



Our vision is to be the trusted advisor to every person seeking property

- PropertyGuru Group (“PropertyGuru” or “the Company”)
- Founded in 2007
- Product-diversified property technology business
- Leading property marketplaces in Singapore, Vietnam, Malaysia, and Thailand⁽¹⁾

Fast Facts



Recent Track Record of Growth

Revenue growth CAGR of ~25% for four years entering COVID period⁽²⁾



#1 Player

in 4 priority markets⁽⁴⁾
74% organic traffic⁽⁴⁾



Transformative Investment During COVID

Capturing COVID-driven unique opportunities including strategic M&A



>2.8 million

monthly real estate listings⁽⁵⁾



Well Positioned to Monetise Post-COVID Period
Group has driven digitization and market share growth



37 million

monthly property seekers⁽⁶⁾



US\$8.1 billion

in core and adjacent TAM⁽³⁾



>49,000

active agents⁽⁷⁾

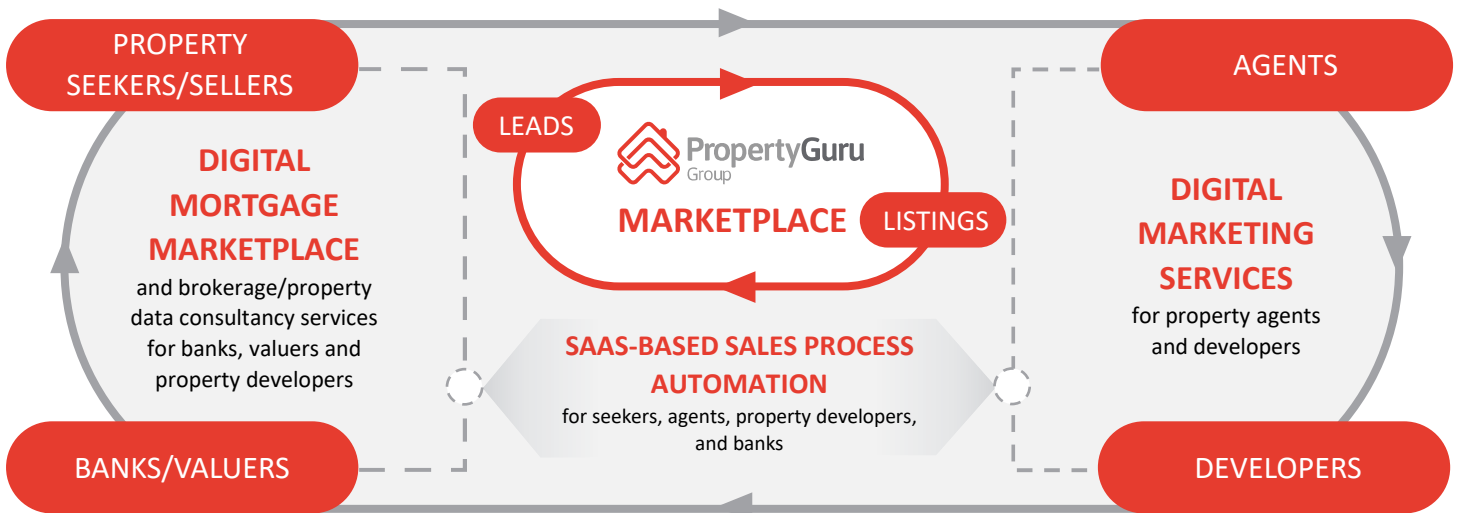
NOTE: Figures do not include the integration of REA assets in Malaysia and Thailand acquired in August 2021

PropTech Category Creator and Category Innovator

Our proven business model drives accelerated growth and creates a clear path to profitability. At the core is our online property marketplace that leverages a proven online classifieds business model.

Our continued focus on innovation and technology enabled us to offer a diverse range of products and services across the property value chain.

Our proven ability to add market-relevant offerings creates powerful operating leverage and turbo charges our growth.



(1) Based on Relative Engagement Market Share, which is defined as time spent on the PropertyGuru website multiplied by the number of visits relative to the time spent on comparable websites multiplied by the numbers of visits. This is calculated using data from SimilarWeb accessed 2 March 2021, last 3 month average as at 31 December 2020. The average time on site is calculated as the time elapsed between the first and last page view per visit (visits are closed after 30 minutes of inactivity). Closest peer as identified by data from SimilarWeb. From October 2020, Malaysia business started using a beta SimilarWeb algorithm that more accurately reflects mobile traffic

(2) In terms of revenue based on statutory accounts; growth CAGR for periods CY15A to CY19A

