



AGM Presentation

22 APRIL 2024



Vision

To be Asia Pacific's leading Real Estate Agency by providing evolutionary solutions and services to clients



Mission

To provide superior real estate transaction experience with efficient, professional Trusted Advisers



Core Values

What defines Us and our Culture (U & I In Great Possibilities)

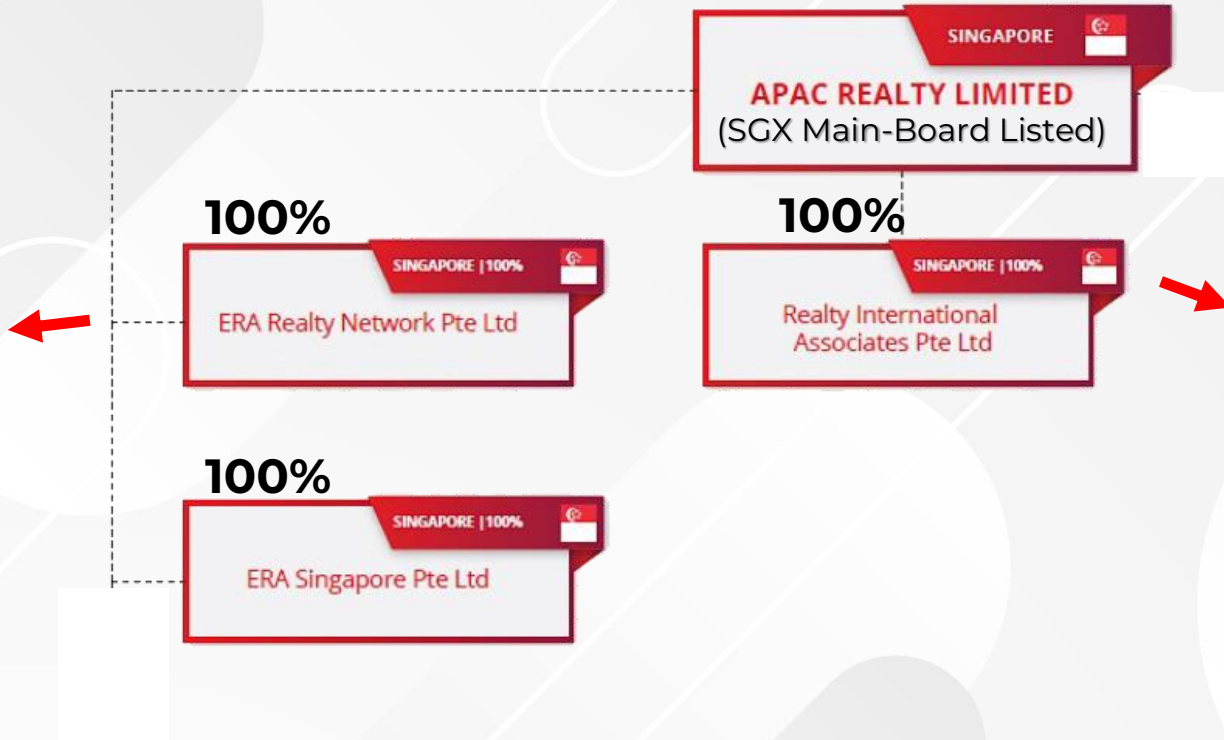
- 1. Unity** – Win-win partnership amongst agents, leaders, staff and company; synergised by the OneERA camaraderie spirit, trust and respect
- 2. Integrity** – Always do the right thing; promote ERA as the trusted brand
- 3. Innovation** – Challenge the norm, promote changes, improve efficiency, think outside the box and revolutionise the world we envision
- 4. Gratitude** – Pay it forward with Givers' Movement
- 5. Passion** – Love for the job, career, company, industry and, most importantly, our people and family

Our Business – Singapore operations



Derives commission-based fees via digital and market property brokerage services transactions on multiple platforms:

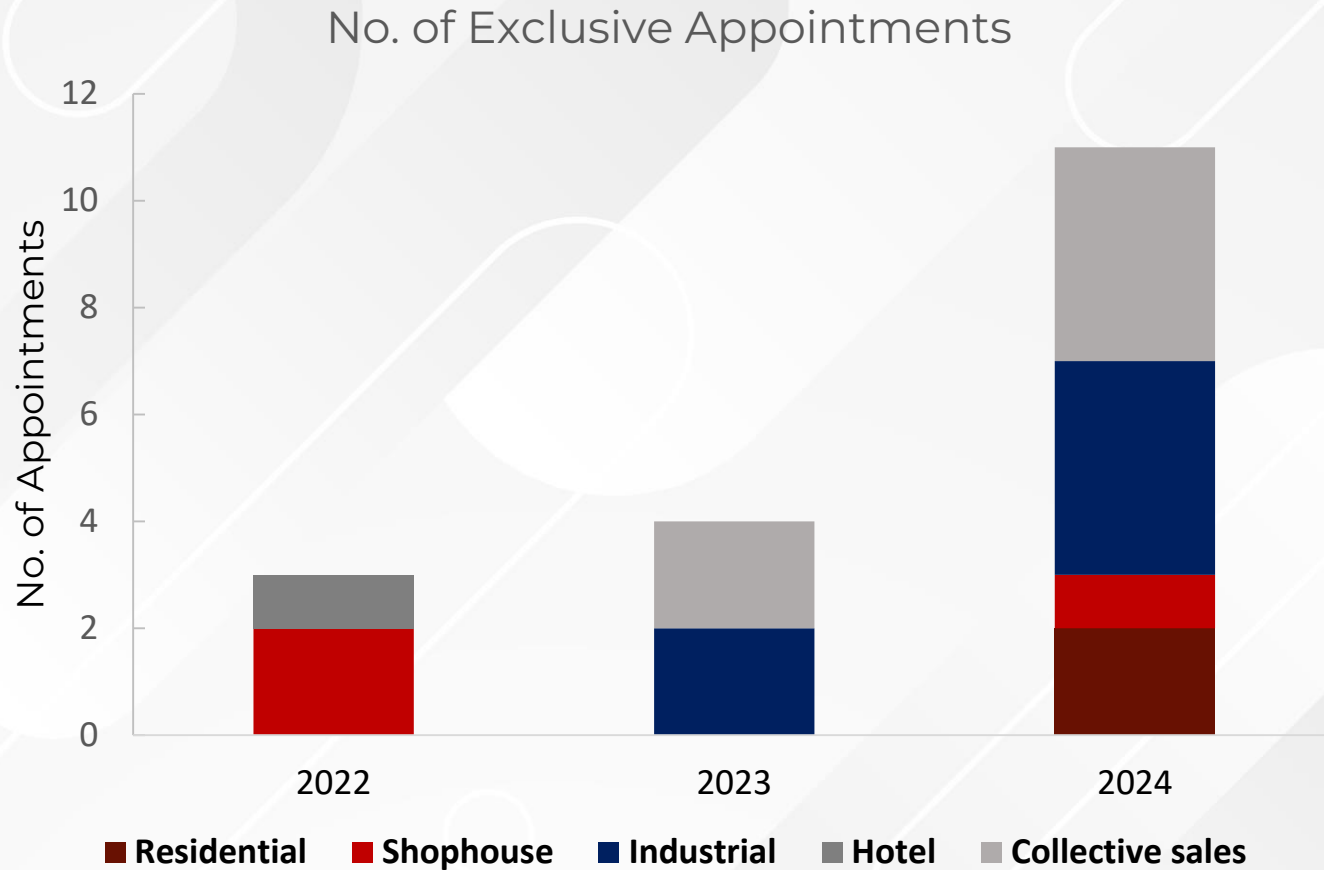
- Primary sales
- Secondary sales
- Rental of residential, commercial and industrial properties
- Auction for financial institutions and property owners
- Capital Market & Investment Sales



- Training programmes and courses for real estate agents for professional certification exams and as part of continuing professional development regulations
- Valuation work undertaken on behalf of clients such as financial institutions, government agencies and property owners

Our Business – Capital Market & Investment Sales

Increase in exclusive appointments since 2022



Cititech Industrial Building



Citilink Warehouse Complex



Shophouses at Pagoda St



Penang Shophouses



Holland Rd Shopping Centre Carpark



CT Hub (Retail Podium)

Pagoda Street shophouses, Holland Road Shopping Centre retail space and car park for sale from \$160 mil

By Nur Hikmah Md Ali / EdgeProp Singapore | April 17, 2024 9:00 AM SGT

A portfolio comprising three adjoining conservation shophouses on Pagoda Street, a ground-floor retail space at [Holland Road Shopping Centre](#) and the latter's basement car park has been put up for sale via an expression of interest (EOI) exercise. The portfolio has an



58, 60 and 62 Pagoda Street



Holland Road Shopping Centre retail space and car park

Our Business – Capital Market & Investment Sales

Projects we are actively working on :

