

OrangeTee® times

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A Message from our Managing Director

A Mark of Success

On 29 November 2013, I had the privilege to accept the Enterprise 50 award trophy on behalf of OrangeTee from Mr. Teo Ser Luck, Minister of State for Trade and Industry. That same evening, I celebrated this new milestone together with a few of our executive directors and SGADs during the Enterprise 50 (E50) Awards Gala Dinner.

The E50 award is a special achievement because it is regarded as the "Oscar Award" for local enterprises. OrangeTee's E50 award reinforces that the company has built a niche within the real estate industry with its differentiated products and excellent services. It also shows that we have established a strong financial track record, underscoring our business acumen and financial prudence. Our win is definitely a mark of our success.

Our E50 award is not only recognition of what we have accomplished so far, but it should also serve as a reminder for us to further our success in business and to continue to contribute to Singapore's economy. It should motivate us to continue raising the bar in all aspects of our business, to reinvest ourselves and to stay relevant in changing times.



This significant achievement would not have been possible without the dedication of our staff, as well as the invaluable support of our team leaders and associates. Here, I thank you all very much.

This is our award. Bravo!

Steven Tan

Managing Director, OrangeTee Group

OrangeTee's Personal Data Protection Management

By **Sean Rudge**, Executive Office

OrangeTee started its journey towards achieving compliance under the Personal Data Protection Act (PDPA) in December 2012. This was prior to the launch of the Act itself on the 2 January this year. From as early as this April, OrangeTee engaged its lawyers to complete compliance process by fulfilling a set of criteria stipulated under the Act. This included:

1. Appointing a Data Protection Officer;
2. Creating its own policies, practices for availability upon request;
3. Creating its own complaints process;
4. Communicating their policies and practices to members.

Practices completed for OrangeTee members

OrangeTee has made efforts to comply with the above list. Policies and practices will be published on the company's website in December 2013. With clear practices set in place, OrangeTee's associates would have a comprehensive guide to refer to when they conduct their real estate businesses, to ensure that they comply with the Act.

Phone solution to control Do-Not-Call (DNC) numbers

The DNC is the first provision in the Act and since July 2013, OrangeTee has been studying various phone solutions to block calls and text messages to DNC-registered numbers through the company's telephone lines. To date, the company has shortlisted two phone solutions which are robust and able to conduct checks through both internal and national DNC lists, thus preventing the calling and/or sending of text messages to

such numbers. Individual salespersons who wish to tap the above DNC filtering mechanism can subscribe to the solution through its mobile app.

Thorough education for OrangeTee associates

The Personal Data Protection Commission opened registration to the DNC Registry on 2 December 2013. In that same week, OrangeTee conducted two seminars on the PDPA and the DNC for those interested to understand the details of the Act.

Moving forward, OrangeTee has prepared the following activities for its associates:

1. Core CPD Course on PDPA
- Awaiting CEA's approval
2. OrangeTee Data Protection Learning Corner
- This weekly broadcast to all OrangeTee members will cover topics based on practical selected parts of the Act. The aim is to explain one portion of the Act each week to help salespersons to apply it to their businesses practices. These weekly lessons will also be uploaded onto the OrangeTee's website under the "Personal Data Protection" section and titled "OrangeTee Data Protection Learning Corner".

Invitation by PDPC for early trial of DNC Registry

As one of the early adopters of the Act, OrangeTee was invited to conduct a trial test of the DNC Registry to give feedback on how easy it would be to set up an account. This trial test was conducted a month before the public launch of the DNC Registry on 2 December 2013.

Associates should take advantage of the Act

With this important framework in place, OrangeTee members should take advantage of the benefits the Act will bring, especially in areas concerning business dealings that involve establishing customer confidence and credibility. Members of the public will always feel more comfortable dealing with representatives from a company that they trust to properly manage their personal data.

DNC Registry : Obligations of Associates

From 2 January 2014, all Real Estate Salespersons will have to conduct their own checks before conducting any telemarketing activities (e.g. voice calls or text messages or faxing). All salespersons who need to conduct checks with the DNC Registry will be required to set up an individual account with the Registry. Please note that under the "Advisory Guidelines on Key Concepts of PDPA", it is the responsibility of the individual salesperson to conduct their own checks.

Setting up an account at DNC Registry

From 2 December 2013, you will be able to register individual accounts with the DNC Registry.

You will need to follow these steps:

1. Go to www.dnc.gov.sg to set up your account.
2. Pay a one-time registration fee of \$30 (500 free credits will be given annually - Note: 1 credit equals 1 telephone number check.)
3. Go to Organisation -> Apply for an Account -> Select Individual Person -> Key in SingPass
4. Refer to the 'User Guide' if you are unsure on how to register.

