



APAC REALTY BRINGS AWARD-WINNING ERA BRAND TO HONG KONG

SINGAPORE, 28 October 2025 – APAC Realty Limited (“APAC Realty”, the “Company” or together with its subsidiaries, the “Group”), a trusted brand powering Singapore’s market-leading ERA real estate brokerage, has made its entry into Hong Kong today.

Partnering with Hong Kong Morning Dragon Company Limited (“HKMD” or the “Franchisee”) under a ERA Franchise Agreement (the “Agreement”), ERA Hong Kong Morning Dragon marks a significant step in strengthening the Group’s footprint across North Asia’s key gateway cities aside from Japan, Korea and Taiwan. With this, APAC Realty’s network will span more than 21,900 advisors across 14 Asia Pacific countries and territories.

Marcus Chu, CEO of APAC Realty Limited said, “Our expansion into Hong Kong comes at a strategic and opportune time, amid renewed investor confidence and improving market sentiment. Residential property prices in Hong Kong have corrected by about 30% from their peak five years ago, presenting attractive entry opportunities for investors. As one of the world’s leading financial hubs and a vital gateway to Greater China, Hong Kong serves as a critical nexus for our clients. With policy shifts and rising affordability reshaping homebuyer behaviour, ERA Hong Kong Morning Dragon will be a key driver of cross-border transactions and opportunities across Asia Pacific and beyond.”

Chu added “Given our presence in both Singapore and Hong Kong, ERA is well-positioned to connect Singapore buyers with property opportunities in Hong Kong, allowing us to better serve clients seeking to diversify their property portfolios beyond Singapore. We look forward to deepening our collaboration and collectively delivering best-in-class real estate experiences across the region”.

Under terms of the Agreement, HKMD has the right to operate or grant memberships for the operation of ERA member broker offices in Hong Kong for an initial three-year term with effect from 1 January 2026. The Franchisee has the option to propose renewing this Agreement for an additional three-year term, subject to the fulfilment of certain conditions as set out in the Agreement.

Redefining Possibilities In The Pearl Of The Orient

ERA Hong Kong Morning Dragon will be led by Michelle Chan and Benny Wong – renowned industry veterans who each bring an average of over three decades of industry experience in banking and cross-border real estate.

Established in 2011, HKMD is a Hong Kong–owned company specialising in international real estate and finance, partnering with leading developers and international firms to provide clients with comprehensive, one-stop property solutions. Operating across major markets including Hong Kong, the Greater Bay Area in China, Japan, Malaysia, Cambodia and Thailand, HKMD has successfully brokered a significant number of overseas property sales since 2016.

“We’re extremely excited to embark on this new chapter of growth. With ERA’s extensive network, advanced PropTech capabilities, and strong marketing reach, we will be well positioned to bring new concepts and strategies to Hong Kong’s property market,” said **Michelle Chan of ERA Hong Kong Morning Dragon**. “This partnership represents our commitment to staying ahead of industry trends and expanding our competitive edge. ERA’s global platform will undoubtedly position us well to

serve the evolving demand among Hong Kong buyers – be it investing in mainland Chinese properties or exploring quality global property opportunities.”

Hong Kong Returns to the Global Top Three as Recovery Takes Hold

Hong Kong’s economy in 2025 is on a path of recovery, supported by stabilising global conditions, a rebound in tourism¹, and renewed cross-border business activity with mainland China. Government measures to attract international talent and investment² are beginning to take effect, while easing financing conditions and moderating inflation are providing a more supportive environment for business expansion and consumer confidence.

According to the latest World Competitiveness Yearbook (WCY) 2025³, Hong Kong rose two places to return to third globally for the first time since 2019, supported by strong gains in economic performance and infrastructure. The city’s ongoing efforts to enhance governance, expand trade partnerships, and strengthen its role as a “super connector” within the region are expected to further drive long-term resilience and growth.

Homebuyer Confidence Returns to Hong Kong’s Property Sector

The city’s residential property market is showing early signs of revitalisation following several years of price correction. The removal of property stamp duties, easing mortgage rates, and improved affordability have collectively bolstered homebuyer confidence. Transaction volumes have remained strong, with more than 5,000 homes sold monthly⁴ for six consecutive months as of August 2025.

Renewed interest from mainland Chinese investors, rising household incomes⁵, limited land supply, and relatively attractive valuations are also supporting the market’s rebound. Amid policy support for expanding university enrolments, alternative property segments such as student accommodation have drawn growing investor attention given their lower entry costs and stable yields. Developers are adjusting launch strategies and pricing to meet shifting demand, paving the way for a more balanced and sustainable housing market.

ERA Franchising Model: A Win-Win Proposition

ERA’s franchising model offers franchisees a powerful platform to accelerate growth, combining the strength of a trusted global brand with a proven business framework. Franchise partners gain access to advanced property technologies, continuous operational support, and extensive networking opportunities – all designed to drive efficiency, innovation, and long-term success.

“Our franchising model enables scalable, sustainable growth, and allows us to replicate our proven systems and service standards while tapping into local expertise. This combination of global consistency and local insight will continue to drive our success across the Asia-Pacific region,” added Mr Chu.

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¹ <https://www.scmp.com/news/hong-kong/hong-kong-economy/article/3327922/tourism-rebound-driving-retail-recovery-hong-kong-finance-chief-says>

² <https://www.hketosin.gov.hk/business-talent-attraction.php>

³ <https://www.info.gov.hk/gia/general/202506/17/P2025061700597.htm>

⁴ <https://www.scmp.com/business/article/3326931/hong-kong-home-prices-rise-slightly-while-rents-near-historic-peak-amid-gradual-recovery>

⁵ https://www.censtatd.gov.hk/en/press_release_detail.html?id=5600



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 more than 21,900 trusted advisors across 565 offices in 14 countries and territories as of 28 October 2025. 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 8,916 trusted advisors as of 28 October 2025, 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 on 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 programmes 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.apacrealty.com.sg.

About Hong Kong Morning Dragon Company Limited

Hong Kong Morning Dragon Company Limited is a mortgage provider for established developers and new projects in Hong Kong. Established in July 2011, they have served as a financier for developers such as Kerry Property. The core business is the brokerage of overseas properties for China and HK through seminars and roadshows. The group is licensed under the Estate Agents Authority License number: C-043603 and have been a direct agent appointed by Kerry Property, Henderson Property and many more. Other ancillary businesses include the provision of Hong Kong immigration services for foreigners.

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