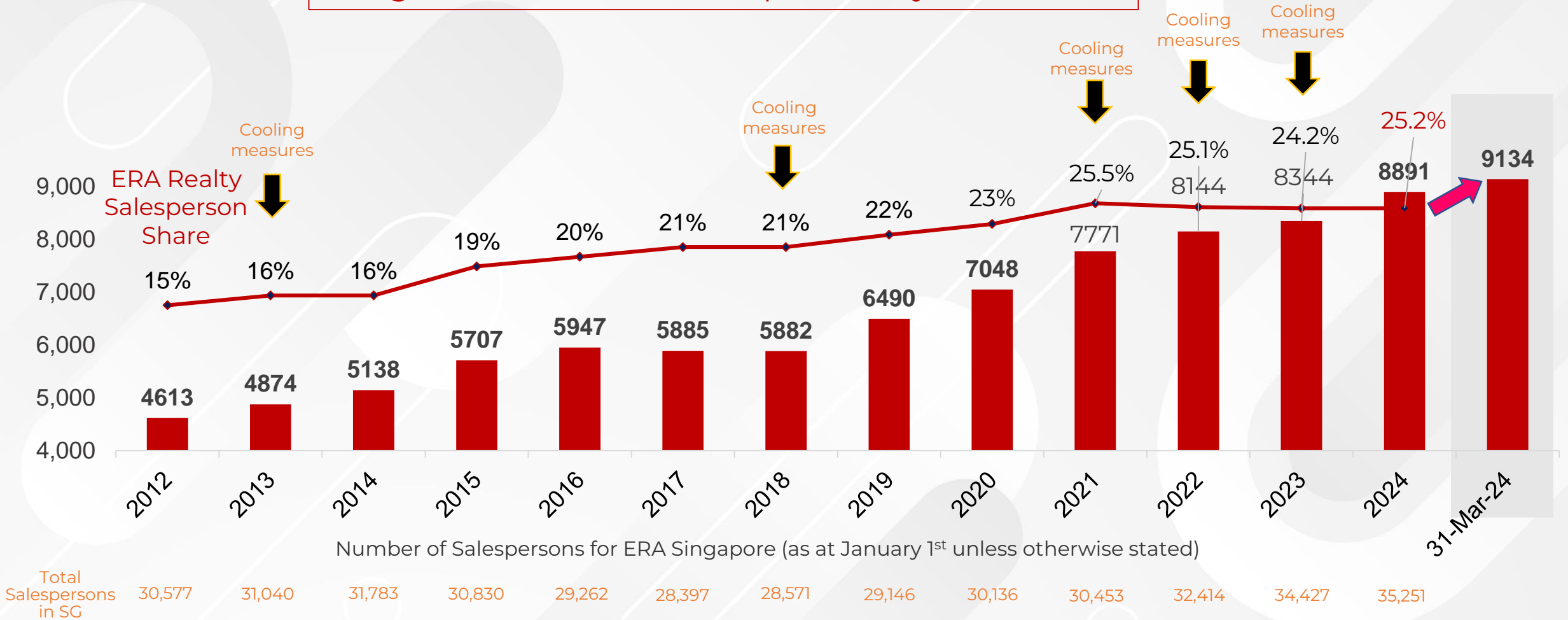
Property	Estimated Sale Price	Estimated Potential Fee
113 & 113A Shrewsbury Road (Sold)	\$15,500,000	\$155,000
53 Loyang Way (Pending JTC approval)	\$4,000,000	\$36,000
CT Hub Retail Podium (49 strata units)	\$85,000,000	\$2,100,000
21 New Industrial Road	\$64,800,000	
Citilink Warehouse Complex & Cititech Industrial Building – Appointed by CDL to divest 97 strata units (Joint marketing with JLL & Cushman)	\$149,000,000	
Fortune Centre & Sunshine Plaza – Appointed by CDL to divest 47 commercial units (Joint marketing with Savills & Edmund Tie)	\$95,600,000	
Portfolio Sale - 58/60/62 Pagoda St, level 1 retail space and 47 carpark lots at Holland Road Shopping Centre (EOI launched 16 Apr)	\$160,000,000	\$280,000
127 Tanah Merah Kechil Road South	\$11,500,000	\$115,000
Mar Thoma Mansions (Collective Sale) - Marketing	\$2,004,700,000	\$3,000,000
Pine Grove (Collective Sale) – Marketing		

Total: \$5.69m

Largest International Real Estate Agency In Singapore



* Target to reach 10,000 salespersons by end of 2024



Source: Independent Market Research Report, CEA

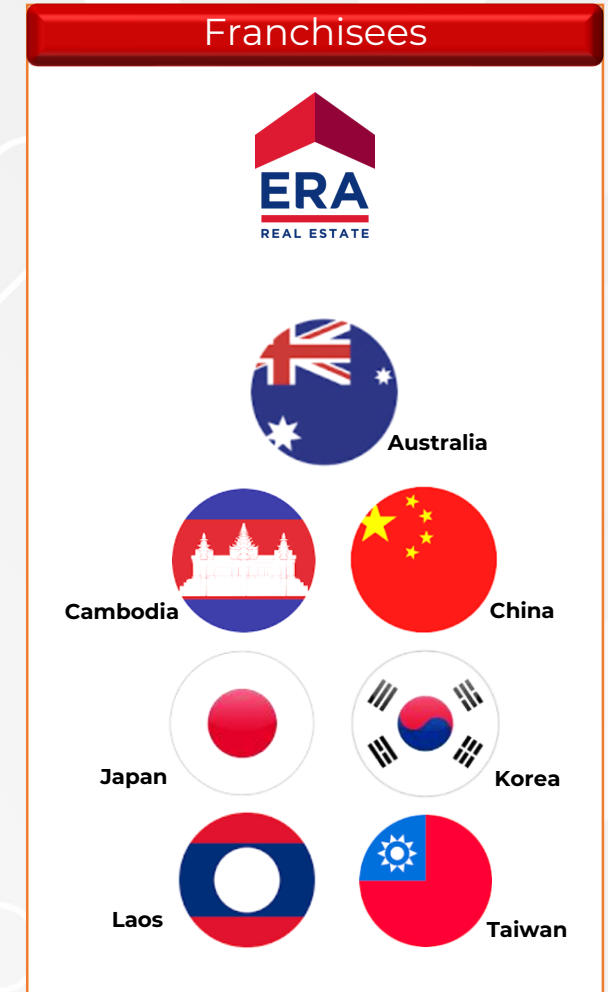
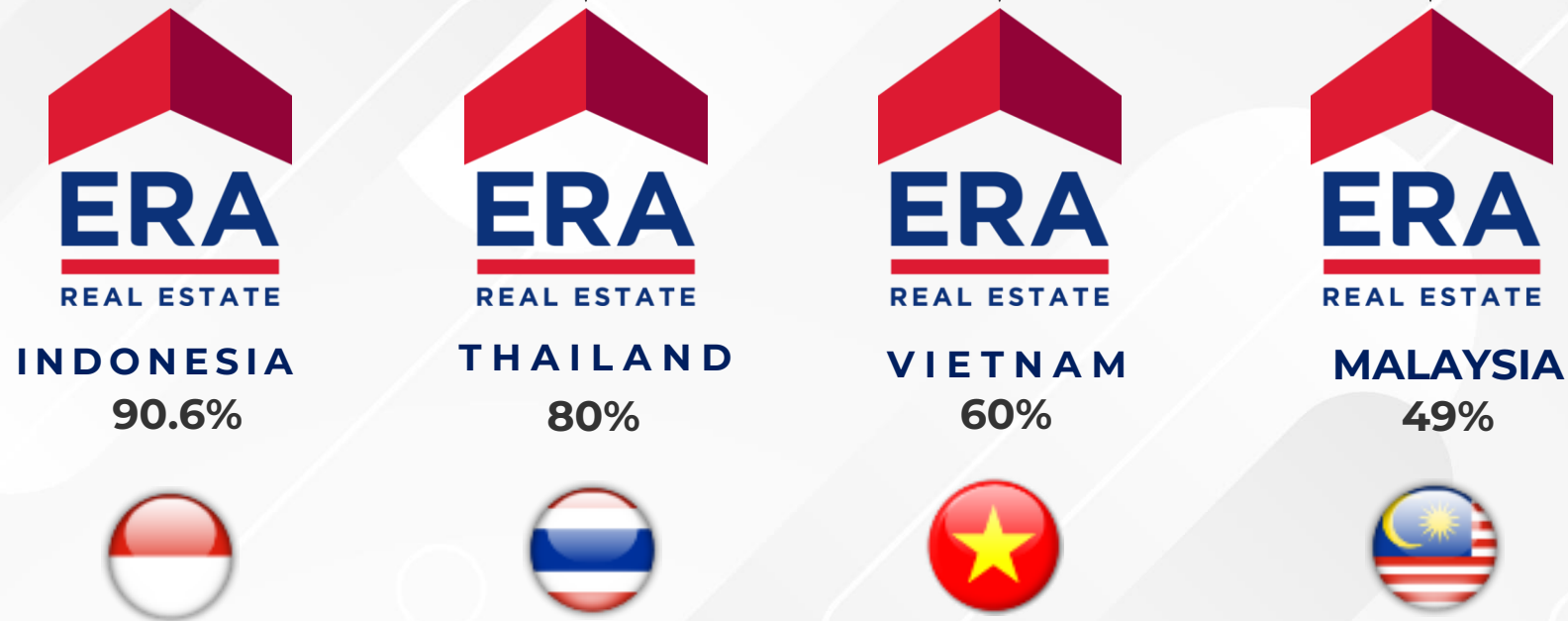
ERA registered the highest salesperson growth in 2023

Real Estate Agency	1- Jan- 2024	1- Jan- 2023	Growth/ Decline	Growth/ Decline %
ERA REALTY	8,891	8,344	547	6.56%
PROPnex REALTY	11,998	11,667	331	2.84%
HUTTONS ASIA	5,298	4,872	426	8.74%
ORANGE TEE & TIE	2,814	3,163	-349	-11.03%
SRI	1,286	1,234	52	4.21%

