APAC REALTY

ACCUMULATE

Share Price:	**S$0.575**
Target Price:	**S$0.66**
Upside:	**+14.8%**

COMPANY DESCRIPTION

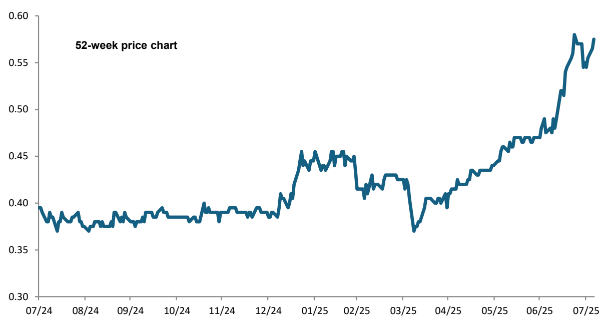
APAC Realty provides property brokerage services for primary and secondary home sales, as well as the rental of residential, commercial and industrial properties. APAC Realty is the second largest real estate agency in Singapore with exclusive ERA regional master franchise rights for 17 countries and territories in the Asia Pacific.

Name	**APAC REALTY LTD**
Bloomberg Code	**APAC SP Equity**
3M Avg Daily Trading Vol (k)	**223.4**
3M Avg Daily Trading Val (S$'000)	**108.1**
Major Shareholder / Holdings	**Morgan Stanley (64.1%) Chua Khee Hak (8.3%)**
Shares Outstanding (m)	**359.2**
Market Capitalisation (S$m)	**206.5**
52 week Share Price High/Low	**0.58 / 0.365**

STOCK PRICE PERFORMANCE

	1M	3M	12M
Absolute Return (%)	19.8	36.9	51.3

PRICE CHART



Source : Bloomberg

New Launches To Boost Profitability

We initiate an Accumulate rating on APAC Realty with a target price of S$0.66, pegged to 15.8x blended FY25F/26F P/E (10% discount to peers). As one of the largest property agencies in Singapore, APAC Realty is set to be a beneficiary of the robust primary residential sales since 4Q24 with momentum continuing into 2025. Higher-margin private home sales in 1Q25 have exceeded 50% of the entire 2024, while pipeline of upcoming projects remains healthy. The company is backed by a scalable business model with master franchise rights across 17 countries and territories. APAC Realty is set to deliver >90% growth in FY25F profits and based on a generous 79% payout ratio, dividend yield is attractive at 6.3%.

Established market position in Singapore. APAC Realty is the parent company of ERA Realty, a household brand name since 1982 with exposure to 40% of total home sales in Singapore. ERA is the second largest real estate agency in Singapore with more than 8,800 salespersons, or about 1 in 4. Main contributions come from property brokerage services for primary and secondary home sales, as well as the rental of residential, commercial and industrial properties. The company also operates training programs and courses for professional real-estate certification exams.

Strong new home sales to boost bottom-line. Due to differences in the commission structure, new homes sales have historically been more profitable for APAC Realty with gross margins about triple that of the resale segment. While new home sales for 9M24 were lacklustre due to limited launches and a high interest-rate environment, 4Q24 saw a return of pent-up demand with easing rates. With 1Q25 also latching onto the positive sales momentum, these two quarters combined have already hit 105% of full-year 2024 total sales volume. As there is a 3-6 month revenue recognition lag before new home brokerage sales can be recognized, we expect to see an earnings rebound in FY25F, in particular the first half.

Healthy pipeline of upcoming projects. The second half of 2025 is expected to be robust with an estimated launch pipeline of 7.3k new units, bringing total launches across the year to 13k units, a 70% increase yoy. Despite higher Seller's Stamp Duty (SSD) rates announced in July, demand continue to be propped up by genuine buyers and lower interest rates. A high and steady level of Government Land Sales (GLS) sites for 2025 will also bode well for residential supply in the coming years.

KEY FINANCIALS

Dec YE	FY22	FY23	FY24	FY25F	FY26F
Revenue (S$m)	705.0	557.3	561.0	617.1	640.9
EBITDA (S$m)	38.3	20.0	14.8	22.7	25.2
EBITDA Margin (%)	5.4	3.6	2.6	3.7	3.9
Net Profit to Equity Holders (S$m)	26.6	11.8	7.2	14.1	16.0
P/E (x)	7.8	17.5	28.6	14.7	12.9
P/B (x)	1.3	1.3	1.3	1.3	1.3
ROE (%)	16.6	7.4	4.6	8.7	9.7
EPS (S¢)	7.48	3.32	2.02	3.96	4.50
EPS Growth (%)	-24.9	-55.6	-39.2	96.1	13.6
DPS (S¢)	6.25	2.5	2.1	3.6	4.0
Dividend Yield (%)	10.9	4.3	3.7	6.3	7.0

Source: APAC Realty, Lim & Tan Research

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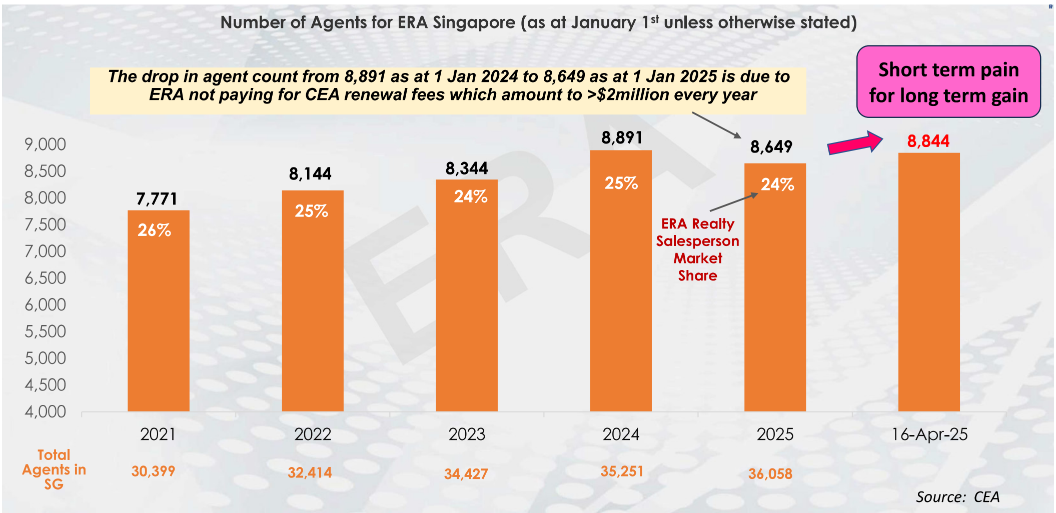
Scalable business model across Asia Pacific. APAC Realty currently operates in 13 out of the 17 countries that it holds the exclusive ERA master-franchise rights. The footprint spans five of ASEAN's six largest economies: Indonesia, Thailand, Singapore, Malaysia and Vietnam. While Singapore contributes the bulk of total revenue, the company has started to accelerate its expansion into Indonesia and Philippines through acquisitions and franchise agreements.

