

13<sup>th</sup> Annual General Meeting | 21 June 2021

# Management Presentation

by the **CEO**







**ALLEVIA**  
MONT'KIARA



**2020 at a glance**

# FY2020 was a challenging year, but we transitioned to the 'new normal' via digital platforms and adapted our operations with agility



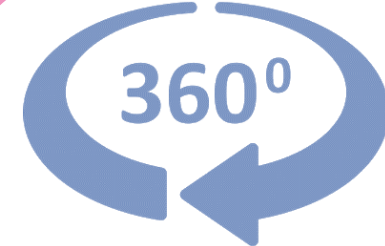
## We supported our Core Business through Intensified Digital Marketing



Leveraging the **Customer Relationship Management (CRM)** System



Increasing **Lead Generation** via digital media – **88%** of total leads



Offering customers 360° experience via **Virtual Show Units** – **>120k hits** per month

# 2

## We took an Adaptive and Supportive Approach for Retail & Placemaking



**RM3.6m**  
in rental rebates  
to support retailers



Community-based events,  
e.g. bazaars on smaller  
scale and with **curated  
approach**



Publika Singer Songwriter  
and Publika Live events with  
**livestreaming on  
Facebook**

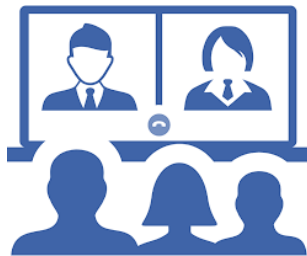


3

We assured smooth business continuity through  
**Accelerated Digital Adoption**



**Meetings**, including BOD Retreat carried out **virtually**



Continuous employee engagement with **Virtual Townhalls** and through **multiple platforms**



**WFH-enabled** – complete **infra & IT support**, including **cloud-based system** ensuring smooth day-to-day operations

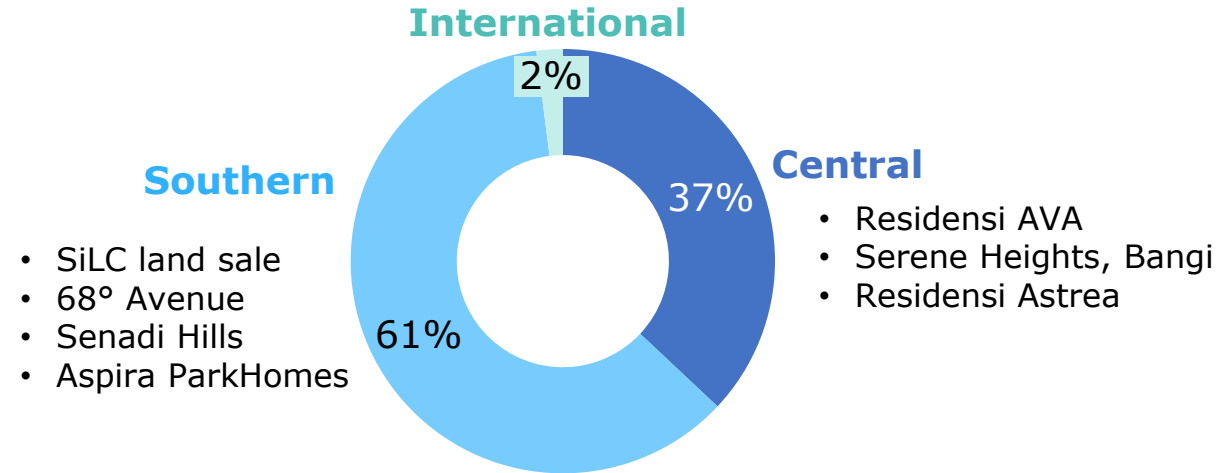
## FY2020 – Sales was intact; Unbilled Sales remained stable