Source: CEA

Our Business – Overseas operations

APAC REALTY



Strong Asia Pacific Presence

Country	ERA	
	Number of Offices	Number of Salespersons
Singapore	1	8,891
Australia	1	5
Cambodia	1	2,187
China	1	1
Indonesia	106	4,800
Malaysia	3	846
Vietnam	3	4,200
Japan	501	1,640
S. Korea	1	105
Laos	1	30
Taiwan	2	150
Thailand	25	362
TOTAL	646	23,217

As at 1 January 2024



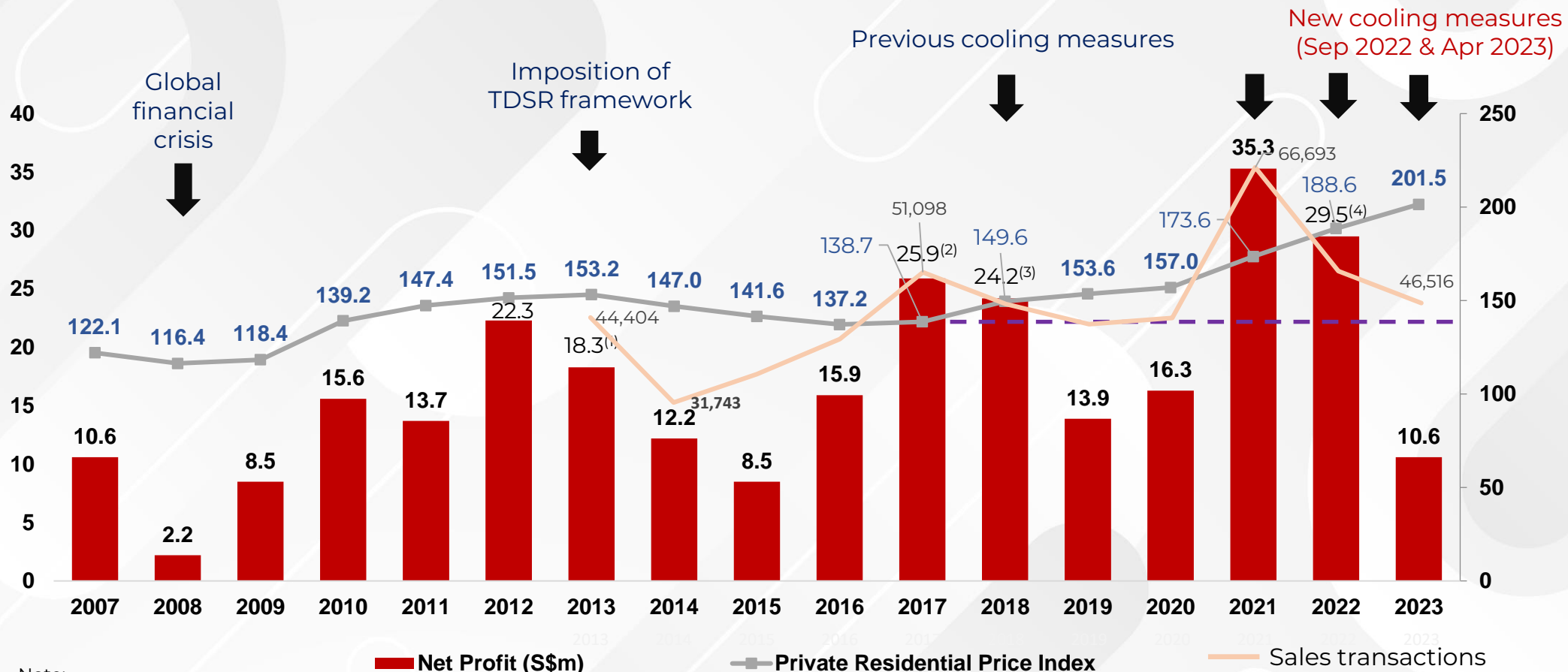
2024 APAC Leaders Symposium @ERA APAC Centre with heads across 12 countries on 21 Mar 2024

2024 Asia Pacific Business Conference @Sands Convention Centre on 20 Mar 2024



Proven Resilient Business Model

A resilient business model allows us to maintain profitability during economic downturns and property market cycles



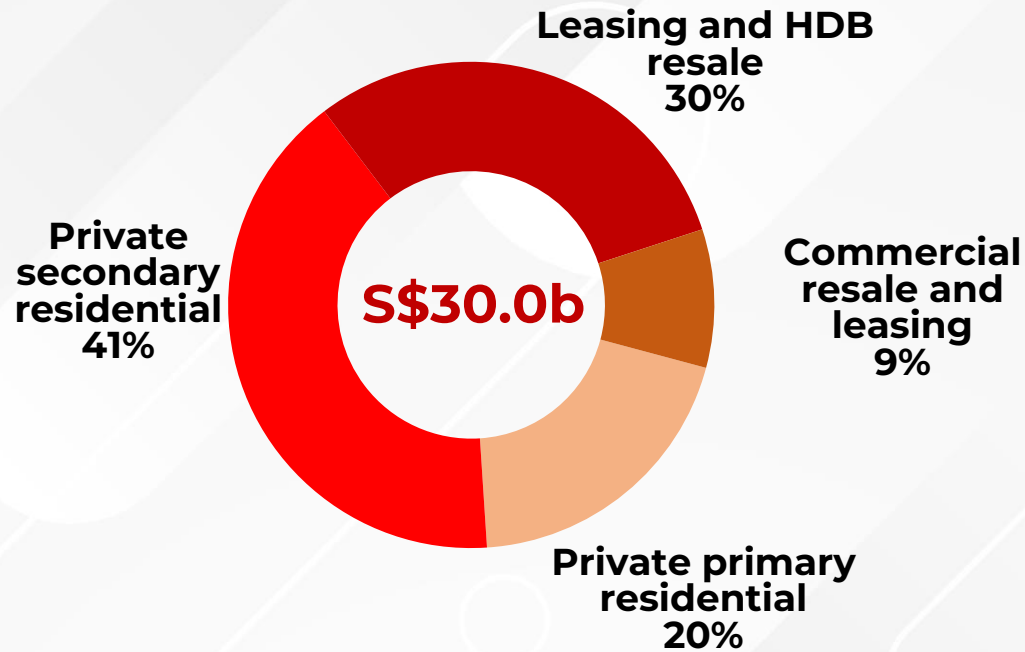
Average profit: S\$22.2m
(2017 to 2023) Since IPO

Note:
 1. Excludes expenses related to the acquisition of our subsidiaries from Hersing
 2. Includes IPO expenses of \$1.18m
 3. Includes one-off expenses relating to acquisition of Toa Payoh property of S\$0.3m
 4. 2022 - Excludes FV loss on convertible loan of \$3.1m
 Net profit from 2007 to 2013 are calculated based on a summation of the net profits of the wholly-owned subsidiaries of APAC Realty Limited for each of the respective financial years.

