



OrangeTee

A member of Realion Group

INVESTMENT POTENTIAL OF AMBERWOOD AT HOLLAND

*Consumer investment playbook
2026*

01

AMBERWOOD AT HOLLAND

LUXURIOUS DEVELOPMENT DESIGNED FOR YOU

Location

Holland Link
District 10

Developer

Sim Lian Group

Tenure

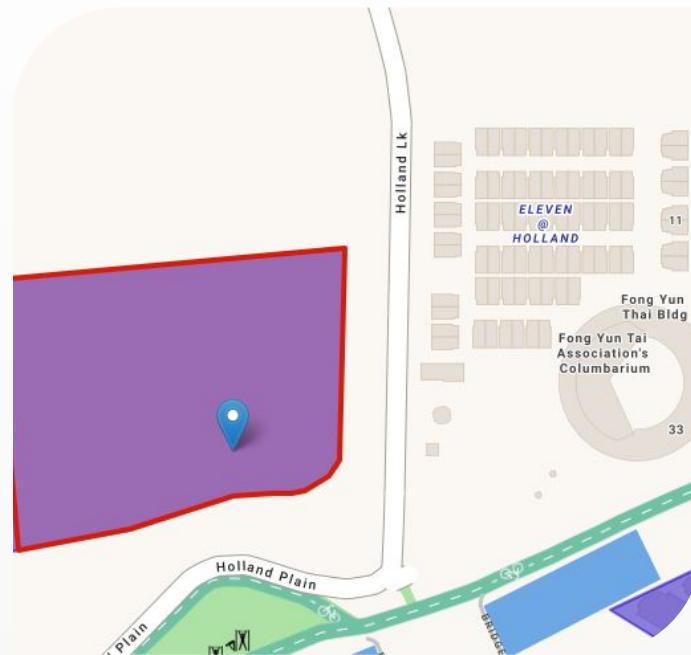
99 Yr Leasehold

Unit Mix

212 units

Expected TOP

2029/ 2030



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AN ENCLAVE OF ELEGANT LIVING

Discover refined living at Amberwood at Holland, a premier private residential development nestled within the newly revitalised 34-hectare Holland Plain housing precinct. This project offers a unique blend of luxury and tranquility, with Holland Green Linear Park right at their doorstep.

Situated at the prestigious District 10, Amberwood at Holland is surrounded by lush greenery and close to several prestigious schools. This project offers discerning homeowners and investors easy access via the nearby King Albert Park MRT station on the Downtown Line and the upcoming Cross Island Line, which will appeal to both owner-occupiers and investors seeking convenience, firm rental demand, and long-term growth, all in one property.



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INVESTMENT ANALYSIS

CAPITAL APPRECIATION I - Leasehold vs Freehold Case Study

The median price of new leasehold condos in District 10 were rising at a faster rate of 86.7 per cent compared to 83.2 per cent for freehold condos over the past decade. Selected new leasehold projects in prime Districts 9 and 10 were sold at higher prices than freehold projects within the same districts in H1 2026.

CAPITAL APPRECIATION II - Long Term Potential of D11

The median price of new condos in District 10 grew by 53.7 per cent from 2016 to H1 2026.

PROFITABILITY

76.9 per cent of private residential units were profitable in District 10, with more than a third earning profits of at least S\$500,000 and 208 units making a gross profit of at least S\$1 million.

RENTAL RETURNS

The median monthly rents for condos in District 10 increased by 33.3 per cent from 2020 to H1 2026.



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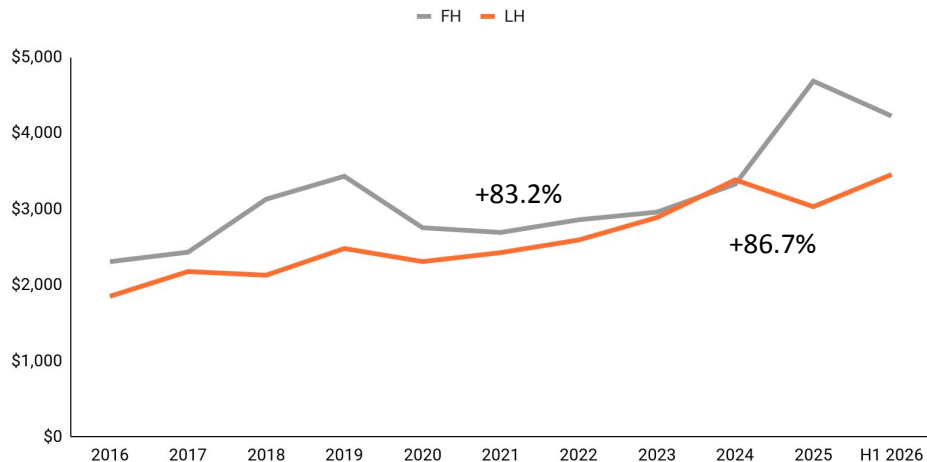
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CAPITAL APPRECIATION I - Leasehold vs Freehold Case Study (District 10)

Amberwood at Holland will likely provide a higher investment return to homeowners due to its lower entry price. According to data from the Urban Redevelopment Authority (URA), the median price of new freehold condos in District 10 increased by 83.2 per cent from S\$2,304 psf in 2016 to S\$4,222 psf in H1 2026.

