



BUKIT SEMBAWANG
ESTATES LIMITED

**49TH ANNUAL GENERAL MEETING
ON 23 JULY 2015**

GROUP'S PROJECT DEVELOPMENT PLANS

1) Updating of development progress and sales status

- ❖ Landed development projects**
- ❖ Condominium apartment projects**

2) Mid-term marketing plans

- ❖ Challenging residential market conditions**
- ❖ Refining marketing plan and strategies**

GROUP'S PROJECT DEVELOPMENT STATUS

- ❖ **Update of development projects under construction**
- ❖ **Review of marketing sales status**



PHASE 6



2 Semi-detached Houses @ Paterson



PROJECTS FOR SALE & UNDER CONSTRUCTION

Skyline *Residences*



Artist's Impression



PHASE 7



SUMMARY OF SALES & DEVELOPMENT STATUS

- ❖ **For condominium apartments projects**
- ❖ **For landed development projects**

CONDOMINIUM APARTMENTS PROJECTS SALES STATUS

- ❖ **Paterson Suites**
- ❖ **Vermont @ Cairnhill Rise**
- ❖ **Skyline Residences**

CONDOMINIUM APARTMENTS PROJECTS SALES & DEVELOPMENT STATUS

Property	Location	No. of Units	Sales Status	Development Status
1) Paterson Suites	Paterson Road	102	100%	TOP
2) The Vermont	Cairnhill Rise	158	100%	TOP
3) Skyline Residences	Telok Blangah Road	283	81%	67%
	Total	543	90%	

SALES & DEVELOPMENT STATUS FOR LANDED PROJECTS

❖ **Luxus Hills Phase 5**

❖ **Luxus Hills Phase 6**

LANDED PROPERTIES – LUXUS HILLS SALES & DEVELOPMENT STATUS

Phase Development	No. of Units	Sales Status	Development Progress
Phase 5	54	100%	TOP
Phase 6	36	72%	56%
Total	90	80%	

**Part 1 - Updating of development progress
and sales status in FY 2015**

Part 2 - Going forward : Mid-term plan

GOING FORWARD : MID-TERM PLANS

- ❖ **Government cooling measures and challenging residential market**
 - ❖ **Marketing thrusts and strategies**
- 1) **Focusing on needs of target purchasers for selling remaining unsold apartment units**
 - **Skyline Residences**
 - 2) **Strengthening Group's core businesses in developing and offering different types of landed properties**
 - **Luxus Hills Ph 6 & 7 at AMK Ave 5 : 999 yrs lease conventional housing**
 - **Watercove Ville at Sembawang Rd : Freehold cluster housing**
 - **Lot 12949A at AMK Ave 5/CTE : to be issued with a fresh 99 yrs lease**

Offering 3 different types of landed properties to meet purchasers' preferences
 - 3) **Building our high-end residential projects with development options**
 - **Paterson Collection and St Thomas Walk project**
- ❖ **Marketing plans are subject to changes depending on market conditions and business environment**

Lot 12949A Mk 18 at Ang Mo Kio Avenue 5/Nim Road
(To Be Issued With Fresh 99-Year Lease)

- ❖ **An agriculture land to be upgraded to Residential Development to enhance land use.**
- ❖ **The Singapore Land Authority (SLA) requires the Group to apply for lifting of the building restriction in the title in order to proceed with the development of the land Lot 12949A Mk 18.**
- ❖ **For permission to be granted to lift the building restriction, SLA requires the Group to surrender the existing 999-year lease for re-issuance of a fresh 99-year lease without building restriction and to pay differential premium.**
- ❖ **Fully comply with SLA requirements in order to obtain Planning approval for upgrading to residential use.**

SUMMARY OF MID-TERM PLAN

- ❖ **To develop and launch the various development projects in different stages and phases with 3 marketing strategies as outlined.**
- ❖ **Projects in the pipeline – 3 apartment projects and 3 landed development projects**



- ❖ **Mid-term plan to launch the various development projects in different stages and phases with 3 outlined marketing strategies.**
- ❖ **The marketing plans as indicated in the presentation slides may be subject to changes depending on market conditions and the business environment.**