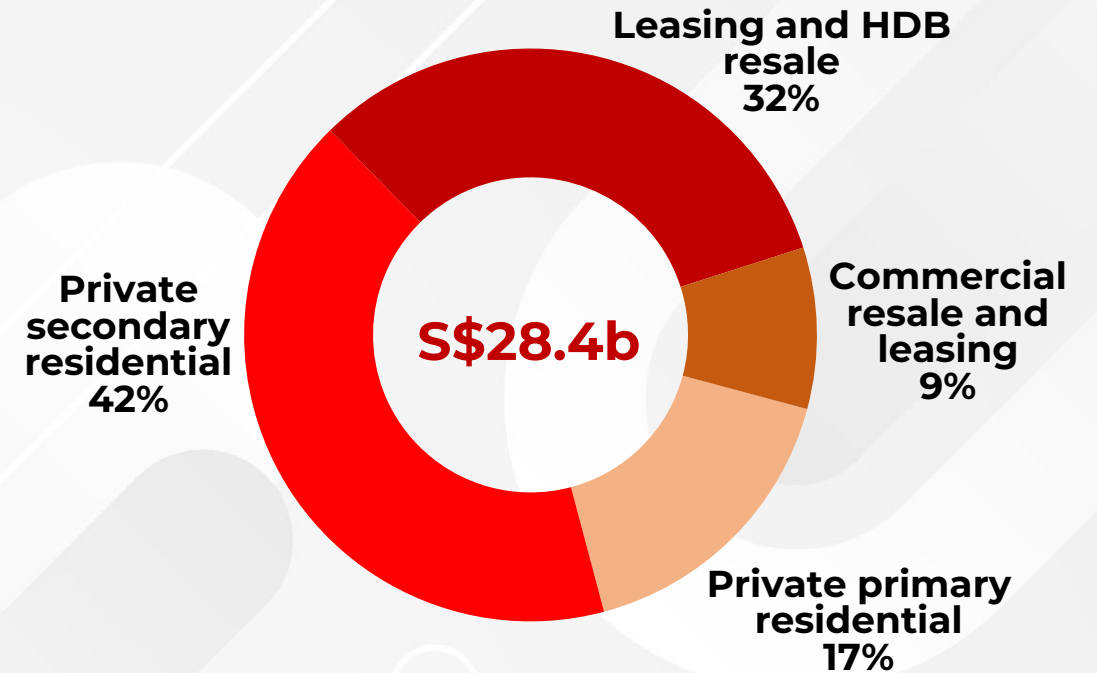
Diversified Revenue Streams

Brokerage Transaction Value by Property Segment

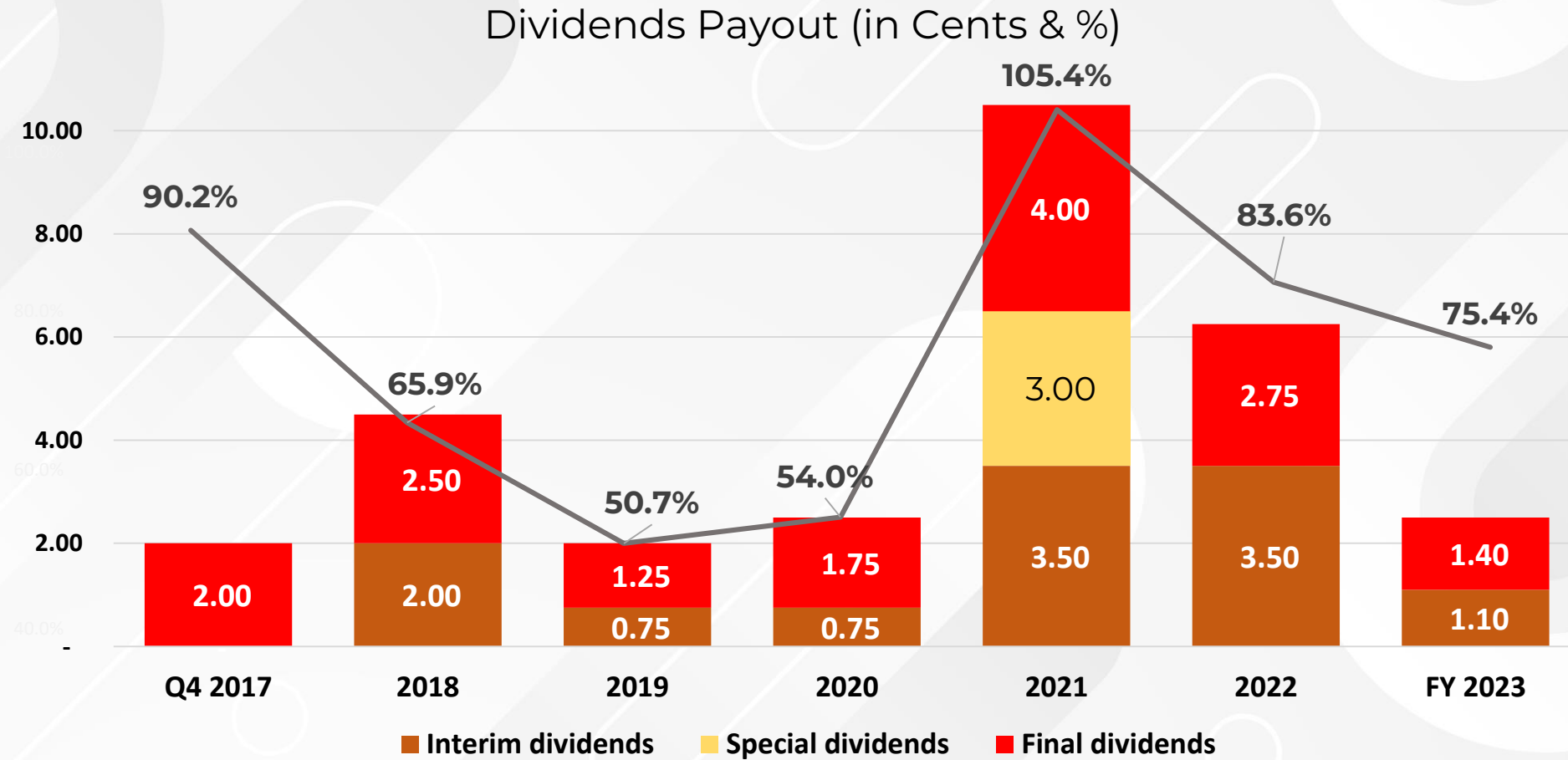
FY 2022



FY 2023



Average Dividend Payout Ratio (Since IPO): 78.8% (Based on PATMI)



An aerial photograph of a dense urban area in Singapore, showing a mix of modern high-rise apartment buildings and older, lower-rise structures. The buildings are interspersed with green trees and a road with a yellow diamond-shaped road sign. The sky is hazy, suggesting a bright, sunny day.

Singapore Market Overview

2023 Home Market Overview

Key Indicators	Q4 2023	Q4 2022	Change (%)
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Private Residential Market

Price index	201.5	188.6	6.8
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Rental index	161.0	148.1	8.7
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Pipeline supply*	34,251	46,041	(25.6)
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Unsold units (excl. ECs)	16,929	16,024	5.6
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HDB Residential Market

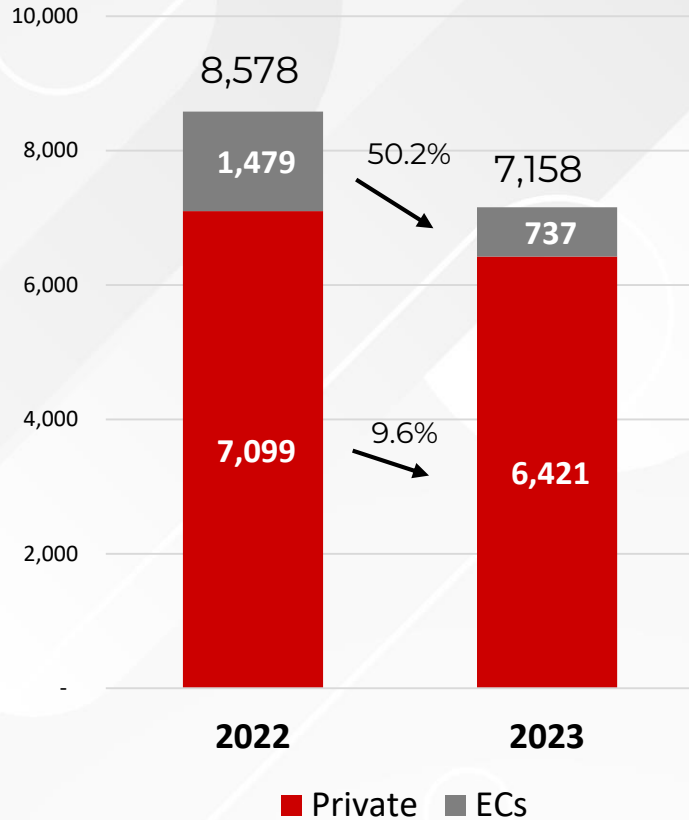
Price index	180.4	171.9	4.9
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Number of HDB flats rented out	9,787	8,476	15.5
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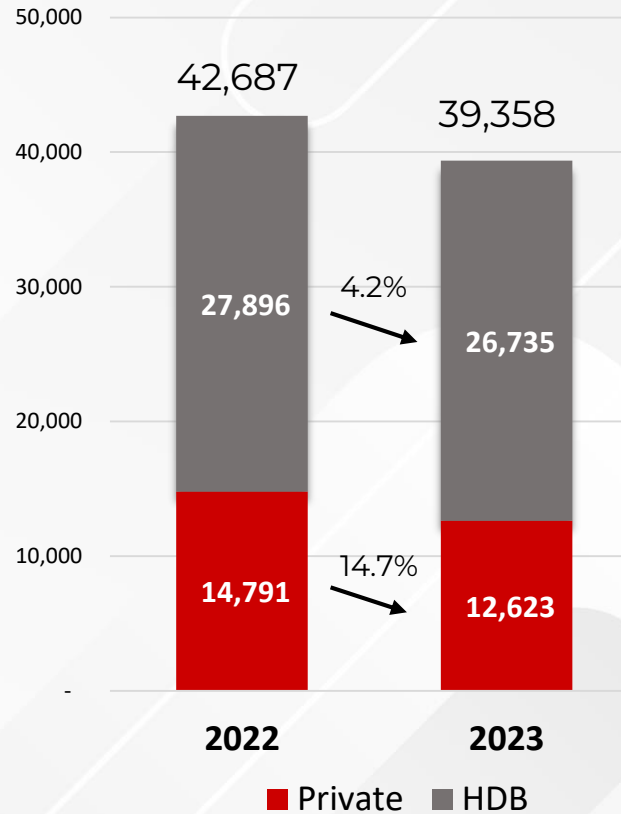
* Total supply of uncompleted private residential units (excluding ECs) in the pipeline with planning approvals
Source: Real estate statistics from URA, HDB