**FY2020 Sales**

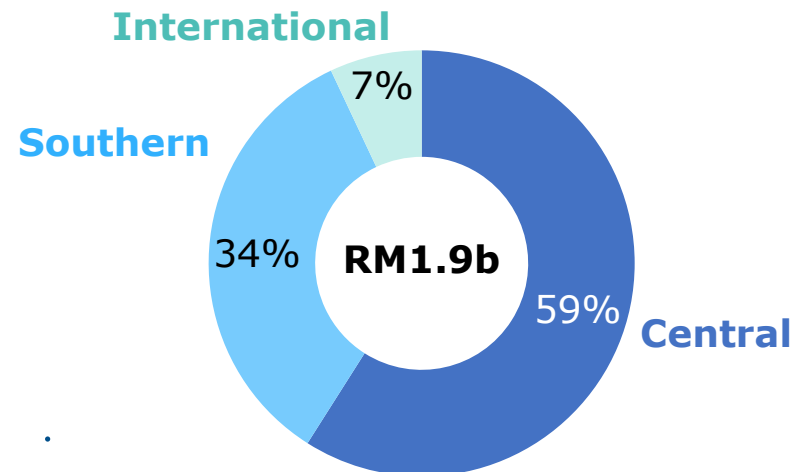
**RM1,125.7m**

↓ 1% vs FY2019

### FY2020 Sales by Region



### Unbilled Sales as at 31 Dec 2020





# FY2020 Launches ~RM900m GDV in total with Encouraging Take-up

**60%**  
of units we launched  
were in the Midrange segment of  
**RM500k-RM800k**

## Frischia 1G

Serene Heights, Bangi



**98% take-up**  
GDV RM40m | 47 units  
Launched Jun 2020

## Verna 1E

Serene Heights, Bangi



**97% take-up**  
GDV RM50m | 72 units  
Launched Oct 2020

## Senadi Hills 1A

Iskandar Puteri



**82% take-up**  
GDV RM81m | 112 units  
Launched Jun 2020

## Senadi Hills 1B

Iskandar Puteri



**70% take-up**  
GDV RM91m | 120 units  
Launched Jul 2020

## Aspira ParkHomes 3B

Iskandar Puteri



**54% take-up**  
GDV RM61m | 80 units  
Launched Dec 2020

## In other segments...

We accelerated our sales trajectory in the **Premium segment**



Residensi  
**Solaris Parq**  
Dutamas

**91%** take-up  
GDV RM781m | 576 units  
Launched Oct 2017



... and proudly marked a major milestone with the **Topping Out Ceremony** of **Residensi Solaris Parq** recently



We continued that momentum with the launch of  
**Residensi Allevia**  
in the **Premium segment**