Generous payouts, potential dividend upside. Total debt of S$40.1mln is well-supported by a solid cash position of S$40.0mln. APAC Realty has the capacity to reward shareholders, as shown by its commitment through a dividend payout policy of between 50%-80% of net profits. In recent years, payout has ranged within the 75%-80% levels. Riding on robust new home sales and steady resale transactions, we forecast earnings growth of 96%/14% for FY25F/26F. APAC Realty trades at 14.7x forward P/E and 1.3x P/B, with a 6.3% dividend yield.

Investment Thesis

- **One of the largest real estate agencies in Singapore.** APAC Realty is an early mover in the Singapore real estate industry with a track record since 1982. Through its subsidiary ERA Realty, the company has exposure to 40% of total home sales in Singapore. ERA is the second largest property brokerage in Singapore with about 8,844 agents, representing 24% of total headcount in Singapore. Despite fierce competition among the top few agencies, APAC Realty was able to maintain its market share with a 14% increase in agents since 2021.

Exhibit 1: Increase In Agents Over The Years



Source: APAC Realty, CEA

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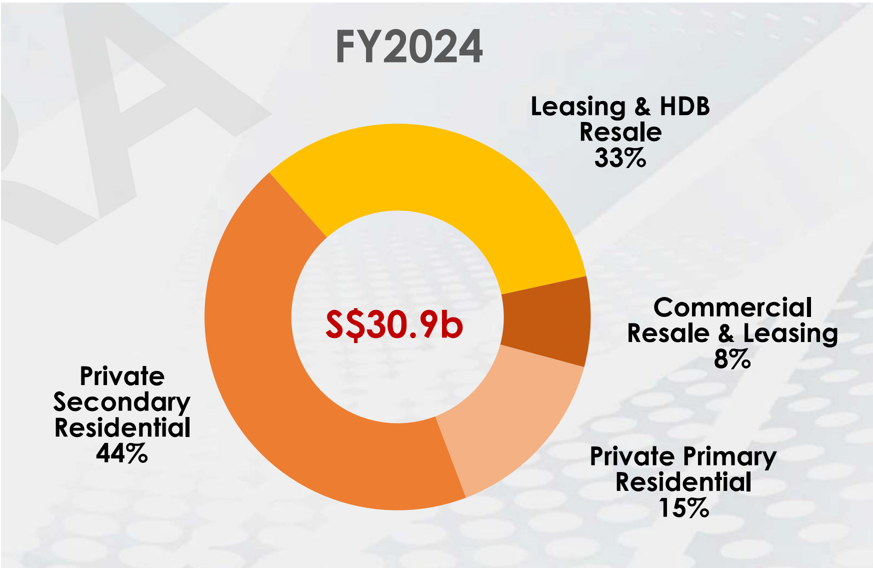
The bulk of APAC Realty's revenue comes from its real estate brokerage services segment. The biggest contributor is Private Secondary Resale transactions, at 44% of brokerage value. This is followed by Leasing & HDB Resale, Private Primary Residential, and lastly Commercial Resale & Leasing. While Private Primary Residential (new home sales) only represent 15% of APAC Realty's transaction value, we understand this segment contributes the healthiest margins due to differences in the commission structure vs other segments.

Exhibit 2: ERA Singapore Brokerage Transaction Value by Property Segment



Source: APAC Realty

In addition to real estate brokerage services, APAC Realty derives the rest of its revenue from franchise arrangements and other services. The Group collects royalty fees from sub-franchisees across 8 countries in Australia, Cambodia, China, Japan, Korea, Laos, Philippines and Taiwan. APAC Realty also operates training, valuation and other ancillary services through its wholly-owned subsidiary Realty International Associates Pte Ltd ("RIA").

Exhibit 3: Services Provided By APAC Realty

Source: APAC Realty

Strong rebound in new home sales since 4Q24. We expect the strong surge in private residential sales since 4Q24 to contribute positively towards FY25F, in particular the first half. While new home sales for 9M24 were lacklustre due to limited launches and a high interest-rate environment, 4Q24 saw a return of pent-up demand with easing rates. There was a robust uptick in new launch activity towards the tailwind of 2024, as developers released a slew of projects to capitalise on favourable market conditions.

Several projects saw robust sales upon launch, including Emerald of Katong (sold 99% of its units within two days of its launch) and Chuan Park (sold 76% at its launch). In 4Q24, 3,420 units were sold, representing 53% of the full year 2024. As there is around a 3-6 month revenue recognition lag before new home brokerage sales can be recognized, the 4Q24 sales will likely be recognized in APAC Realty's 1H25F top-and-bottom lines.

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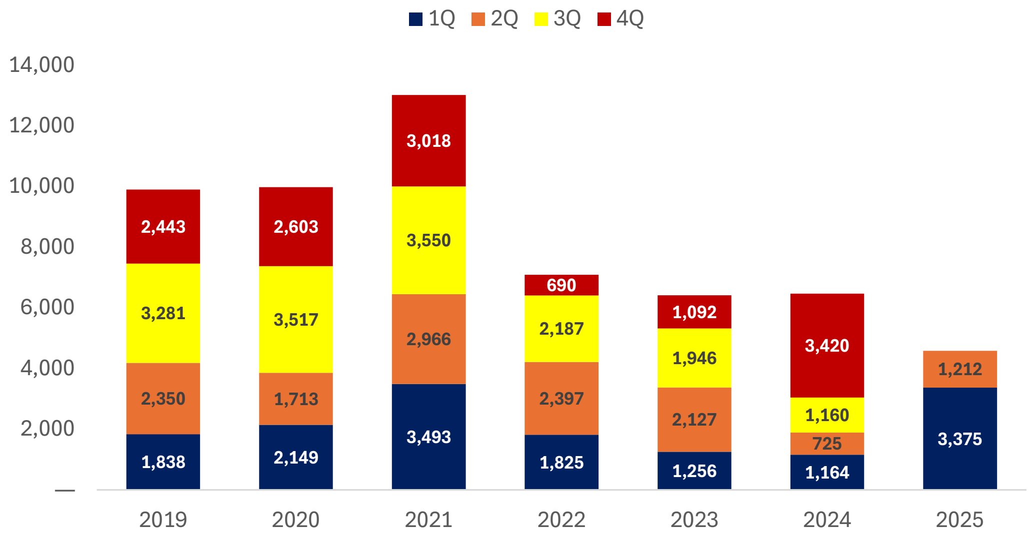
Building on the momentum, 1Q25 saw a total of 3,375 units sold, stable qoq but a huge 190% increase yoy. Robust sales were driven by popular locations such as Parktown Residences and The Orie. These two quarters combined have already hit 105% of full-year 2024 total sales volume. The market projects new home sales to rise to 8,500 – 9,500 units in 2025, 40% higher than in 2024 and the highest level since 2021. Generally, new homes sales have historically been more profitable for APAC Realty. This is due to differences in the commission structure, where the company typically achieves higher gross margins from project marketing services (about triple compared to resale transactions). With the surge in new home sales, APAC Realty stands to be a beneficiary as one of the largest real estate agencies in Singapore.