(3) USD/SGD FX rate of 1.327; Adjacent TAMs (ex-Agent & Developer Marketing) as per Frost & Sullivan; Core TAM refers to "Agent & Developer Marketing", Adjacent TAM refers to "FinTech", "Data Services", "Developer OS", and "Home Services"

(4) Organic traffic (which is traffic to a website that is not a visit generated by a paid advertisement and all mobile application traffic) as a proportion of total visits as sourced from Google Analytics, last 6 month average as at 31 December 2020 for all priority markets, excludes impact of the REA Assets acquired in August 2021

(5) Data from PropertyGuru; Calculated as the number of listings created during the month for Vietnam and total listings at the end of the previous month for other markets, excludes RumahDijual and Dothi, as well as impact of the REA Assets acquired in August 2021; Data represents last 3 months average as at 31 December 2020

(6) Data sourced from Google Analytics (number of website visits), excludes impact of the REA Assets acquired in August 2021; Data represents last 3 months average as at 31 December 2020

(7) Data from PropertyGuru; An agent with a valid subscription (valid for 12 months following payment) for Singapore, Malaysia and Other Asia, whereas active agents in Vietnam are classified as agents who credit money into their accounts; Data represents last 3 months average as at 31 December 2020. Excludes impact of the REA Assets acquired in August 2021

Combining Technological Innovation with Strategic Acquisitions to Redefine Southeast Asia's Property Market

TAKEN DECISIVE STEPS TO IMPROVE OUR MARKET POSITION OVER THE PAST 2 YEARS

FINTECH OFFERINGS



Online mortgage marketplace that offers smart financial services



HOME LOAN PRE-APPROVAL

Free credit check function for bank borrowing

TECHNOLOGY OFFERINGS

ARTIFICIAL INTELLIGENCE

Proprietary AI recommendations in property searches and to ensure property image quality

✗ Not Allowed:
Photos with face/text/logo overlays

Quality Photo Guide

✓ Allowed: Sharp & bright property photos

✗ Not Allowed: Photos with face/text/logo overlays

✗ Not Allowed: Photo collages

Drag & Drop Photos To Upload

Add Photos

(jpg, png, up to 10MB each)

IMMERSIVE CONTENT

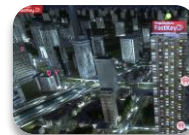


PropertyGuru Lens

Smart phone camera based property search

StoryTeller

Remote neighbourhood & property walkthroughs



Green Score

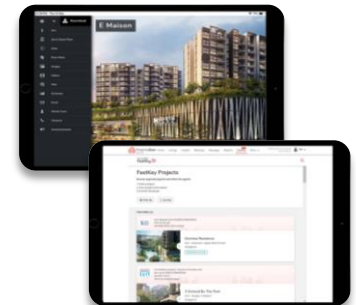
Proprietary IP to drive sustainability choices



ENTERPRISE SOFTWARE

PropertyGuru FastKey

End-to-end workflow automation from project launch to sales conversion



STRATEGIC ACQUISITIONS

2020



2021



from REA Group

Well-Positioned to Capture Significant Long-Term Growth Opportunities

SOUTHEAST ASIA IS ESTIMATED TO BECOME THE FOURTH LARGEST ECONOMY IN THE WORLD BY 2030⁽⁸⁾

URBANIZATION

Between
2013 to 2023

50mn+
urbanites⁽⁹⁾

will need housing in
major cities and towns
across our five markets

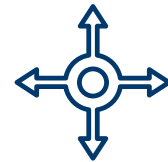


MIDDLE CLASS EXPANSION

Between
2015 to 2025
We expect

61%
in GDP
Growth⁽¹⁰⁾
per capita

Contributed by the
growing middle class
with increasing
purchasing power and
digital adoption



DIGITALIZATION

Between 2013 to 2023
The internet
penetration rate expected
to increase significantly
with

200mn+
moving online
in SE Asia⁽¹¹⁾

Offline-to-online
migration in SE Asia
markets lags ~10 years
**behind other developed
markets**, but is forecasted
to catch up quickly



Talented & Proven Management Team



Hari V Krishnan
Chief Executive Officer and
Managing Director

Over two decades of technology
industry leadership, success
driving digital transformation
across multiple industries



Joe Dische
Chief Financial Officer

Over two decades of global
financial experience across listed
and private companies and
industries