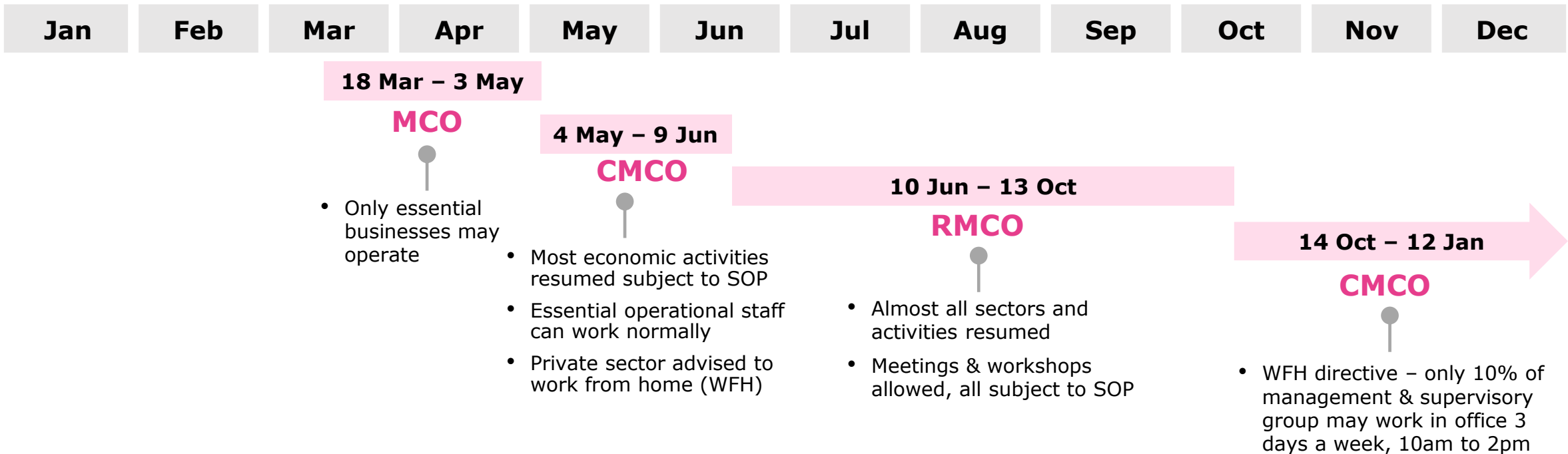


**Residensi Allevia**  
Mont'Kiara

**31% take-up**  
GDV RM545m | 294 units  
Launched Nov 2020

## However, our ability to deliver was hampered by the pandemic...

...that introduced movement restrictions within the year





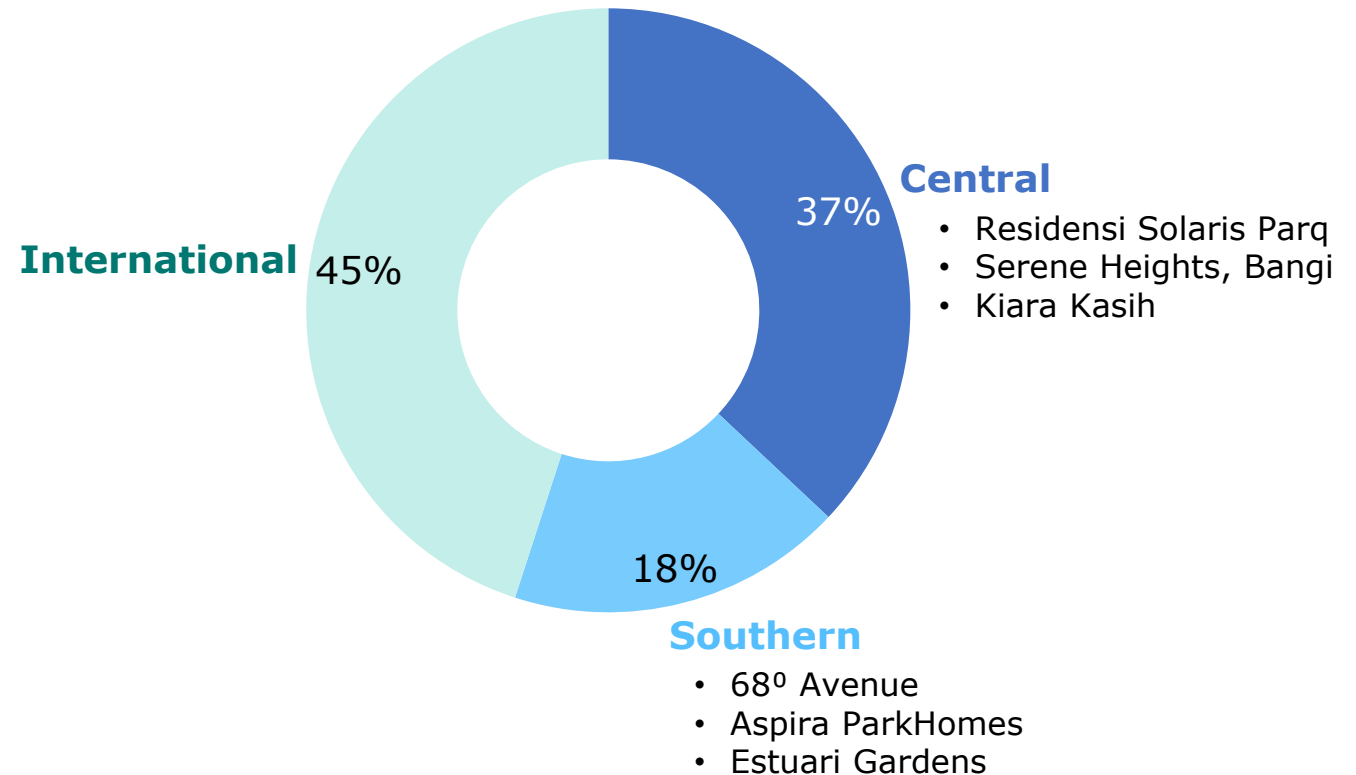
## FY2020 Revenue was lower, impacted by lower progress due to MCO while ongoing projects were at early stage of construction