Exhibit 4: New Private Home Sales On a Quarterly Basis



Source: Lim & Tan Research

Healthy pipeline of upcoming projects. Upcoming developer launches for the second half of 2025 are expected to be robust with an estimated pipeline of 7.3k new units, bringing total launches across the year to >13k units (11k private homes + 2k ECs), an 70% increase yoy. The property market outlook in 2025 remains favourable as buyer confidence surge on the back of lower mortgage interest rates and pent-up demand. The strong new homes sales will likely be supported by stable private resale and HDB resale market volumes. ERA Singapore has secured a sizable 29 new residential projects for the year across Singapore's Core Central Region, Rest of Central Region and Outside Central Region.

Exhibit 5: New Project Launches for 2H2025

	Estimated Preview	Project	Region	Location	District	Developer	Tenure	Estimated number of units
1	Q3 2025	W Residences Singapore Marina View	CCR	Marina View	1	IOI Properties	99 LH	683
2	Q3 2025	The Robertson Opus	CCR	Robertson Walk	9	Frasers Property Ltd., Sekisui House	999 LH	348
3	Q3 2025	River Green	CCR	River Valley Green	9	Wing Tai Holdings	99 LH	524
4	Q3 2025	UPPERHOUSE at Orchard Boulevard	CCR	Orchard Boulevard	10	UOL Group Ltd., Singapore Land Group Ltd.	99 LH	301
5	Q3 2025	Promenade Peak	RCR	Zion Road	3	Allgreen Properties Ltd. (Allgreen)	99 LH	610
6	Q3 2025	Artisan 8	RCR	Sin Ming Road	20	Apex Asia Pte. Ltd.	FH	34
7	Q3 2025	Lyndenwoods	RCR	Science Park Drive	5	CapitaLand Group Pte. Ltd.	99 LH	343
8	Q3 2025	Springleaf Residence	OCR	Upper Thomson Road	26	GuocoLand (Singapore) Pte. Ltd. & Hong Leong Holdings	99 LH	941
9	Q3 2025	Canberra Crescent Residences	OCR	Canberra Crescent	25	Kheng Leong / Low Kheng Huat	99 LH	376
10	Q4 2025	Skye At Holland	CCR	Holland Drive	10	Capitaland Group Pte. Ltd., UOL Group Pte. Ltd., Singapore Land Group Ltd., Kheng Leong Co. Pte. Ltd.	99 LH	666
11	Q4 2025	Zion Road (Parcel A) GLS	RCR	Zion Road	3	City Developments Limited (CDL) & Mitsui Fudosan	99 LH	706
12	Q4 2025	Margaret Drive	RCR	Margaret Drive	3	Guocoland / Hong Leong Holdings / Hong Realty	99 LH	460
13	Q4 2025	The Sen	RCR	De Souza Avenue	21	Sustained Land Pte. Ltd.	99 LH	347
14	Q4 2025	Faber Walk GLS	OCR	Faber Walk	5	GuocoLand / TID / Hong Leong Holdings	99 LH	399
	Estimated Preview	**Project**	**Region**	**Location**	**District**	**Developer**	**Tenure**	**Estimated number of units**
1	Q2 2025	Otto Place	OCR	Plantation Close	24	Hoi Hup Realty Pte Ltd and Sunway Developments Pte. Ltd.	99 LH	600

Source: ERA Project Marketing

Demand continues to be propped up by genuine buyers and lower interest rates, even post July's announcement on higher Seller's Stamp Duty (SSD) rates. To deter the sharply rising number of private residential property transactions with short holding periods, the government 1) increased the holding period from three to four years, and (b) increased the SSD rates by four percentage points for each tier of the holding period.

According to ERA, most homebuyers are genuine owner-occupiers or longer-term investors, and it believes the measures aim to stabilize any spikes caused by short-term investors and are not designed to crack down on the market. In fact, demand for project launches remain firm post-SSD hikes with UpperHouse at Orchard Boulevard and The Robertson Opus achieving 53% and 41% take-up sales respectively.

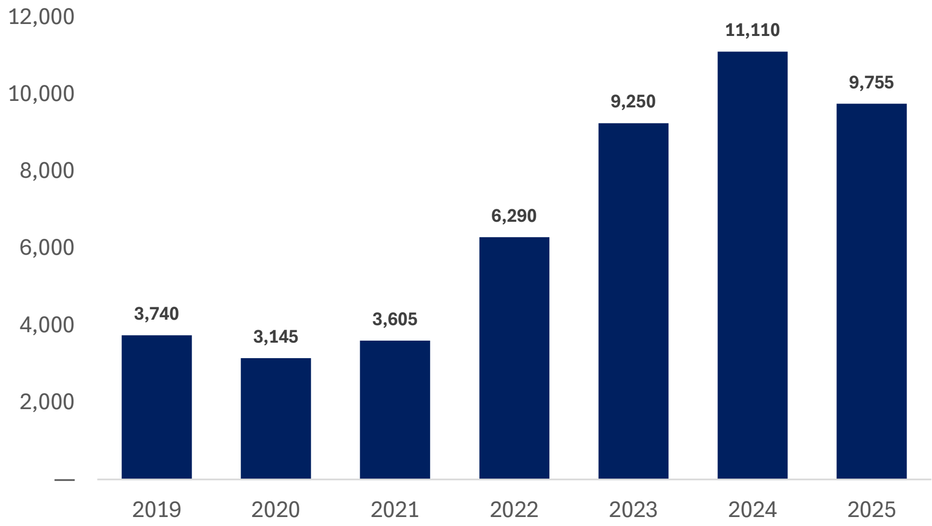
Exhibit 6: SSD Schedule

Holding Period	Rates from 11 March 2017 to 3 July 2025	Rates on and after 4 July 2025
Up to 1 year	12%	**16%**
More than 1 year but up to 2 years	8%	**12%**
More than 2 years but up to 3 years	4%	**8%**
More than 3 years but up to 4 years	0%	**4%**
More than 4 years	0%	0% (no change)

