



PropNex Unveils a Bold New Brand Identity and Appoints Key Strategic Leaders; Launches New Property Investment Book

10 MARCH 2025, Singapore – Singapore’s largest real estate agency, **PropNex** Limited, has unveiled a refreshed brand logo after 25 years, signaling a new phase of growth and strategic direction. This marks its first major rebrand since its founding in 2000. PropNex celebrates its 25th Anniversary this year, on 15 July 2025.

The news was announced at the annual PropNex Sales Summit, where more than 4,000 salespersons and guests were in attendance. The rebranding, which extends across Singapore and regional markets, reflects the agency’s evolving identity and commitment to staying at the forefront of the real estate industry. More just a visual update, the refreshed logo symbolises PropNex’s bold intent to enhance customer experience, embrace digital transformation and strengthen its presence with over 16,000 salespersons regionally under its wing.

Ismail Gafoor, CEO of PropNex highlighted, *“Just as a strong structure relies on a solid foundation, our values, mission, and people provide the strength that propels PropNex forward. As we celebrate **25 years of excellence**, our new logo stands as a testament to the principles that have shaped us—and will continue to inspire us—into the future.”*

Strategic Leadership Appointments

PropNex also announced several key strategic leadership appointments at its Sales Summit, reinforcing its market-leading position in Singapore’s property sector. PropNex has appointed **Dominic Lee as Head of Investment Sales** to solidify the Company’s pole position in the high-value property segment, and **Jason Tan as Chief Strategy Officer** to drive innovation and accelerate strategic growth.

With over 24 years of experience in the real estate industry, Dominic has been with PropNex since 2006 and has headed the Luxury Team for the past decade. His deep market knowledge, strong relationships with developers and high-net-worth investors, and expertise in handling premium properties position him well to drive the growth of PropNex’s Investment Sales division. In his expanded role, he will focus on identifying strategic investment opportunities to amplify PropNex’s presence in the investment sales market.

Jason is a highly experienced leader with over 20 years in the industry. As an Advisory Associate Branch District Director, he successfully led a dynamic team of over 1,000 salespersons and was a tech consultant working alongside the Chief Technology Officer in developing PropNex’s proprietary apps, Investment Suite and Business Suite. He was instrumental in elevating the PropNex customer experience by pioneering innovative data-driven CRM systems, including the Property Wealth Report and the Marketplace gifting

system. In his new role, Jason will work with Deputy CEO, Kelvin Fong and Chief Technology Officer, Michael Koh to lead strategic tech initiatives, empowering PropNex's salesforce to deliver greater value to clients and enhance the overall real estate experience.

Mr. Gafoor highlighted, *"We are pleased to welcome both Dominic and Jason, who have grown from being team leaders to now playing a pivotal role in adding greater value to our network of over 13,000 PropNex salespersons and the consumers we serve. As the real estate industry continues to evolve, staying ahead through digitalisation and innovation is crucial. Having the right people who truly understand the market landscape is equally important. We look forward to working closely with them to drive further growth and excellence, reinforcing PropNex's position as Singapore's preferred real estate agency."*

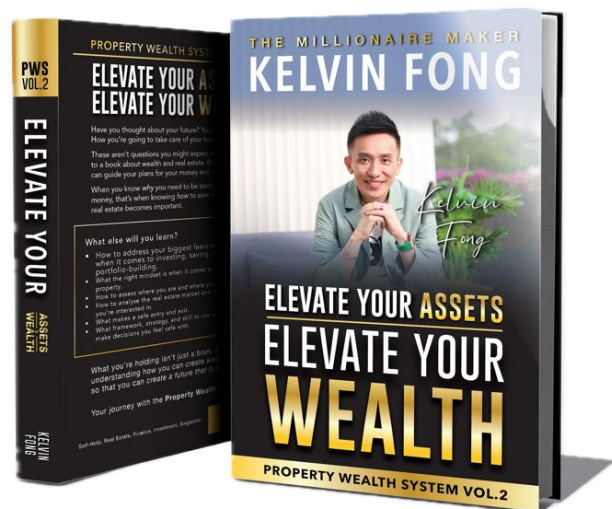
New Book on Property Investment by Deputy CEO of PropNex

PropNex has launched a new book by its Deputy CEO, Kelvin Fong, titled **Property Wealth System: Elevate Your Assets, Elevate Your Wealth**. The book offers a comprehensive framework for wealth creation through real estate investment, empowering readers to make informed decisions and grow their wealth systematically even in the face of challenges and uncertainty.

As a strong advocate for consumer education since its inception, PropNex conducts over 100 Consumer Seminars annually, including its signature Property Wealth System Masterclass and XPOs, which attract thousands of attendees. These seminars are designed and led by Kelvin Fong. His new book is a natural extension of PropNex's commitment to educating consumers and property investors—encouraging them to rethink their financial future and leverage real estate to build lasting wealth.

Deputy CEO Mr. Kelvin Fong shared his inspiration behind writing the book, *"Property is one of the most significant investment we make, and the right knowledge is key to making confident decisions. This book addresses critical questions that many property investors face, such as: When should I sell my property? When is the best time to take action? How do I determine whether to buy a new or resale property? It compiles the strategies and insights that PropNex and I have through our seminars and masterclasses over the years, offering readers, valuable lessons and practical takeaways for their property investment journey.*

Just as importantly, all proceeds from this limited-edition hardcover book will be donated to PropNex's adopted beneficiaries under Community Chest, making every purchase a step toward giving back."



