

# CORPORATE PRESENTATION

Half Year 2012 Results Review

22 May 2012



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# Group Overview



8@Woodleigh



# Business Overview

- Keong Hong Holdings Limited (强枫控股有限公司) (“Keong Hong” or “the Group”) is Singapore’s homegrown building construction group.
- Established in Singapore in 1983 and listed on the Catalist Board of the Singapore Exchange Securities Trading Limited in December 2011.
- We provide a broad range of building construction services to both private and public sectors for residential, commercial, industrial and institutional projects. In addition to conventional contracts including additional and alteration works (“A&A”), the Group also provides construction services for design and build projects (“D&B”).
- Our customers include main contractors, project consultants and well-established property developers and owners, like Keppel Land group, Frasers Centrepoint Limited and MCL Land.
- We have achieved a BCA grading of A1 under the category CW01 for general building, which allows us to tender for public sector construction projects of unlimited value with no restrictions for private sector construction projects.

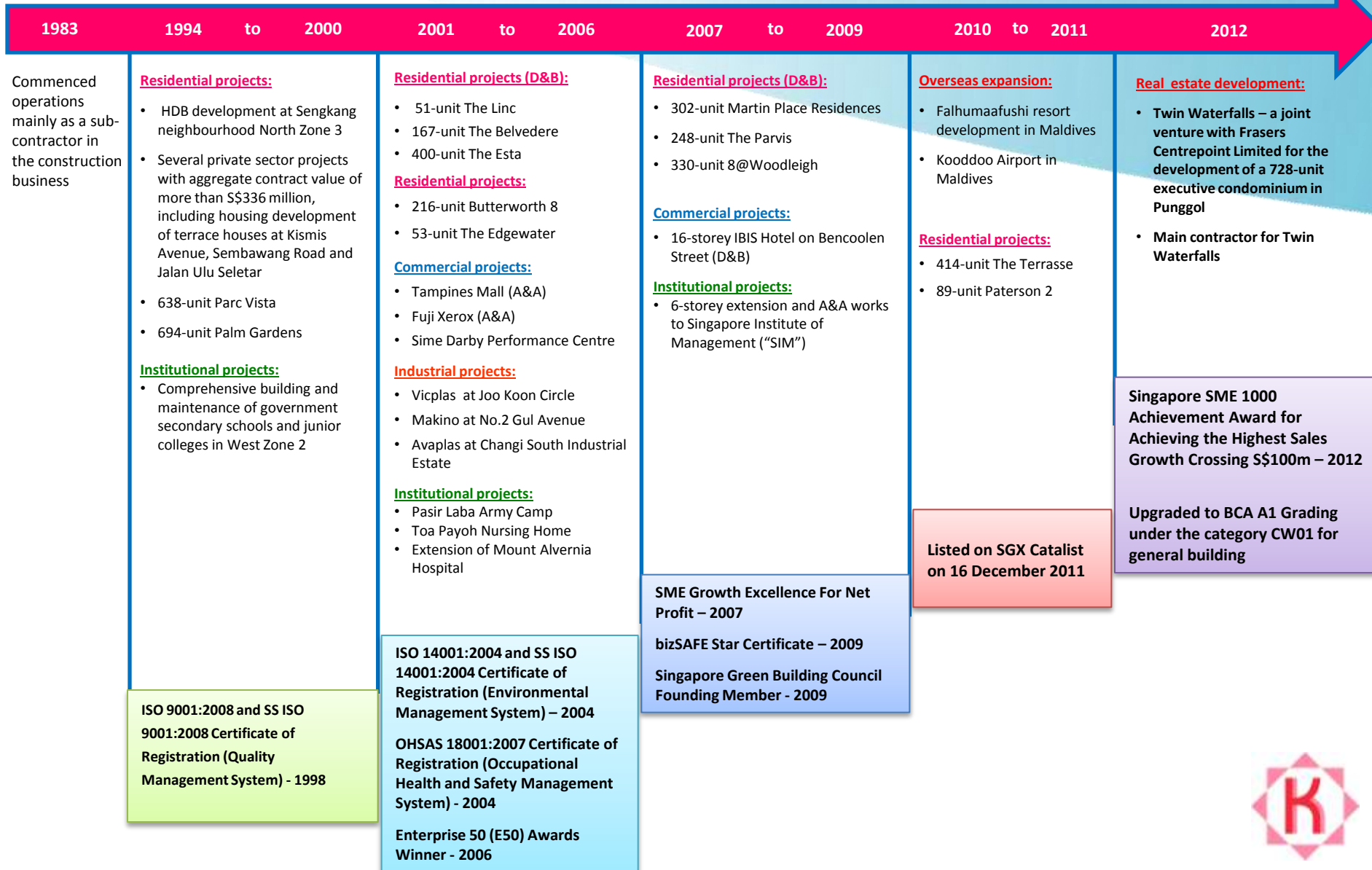
## **Our diversified portfolio of private and public sector projects:**