Source: Monetary Authority of Singapore

A high and steady level of Government Land Sales (GLS) sites for 2025 will also bode well for residential supply in the coming years. The total Confirmed List supply of 9,755 units in 2025 is around 50% higher than the average annual supply in the Confirmed List from 2021 to 2023. This builds on the strong GLS supply in 2024 (11,110 units), and in 2023 (9,250 units). Overall, the sizable number of units available under the GLS program will provide ample land-banking opportunities for developers, reflecting a progressive ramp-up in the overall private housing supply in the coming years.

Exhibit 7: Government Land Sales Supply In Recent Years



Source: Lim & Tan Research

Expansion across Asia Pacific with a scalable business model. APAC Realty holds 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 24,700 trusted advisors across 590 offices in 13 countries. We understand that they have a capital-light network that is highly scalable, leveraging on ERA's brand, proprietary technology like SALES+, and structured agent training to expanding into high-growth markets. APAC Realty's stakes in ERA Indonesia, ERA Thailand, ERA Vietnam and ERA Malaysia give them presence in five of ASEAN's six largest economies, reaching more than 70% of the region's population.

While Singapore contributes the bulk of total revenue, the company has started to accelerate its expansion into Indonesia and Philippines through acquisitions and franchise agreements. In 2024, ERA Indonesia expanded its presence in Jakarta by acquiring 51% of ERA Fiesta and remains committed to exploring further expansions. ERA Fiesta encompasses seven real estate brokerage companies, strengthening the Group's position in West Jakarta. APAC Realty also made its foray into the Philippines through a Franchise Agreement by providing Upper Room Realty (Phils.) Inc. the rights to operate or provide memberships to ERA member broker offices in Metro Manila for an initial 15-year term.

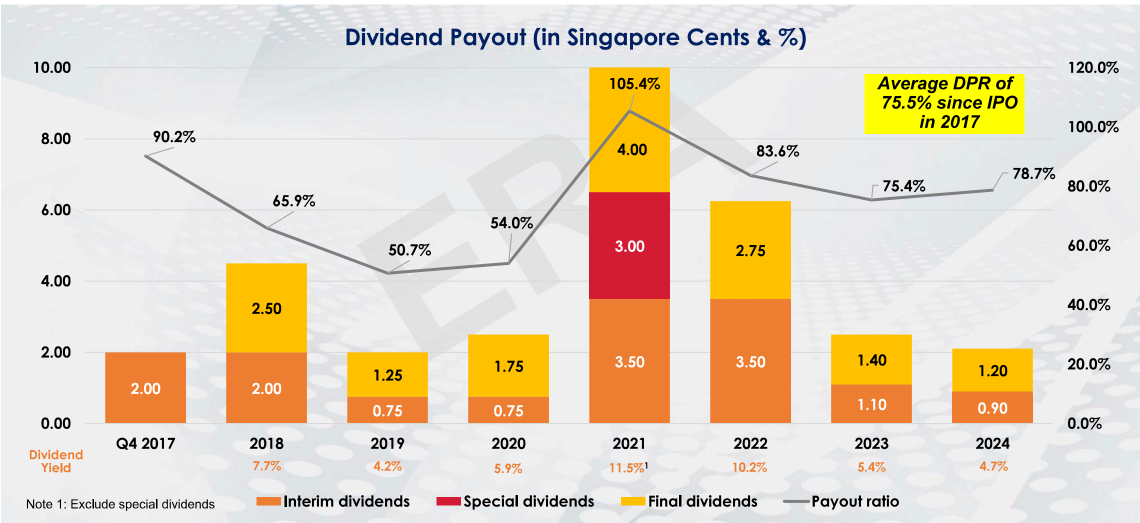
Exhibit 8: Presence Across 13 Countries

Source: APAC Realty

Strong cashflows support generous dividend payouts. APAC Realty's ability to pay generous dividends is underpinned by a robust balance sheet and strong cash flows. Total debt of S$40.1mln is well-supported by a solid cash position of S$40.0mln. The Group has made profits and paid dividends consistently since its IPO in 2017. While APAC Realty has a dividend payout policy of distributing between 50% and 80% of profits, its average payouts have been more generous at 75.5% since IPO. Investors who have held on since its S$0.66 IPO would have gained a total 32.35 cts worth of dividends over the past 8 years.

Riding on robust new home sales and steady resale transactions, we forecast earnings growth of 96%/14% for FY25F/26F. Based on our estimated 79% payout ratio over the next 2 years, this translates into a decent 6.3%/7.0% forward yield respectively. Share buybacks to fulfill the 4 million vested shares annually to key personnel could also provide a form of share price support.

Exhibit 9: High Dividend Payout Ratio Over The Years



Source: APAC Realty

Valuation

- **We initiate an Accumulate rating on APAC Realty with a 12-month target price of S$0.66,** pegged to 15.8x blended FY25F/26F P/E (10% discount to peers), representing a potential upside of 14.8%. We are positive on APAC Realty's 1) established market position in Singapore, 2) exposure to higher-margin new home sales, 3) healthy pipeline of upcoming projects, and 4) generous dividend payouts. Our TP of S$0.66 represents a 16.9x forward P/E (1SD above historical average) and a 1.5x P/B (slightly above historical average), which we think is reasonable given its robust growth profile over the next couple of years.

Exhibit 10: Forward P/E Chart

Source: Blomberg, Lim & Tan Research

Exhibit 11: P/B Chart

Source: Blomberg, Lim & Tan Research

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APAC Realty trades at a discount to local and global peers at 14.7x forward P/E and 9.1x EV/EBITDA compared to multiples of 17.5x P/E and 14.2x EV/EBITDA within the industry. Price-to-book ratio of 1.3x is also lower than the market average of 2.5x (excluding local peer PropNex, which has a higher P/B and 48% ROE with no sizable, fixed assets unlike APAC Realty's ERA headquarters). Backed by a generous dividend payout policy and a 6.3% yield, we think there is further upside for investors at current share price of S$0.575.