**FY2020 Revenue**

**RM1,136.9m**

↓ 61% vs 2019

### Contribution by Region



## FY2020 Profitability

**Loss after NCI**

**RM277.3m**

**↓** >100% vs 2019

### Contributing Factors



Lower Revenue  
**<61% vs 2019**



Asset Impairment  
**RM93m**



Lower Share of Results  
from JVs and Associates  
**>100% vs 2019**



Derecognition of  
Deferred Tax Assets  
**RM17m**



## We remain resilient, at the back of a strong balance sheet

### Cash & Bank Balance

**RM1.3b**

incl. Short-term Investments

### Inventory

**RM468m**

vs RM541m in 2019

### Net Gearing

**0.40x**

vs 0.41x industry average

# Beyond the Figures

**THE EDGE** *Top Property Developers Awards 2020*  
6<sup>th</sup> Position



**Putra Brand Awards 2020**  
Silver: Property Development

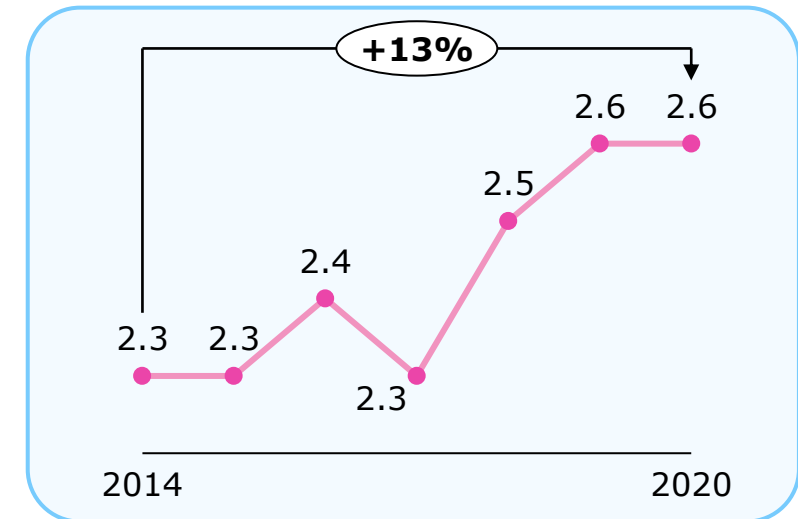


**P U T R A**  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
**2020**  
SILVER

**СИЛЕР**  
2020  
— THE PEOPLE'S CHOICE —  
BRAND AWARDS



**FTSE4Good Index Score**





## Beyond the Figures

### Higher levels of **Customer Satisfaction**

A score of **70% and above** and **positive growth** from previous scores are **Good** indicators