2023 Home Market Overview

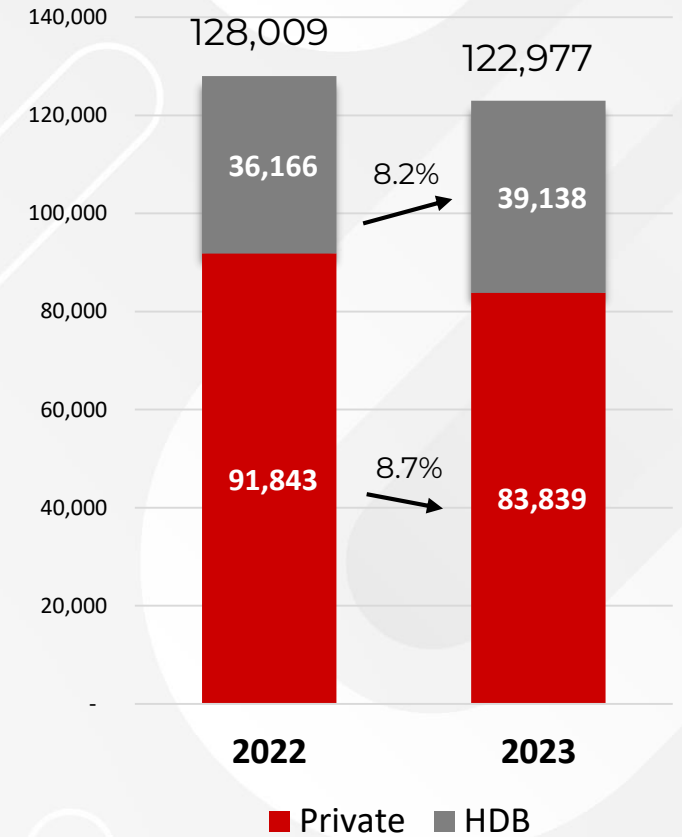
New Homes



Resales



Rentals

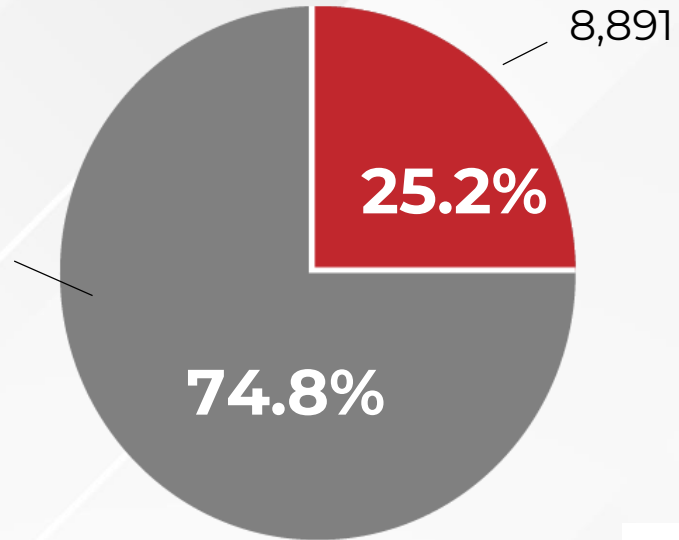


Source: Real estate statistics from URA, HDB

ERA Sales Performance Surpass Number of Salespersons

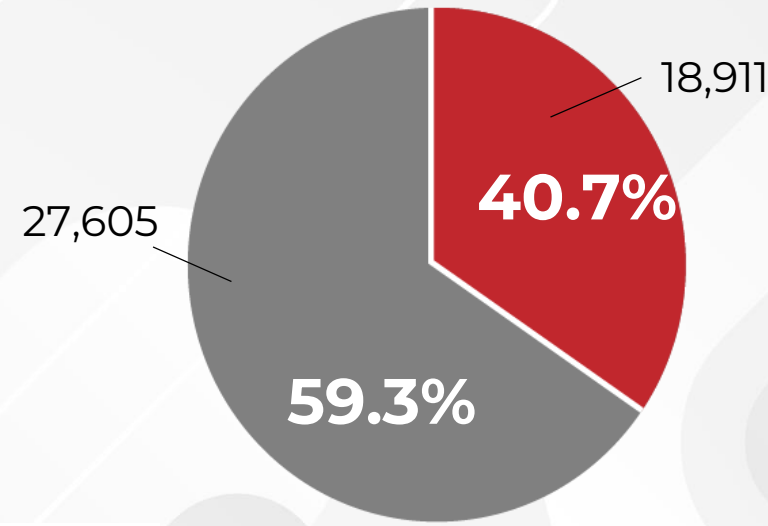
- 1 out of 4 salespersons in Singapore is from ERA
- 2 out of 5 home transactions closed by ERA

Market Share by Agents



As at 1 January 2024

Market Share By Transaction Volume



2023 Sales Transactions

■ ERA ■ Others

Source: Independent Market Research Report, CEA

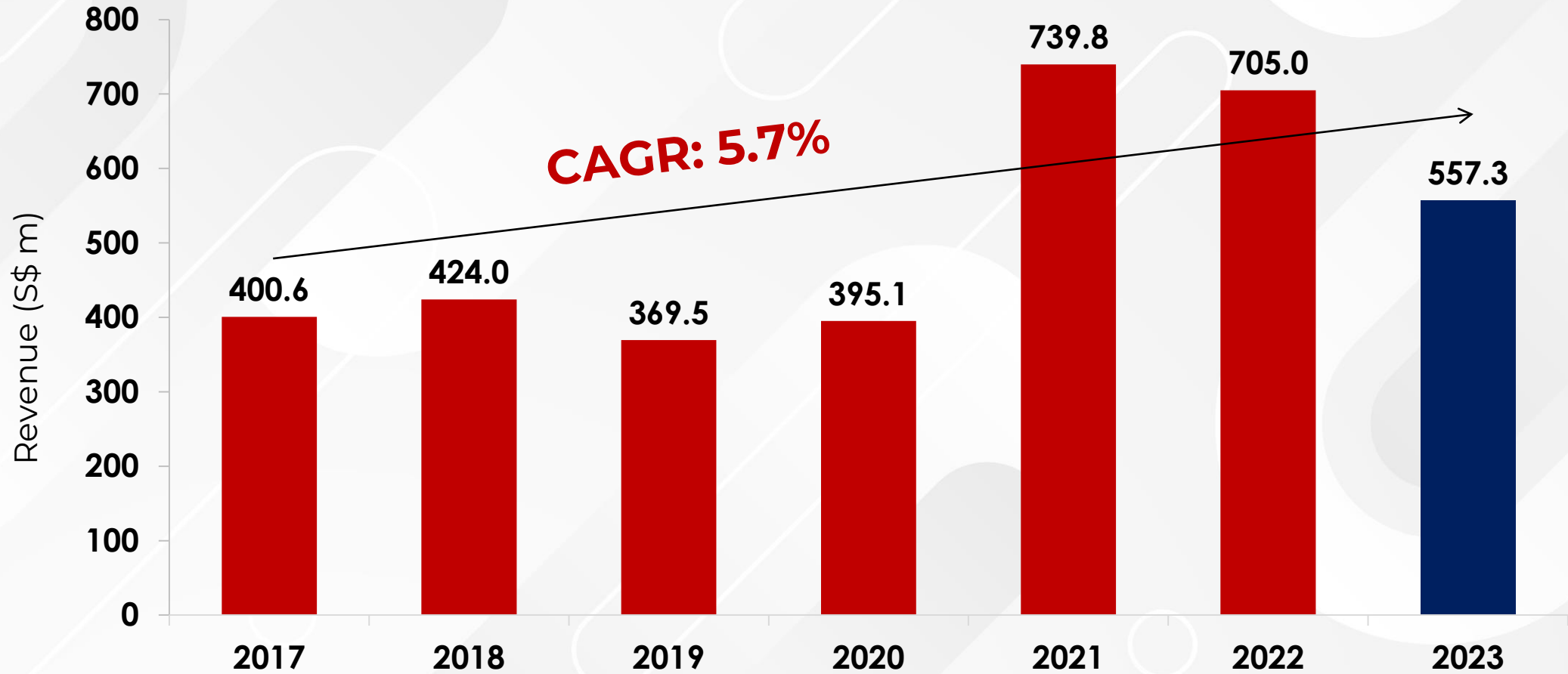


The background features a person in a suit holding a pen, with various financial data visualizations overlaid. These include a bar chart at the top left, a circular gauge chart with a 72% indicator, a line chart with multiple data series and numerical values (e.g., 98.71, 95.06, 84.05, 78.92, 60.39), a pie chart with segments labeled 25%, 25%, and 12%, and a pink line graph at the bottom labeled 'Corp. (Daily) 112.39'. Other text elements include 'Software Index/Technology Select Sector' and 'Fund 12.31%'. The overall aesthetic is professional and data-driven.