Exhibit 12: Peers Comparison

Name	Market Cap (S$bn)	Stock Perf YTD%	P/E (x)	Forward PE (x)	EV/ EBITDA (x)	P/B (x)	ROE(%)	Div Yield
APAC REALTY LTD	**0.2**	**47.4%**	**28.6**	**14.7**	**9.1**	**1.3**	**8.3%**	**6.3%**
PROPNEX LTD	1.1	51.6%	25.9	17.7	13.0	8.6	48.8%	5.4%
CBRE GROUP INC - A	60.7	19.9%	32.0	26.1	21.8	5.7	13.1%	—
JONES LANG LASALLE INC	16.8	7.6%	23.3	16.6	12.5	1.9	8.2%	—
COLLIERS INTL GR-SUBORD VOT	9.7	8.7%	—	22.9	15.3	—	11.6%	0.2%
CUSHMAN & WAKEFIELD PLC	3.7	-6.3%	12.2	11.4	10.4	1.6	9.5%	—
SAVILLS PLC	2.5	-3.7%	25.1	12.8	9.1	1.9	7.3%	3.1%
SINYI REALTY INC	0.8	-11.5%	30.7	—	22.8	1.6	5.0%	7.1%
Median		**8.1%**	**25.9**	**16.6**	**12.7**	**1.9**	**8.9%**	**5.4%**
Average		**14.2%**	**25.4**	**17.5**	**14.2**	**3.2**	**14.0%**	**4.4%**

Source: Bloomberg, Lim & Tan Research

Exhibit 13: APAC Realty Share Price Since 2017 IPO

Source: Lim & Tan Research

Financial Analysis

APAC Realty's financials remain sound with a S$40.0mln cash pile covering its total debt of S$40.1mln. The company is backed by strong operating cash flows since its IPO in 2017, supporting its dividend payout policy of between 50%-80% of net profits. APAC Realty operates via an asset-light scalable business model that relies on its well-recognized ERA brand and network of real-estate salespeople. Interest coverage ratio of 7.6x is healthy. Capital expenditure is low and the only sizable, fixed asset is the ERA APAC Centre regional headquarters, which the company purchased for S$72.8mln back in 2018.

Exhibit 14: Debt Analysis

In S$'000	FY24	FY23
Cash	39,950	44,052
ST Debt	3,093	3,093
LT Debt	37,039	40,133
Total Debt	40,132	43,226
Equity	158,048	158,385
Net Gearing	0.1%	Net Cash
Operating Cash Flow	9,158	17,303
Total Asset	323,474	342,670
Debt To Asset	12%	13%
EBITDA	14,752	20,016
Interest Costs	1,941	2,126
Interest Coverage Ratio	7.6	9.4

Source: APAC Realty, Lim & Tan Research

Company Background

Incorporated in 2013 and listed on the SGX-ST Mainboard since Sep'2017, 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 24,700 trusted advisors across 590 offices in 13 countries.

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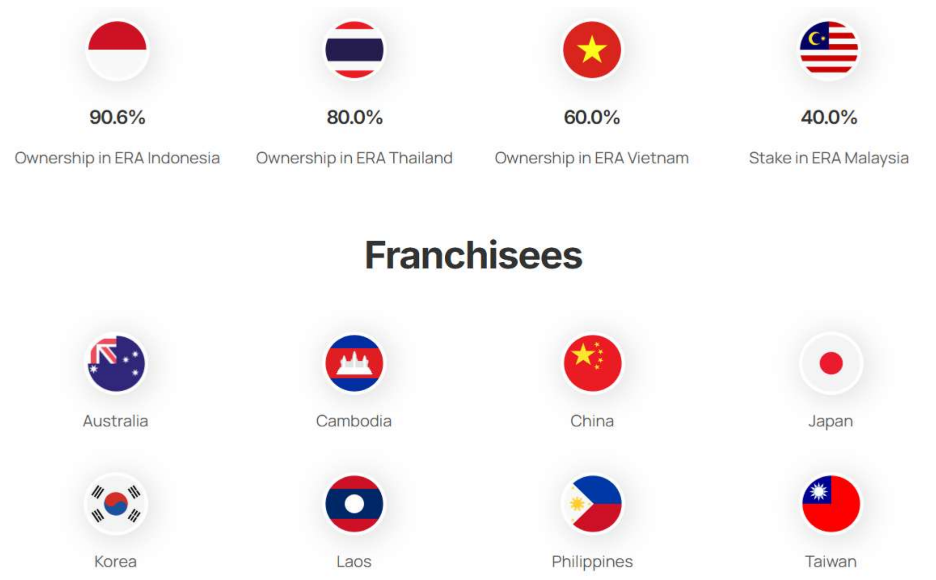
Exhibit 15: Asia Pacific Presence In Addition to Singapore



Source: APAC Realty

ERA Realty is founded in 1982 and is Singapore's second largest real estate agency with 8,844 trusted advisors as of Apr'25 (first is PropNex with >12k agents). Hersing Corporation (the previous holding company of ERA Realty) listed on the SGX-ST in 1998 before its delisting in 2012. APAC Realty (under NorthStar Group) subsequently acquired ERA Realty in 2013 before its re-listing in 2017 at an IPO price of S$0.66/ share. The company is now majority owned by Morgan Stanley Private Equity Asia (64.1% stake), a leading global private equity investor.