OrangeTee members can access more information on OrangeTee's Personal Data Protection Management by going to the "About Us" section of OrangeTee website and heading to the "Personal Data Protection Management" section.

OrangeTee Services

- Agency
- Residential Projects
- Business Space
- Corporate Residential Services
- International Projects
- Investments & Advisory
- Valuation
- Research & Consultancy
- Training & Development
- E-Services

MARKET UPDATES

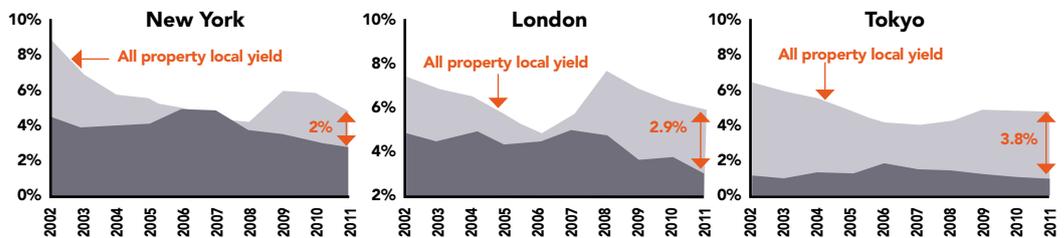
By **Tokuji Murata**, Japan Business Development Unit and **Christine Li**, Research & Consultancy Department

Will 2020 Olympics boost the property market in Japan?

Since Tokyo was selected to host the 2020 Olympics, Japan has been riding the wave of elation. The Nikkei rose 2.5% following the announcement, with construction stocks being the notable beneficiaries.

The Olympics boost came just in time. One year after Abenomics – an economic reform carried out by the Prime Minister Shinzo Abe – was introduced, Japan's economy has embarked on a revitalisation journey after more than two decades of stagnation. In 2Q13, Japan recorded positive GDP growth for the third consecutive quarter. The Property Business Confidence Index by the Land Institute of Japan also recorded positive numbers for all three segments (developer, brokerage and building management) for the first time since January 2007. This is a good sign as it indicates that sentiment has returned to the pre-Global Financial Crisis (GFC) level. But the question remains whether the property market will generate enough interest from investors and the recovery in the real estate sector is sustainable.

Based on past research, direct real estate implications of hosting major sports event such as Olympics depend on the size and relative maturity of the property market. The impacts also tend to be greater in smaller and less mature markets. However, these are not apple-to-apple comparisons, as each city differs in size, geography, economic condition and so on. For instance, when Beijing hosted the 2008 Olympics, China was in the midst of an economic boom, which benefited the property market. In contrast, property prices in London experienced a drop prior to the 2012 Olympics. Although this slump can be mainly attributed to the GFC and Eurozone debt crisis, London's property prices didn't recover to the 2005 post-Olympics announcement



level until a year after the London Olympics. So how will Japan fare leading up to the 2020 Olympics?

There are a few positive demand drivers. Firstly, interest rate in Japan is among the lowest in the world. Inexpensive senior debt can be obtained from the Japanese megabanks at 50%-70% Loan-To-Value. With the Bank of Japan continuing to pump money into the economy, the low interest rate environment is expected to stay which could spur demand for property.

Secondly, Japan's inexpensive and readily available debt financing produces one of the highest yield gaps in the world. Although a low yield indicates a higher real estate price, the yield spread that investors enjoy over interest rates offers the allure to invest in Japan properties. Over the past decade, Tokyo has consistently offered attractive yield spread among major global cities.

Being the second largest property investment market after the US, the size of the institutional grade real estate market in Japan is estimated to worth around US\$2.7 trillion (\$\$3.35 trillion) as at 2012. This constitutes 10% of the total real estate investment universe in the world, making Japan too large a market to ignore. However, foreign investors should note that investment size for each individual asset in Japan may not be as large as that in their home countries.

This is because many Japan properties are of smaller sizes compared to many other countries. In 2012, Japan is ranked third after US and China, for having the highest number of Fortune Global 500 companies in the country. Tokyo alone has 48 such companies, the highest among all major cities globally. Given a mature economy with advanced infrastructure, Japan will continue to remain as a preferred destination for international companies to set up their operations. This may fuel demand for the property market especially the commercial sector.

Abenomics has played a major role to revitalise the Japanese economy. Despite improved market sentiment, there were criticisms on the viability of the policies given its unorthodox style. However, with the Liberal Democratic Party winning both the Lower House and Upper House Elections, the Abe government will not see another election until summer 2016. As a result, the current political stability of the Japanese government is favourable for investors.

Based on these factors above, the allure of Japan real estate investment is already in place even before the Olympics came into the picture. Therefore, the Olympics only serves as a catalyst to further boost the market sentiment. It is certainly not a key factor that will uplift Japan's property prices for a sustainable period; nor is the Olympics an essential element that will entice

property investors to jump on the bandwagon.