In comparison, new leasehold condos in the same district rose at a faster pace of 86.7 per cent from S\$1,848 psf in 2016 to S\$3,451 psf in H1 2026. Owners of these leasehold properties can enjoy a higher capital appreciation as the entry price was 19.8 per cent lower than freehold properties in the same location. Therefore, Amberwood at Holland, being a leasehold property with lower entry price, will have an edge against other new freehold properties within the same district.

Capital Appreciation Of Leasehold Condos Rose More Than Freehold Condos In D10



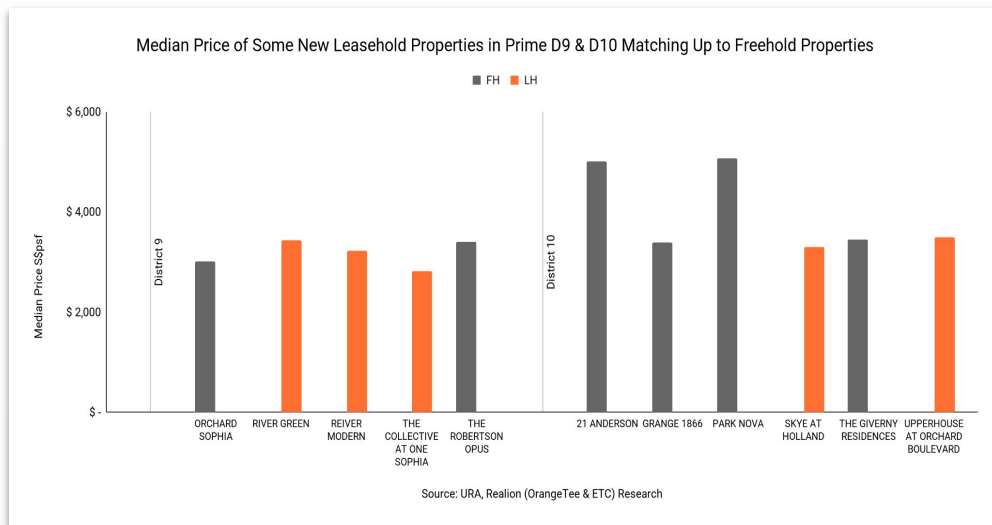
Source: URA, Realon (OrangeTee & ETC) Research



CAPITAL APPRECIATION I - Leasehold vs Freehold Case Study (Selected New Projects In Districts 9 and 10)

When we examine the median price of selected new leasehold and freehold condos in prime Districts 9 and 10, some leasehold condo prices matched or even surpassed the median prices of freehold condos in the same districts this year.

According to data from URA, the median price of new leasehold condos in District 9, such as River Green (S\$3,426 psf) and River Modern (S\$3,229 psf), is comparable to that of the new freehold property, The Robertson Opus (S\$3,395 psf), in H1 2026. In District 10, the median price of the leasehold property Skye at Holland (S\$3,299 psf) is only slightly lower than that of the freehold property The Giverny Residences (S\$3,445 psf). Interestingly, the median price of the leasehold condominium UPPERHOUSE at Orchard Boulevard (S\$3,497 psf) exceeded that of The Giverny Residence in H1 2026.



