

# Half Year 2012 Results Review 22 May 2012



### **Disclaimer**

This document has been prepared and furnished to you solely for the purpose of introducing the information set out herein. This document does not constitute or form part of any offer, solicitation, recommendation or invitation for or in relation to the securities of any company described herein, nor does it constitute investment advice. This document may include information of a proprietary nature. This document does not purport to constitute all the information that the recipient might require and, in particular, does not address risk issues. It is not intended to form the basis of any investment decision, commitment or contract whatsoever, and no monies or other form of consideration is to be accepted on the basis of this document.

This document contains certain forward-looking statements with respect to the financial condition, results of operations and/or business of the Company and its subsidiaries and certain of the plans and objectives of the management of the Company and its subsidiaries. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results or performance of the Company and its subsidiaries to be materially different from any future results or performance expressed or implied by such forward-looking statements. Such forward-looking statements were made based on assumptions regarding the present and future business strategies of the Company and its subsidiaries and the political and economic environment in which the Company and its subsidiaries will operate in the future. Reliance should not be placed on these forward-looking statements, which reflect the view of the management of the Company and its subsidiaries as of the date of this document only.

This presentation was prepared exclusively for the parties invited for the purposes of discussion and must be viewed in conjunction with the oral presentation provided by the officers of Keong Hong Holdings Limited. This presentation does not take into consideration the investment objectives, financial situation or particular needs of any particular investor. The reader(s) of this presentation should consult his or her own independent professional advisors about the issues discussed herein. Neither this presentation nor any of its content may be copied or used without the prior consent of Keong Hong Holdings Limited.

### **Contents**

- 1. Group Overview
- 2. Financial Highlights
- 3. Prospects and Outlook
- 4. Strategies and Future Plans



# **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**

OHSAS 18001:2007 Certificate of

**Health and Safety Management** 

**Registration (Occupational** 

**Enterprise 50 (E50) Awards** 

System) - 2004

Winner - 2006

9001:2008 Certificate of

Management System) - 1998

Registration (Quality

1983 1994 to 2000 2001 2006 2010 to to 2007 to 2009 2011 2012 Residential projects (D&B): Commenced Residential projects: Residential projects (D&B): **Overseas expansion:** Real estate development: operations 51-unit The Linc · 302-unit Martin Place Residences HDB development at Sengkang Falhumaafushi resort · Twin Waterfalls - a joint mainly as a subdevelopment in Maldives neighbourhood North Zone 3 • 167-unit The Belvedere venture with Frasers 248-unit The Parvis contractor in Centrepoint Limited for the • 400-unit The Esta Several private sector projects Kooddoo Airport in the construction • 330-unit 8@Woodleigh development of a 728-unit with aggregate contract value of Maldives business Residential projects: executive condominium in more than \$\$336 million. 216-unit Butterworth 8 Punggol Commercial projects: including housing development 53-unit The Edgewater of terrace houses at Kismis • 16-storey IBIS Hotel on Bencoolen Main contractor for Twin Residential projects: Avenue, Sembawang Road and Waterfalls Street (D&B) • 414-unit The Terrasse **Commercial projects:** Jalan Ulu Seletar Institutional projects: Tampines Mall (A&A) • 89-unit Paterson 2 · 638-unit Parc Vista 6-storey extension and A&A works Fuji Xerox (A&A) to Singapore Institute of · 694-unit Palm Gardens · Sime Darby Performance Centre Management ("SIM") Institutional projects: Industrial projects: · Comprehensive building and · Vicplas at Joo Koon Circle Singapore SME 1000 maintenance of government **Achievement Award for** · Makino at No.2 Gul Avenue secondary schools and junior **Achieving the Highest Sales** colleges in West Zone 2 Avaplas at Changi South Industrial Growth Crossing S\$100m - 2012 Estate Institutional projects: Pasir Laba Army Camp **Upgraded to BCA A1 Grading**  Toa Payoh Nursing Home under the category CW01 for · Extension of Mount Alvernia Listed on SGX Catalist general building Hospital on 16 December 2011 SME Growth Excellence For Net Profit - 2007 bizSAFE Star Certificate - 2009 ISO 14001:2004 and SS ISO 14001:2004 Certificate of **Singapore Green Building Council** Registration (Environmental Founding Member - 2009 ISO 9001:2008 and SS ISO Management System) - 2004



### **Competitive Strengths**

# Committed and Experienced Management Team

**Established Track Record** 

Complementary
Skill Sets and
Expertise

Established
Business Relationship
and Extensive Network

**High Quality Services** 

- ✓ More than 20 years of experience as a building contractor
- ✓ 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
- ✓ Our repeat customers include Keppel Land group, Frasers Centrepoint Limited and MCL Land Ltd

✓ 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)



**Butterworth8 at Katong Road** 



The Linc at Lincoln Road (D&B)



The Belvedere at Meyer Road



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



# **Commercial Projects**

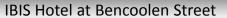






Sime Darby Performance Centre at Alexandra Road











# **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 \$\$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 \$\$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