- ✓ Residential - condominiums, apartment buildings, landed housing and public housing
- ✓ Commercial - office buildings, shopping malls and hotels
- ✓ Institutional - schools, tertiary institution and community hospital like the nursing home
- ✓ Industrial - factories and warehouses
- ✓ Infrastructural - Kooddoo Airport in Maldives





# History and Milestones



# Competitive Strengths

## Committed and Experienced Management Team

### Established Track Record

- ✓ More than 20 years of experience as a building contractor
- ✓ Achieved BCA's A1 Grading under the category of CW01 for general building – able to tender for public sector construction projects of unlimited value and no restrictions on private sector construction projects

### Complementary Skill Sets and Expertise

- ✓ Leverage on knowledge and experience gained to expand into property development business
- ✓ Experience gained from property development business will in turn benefit our construction business

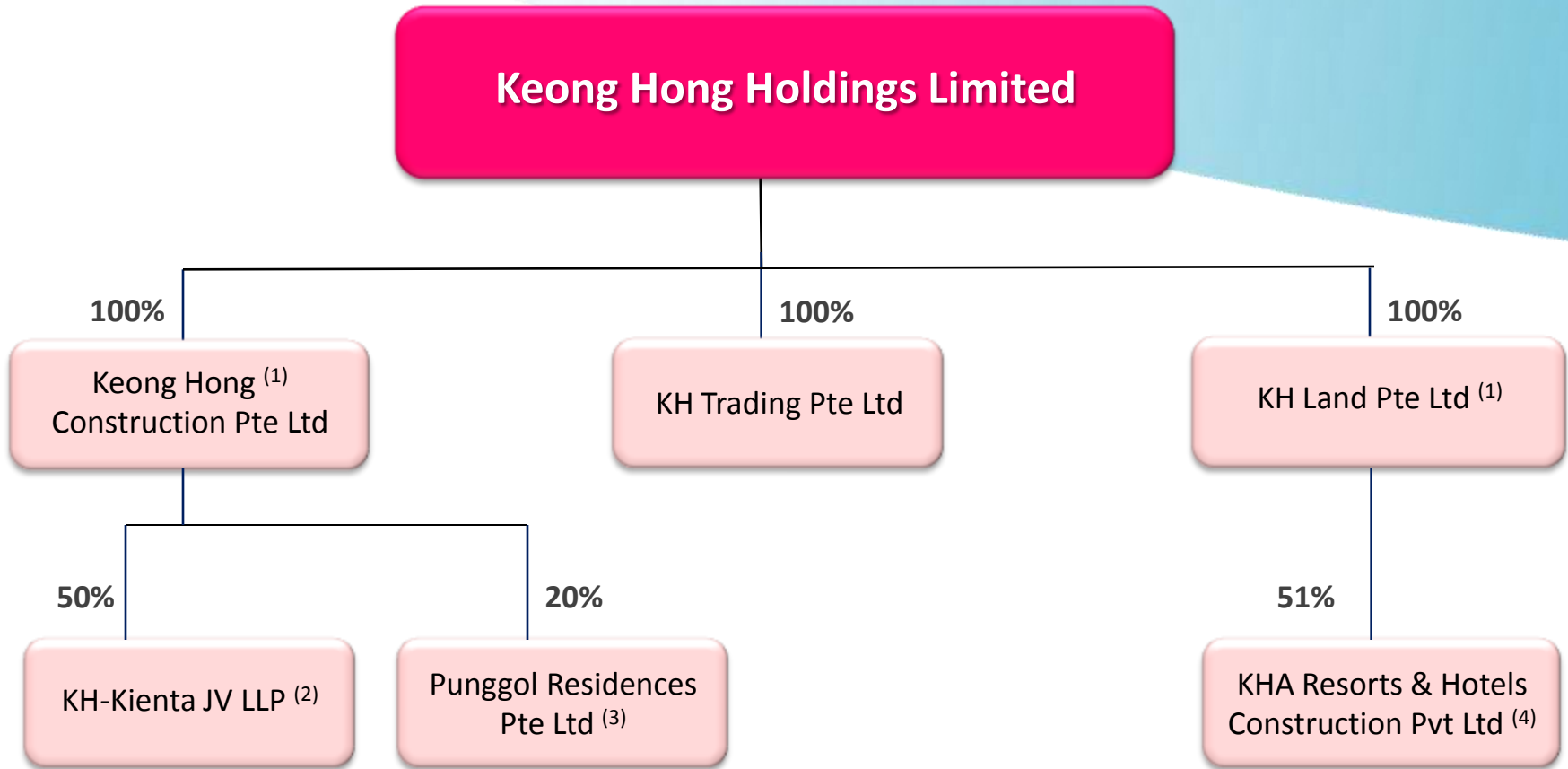
### Established Business Relationship and Extensive Network