Covering key topics such as financial mindset, risk assessment, market analysis, and investment strategies, the book provides a step-by-step approach to building a sustainable property portfolio, with detailed examples and graphs.

The book will be available online at kelvinfong.propnex.com and in stores and online at Book Bar from 11 March 2025. All proceeds of the limited-edition hardcover book will be donated to PropNex's adopted beneficiaries under Community Chest. As part of its PropNex Cares initiative, PropNex has contributed over \$10 million to Community Chest since 2013, reinforcing its commitment to giving back to the community.

A BRAND EVOLUTION WITH PURPOSE



From left: PropNex's original logo since 2000 and the new refreshed logo, after 25 years

Retaining the signature blue tones, PropNex's new logo is a bold reflection of its journey and vision.

At its core, the **upward-pointing triangle** symbolises the agency's **vision, championing consumers as a market leader**—always striving upward, setting new benchmarks, and driving progress in the industry. It represents the unwavering commitment to leadership, excellence, and innovation.

Beneath it, the **three darker, tiered triangles** form a **solid foundation**—the pillars that uphold and strengthen PropNex's mission.

- **The first tiered triangle represents Mission** – The cornerstone of the agency's purpose: enhancing the quality of life through value-added professional service.
- **The second tiered triangle reflects Core Values** – The guiding principles that shape its identity and define how PropNex operates:
 - **Continuous Self-Improvement**, fueling growth, ambition, and a forward-thinking mindset
 - **Autonomy & Entrepreneurship**, fostering innovation and leadership
 - **Respect & Concern for Individuals**, building a culture of support and trust
 - **Ethics, Honesty & Integrity**, ensuring credibility and responsibility in all we do
- **The final tiered triangle reflects People** – The driving force behind PropNex's success: its dedicated salespersons, senior team leaders, staff and management.

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ANNEX A: Overview of the New Logo Design



Our Vision | Championing Consumers as a Market Leader

It represents our unwavering commitment to leadership, excellence, and innovation



Our Mission

Enhancing the quality of life through value-added professional services



Our Core Values: C.A.R.E

The guiding principles that shape our identity and define how we operate



Our People

The driving force behind our success: our dedicated salespersons, senior team leaders, staff and management

ANNEX B: Details about Property Wealth System: Elevate Your Assets, Elevate Your Wealth

Reference of Chapters in the Book

INTRODUCTION

Hi, I'm Kelvin Fong

Here's how this book is structured

WHAT ARE YOU AFRAID OF?

This property will make money...?

I could use the money for something else...?

I can hold the money somewhere else...?

Interest rates are high and property is too expensive now...?

I can afford more in the future...?

I don't know if selling my home is right for me now...?

It's impossible...?

It's not for me...?

It's not going to be easy...?

CORE CONCEPTS

It's about a comfortable retirement

Becoming a (multi-)millionaire

Where are you on your journey?

The Asset Elevation Model (AEM)

Building capital with the AEM

Focus on the value, not the profit

Delaying gratification

Your journey with the AEM

ELEVATING WITH THE REAL ESTATE MARKET

Demand and supply

Leading and lagging indicators

Preparing your finances

How to choose a good property

Moving from public to private property

Between new and resale property

How to make a good resale property decision

How to make a good new launch decision

When is it time to move?

Bonus: Looking beyond Singapore

BRINGING IT ALL TOGETHER

Testimonials from readers of the book:

“There are many self-proclaimed gurus in real estate investment in Singapore. However, Kelvin Fong is probably one of the only few real gurus out there. If you are really keen on real estate investment and wish to know more, look no further and start by reading this book.”

Lim Yew Soon, Managing Director EL Development Pte Ltd

“I’ve had the pleasure of knowing Kelvin since I first entered the real estate industry a decade ago, and I can confidently say that no one approaches the business quite like he does. His ability to analyse data, draw insightful inferences, and present valuable conclusions not only empowers his agents but also benefits the wider public. Beyond his remarkable success, Kelvin is a humble, down-to-earth individual, always willing to share his knowledge and collaborate on new ideas and ventures. Through this book, I’m certain many will have the opportunity to know Kelvin as I have been fortunate enough to.”

Bernard Tong, CEO The Edge

“There is no one more deserving of the title ‘Titan of the Industry’ than Kelvin. He is the most knowledgeable, experienced yet thoughtful and down-to-earth person I know. Not only will he guide you through the logical part of the property investment journey, he is also an excellent guide in the emotional and softer side of property ownership, including your own psychology and readiness and how it impacts your and your family’s lives and relationships.”

Darius Mahtani Cheung, Founder and CEO 99 Group

“Kelvin’s success in property stems from more than knowledge; it’s a result of his conviction, passion and unwavering belief in property. With this book, he opens the door to his wealth of experience, offering readers invaluable insights from a life devoted to his craft.”

Liam Wee Sin Group Chief Executive UOL Group Limited