



APAC REALTY REPORTS STEADY YoY REVENUE GROWTH FOR 1H2024 AMIDST HEADWINDS; EXPECTS HOMEBUYING MOMENTUM TO IMPROVE

- Declares interim dividend of 0.9 Singapore cents per share, representing a payout ratio of 78.5%;
- The Group ended the period with a healthy cash balance of S\$36.2 million as at 30 June 2024;
- 16 upcoming residential projects, representing over 7,400 new home units launched and to be launched in the second half of 2024 (2H2024).

| | Financial Highlights (S\$ m) | | |
|--|------------------------------|--------|------------|
| | 1H2024 | 1H2023 | Change (%) |
| Revenue | 265.2 | 259.6 | 2.1 |
| Profit after tax | 3.7 | 4.3 | (15) |
| Profit after tax and non-controlling interests | 4.1 | 5.0 | (19) |

SINGAPORE, 8 August 2024 – APAC Realty Limited ("APAC Realty", the "Company" or together with its subsidiaries, the "Group"), a leading real estate services provider which operates a market-leading real estate brokerage in Singapore under the ERA brand, announced revenue of S\$265.2 million and profit after tax of S\$3.7 million for the six months ended 30 June 2024 ("1H2024").

"The Group reported steady revenue growth driven by increased activity in our resale and rental segments. This positive momentum is despite record-low figures for new project launches in the first half of 2024. The Singapore property market is continuing to exhibit signs of moderation in the midst of strong headwinds from cooling measures, slower economic sentiment, high interest rates and fewer new home launches," said Mr. Marcus Chu, CEO of APAC Realty Limited.

"In July 2024, 2 new home projects with more than 700 units were launched, namely Sora and Kassia. For the next 5 months of the year, we expect homebuying momentum to pick up, on the back of 14 upcoming new home projects comprising more than 6,700 new homes. HDB upgraders will likely account for a large proportion of aspiring new buyers in the near term".

Revenue from new home sales declined by 21% or S\$15.4 million from S\$73.3 million in 1H2023 to S\$57.9 million in 1H2024. Revenue from resale and rental of properties increased by 11.5% or S\$20.9 million from S\$182.7 million in 1H2023 to S\$203.6 million in 1H2024.

Although revenue increased by 2.1% in 1H2024, the Group saw lower gross profit contribution, primarily due to lower revenue from new home sales - a segment that typically generates higher margins. This was attributable to a historic low in new project launches since 2004, with 1,938 units launched during the period (excluding ECs).

APAC Realty recorded a profit after tax of S\$3.7 million in the first half of 2024. The Group continued to generate positive operating cash flow and maintained a healthy cash position of S\$36.2 million as of 30 June 2024.



The Board of Directors has declared an interim dividend of 0.9 Singapore cents per share for 1H2024, representing a dividend payout ratio of 78.5%. This is in line with the Group's dividend policy of distributing 50%-80% of profits as dividends on a semi-annual basis. Based on APAC Realty's closing share price of S\$0.39 on 7 August 2024, the interim dividend represents an annualized dividend yield of 4.6%.

Singapore's Housing Market Faced Headwinds in First Half of 2024

Singapore's private property prices continued to moderate further in 1H2024, one year after adjustments to Additional Buyer's Stamp Duty ("ABSD") rates were introduced in April 2023. This is coupled with dampened buyer sentiment caused by a high interest rate environment – leading to a more cautious purchasing approach.

New private home sales, including Executive Condominiums ("ECs"), experienced a significant decline in the first half of 2024. The number of units sold dropped by 31.9% to 2,484, compared to the 3,646 units sold in the same period of 2023.

The private residential resale market saw a positive shift in the first half of 2024, with 7,256 units transacted, representing a 18.4% increase compared to the 6,126 units sold in the same period of 2023. The HDB resale market also experienced growth, with 14,420 units transacted, up 6.9% from the 13,493 units sold in the first half of 2023.

ERA's salespersons facilitated more than 10,000 property sales transactions in the first half of 2024. Based on market data, ERA maintained its strong market position, capturing a 42.1% share of Singapore's residential property market in 1H2024, higher than its 38.9% share in 1H2023.