Exhibit 16: APAC Realty Logo / ERA

APAC REALTY

ERA REAL ESTATE

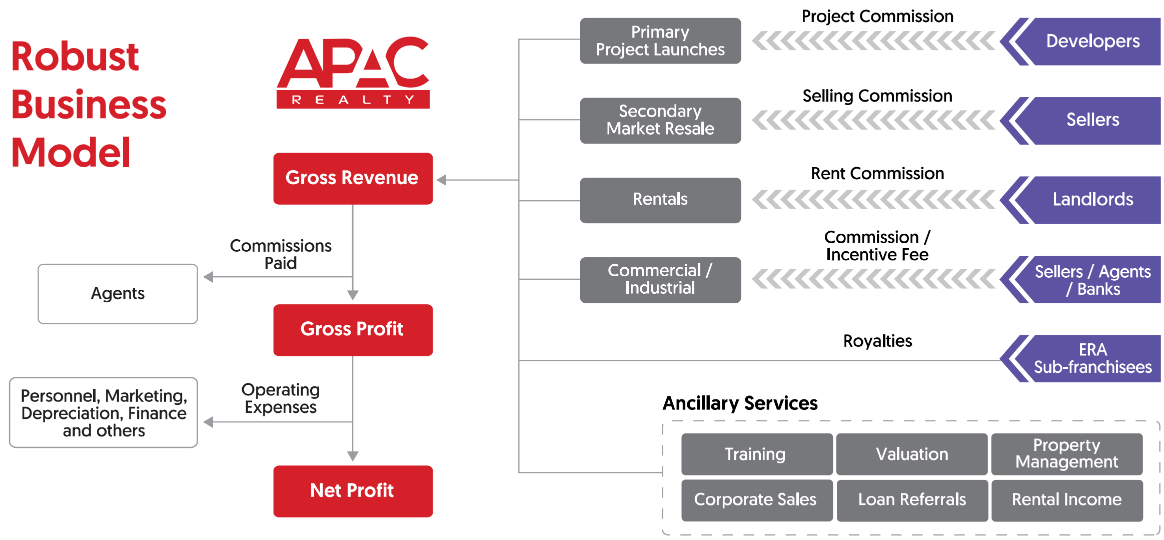
Source: APAC Realty / ERA Realty

APAC REALTY

The Group provides property brokerage services for primary and secondary home sales, as well as the rental of residential, commercial and industrial properties. 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.

APAC Realty's wholly-owned subsidiary Realty International Associates Pte Ltd ("RIA") also operates training programs and courses for real estate trusted advisors in preparation for professional certification exams. 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.

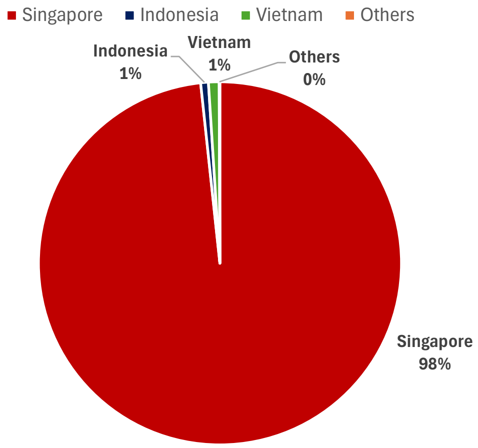
Exhibit 17: Robust Business Model



Source: APAC Realty

Singapore is its biggest market, contributing to 98.3% of total revenue. The next two biggest markets are Vietnam and Indonesia, contributing 0.9% and 0.7% respectively. APAC Realty intends to deepen its foothold in the region while maintaining focus on delivering value-driven brokerage services. In Jan'24, APAC Realty entered into Share Purchase Agreements to acquire 51% of ERA Fiesta Group through its subsidiary ERA Indonesia. This includes seven real estate brokerage companies, significantly strengthening the Group's position in West Jakarta. APAC Realty also entered into a Franchise Agreement with Upper Room Realty (Phils.) Inc. in Apr'24, granting Upper Room the rights to operate or provide memberships to ERA member broker offices in Metro Manila for an initial 15-year term.

Exhibit 18: Revenue by Geographical Segment



Source: APAC Realty, Lim & Tan Research

In 2022, ERA Singapore launched its proprietary SALES+ super app, providing agents with cutting-edge technology through an all-in-one digital platform to analyse market data, navigate industry shifts and optimise sales performance. ERA provides AI-Powered Property Report capabilities, which provides comprehensive property insights, tailored AI-generated recommendations, and customised analysis for different client profiles.

To support data-driven decision-making, over 11 specialised property calculators have been incorporated into SALES+, catering to private residential, commercial, and industrial properties. These include tools for mortgage loan assessments, rental yield estimations, and decoupling calculations, equipping agents with precise financial insights to guide their clients effectively.

Exhibit 19: Sales+ Super App Selected Features

Source: APAC Realty

Major Shareholders. Based on latest available information, Morgan Stanley (through a fund managed by Morgan Stanley Private Equity Asia) is the largest shareholder with a total 64.11% stake. A further 8.34% of APAC Realty is owned by Chua Khee Hak, Executive Chairman of the company. Approximately 27% of total outstanding shares are held in the hands of the public.

Back on 25 Apr'22, Morgan Stanley purchased a 59.8% majority stake in APAC Realty from an entity controlled by private equity firm NorthStar Group at $0.61/share (or effective $0.57/share post 4 cts ex-div). To comply with the Singapore Takeover Code, an unconditional mandatory general offer was made to all shareholders at the $0.57/share offer price, a substantial 30% discount to the then traded price of $0.815. At the close of the offer, an additional 3.7% of shareholdings were acquired by Morgan Stanley.

Possible change of majority shareholder? – We note that since the sale of shares from NorthStar Group to Morgan Stanley in 2022, share price performance has been rather muted in recent years. This could be due to weaker real estate transactions and new homes sales, affecting APAC Realty's top-and-bottom lines. Share price went to as low as 36.5 cts in Oct'24 and Apr'25, before recovering to 57.5 cts currently (around purchase price of 57 cts/share). Should the Morgan Stanley fund reach its term lifespan and decide to dispose its shares to a 3rd party, we think their 57 cts/share purchase price would be a baseline to look at, providing support at current price levels (Morgan Stanley also received an additional 10.85 cts worth of dividends over three years).

Exhibit 20: List of Major Shareholders

Name	Position	% of Outstanding
Morgan Stanley	230,276,766	64.11%
Chua Khee Hak	29,960,509	8.34%
Total		**72.45%**

Source: APAC Realty, Lim & Tan Research

Share buybacks to provide another form of price-support? As part of APAC Realty's Performance Share Plan announced in 2023, the company will award a total of 16 million shares to management over the next four years starting 2024. According to the company, the Plan is intended to 1) optimise each participant's individual performance, 2) instil a stronger sense of unity, loyalty and identification, and 3) strengthen the Group's competitiveness in attracting and retaining potential management, agency leaders, real estate agents and directors.

To fulfill the 4 million shares vested annually, APAC Realty issued 4 million new shares in 2024, with the cost of $2.3mln expensed to its bottom line based on $0.585/share. For 2025, the company shifted towards a share buyback strategy, buying shares from the market at $0.41 - $0.48/share to achieve its 4 million shares target. Total cost is likely to be about $1.8mln, providing some savings compared to the $2.3mln cost through issuing new shares. A share buyback strategy could also provide some form of share price support (1.1% of total outstanding shares to be bought annually).