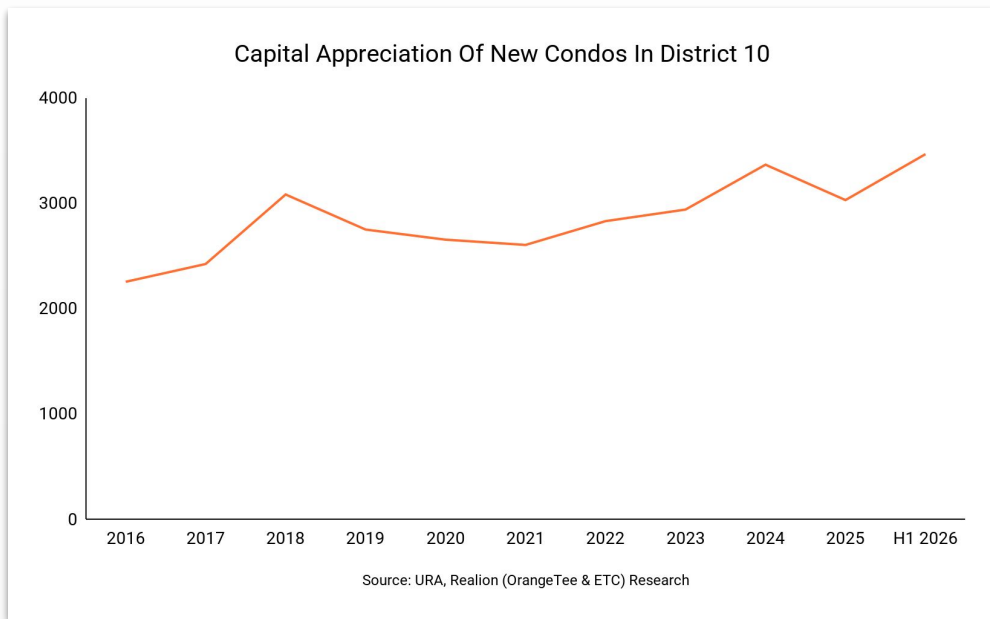


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CAPITAL APPRECIATION II - Long-Term Potential of District 10

In fact, properties in District 10 have already been proven to be lucrative investments as they posted steady price appreciation over the past 10 years. Buyers of future properties in the same area will likely enjoy greater capital appreciation since they will be purchasing their properties at a much lower entry price.

According to data from URA, the median price of new condos in District 10 surged by 53.7 per cent from S\$2,257 psf in 2016 to S\$3,469 psf in H1 2026. On a year-on-year basis, prices have also risen from S\$3,033 psf in 2025.



PROFITABILITY

District 10 demonstrated lucrative opportunities for both investors and homeowners. Based on URA data from 2006 to 2026, an impressive 76.9 per cent of properties in this area were profitable.

Notably, 62.1 per cent of these profitable transactions occurred within a 10-year holding period, highlighting the district's appeal for investors aiming to realize strong returns within a mid-term investment horizon.

Of all the profitable transactions, more than a third of the units yielded gross profits of at least S\$500,000, and 208 units made a gross profit of at least S\$1 million!

The highest profit was recorded for a condo at Goodwood Residence, purchased for S\$15.6 million in 2014 and resold in 2024 for S\$32 million, yielding a substantial gross profit of S\$16.4 million.

The second-highest profit was for a unit at Nassim Park Residence, with a purchase price of S\$14.7 million in 2008 and a resale price of S\$22 million in 2023, resulting in a gross profit of S\$7.3 million.



Project Name	Bought Date (QQ-YYYY)	Bought Price	Sold Date (QQ-YYYY)	Sold Price	Gross Profit After SSD	Holding Period (Years)	Planning Area	Tenure	Property Type	Area (sqft)
GOODWOOD RESIDENCE	Q2-2014	\$15,600,000	Q3-2023	\$32,000,000	\$16,400,000	9.3	Newton	FH	Condominium	10,710
NASSIM PARK RESIDENCES	Q2-2008	\$14,736,000	Q1-2023	\$22,000,000	\$7,264,000	14.8	Tanglin	FH	Condominium	4,822
NASSIM PARK RESIDENCES	Q3-2009	\$14,000,000	Q1-2023	\$20,500,000	\$6,500,000	13.4	Tanglin	FH	Condominium	4,284
NASSIM PARK RESIDENCES	Q4-2009	\$9,808,800	Q3-2024	\$14,200,000	\$4,391,200	14.7	Tanglin	FH	Condominium	3,175
NASSIM PARK RESIDENCES	Q3-2008	\$10,007,000	Q3-2023	\$14,000,000	\$3,993,000	15.2	Tanglin	FH	Condominium	3,477
NASSIM PARK RESIDENCES	Q2-2008	\$11,536,560	Q2-2021	\$14,700,000	\$3,163,440	13.0	Tanglin	FH	Condominium	4,833
SAGE	Q4-2010	\$12,000,000	Q3-2022	\$15,150,000	\$3,150,000	11.7	Tanglin	FH	Condominium	4,564
BOULEVARD 88	Q2-2019	\$9,922,000	Q3-2025	\$13,000,000	\$3,078,000	6.0	Orchard	FH	Apartment	2,777
LEEDON RESIDENCE	Q2-2016	\$10,000,000	Q4-2024	\$13,000,000	\$3,000,000	8.4	Bukit Timah	FH	Condominium	4,704
NASSIM PARK RESIDENCES	Q2-2008	\$10,253,740	Q4-2013	\$13,170,800	\$2,917,060	5.4	Tanglin	FH	Condominium	3,466
NASSIM PARK RESIDENCES	Q4-2009	\$9,643,500	Q3-2021	\$12,435,000	\$2,791,500	11.8	Tanglin	FH	Condominium	3,477
LEEDON RESIDENCE	Q1-2016	\$4,900,000	Q4-2024	\$7,500,000	\$2,600,000	8.7	Bukit Timah	FH	Condominium	2,669
LEEDON RESIDENCE	Q1-2016	\$4,969,350	Q3-2025	\$7,500,000	\$2,530,650	9.7	Bukit Timah	FH	Condominium	2,669
BOULEVARD VUE	Q2-2015	\$15,000,000	Q3-2019	\$17,500,000	\$2,500,000	4.3	River Valley	FH	Condominium	4,478