ERA Secures Key New Home Projects, Expanding Market Reach

In 1H2024, ERA was appointed marketing agency for 10 new home projects with a total of more than 1,900 units, which include The Arcady at Boon Keng, Hillhaven, Lumina Grand, Lentoria, Lentor Mansion and The Hill @ One-North.

As the preferred marketing agency for new homes launches, ERA has a pipeline of 16 residential projects in all market segments, covering the Core Central Region, Rest of Central Region and Outside Central Region, with more than 7,400 new home units launched and to be launched in 2H2024.

ERA Committed to Empowering Salespersons for Continued Success

ERA is committed to empowering its salespersons and brokers with the tools and resources they need to thrive in the dynamic real estate market. This dedication translates into a significant investment in innovation, ensuring that ERA salespersons remain at the forefront of the industry.

As of 30 June 2024, ERA boasts a team of 9,225 dedicated salespersons, an increase of 334 salespersons from 8,891 as at 1 January 2024, underscoring continued growth in salesperson attraction on the back of our strong corporate values, brand trust, and industry leading salesperson resources.

ERA provides our salespersons with a tech-driven advantage, offering state-of-the-art tools like SALES+, which streamline workflows and enhance client engagement. Recent improvements to SALES+ include personalized project videos with QR codes for interactive sharing, automatic personalization of content



shared for client communication, streamlined AML checks for compliance efficiency, easy-to-use property calculators for generating personalized reports, and exclusive access to ERA's real-time transaction data. Tools such as these empower our salespersons to deliver exceptional service and achieve outstanding results for their clients, ultimately providing a competitive edge in the market.

The Group also prioritizes continuous learning and development, offering robust training programs that equip salespersons with the skills and knowledge necessary to excel in today's market. These programs cover a wide range of topics, from negotiation strategies and market analysis to effective marketing techniques, that salespersons are well-prepared to navigate the ever-evolving landscape of real estate.

ERA continues to underscore the importance of responsible marketing practices among our salespersons. Salespersons undergo customized training to keep apprised of the latest social media tools and trends, and also to reinforce the appropriate use of social media in marketing efforts. This disciplined approach ensures that all content bearing the ERA brand name adheres to the Company's guidelines and maintains the highest standards of professionalism expected of ERA salespersons.

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About APAC Realty Limited

APAC Realty is a leading real estate services provider, holding the exclusive ERA regional master franchise rights for 17 countries and territories in Asia Pacific. Through its ERA franchisee network, the Group has one of the largest brand footprints in Asia with close to 24,200 trusted advisors across 623 offices in 13 countries and territories as at 30 June 2024. ERA Singapore is the largest ERA Member Broker globally by transaction value.

The Group has a market-leading position in the Singapore real estate brokerage business through its wholly-owned subsidiary ERA Realty Network Pte Ltd ("ERA Realty"). Founded in 1982, ERA Realty is one of Singapore's largest real estate agencies with 9,225 trusted advisors as at 30 June 2024, providing property brokerage services for primary and secondary home sales, as well as the rental of residential, commercial and industrial properties. ERA Realty was the first real estate agency to be listed in the Singapore Exchange, with a strong heritage as a trusted brand across generations - known for its integrity, transparency, and ethical practices in real estate transactions. Through its Capital Markets & Investment Sales business unit, the Group delivers corporate real estate services for sizeable assets to high-net-worth individuals, family offices, developers, institutional investors. and real estate investment trusts.

As an industry pioneer, ERA Realty has constantly been at the forefront of technological innovations with an emphasis of enhancing salesperson productivity and service excellence for the past 4 decades. Today, ERA Realty continues to set the standard by introducing revolutionary initiatives and innovative technology by leveraging cutting-edge digital tools to ensure a superior client experience. The Group empowers its trusted advisors with the latest proptech, training, and proprietary super apps such as SALES+ and RealtyWatch, allowing each to extend best-in-class advice and service to customers.

APAC Realty's wholly-owned subsidiary Realty International Associates Pte Ltd ("RIA") operates training programs and courses for real estate trusted advisors in preparation for professional certification exams and as part of continuing professional development regulations. RIA also undertakes valuation work on behalf of clients such as financial institutions, government agencies and property owners.

APAC Realty is listed on the Mainboard of the Singapore Exchange Limited since 2017. For more information, please visit www.apacreality.com.sg.

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