Financial Highlights

Financial Highlights

Revenue



Financial Highlights

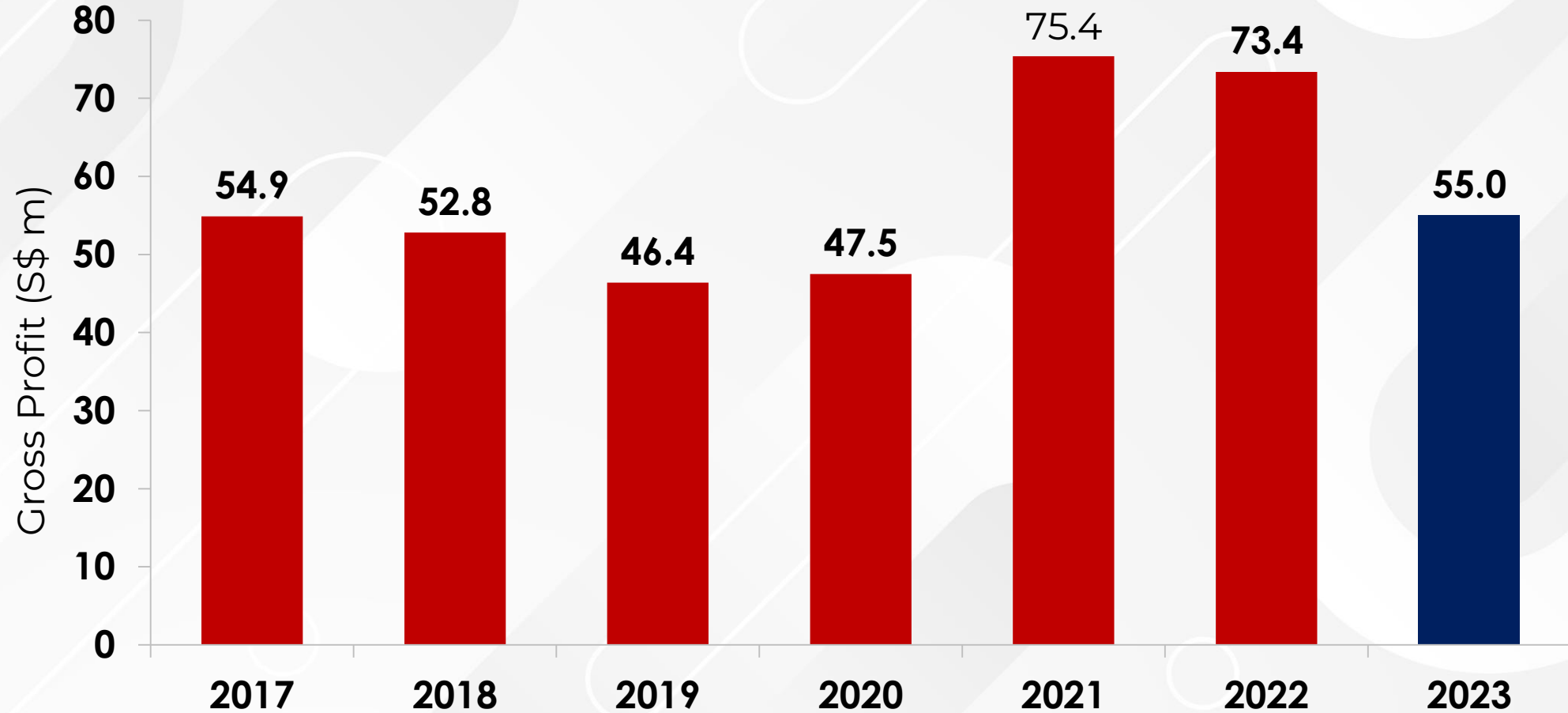
Revenue	FY 2023 S\$' million	FY 2022 S\$' million	Change (%)
<u>Brokerage revenue</u>			
Resale and rental	403.4	416.9	(3.2)
New homes	<u>145.2</u>	<u>278.3</u>	(47.8)
	548.6	695.2	(21.1)
Other revenue	<u>8.7</u>	<u>9.8</u>	(11.2)
Total revenue	<u>557.3</u>	<u>705.0</u>	(21.0)

- New home brokerage revenue down 48% to S\$145.2 million
- Resale and rental brokerage revenue down 3% to S\$403.4 million

The performance of FY 2023 was largely due to a decrease in transaction volume of residential properties across all segments (new project sales, resale of private and HDB, and rental of private properties) as compared to FY 2022.

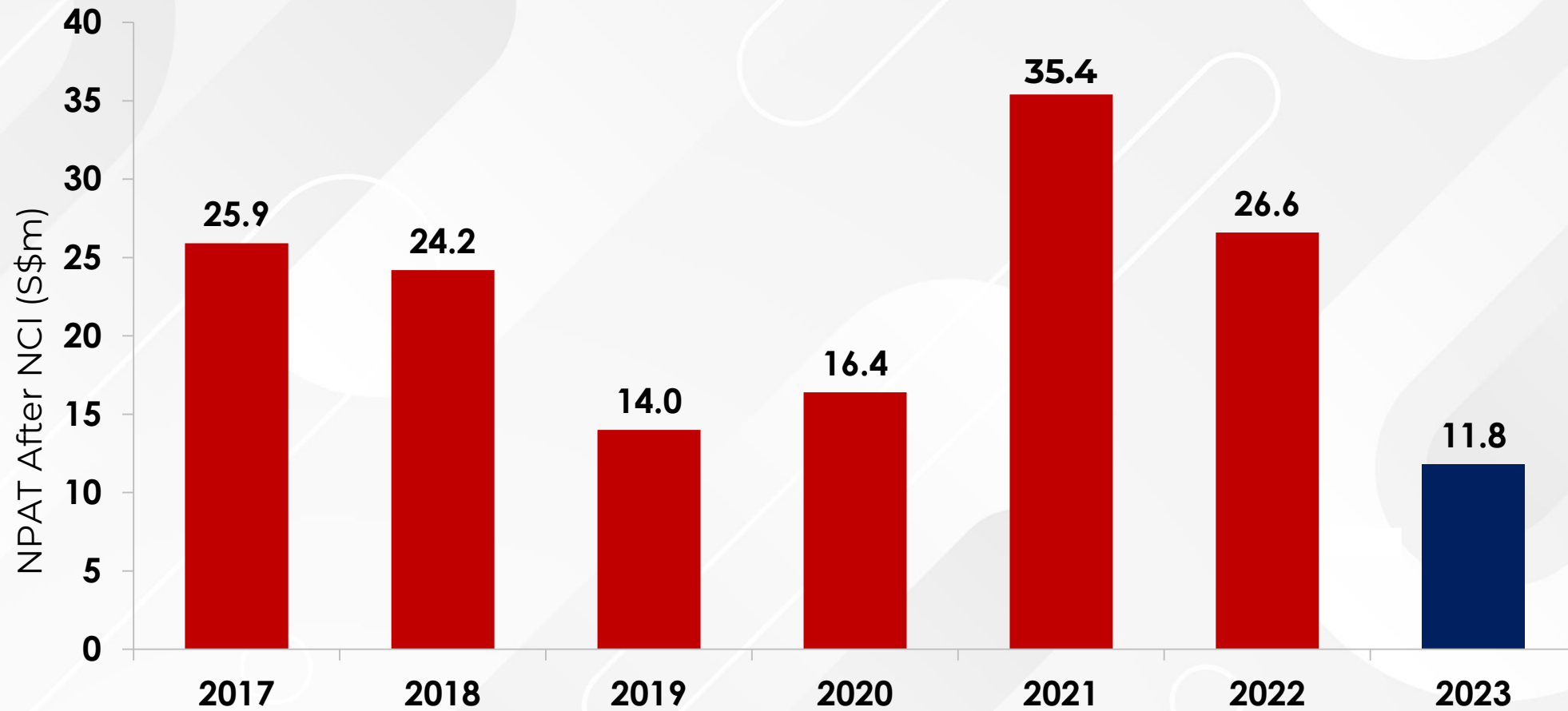
Financial Highlights

Gross Profit



Financial Highlights

Net Profit After Tax Attributable to Owners of the Company

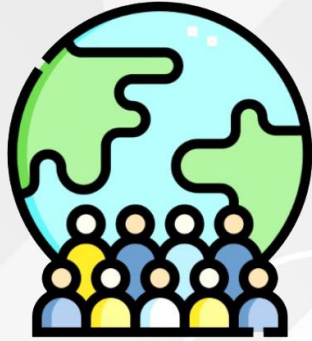


Financial Highlights

Geographical Results S\$' Million	FY 2023			FY 2022		
	Singapore	Overseas ¹	Total	Singapore	Overseas ²	Total
Revenue	550.8	6.5	557.3	703.4	1.6	705.0
Gross Profit	52.3	2.7	55.0	72.5	0.9	73.4
NPAT after NCI	13.3	(1.5) ³	11.8	26.5	0.1	26.6

1. Indonesia, Thailand and Vietnam
2. Indonesia and Thailand
3. Mainly from ERA Vietnam due to lack of project launches in 2023

ERA Vietnam – Key Market



98.2 million



2023: US\$430 billion

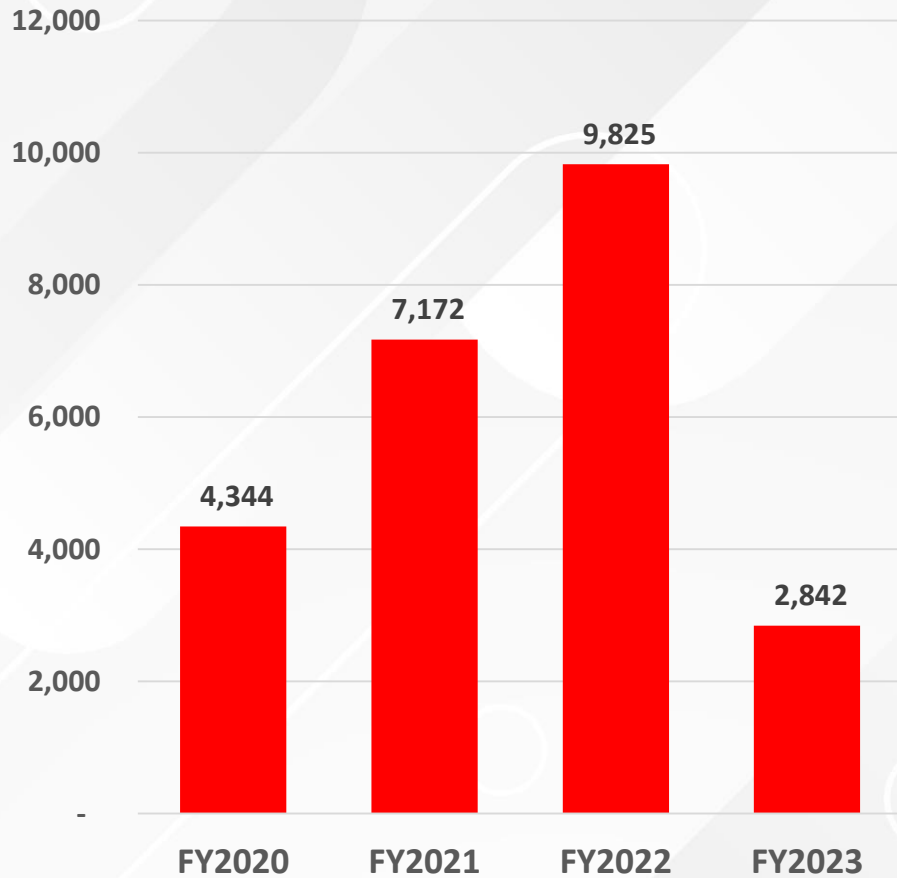


2023: 5.1%

- Vietnam will be among the fastest-growing economies in Asia in 2024-28 with GDP growth in 2024 forecast at 5.9% and 2025 at 6.2%
- According to McKinsey: In 2000, less than 10 percent of Vietnam's population were members of the consuming class, which has risen to 40 percent in 2021. By 2030, this figure may be close to 75 percent.
- The steady increase in Vietnam's population will be a key driver to support the country's residential market. Hanoi and HCMC are projected to see their population grow 1.2% per annum from 2021 to 2040. By the end of this period, population of each of these cities will match megacities such as Jakarta.

