropNex sold the **MOST NUMBER OF UNITS:**

**349 units**

**Next Highest JMA (ERA): 220 Units**





# EMERALD

## KATONG

**TOTAL 845 OUT OF 846 UNITS SOLD**

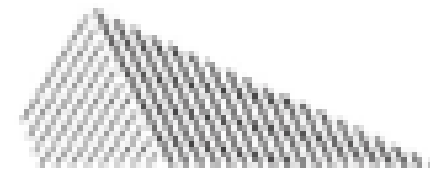
PropNex sold the **MOST NUMBER OF UNITS:**

**395 units**

**Next Highest JMA (ERA): 248 Units**



T H E  
O R I E



**TOTAL 683 OUT OF 777 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**286 units**

**Next Highest JMA (ERA): 176 Units**





**TOTAL 326 OUT OF 501 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**175 units**

**Next Highest JMA (ERA): 94 Units**



# PARKTOWN

## RESIDENCE

**TOTAL 1,041 OUT OF 1,193 UNITS SOLD**

**PropNex sold the MOST NUMBER OF UNITS:**

**483 units**

**Next Highest JMA (ERA): 323 Units**





# 04 CORPORATE ACTIVITIES & OUTREACH



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

**PWS** for consumers held **2 times** in 2024

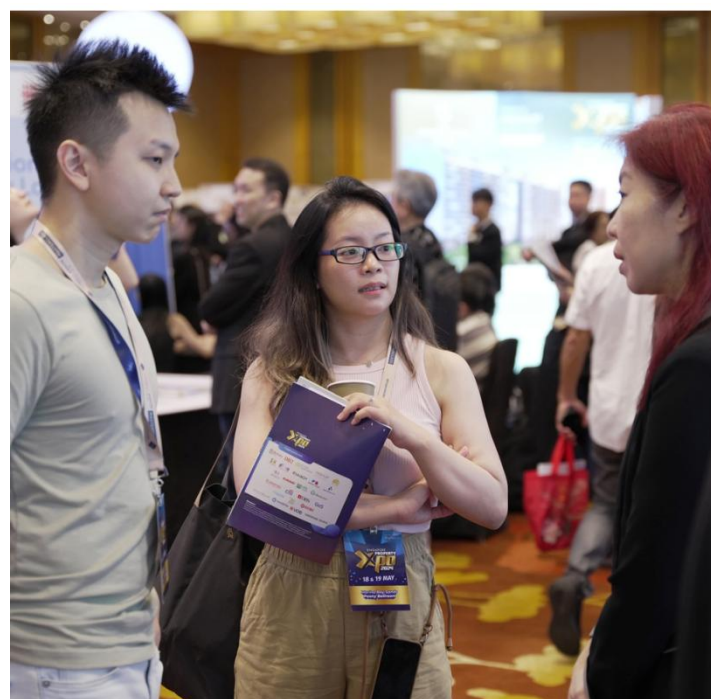
**18 & 19 May 2024 @ Marina Bay Sands Convention Centre**  
**More than 2,700 attendees**

**19 & 20 October 2024 @ Suntec City Convention Centre**  
**Over 1,000 attendees**



**UPCOMING FOR 2025:**

**17 & 18 May 2025**  
**18 & 19 October 2025**





# Mega Consumer Empowerment Seminars (“CES”)

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

**Three Sessions** of Mega CES conducted in 2024;  
Full house of thousands of consumers combined.



**24 August 2024, Mega CES 1**  
Voco Hotel



**28 September 2024, Mega CES 2**  
Voco Hotel



**26 October 2024, Mega CES 3**  
InterContinental Singapore



# Recent CES Conducted in 2025

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

**15 February 2025 – Over 700 attendees at Mega CES conducted at Intercontinental Hotel, Grand Ballroom**





# PropNex Financial Literacy Programme

## PropNex Monopoly Championship

Third year running since 2021

**Over 15,000 registrants**

Grand Finals on 22 September 2024

**1, 2, 8 & 9 June 2024**

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





# PWS Agent

**11 & 12 July 2024**  
Marriott Hotel

Powerful trainings with more than 1,000 salespersons registered. Held 3 times in 2024.

**UPCOMING FOR 2025:**

18 & 19 March 2025  
6 & 7 May 2025





# Advanced Sales Techniques (AST)

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

**9 sessions** conducted in Singapore and overseas (Cambodia & KL)

**UPCOMING FOR 2025:**  
26 & 27 February 2025  
15 & 16 April 2025





# Powerful Bootcamps

Over **7 Bootcamps** conducted for close to 1,000 salespersons in 2024.

**XBC (Formerly SBC): 5 times in 2024**

**XBC 2.0 (Formerly LBC): 2 times in 2024**

**UPCOMING FOR 2025:**

**5 & 6 March 2025**

**9 & 10 April 2025**





# Dynamic IT Trainings

To further empower our salespersons

## Supreme Pay Per Click Trainings

conducted by Chief Technology Officer,  
Michael Koh



Ensuring our salespersons are equipped  
with latest tech tools update

## INVESTMENT SUITE 3.0

New Features of ProMap





# Impacting Communities

PropNex continues to give back to charity with **over \$2.5 million** contribution in 2024.

PropNex salespersons donate trees through **National Parks Board's Garden City Fund Plant-A-Tree programme**. Over 270 trees planted since 2023.





# 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







Thank you