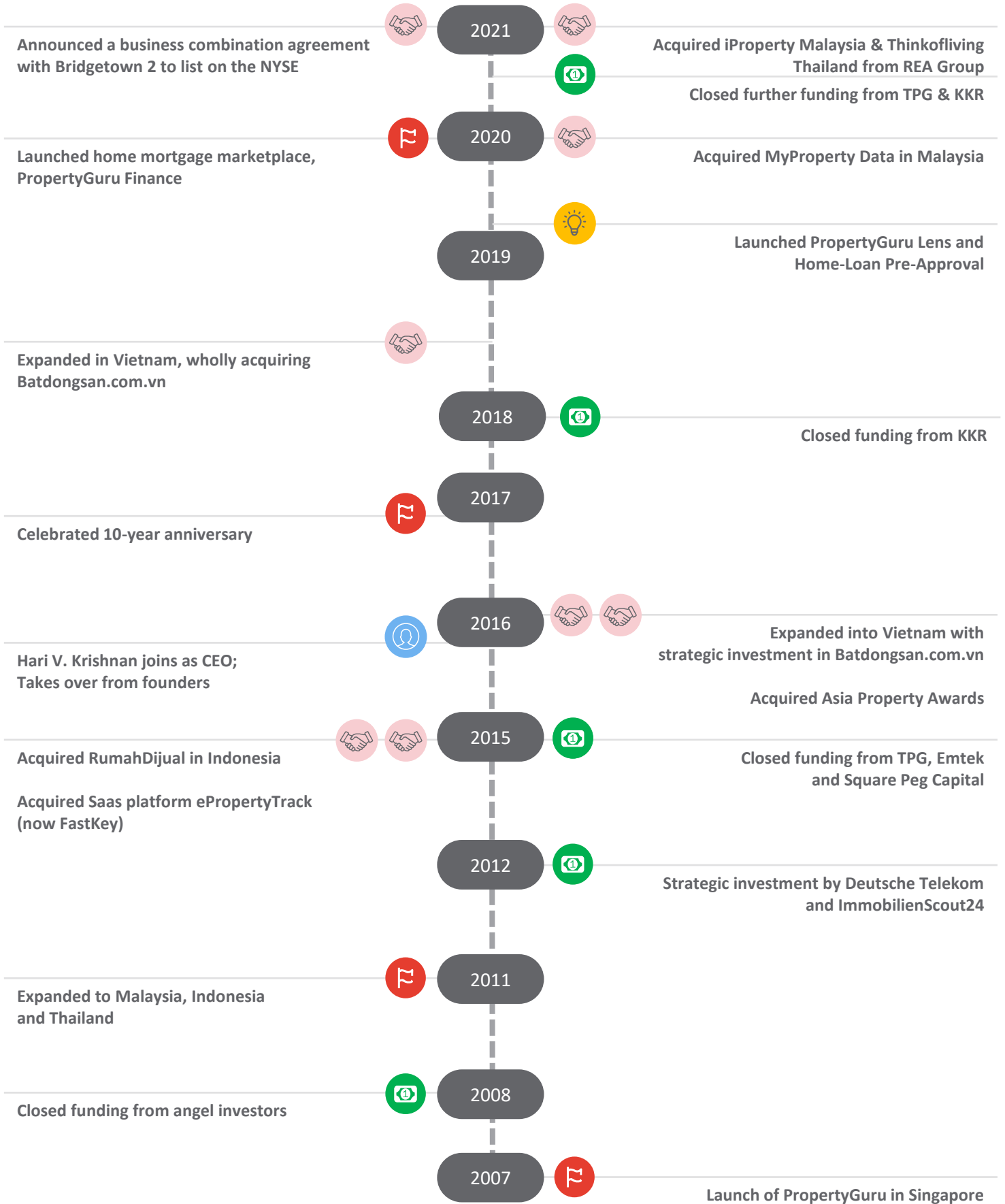
⁽⁸⁾ According to the Singapore Business Review, ASEAN to become world's fourth largest economy for 2030: Singapore PM Lee, August 2018

⁽⁹⁾ Source: Frost & Sullivan; Difference between total SEA urban population expected in 2023 and 2013

⁽¹⁰⁾ Source: Frost & Sullivan; Average for 5 countries – Singapore, Vietnam, Thailand, Malaysia and Indonesia – from 2015 to 2025

⁽¹¹⁾ Source: Frost & Sullivan; Difference between total SEA internet users expected in 2023 and 2013

Our Journey



Disclaimer

This document includes “forward-looking statements” within the meaning of the U.S. federal securities laws and also contains certain financial forecasts and projections. All forward-looking statements are based upon estimates and forecasts and reflect the views, assumptions, expectations, and opinions. Any such estimates, assumptions, expectations, forecasts, views or opinions, whether or not identified in this document, should be regarded as indicative, preliminary and for illustrative purposes only and should not be relied upon as being necessarily indicative of future results. The forward-looking statements and financial forecasts and projections contained in this document are subject to a number of factors, risks and uncertainties. Forward-looking statements speak only as of the date they are made. Undue reliance should not be placed upon the forward-looking statements.