At most, the Olympics creates a "steroidal boost" to property prices, especially in the Tokyo Bay area where the Olympics venue will be.

In short, even without the boost from Olympics, Japan is undergoing a major turnaround. The beacon of light in the form of Abenomics has helped to inject market confidence, kickstart growth and hopefully end the prolonged decades of economic stagnation in due course. If the current momentum continues, there may be potential for capital upside in the near future. Historically, land prices have always lagged behind the stock market. For instance, the stock market peaked in 1989 while land prices only peaked two years later in 1991.

Likewise, the stock market peaked in 2006, but the highest land prices were only achieved in 2008. Akin to any investment product, timing is essential for real estate. As of now, land prices are still 66% and 22% below the peak in 1989 and the pre-GFC level respectively. Therefore, should the economy continue to improve, demand for real estate could increase in tandem.

Demand from foreign investors may also run high, as Abe's policies are favorable to foreign investment. As there is a high possibility for real estate prices to improve, potential investors should time their investment strategy accordingly so as to catch the property upcycle in Japan. ■

Commercial Strata-Titled Property in Singapore

By **Marcus Oh**, Executive Director

Property cooling measures and the warning sentiment in the residential property market have diverted yield-hungry investors towards the commercial property sector. Against a backdrop of strong market liquidity and low interest rates, transaction volumes of commercial strata-titled units in both the primary and secondary property markets have risen tremendously. As a result, property developers have started to ride on the wave of investor interest and strata-sell units in commercial developments instead of leasing them out for recurring income.

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Current Commercial Strata-Titled Projects

Projects	Location	Tenure	Total no. of Units	Size (sqft)	Price PSF	% Sold
Nine Residences & Junction Nine	18 Yishun Avenue 9	99 years leasehold wef 30 April 2013	17 Restaurants	592 - 4,198	1st storey - \$4,500 2nd storey - \$3,500	90%
			129 Retail	118 - 10,732	1st storey - \$4,500 - \$5,500 2nd storey - \$3,000 - \$4,500	
			186 Residential	495 - 1,550	\$1,080 - \$1,300	
Royal Square @ Novena	264 Thomson Road	99 years leasehold wef March 2013	24 Restaurants + 2 Restaurants at Level 6	280 - 700 2,583 / 4,790	1st storey - \$8,300 - \$8,800 2nd storey - \$6,000 - \$6,400 6th storey (restaurant) \$5000	55%
			25 Retail	226 - 904		
			171 Medical Suites	420 - 786	\$4,500 - \$4,800	

EVENTS

OrangeTee Bowling Competition 2013

By **Madeleine Seow**, Marketing and Communications Department

The recent supply of new strata-titled commercial properties includes the Junction Nine and Royal Square @ Novena projects. A mixed-use residential project, Junction Nine received an overwhelming response with 85% of its 146 retail units sold at an average of \$3,600psf on the first day of sales¹. Royal Square @ Novena, an integrated development housing hotel, medical suites, food & beverage and retail also performed fairly well with 55% of its 222 retail and medical suites units sold to date².

The commercial property market is unaffected by the recent market cooling measures e.g. seller's stamp duty and additional buyer's stamp duty. The sector has also attracted interest from foreign companies and investors because that sector has no foreign-ownership restrictions.

More investors are aware of the benefits of buying strata commercial units in terms of its limited supply, healthy rental yields and capital appreciation. From an investor's perspective, the commercial property market is unaffected by the recent market cooling measures e.g. seller's stamp duty and additional buyer's stamp duty. The sector has also attracted interest from foreign companies and investors because that sector has no foreign-ownership restrictions. Prices for commercial property market are likely to stay resilient and strong interest in commercial sites with good location attributes are expected with competitive bids amongst the bigger developers.

The potential supply of strata commercial units in the pipeline may include Westgate Tower and a plot at Venture Avenue. As reported in BT article³ which suggested that CapitaLand may consider strata sales for its office units at Westgate Tower, the 20-storey retail-office project will have 320,000 sq ft net lettable area of office space. The project is due to be completed in late 2014. The 20-storey retail-office project will have 320,000 sq ft of net lettable office space. Another source of new office space is likely to come from a mixed development project at Venture Avenue. The project's office component is set to make up 90% for the project, which could translate to around 500,000 sq ft of net lettable area of office space.

Going forward however the Government may restrict the sale of strata-titled commercial units in certain development/ location, and this may result in a somewhat limited supply. ■

¹ The Straits Times, October 12, 2013

² As at 26 November 2013

³ The Business Times, August 22, 2013

Our annual bowling competition held on 21st November was once again a "striking" success! The fierce competition was fuelled by cheers from enthusiastic "fans" at Orchid Bowl @ Orchid Country Club throughout the 3-hour, 3-game event.