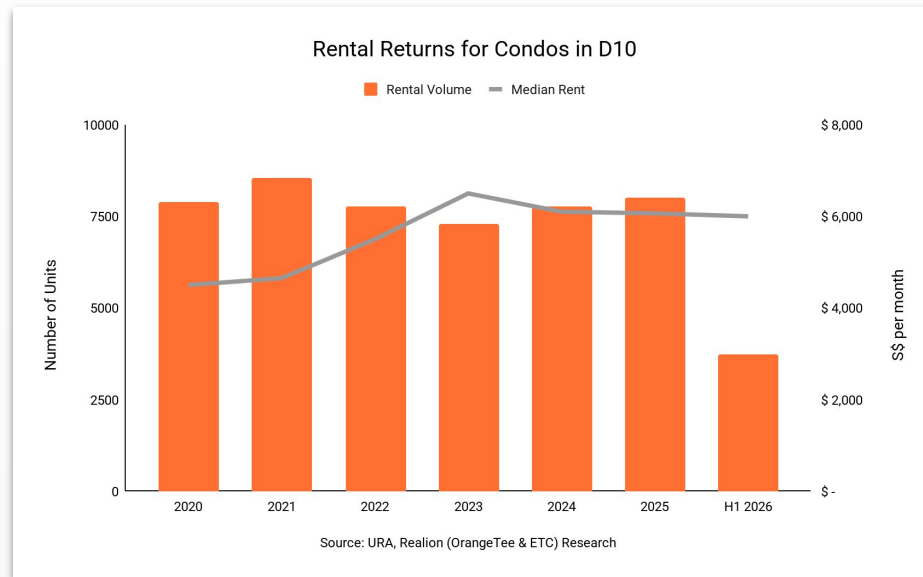
Source: URA, Realcon (OrangeTee & ETC) Research

RENTAL RETURNS

District 10 has experienced stable rental appreciation in recent years, making it a safe option for investors seeking alternative income sources.

According to data from URA, the median monthly rents for condos in District 10 increased by 33.3 per cent from \$4,500 per month in 2020 to S\$6,000 per month in H1 2026.

In terms of leasing demand, 8,022 leases were inked in District 10 in 2025, which is above the 7,848 average leases registered from 2020 to 2024. The data indicates that leasing demand is strong in D10 and has strengthened in recent years.



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URA MASTER PLAN FUTURE TRANSFORMATION

ENHANCED CONNECTIVITY

Amberwood at Holland is close to King Albert Park MRT station on the downtown line, offering residents convenient access to areas like the Central Business District.

The upcoming Cross Island Line near King Albert Park will significantly boost connectivity in the area. This new line will allow residents easy access and lower travel time to areas like Jurong Lake District, West Coast, and the aviation and tech hubs in the East.

The Master plan for Holland Plain features dedicated cycling and walking routes along the Holland Green Linear Park that connects the development directly to the neighbouring Rail Corridor and surrounding amenities. This seamlessly integrates low-density luxury living with active mobility and a "City in Nature" lifestyle.



Source: URA

HERITAGE AND NATURE

Amberwood at Holland is set to benefit from the 34-ha private residential precinct designed around a new wetland park and a central community plain.

This project is located at the doorstep of the historical Rail Corridor and the Bukit Timah First Diversion Canal, offering residents immediate access to Singapore's richest ecological spines. This creates a peaceful escape for residents, putting nature right at their doorstep.

Under the URA Master plan, the area will incorporate various water and green features offering a blend of nature into the urban landscape while keeping the neighbourhood cool. Furthermore, the planting native trees and flowers in the parks creates a natural extension of wildlife from the nearby Rail Corridor and waterways.



Source: URA



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HOME OWNERSHIP,
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