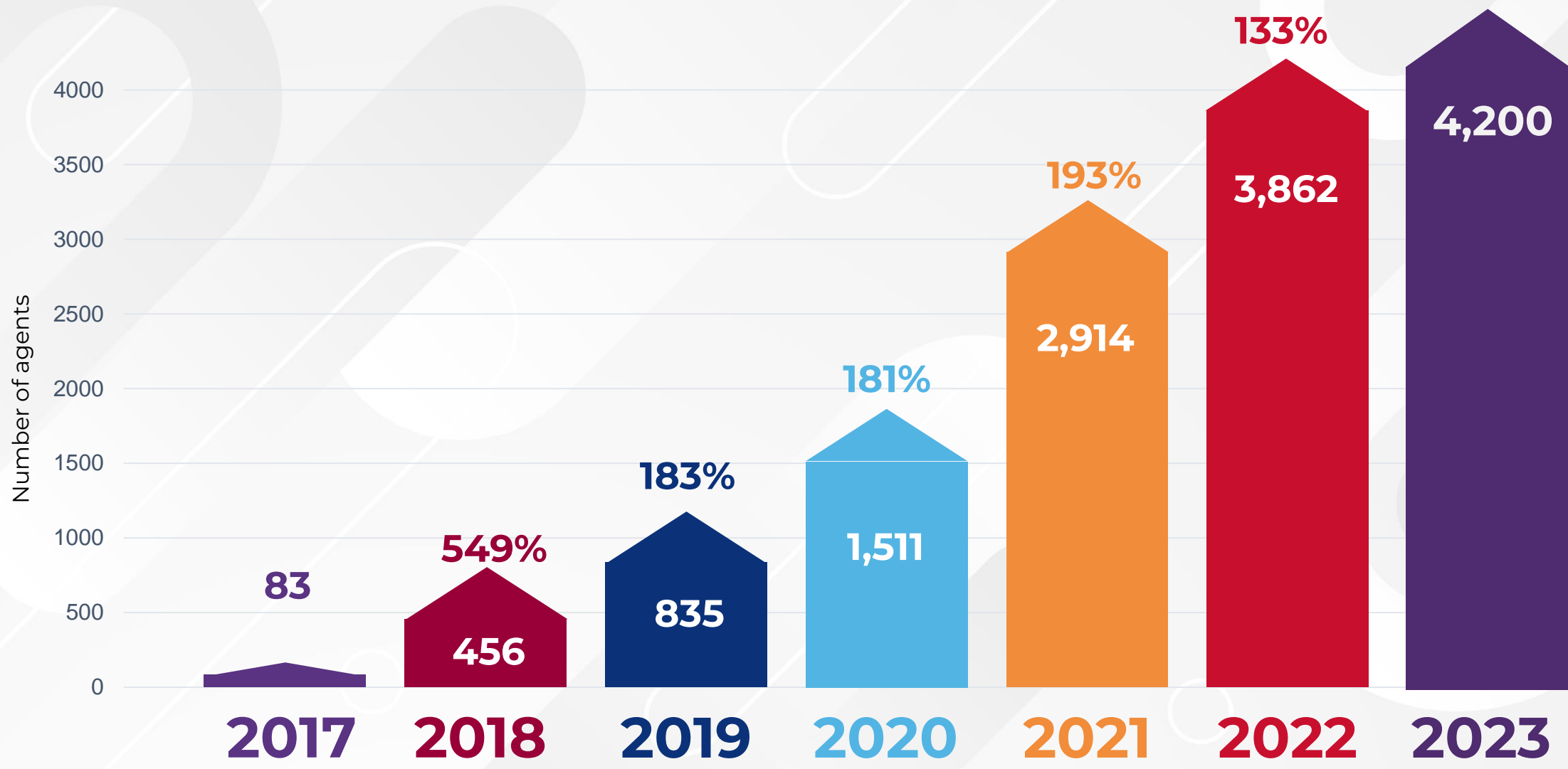
ERA Vietnam

Revenue (S\$'000)



ERA Vietnam National Business Conference on 12 Mar 2024

ERA Vietnam – Agent Growth



ERA Vietnam – Growth Drivers

REVISION OF REAL ESTATE BUSINESS LAW

IN PRACTICE BY 1 JAN 2025



The screenshot shows a news article from Viet Nam News, dated April 12, 2024. The article is titled "Revised Land Law: a boost for real estate market" and is categorized under "ECONOMY". The text states: "In the context of the idle real estate market as the supply is abundant, the revised land law is hoped to contribute to stimulating the demand from OV's, thus making the Vietnamese real estate market brighter and more bustling." The article includes social media sharing options (Like 0, Share) and a video player showing a 0:00 / 0:00 duration. To the right of the article, there is a sidebar with two items: a "UNIS INVITATION TO BID" for landscaping and pest control services, and a video titled "New Directions in Language Assessment" featuring a panel discussion.

OPPORTUNITIES TO CAPTURE MORE MARKET SHARE (No. of Agents & Transaction Volume)

- Real Estate license required for ALL AGENTS
- Real Estate agents have to work in an agency / broker, cannot work independently anymore
- All commission fees be transferred through banks

ERA Vietnam – Growth Drivers

REVISED LAND LAW TO IMPLEMENT HALF YEAR EARLIER THAN PLANNED

Moved from Jan 1st, 2025 to July 1st, 2024

thuvienphapluat.vn/news/headlines/62214/national-assembly-of-vietnam-to-permit-law-on-land-2024-to-be-effective-from-july-1-2024

Headlines

11/04/2024 08:18 SA

National Assembly of Vietnam to permit Law on Land 2024 to be effective from July 1, 2024



Dương Thanh Trúc

On March 26, 2024, the Prime Minister of Vietnam promulgated Official Dispatch No. 202/TTg-NN on the implementation of the Law on Land 2024.

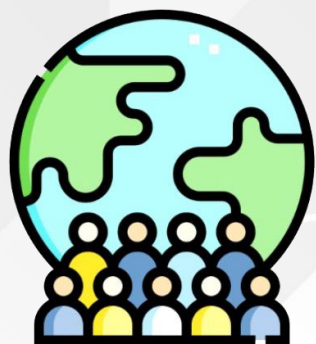
To have the basis for requesting the National Assembly of Vietnam to permit the Law on Land 2024 to be effective from July 1, 2024 and applying the [Law on Land 2024](#) early, Prime Minister of Vietnam Phạm Minh Chính has the following suggestions:

- The Minister of Natural Resources and Environment of Vietnam shall:

The new regulations simplifying land price determination for land use levies promise to **speed up real estate project approvals**, aiding investors in securing funding

The law sets the stage for a more transparent and dynamic land market, fostering sustainable socio-economic development in Vietnam.

ERA Indonesia – Key Market



278.7 million



2023: US\$1.29 trillion



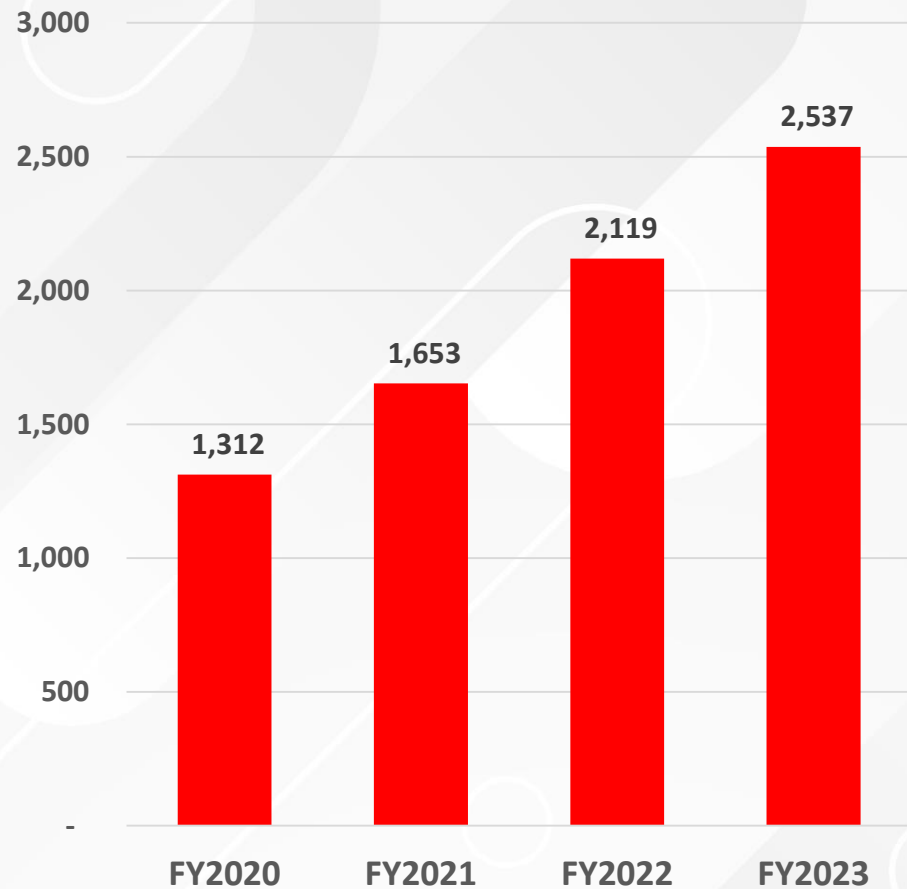
2023: 5.1%

The housing market in Indonesia is expected to remain strong for the rest of this year despite persistently high interest rates. Market watchers believe that the country's landed residential properties will continue to sell well, mostly due to generous government incentives and increasing demand from the rising middle-income group.