- ✓ Our repeat customers include Keppel Land group, Frasers Centrepoint Limited and MCL Land Ltd

### High Quality Services

- ✓ Our ISO certifications, bizSAFE Star certification and various other awards attest to the quality of our projects

# Group Structure



Principal activities:

- (1) General and building contractors
- (2) Mixed construction activities
- (3) Real estate developer
- (4) Resorts and hotels building contractor





# Building Construction Services

- Our construction projects covers new construction, A&A works of existing buildings, refurbishment and upgrading of existing buildings
- Our range and scope of services include excavation, piling, substructures and superstructures works, architectural works, aluminum cladding and curtain walling, mechanical and electrical works, interior fitting-out works, external works and landscaping



Intelligent computerized self-climbing platform at Martin Place Residences



Full aluminum system formwork at Martin Place Residences

Tampines Mall



# Residential Projects



The Esta at Amber Gardens (D&B)



The Linc at Lincoln Road (D&B)



Butterworth8 at Katong Road



The Belvedere at Meyer Road



Martin Place Residences  
at Kim Yam Road (D&B)





# Commercial Projects



Sime Darby Performance Centre at Alexandra Road



IBIS Hotel at Bencoolen Street



# Institutional Projects



SIM at Clementi Road



Mount Alvernia Hospital Sisters' Accommodation



Toa Payoh Nursing Home





# Industrial Projects



Vicplas at Joo Koon Circle



Makino at No. 2 Gul Avenue



AvaPlas at Changi South Industrial Estate





# Infrastructural Projects

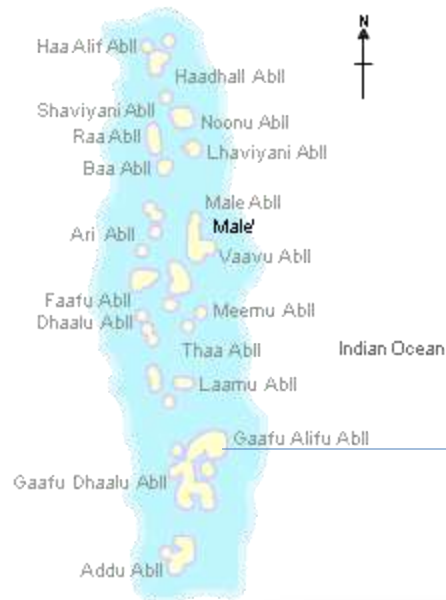


## Kooddoo Airport in Maldives

- Domestic airport to serve nearby resorts
- Design and built project:
  - 1.2km runway
  - Passenger terminal
  - Air-traffic control tower
  - Infrastructure facilities
- Target completion November 2012
- Contract sum US\$7.7 m



# Projects Currently in Progress



## Falhumaafushi Resort

- 94-villa resort hotel in Maldives
- Developed by Bonvest group
- Hotel soft-opened in April 2012
- Contract sum S\$83.6 m



# Projects Currently in Progress

## Twin Waterfalls

- 728-unit executive condominium development in Punggol
- Main contractor and joint developer
- Group holds 20% interest in this joint property development with Fraser Centrepoint Limited
- Officially launched on 18 February 2012, over 96% sold to-date
- Average selling price S\$698 per sq foot
- Target completion December 2014
- Contract sum S\$162.5 m

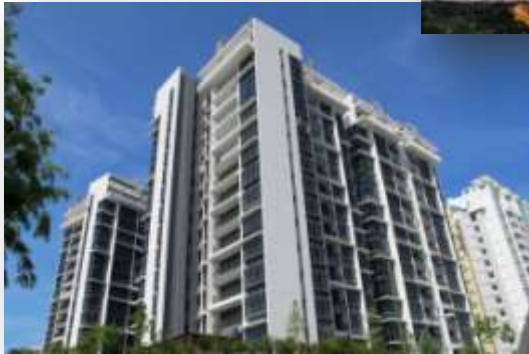




# Projects Currently in Progress

## 8@Woodleigh

- 330-unit condominium at Woodleigh Close
- Developed by Fraser Centrepoint Limited
- TOP June 2012
- Contract sum S\$73.9 m



## Terrasse

- 414-unit condominium at Serangoon
- Developed by MCL Land
- Target completion May 2014
- Contract sum S\$110.5 m



## Parvis

- 248-unit condominium at Holland Hill
- Jointly developed by MCL Land and Ho Bee Investment
- TOP July 2012
- Contract sum S\$142.9 m



## Paterson 2

- 89-unit condominium at Paterson Road
- Developed by Bukit Sembawang View
- Target completion February 2014
- Contract sum S\$70.5 m