Exhibit 21: Share Buybacks in 2025

Date	Share Price	Share Buybacks
30 Apr 2025	0.41	104,200
2 May 2025	0.41	220,000
5 May 2025	0.41	69,200
6 May 2025	0.42	78,200
7 May 2025	0.42	54,500
8 May 2025	0.42	157,700
9 May 2025	0.42	150,000
13 May 2025	0.42	210,800
14 May 2025	0.43	100,000
19 May 2025	0.43	19,100
21 May 2025	0.44	198,900
22 May 2025	0.44	15,200
23 May 2025	0.44	400,000
26 May 2025	0.44	258,700
29 May 2025	0.44	225,200
30 May 2025	0.44	241,600
4 Jun 2025	0.45	1,100
5 Jun 2025	0.45	5,000
9 Jun 2025	0.45	131,600
12 Jun 2025	0.46	123,100
16 Jun 2025	0.47	148,500
18 Jun 2025	0.47	53,500
19 Jun 2025	0.47	171,400
23 Jun 2025	0.47	76,200
24 Jun 2025	0.47	152,700
25 Jun 2025	0.47	211,500
26 Jun 2025	0.47	4,700
27 Jun 2025	0.47	131,600
30 Jun 2025	0.47	128,600
1 Jul 2025	0.48	157,200
Average Price	**0.44**	**4,000,000**

Source: APAC Realty, Lim & Tan Research

SGX's 10 in 10 with APAC Realty

We highlight some key points in SGX's 10-in-10 article with APAC Realty (May'25):

Q: How has APAC Realty's financial performance been?

- APAC Realty has consistently proven our resilience through multiple property market cycles, including the global financial crisis, multiple cooling measures, and COVID-19. In FY2024, despite high interest rates and transaction headwinds, ERA Singapore retained a strong 39.9% market share in sales transactions.
- We have a robust pipeline of 29 upcoming residential projects in Singapore, representing over 15,000 new homes launched and expected to be launched in 2025. The Group has also continued to generate positive operating cash flow and maintained a healthy cash position of S$40.0 million as of 31 December 2024.

Q: After a subdued start in 2024, project launches picked up significantly in Q4. Based on current market observations, do you anticipate this upward trend in launch activity to persist into 2025?

- We anticipate the positive momentum in project launches to continue this year. In fact, in the first 4 months of 2025, the number of new project units sold have exceeded more than 60% of the number of new project units sold in 2024. To date (May 2025), ERA Singapore has launched 11 key projects from our secured pipeline of 29 projects, representing around 15,000 new home units. Looking ahead, there will be 18 upcoming projects with close to 8,600 units to be launched in the coming months. New home sales are also projected to rise to 8,500 – 9,500 units in 2025.

Q: What is APAC Realty's value proposition to its shareholders and potential investors? What do you think investors have overlooked?

- APAC Realty offers investors a resilient and cash-generative business anchored by strong leadership in Singapore and a growing Southeast Asia footprint. We believe that we are positioned to benefit from a rebound in transaction volumes, a strong new project pipeline in 2025, and lower mortgage rates that support buyer demand.
- Our diversified model across different property segments, non-brokerage services such as training and valuation provides stability through property cycles. Investors may also often overlook the scalability of our capital-light ERA franchise network and our first-mover lead in PropTech innovation with SALES+, which position us well for sustainable long-term growth.

Key Risks

Competition among real estate agencies. The real estate brokerage industry in Singapore is highly competitive, and APAC Realty may also face competition from new market entrants, or as a result of consolidation by its existing competitors. Increased competition may decrease both the number of transactions and commissions, impacting the company's top-and-bottom lines. There is also substantial competition for high-performing agents in the industry, which is characterised by high levels of agent turnover. Currently, PropNex is the largest player with 36% market share by number of agents, followed by ERA Singapore (25%), Huttons Asia (16%) and OrangeTee & Tie (8%).

Dependent on Singapore's residential property market and macroeconomic conditions. APAC Realty generates almost all of its revenue from the Singapore property market, in particular, the residential property market. Factors that reduce transaction volumes or sales prices and rental rates in the Singapore residential property market will impact the company's financial performance. The Singapore housing market has historically been linked to the strength of the Singapore economy, as well as government regulations introduced from time to time. In addition to higher-for-longer interest rates, policy changes such as cooling measures (lower loan-to-value limit, increased taxes etc.) may impact demand for residential properties, hence lowering commissions and transactions across the housing market.

Importance of the ERA brand. APAC Realty holds the exclusive ERA regional master franchise rights from Anywhere Real Estate Inc for 17 countries and territories in the Asia Pacific. The agreement in main market Singapore expires in 2050, following which the company has the option to renew under the same terms and conditions for additional 30-year terms, provided there are no material defaults of any agreement provisions. A significant deterioration of the ERA brand may also require APAC Realty to conduct an impairment of its intangible assets (goodwill + franchise rights), which currently stands at S$110mln, or a sizable 34% of total assets.

Technology disruptions and changes in consumer preferences. New online platforms and changes in consumer preferences towards "DIY" transactions may result in lower demand for property agents. For example, several platforms such as Ohmyhome and Mogul.sg allow homeowners to market their homes independently without using an agent. The recent launch of HDB Flat Portal in 2024 also provides a marketplace for resale flats for sellers, buyers and property agents. APAC Realty believes that unlike purely digital platforms, they offer clients trusted advisory, relationship-based service, and market expertise through a network of highly trained professionals. To maintain market share, APAC Realty will need to provide value-added services and develop systems and offerings that meet changing customer demands in a timely manner.