Jakarta Post, “Tax incentive boosts sales of houses, apartments”, 1 March 2024

ERA Indonesia

Revenue (S\$'000)



ERA Indonesia National Business Conference XXXII on 2 Feb 2024

ERA Indonesia

Transition from franchise model to owned agency model

via the acquisition of majority stake in **ERA Fiesta** in Jan 2024 at a purchase price of S\$1.0 million

Top Member Broker 2023



ERA Fiesta – 11 Offices, 531 Agents

Key Management



Kurniawati
Co-Founder

Buyanto Tjiawan
Co-Founder

Winda
Co-Founder

EXPANSION PLAN 2024:

3 more offices in 3 different regions

1. Bekasi
2. Tangerang
3. Jakarta



AGENT BRANDING



ERA on the Move



ERA on the Move



ERA REAL ESTATE

Service NUMBER

We Just Sold a House in Your Neighbourhood!

60 km/h

SCAN ME **Kenny Neo**
8666 6600
CEA Reg. No.: R045215J

SCAN ME **Debbie Neo**
9621 9162
CEA Reg. No.: R0611888

Scan to view latest neighbourhood property transactions

RealtyWatch

App Store | Google Play

XXX 8562X



Service NUMBER

ERA REAL ESTATE

2

Ready For A New Adventure?
Join ERA now!

SCAN HERE

Voted Singapore's Best Employer 2023*
*The Straits Times' Singapore's Best Employers 2023

60 km/h

Scan to view latest neighbourhood property transactions

RealtyWatch

XXX 6000X



Service NUMBER

ERA REAL ESTATE

WANT TO UPGRADE TO BRAND NEW CONDO?

THE CONTINUUM | GRAND DUNMAN

CONTINUOUS PURSUIT OF ELEVATED LIVING | WHERE CONVENIENCE MEETS MODERNITY

60 km/h

SCAN ME **VERA TAN**
9999 8888
R123456A

SCAN ME **JOHN DOE**
9999 9999
R123456A

Scan to view latest neighbourhood property transactions

RealtyWatch

App Store | Google Play

XXX 6000X

Trusted by GenERA Agents

Estate Agent Licence No.: L3002302X

Empowering People

CONSUMERS



Knowledge is Power in Making Sound Decisions

AGENTS



Knowledge is the Greatest Tool for Success

Public Consumer Education

Providing individuals with the **knowledge and insights** needed to **navigate the market confidently**, and ultimately to empower consumers to **make informed choices** in their property journey.

- Signature Events
- Consumer Outreach
- Social Media



Property Megashow 2024

Signature Event - Curated for Agents & Clients

Special Guest Appearance:

Ya Hui - Artiste
Elvin Ng - Mediacorp Artiste
Marcus Chu - CEO ERA Singapore, ERA Asia Pacific & APAC Realty
Doris Ong - DyCEO ERA Singapore

SAT 26 AUG DAY 1	SUN 27 AUG DAY 2
<p>10.00am Navigating the HDB Resale Market: Insights & Tips for Homeowners and Buyers By KEO Eugene Lim</p>	<p>10.00am In-Demand Landed Homes: Uncovering the Reasons Behind the Appeal and Where Are the Opportunities going forward? By SDA Bjorn Chua</p>
<p>11.00am Are You Ready to Upgrade? Get the Guide to Making the Smartest Choices By EDA Alex Lim</p>	<p>11.00am The Future is Now: Embracing Inner City Living for a Hybrid Work, Play, and Live Lifestyle By CAO Kevin Lim</p>
<p>12.00pm Smart Investments, Great Returns: Unveiling the Expert Strategies to Identify Undervalued Properties for Profitable Investment By EDA Chris Chen</p>	<p>12.00pm The Ultra High Net Worth Residential Market: Will Singapore Remain a Preferred Destination? By EDA Zac Huang</p>
<p>2.30pm Dialogue Session: New Launches vs Resale Properties - Which is Better for Me? By Dy CEO Doris Ong Special Guest Appearance - Artiste Ya Hui</p>	<p>2.30pm Dialogue Session: Building Wealth Through Real Estate, Has the Current Generation Missed Out on Opportunities? By CEO Marcus Chu Special Guest Appearance - Mediacorp Artiste Elvin Ng</p>
<p>4.00pm How to Maximise Your Property Wealth? Expert Insights to Navigate Today's Market with Confidence By EDA Ryner Koh</p>	<p>4.00pm Luxury Waterfront Living with City Centre Convenience: Uncover the Investor Appeal of Singapore's Hidden Gem By SGDD Jasmine Png</p>
<p>5.00pm Singapore's Prime District Gems: Uncover Hidden Value in Prestigious Locations By EACDD Alvin Lim</p>	<p>5.00pm Unlocking the Path to Real Estate Investment Success: 3 Essential Principles for Successful Investors By EDA Eugene Koh</p>



Property Show 2023

Millionaire Investors Masterclass 2024

Investment Masterclass - Curated For You & Your Clients

Millionaire Investor MASTERCLASS

21 Oct Sat
10.00am - 5.30pm
ERA APAC Centre
www.era.com.sg/MIM/

ERA REAL ESTATE

Build Your Wealth In Property
HOW TO GET STARTED

Consumer Education Workshop
BOOK NOW
\$38
U.P: \$128

Marcus Chiu
CEO, ERA Singapore,
ERA Asia Pacific &
APAC Realty

Doris Ong
Dyaco
ERA Singapore

Eugene Lim
CEO
ERA Singapore

Kevin Lim
CAO
ERA Singapore

Special Guest Appearance at 3:30pm
Pierre Ong
Mediacorp Artiste



Millionaire Investors Masterclass 2023

Insight Capsule 2024 (Curated For Clients)

Ultimate Consumer Seminars

Gold or Legacy: DECIDE YOUR PROFITABILITY
SHEN JIANGMING
Socio-Economic

Year of the Wood Dragon: A NEW DAWN
MASTER KEN

11 JAN THU | 7PM
Hillhaven Sales Gallery
RSVP: bit.ly/HH_UCS_11Jan7pm
Dinner will be provided

HILLHAVEN 頂林佳苑

Capitalise on the Opportunity & Live in the City Fringe

12 JAN 8 PM
The Arcady showflat (Right Opposite City Square Mall)
RSVP: bit.ly/ArcadyUCS_12Jan
(Buffet & Drinks are provided)

THE ARCADY at Doon King

Your Wealth Forecast in the Year of the Dragon

17 JAN | WED | 6PM
The Botany at Dairy Farm Showflat (50A Dairy Farm Walk)
Dinner Provided
RSVP: bit.ly/thebotanyUCS-17Jan

THE BOTANY DAIRY FARM

Mystical 2024 with Master Nickson

23 Jan TUE | 6PM
The Myst Showflat
RSVP: bit.ly/MystUCS_23Jan

THE MYST

Realty Talk

Realty Talk

MAKING SENSE: Budget 2024

Property Measures & More

Eugene Lim
KEO, ERA Singapore

Marcus Chu
CEO, ERA Singapore,
ERA Asia Pacific & APAC Realty

SALES+

All-in-One App for Property Agents

Outplay. Outsell. Outshine

>20 new innovative features
introduced in 2023!



SALES+

Empowering agents with a super app that aids in leads generation, presentation, marketing, conversion, closing, business management, admin and support.



Suite



Analytics



Listings



Enterprise



Support

HOME MARKET DIRECTION 2024

MACROECONOMIC

Projected rate cuts to spark heightened interest among homebuyers

NEW HOMES

More new home launches and prices moderately trend higher

RESALE PRIVATE HOMES

Bulk completed homes to support and boost resale market.

Rental market set to shift in favour of tenants.

RESALE HDB HOMES

HDB price growth expected to remain subdued amidst more million-dollar flats

High BTOs supply amidst a decline in MOP flats supply.

Disclaimer

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This presentation may contain forward-looking statements which are subject to risks and uncertainties that could cause actual results to differ materially from such statements. Such risks and uncertainties include those arising from industry and economic conditions, competition, and legal, governmental and regulatory changes. Any forward-looking statements reflect the current views of Management on future trends and developments.



Thank you