**Customer Satisfaction Score**

**77%** ↑ 2% YoY



**Net Promoter Score (NPS)**

**+17** ↑ 12 YoY



**Customer Effort Score**

**70%** ↑ 6% YoY



**Core Values Engagement Score**

**73%**

# Beyond the Figures



Total Contribution to  
CSR & Community Initiatives in 2020  
**RM445k**



**Purchase of ventilators  
for a hospital**



**Purchase of PPEs for front liners  
in Kuala Lumpur, Selangor  
and Johor**



**#caringismyhappy  
face mask distribution to  
16 PINTAR adopted schools**



SOLARIS  
**parq**  
RESIDENSI



2021 to-date



# 3 projects launched to-date with total GDV of RM243m – 78% of units in the RM500k-800k segment

## KAIA Heights Tower A Equine Park, Seri Kembangan



**GDV RM171m | 257 units**  
Take-up 18%  
**RM500k-800k segment**

**Midrange**  
Segment

## Verna Garden Cluster Serene Heights, Bangi



**GDV RM44m | 48 units**  
Take-up 40%  
**RM800k-1m segment**

## Verna Twin Villas Serene Heights, Bangi

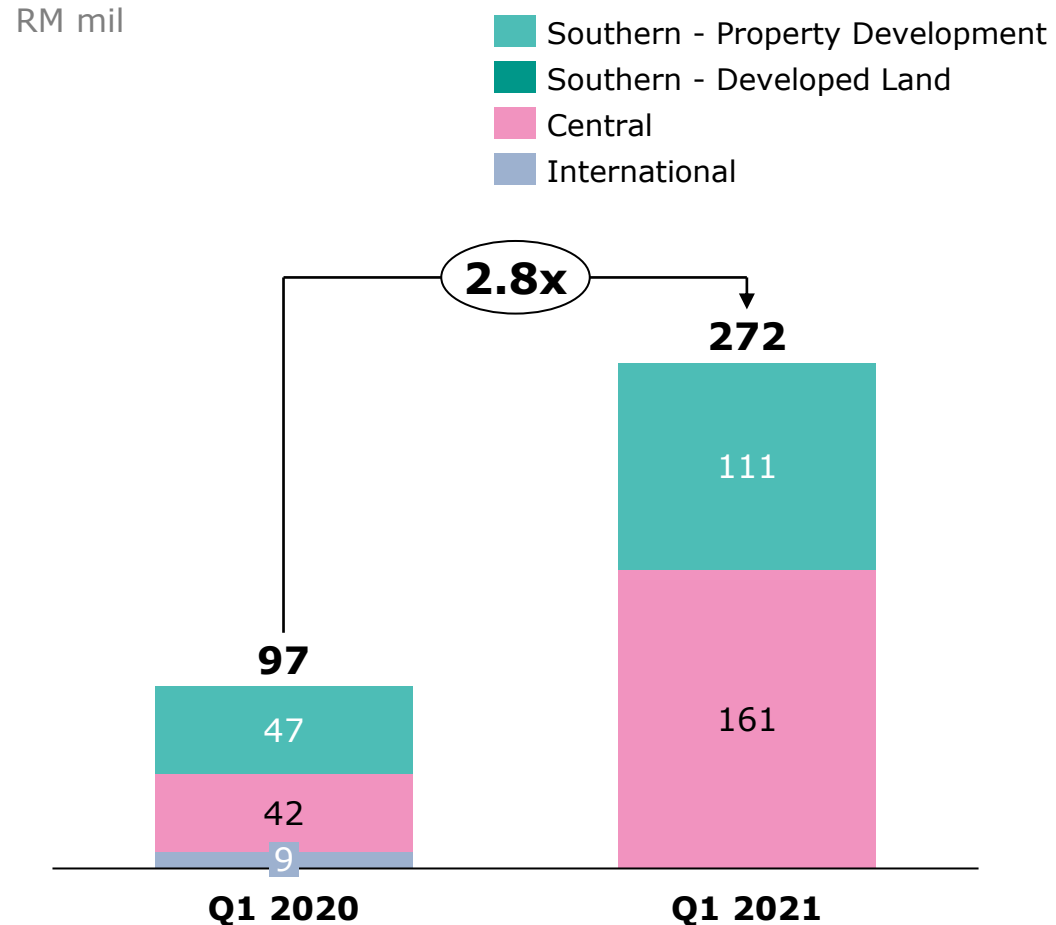


**GDV RM28m | 24 units**  
Take-up 58%  
**RM1m-1.3m segment**

**Premium**  
Segment

# Our Q1 2021 sales increased 2.8x compared with the same quarter last year...

## Sales by Region



## Maintaining the momentum, we will...

- Continue to **engage with our customers** and **maximise the sales channel**
- Launch **attainable products**, aligned with market demand (RM500k-800k segment, which makes up 33% of Klang Valley market size\*)
- Capitalise on the extended **Home Ownership Campaign (HOC)** period (ending 31 Dec 2021)