The OrangeTee bowlers were bona fide sportsmen! We enjoyed 3 aggressive games. Beyond the dropped pins, I am more gratified to see the teams displayed Team work, Comradeship and Focus. Cheers Team Orangeans! ■



THE RESULTS

Individual Ladies Champion : Susan Soon

Individual Ladies 1st Runner-Up : Serene Hoe

Individual Ladies 2nd Runner-Up : Susan Tan

Individual Men Champion : Eric Ng

Individual Men 1st Runner-Up : Francis Lek

Individual Men 2nd Runner-Up : Simon Yio

Team Champion : OSG C : Eric Ng, Frank Wong, Norhakim, Philip Tan

Team 1st Runner-Up : OSG E : Frida, Jeremy Bek, Kelvin Koh, Terence Tan

Team 2nd Runner-Up : Unbowlievable : David Wong, Francis Lek, Katrina, Serene Hoe



From left: Ladies Champion, 1st and 2nd Runner-Up



From left: Men Champion, 1st and 2nd Runner-Up



Clockwise from above: Team Champion, 1st and 2nd Runner-Up



*OrangeTee
Management
& Staff
wish all our
Associates a
Merry X'Mas
& Happy
New Year!!*

TOP ACHIEVERS 2013 Q3



Delphine Tan
First



Roy Chang
Second



Jun Luo
Third



Eileen Loh
Fourth



Patrick Low
Fifth



Susan Mariam
Sixth



Brandon Chia
Seventh



Patrick Ong
Eighth



June Leng
Ninth



Jasmine Lau
Tenth



June Leng
Top Lister



Lim Pei Jin
Top Rookie



Wendy Chia
Top Manager



Alan Leong & Associates
Recruiting Group - Top



Jeffrey Lee & Associates
Recruiting Group - 1st Runner Up



Alan Leong
SGAD-Top



Lester Tan
GAD-Top



Brandon Chia
STAD-Top



Alvina Yeo
TAD-Top



Lawrence Tan
SGAD-1st Runner-up



Jasmine Png
GAD-1st Runner-up



Andrew Pat
STAD-1st Runner-up



Josephine Ng
TAD-1st Runner-up



Albert Chou
SGAD-2nd Runner-up



Yap Boon Seng
GAD-2nd Runner-up



Susan Mariam
STAD-2nd Runner-up



Benny Lim
TAD-2nd Runner-up

TOP LEADERS 2013 Q3

INTERNATIONAL PROJECT

By **Johnny Chng**, International Projects Department

LONDON

Dury Place

Located off Cambridge Avenue, Dury Place is just seconds away from Kilburn Park and is one of the most exclusive developments in Kilburn. It offers a collection of 14 contemporary 1, 2 and 3 bedroom duplexes and apartments.

Kilburn Park is the perfect base from which to explore the rest of London. A city that hits all the right notes no matter what you are looking for whether it's a cultural outing to Tate Modern, a shopping spree at Westfield or a relaxing stroll through Hyde Park.

Designed by award-winning architects, every apartment in Dury Place is decorated in a neutral style, a blank canvas awaiting your personal touch, and the flexible living space is designed to adapt to how you live your life. Dury Place is truly a location that sells itself.



For more information, please contact:
International Projects Department
Tel: +65 8388 5577 Email: overseas@orangetee.com

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LOCAL PROJECT

By **Raymond Lum**, Residential Projects Department



Jewel @ Buangkok

Located in the popular Buangkok estate, Jewel @ Buangkok by City Developments Limited is a project that brims with vitality. This massive condominium complex has every amenity imaginable, and comprises of 616 units spread across nine 17-storey towers. With an ideal mix of fun and wellness, the development gives you access to a garden house, playground, swimming pool, indoor gym, a jacuzzi and many more facilities. The cascading water walls and 50-metre lap pool at the dual level waterscape brings aquatic features to a whole new level. A first of its kind, Jewel @ Buangkok boasts six thematic Outdoor Cabins that allow you to indulge in a variety of interests in the great outdoors – bringing your enjoyment to a whole new level. The possibilities of luxury and fun are endless.

Leisure amenities at your doorstep will also satisfy your shopping and dining cravings with shopping malls Hougang Green Shopping Mall, Compassvale Bow, Hougang Mall Compass Point, Rivervale Mall and NEX Mega Shopping Mall located nearby.

Families can feel at ease, knowing that several elite schools including Nau Chiau Primary School, Nan Chiau High School, CHIJ Our Lady of The Nativity, Montfort Junior School and Holy Innocents' High School are located closeby.

Getting from one place to another is convenient, especially with Buangkok MRT Station located 5 minutes away from the project.

For more information, please contact:
Raymond Lum
Tel: +65 9690 1250 Email: newhomes@orangetee.com