Key Management

Exhibit 22: APAC Realty Key Management

Name	Position	Work Experience
Mr. Chua Khee Hak 	Executive Chairman	Mr. Chua was first appointed to the Board on 4 September 2017 and re-elected on 25 April 2018, 22 April 2019 and 21 April 2022. He joined the Group in 1990 (under the previous holding company of its subsidiaries) and was the President of the Group before being appointed as the Chief Executive Officer in August 2013 and Chairman in July 2019. He stepped down as Chief Executive Officer on 30 June 2021 but remained as Chairman of the Group. Prior to joining the Group, he was with the Public Works Department of Singapore from 1984 to 1990, his last held position being head of building management and building development services.
Mr. Michael Yeh 	Non-Executive Non-Independent Director	Mr. Yeh was first appointed to the Board on 8 August 2024. He is an Executive Director of Morgan Stanley and is a member of the Investment Committee at Morgan Stanley Private Equity Asia ("MSPEA"). He joined Morgan Stanley in 2011 and has been spearheading the firm's middle market buyout and private equity investment activities in Southeast Asia and Taiwan over the past 13 years. He was instrumental for several high profile transactions in the region for MSPEA such as investments and divestments of DSG International (Thailand), E.Sun FHC, and CTBC FHC.
Mr. Wong Hin Sun, Eugene 	Lead Independent Director	Mr. Wong was appointed to the Board on 15 July 2019 and re-elected on 18 June 2020 and 21 April 2022. Mr. Wong founded Sirius Venture Capital Pte Ltd in September 2002 and has been its managing director since its incorporation. He is the Non-executive Chairman of Tangram Asia Capital LLP, the corporate venture firm of NTUC Enterprise. He is currently Deputy Non- executive Chairman of NTUC LearningHub Pte Ltd. He is also the Non-executive Vice-Chairman of Japan Foods Holding Ltd, the Lead Independent Director of Alliance Healthcare Group Limited and Deputy Non-executive Chairman of Jason Marine Group Limited, all listed on SGX-ST.
Ms. Tan Poh Hong 	Non-Executive Independent Director	Ms Tan was appointed to the Board on 1 October 2020 and was re-elected on 20 April 2023. She is an Independent Director of Sheng Siong Limited, Centurion Corporation Limited, Vicom Ltd, AnnAik Limited and OTS Holdings Ltd which are all listed on the Singapore Stock Exchange. Prior to joining the Group, she was the Chief Executive Officer of Agri-Food & Veterinary Authority (AVA) of Singapore from 2009 to 2017.
Mr. Siew Peng Yim 	Non-Executive Independent Director	Mr. Siew was appointed to the Board on 12 May 2023. He currently serves as Chief Executive Officer of Ice Cream Division, Fraser & Neave Limited, and Chief Executive Officer of Times Publishing Limited. From 2012 to 2014, Mr. Siew was Chief Operating Officer and Chief Financial Officer of Times Publishing Limited. Over the years, Mr. Siew through his Chief Financial Officer role has gained extensive experience in auditing, financial management, corporate finance (IPO and M&A related activities) and corporate tax restructuring.
Mr. Marcus Chu 	Chief Executive Officer	In 1996, Marcus Chu found himself captivated by the success story of ERA's then-top salesperson. It was a tale that spoke of potential and of the transformative power within ERA. Inspired by this narrative, Marcus realized ERA possessed the formula to unearth greatness in individuals, regardless of their industry background. He viewed ERA not simply as a real estate company but as a platform for personal and professional advancement. Marcus would later go on to replicate this success himself, eventually becoming CEO of ERA Singapore, ERA Asia Pacific, and APAC Realty. Looking ahead, Marcus understands that change is the only constant. As technology continues to revolutionise the way we conduct transactions, he anticipates a digital future where tech-savvy agents thrive in an increasingly digital market.
Ms. Doris Ong 	Deputy Chief Executive Officer	Doris joined the Group in 1991 and led ERA's foray into project marketing. Today, she heads the project marketing team and is responsible for forging strategic partnerships and creating strong relationships with property developers, whilst spearheading new business opportunities to expand the company's business in Singapore and abroad. Doris' experience covers all market segments, from ultra-luxury private homes to suburban Executive Condominiums. Under her strong leadership, ERA has emerged as one of Singapore's leading project marketing real estate agencies. Since its inception, the team has sold more than 60,000 new homes, with more than 450 projects launched. Today, the project marketing team oversees a multi-billion dollar portfolio.
Mr. Kevin Lim 	Chief Agency Officer	Kevin joined the ERA family in 2003. He started as a rookie sales associate and rose swiftly to the position of division director in just 6 years in the light of his strong sales performance and management abilities. Kevin has been awarded with numerous top sales and leadership awards and was appointed APAC Realty Chief Agency Officer in 2022, working closely alongside CEO Marcus Chu & Deputy CEO Doris Ong. A proud father of twin girls and only in his early 40s, Kevin also founded Preeminent Group, the largest real estate group in Singapore with almost 4,000 agents. A true inspiration, Kevin has guided thousands of agents to attain success and financial freedom over the years, with Preeminent Group producing some of the highest- performing realtors within the industry.
Mr. Eugene Lim 	Key Executive Officer	Eugene first joined the Group in 1991 before returning in 2003. He is a well respected real estate opinion leader, and his professional views on the real estate market and its pertinent issues are frequently sought by the media. A highly regarded leader in real estate industry, Eugene appears regularly on television and radio and is often quoted by various print and online media. He oversees the legal and compliance team, and is responsible for the compliance of all agents' business dealings with the Estate Agents Act, and the relevant subsidiary legislation. His team is also the first point of contact that investigates any customer feedback.
Mr. Poh Chee Yong 	Chief Financial Officer	Chee Yong joined the Group in 2011. He heads the finance and commission teams, and is responsible for financial management and implementing controls to safeguard assets, integrity of data and financial information. He was also appointed as the Data Protection Officer ("DPO") for the group when the data protection laws came into effect in Singapore in 2014 and relinquished the role to head of legal and compliance on 1 January 2023. Prior to joining the Group, Chee Yong was a Financial Controller at Raffles Education Corporation Limited from 2003 to 2011, and an auditor at KPMG Singapore from 2000 to 2003. Chee Yong is a qualified Chartered Accountant of Singapore and holds a Bachelor of Accountancy (Hons) from the Nanyang Technological University.
Mr. Raymond Leong 	Chief Technology Officer	Raymond joined the Group in 2022 and serves as the Chief Technology Officer (CTO). He plays a pivotal role in driving the Group's technology strategies and is instrumental in building and enhancing its infrastructure to accelerate digital transformation and drive innovation. Raymond oversees Tech Innovation, Enterprise Tech, Infrastructure Operations, and Information Security, ensuring the Group remains at the forefront of technological advancements. With over 20 years of IT project delivery and consulting experience, including 12 years in regional tech leadership roles, Raymond brings a wealth of expertise to the Group. His industry experience spans across e-Commerce, Retail, Shipping, Manufacturing, Agriculture, and Fast-Moving Consumer Goods (FMCG).

Source: APAC Realty, Lim & Tan Research

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