...driven by strategic & integrated campaigns to drive brand awareness, generate new leads and sales conversions



## Must Cari Ong (MCO)

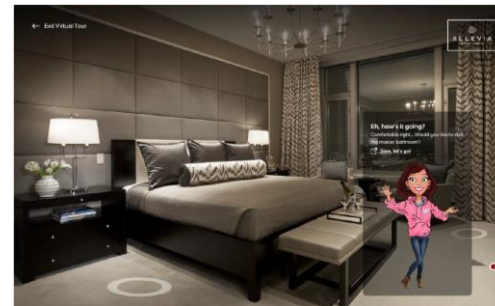
UEM SUNRISE  
A member of UEM Group  
Find your Happy

# Must Cari Ong

From prizes to giveaways,  
to deals and angpows.

Join us in finding the ong-est of ongs  
this Chinese New Year

### Microsite & Virtual Open House



Virtual Open House  
Explore beautiful homes virtually this  
Chinese New Year. Plus, Angpows worth  
up to RM38,888 are up for grabs!

Explore →

LUCKY DRAW

#MustCariOng This Chinese New Year!

Virtual Open House  
Live Guided Tour  
Must Things

### MCO skits by Harvinth Skin



We will continue to reach out and engage our customers, in line with the new normal

# 2

## Riang Ria Raya Ceria



## We are also making inroads into the Digital sphere – 3 more apps officially launched in March 2021



Demonstrating our **commitment** to our **digital transformation** journey by creating a more digitalised and customer-centric experience **for our community** and the **public**



RESIDENSI  
**AVA**  
KIARA BAY



Our future  
launches

## We continue to build our launch pipeline within the attainable price segment...



1

Affordable Yet  
Dignified

First Time  
Home-owners

Young &  
Dynamic

- Mix of **singles and younger families, first-time** home buyers who are driven by the **basic functional** needs of a home.
- **Location and price** are key criteria.
- Looking for **attainably-priced homes** in a mature neighborhood, with good accessibility and amenities.



## ... tapping on the connectivity of an urban location in Kuala Lumpur



\* Illustration based on artist impression

## Taman Pertama, Cheras

11.45 acres

**GDV RM1.1b**

Target launch end 2021 / early 2022

### Key Features

- 1 Mature Neighbourhood**
  - Easy access from major highways and MRT lines
  - Mature neighbourhood, close to family and work
- 2 New Norm Living Features**
  - Low-touch delivery zone
  - Co-creative spaces
  - Spacious balcony and bedrooms with study corners
- 3 Close-to-Nature Living in the City**
  - Tropical design concept for common areas & facilities deck



## Creating spaces for upgraders in a prime location, taking advantage of the mature neighbourhood

2



- **Upgraders** who are looking for **prime location**, for better lifestyle.
- **Mature neighbourhood** with good accessibility and infrastructure.
- Seeking for the **new norm living features** e.g., flexible space usage, high speed network connectivity.

Multi-generational  
living

Ageing  
in place

Flexible  
space usage

# Integrated development, capitalising on the Petaling Jaya (PJ) redevelopment plan



## Section 13, PJ

9.93 acres

**GDV RM1.3b**

Target launch 2023

### Key Features

- 1 Sustainability focused riverfront development**  
Well-connected and encourages vehicle-free lifestyle
- 2 Harmonious integrated community**  
Ease of access from major highways, within a mature neighbourhood (near to workplace and family)
- 3 Convenience at the doorstep**  
Self-sustained development, featuring hybrid cafés & shops and essential retailing for residents and others



## For the professionals and young families seeking for convenience and mobility...

3



Professionals  
on-the-go

Plug-and-Play  
smart living

Integrated communities &  
convenience lifestyle

- **Young professionals and small families**, who are looking for a home near public transport and accessible from major highways
- **Mature neighbourhood** at the fringes of the city, surrounded by good amenities
- Seeking for the **new norm living** features e.g. vacation theme facilities, parcel & delivery pavilion, purposeful balcony and rooms with work/study corner



## ...our Transit Oriented Development (TOD) will provide the ease of mobility



### Taman Connaught, Cheras

6.86 acres

**GDV RM1.0b**

Target launch 2022

#### Key Features

- 1 Ease of accessibility & mature area**  
Near MRT Taman Connaught
- 2 Lifestyle-living Concept**  
Modern Peranakan home-cation living; treat yourself at home, home is your retreat
- 3 New-norm living features**  
Accommodating the needs in the new normal e.g., purposeful balcony, parcel delivery pavilion etc.
- 4 Sustainable features**  
Building design with environmental and social considerations



# Senadi Hills

ISKANDAR PUTERI



**Our view on the  
Property Market**

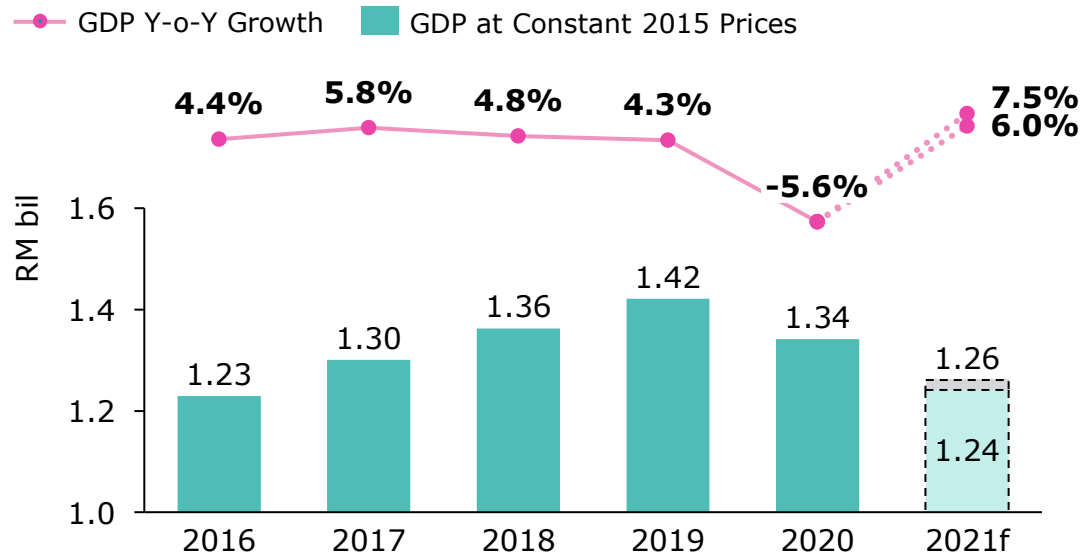


# Market recovery hinges on...



## Containment of COVID-19 and Successful Vaccination Rollout

### GDP 2021 Forecast growth of 6.0% to 7.5% against 2020



### Vaccination 13,811,642 Registered 3,275,194 Vaccinated with at least one dose



~30 mil Population  
**Herd Immunity Target: 80% Population Vaccinated**  
 59.0% National progress of registration to reach Herd Immunity  
 23.7% Registrants vaccinated with at least one dose

**14.0% of target vaccination achieved**



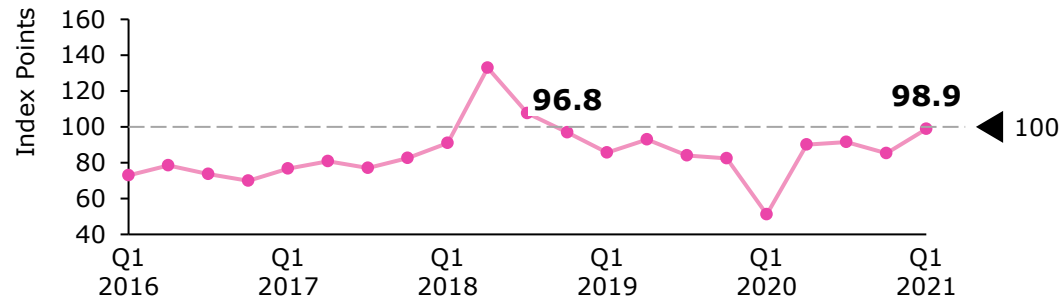


# Market recovery hinges on...

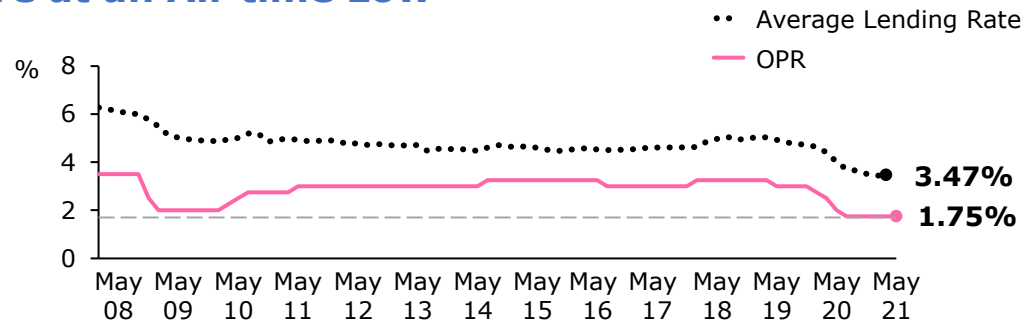
2

## Consumer Confidence and Supportive Monetary & Fiscal Policies

### Consumer Sentiment Index Trending up; Highest since Q42018



### BNM's Overnight Policy Rate (OPR) and Interest Rates Are at an All-time Low



### 5 Economic Stimulus Packages in 2020 Worth a Total of RM320b

**Prihatin**  
Pakej Rangsangan Ekonomi Prihatin Rakyat  
Worth **RM250b**

**PrihatinPKS+**  
Pakej Rangsangan Ekonomi Prihatin Rakyat  
Worth **RM10b**

**KitaPrihatin**  
Kerangka Inisiatif Tambahan Pakej Rangsangan Ekonomi Prihatin Rakyat  
Worth **RM10b**

**penjana**  
Pelan Jana Semula Ekonomi Negara  
Worth **RM35b**

**pe mai**  
Perlindungan Ekonomi & Rakyat Malaysia  
Worth **RM15b**

and the latest

**PEMERKASA+** worth **RM40b**  
Program Strategik Memperkasa Rakyat dan Ekonomi Tambahan  
announced on 31 May 2021

# There are also learnings and emerging opportunities from the COVID-19 pandemic

## 3

### Trends Observed

Positive reaction will build resilience

Work-from-Home (WFH)  
Integration



Increase in e-commerce and  
technology adoption



Introduction of  
Low Touch Economy



Shifting buying patterns on  
big ticket items

... which we will translate into our product design and offerings





**KAIA**  
HEIGHTS  
EQUINE



**What's in store  
for the future**



# UEMS 2025 sets us the foundation to deliver sustainable, attractive returns



## Moving forward into the future, we will...



### Launch attainable products over the next 5 years

Secure **new landbanks** for more attainable products  
Conduct **design/ review of potentials workshops** for our flagship developments – Puteri Harbour, Gerbang Nusajaya and Kiara Bay



### Grow our business in Klang Valley and other markets

**Johor** remains a key market for us. However, we are **reassessing our landbank**, while remaining committed to **supporting the local economy**



### Expand our capabilities and enhance development excellence

From planning and design to interior architecture, and using **modern methods of construction**



### Diversify risk with new ventures to ensure resilience and sustainable returns

Build capabilities in **commercial real estate** and **sustainability**

... with a clear goal to be a **Balanced Real Estate Company**



THE WALK  
KIARA BAY

THE VILLAGE  
KIARA BAY

RESIDENSI  
AVA  
KIARA BAY

THE WATERS  
KIARA BAY



KIARA BAY  
KUALA LUMPUR

Thank you



A member of UEM Group

Find your  
Happy