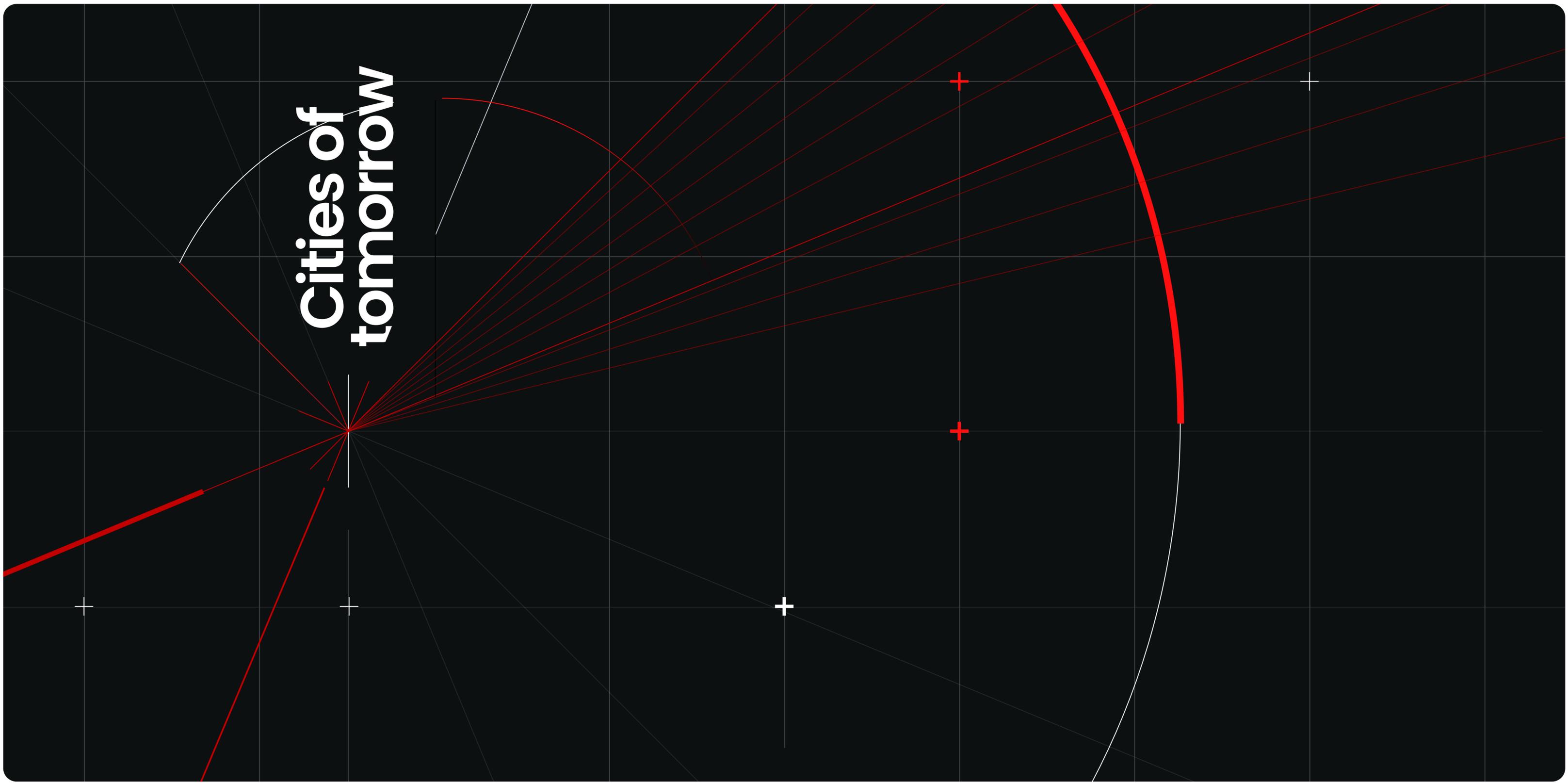


# Cities of tomorrow



# Shaping tomorrow's cities, today

Hari V. Krishnan  
Former CEO, PropertyGuru Group



**A home is more than just bricks and mortar; for many, it's a symbol of stability, progress and belonging. As Southeast Asia's cities evolve, so do the challenges of urban living. Affordability, climate resilience and inclusivity are reshaping how we think about property, making sustainable solutions more critical than ever.**

**At PropertyGuru, we believe the future of real estate isn't just about transactions – it's about transformation. Our Gurus For Good strategy reflects this commitment, harnessing technology, data and partnerships to build a property ecosystem that serves today's communities and generations to come.**

**Former CEO Hari V. Krishnan reflects on this journey and how our approach is shaping a more sustainable and inclusive future for Southeast Asian's cities.**

## **Hari, what makes property such a pivotal part of the human experience?**

A home is the foundation for life's most meaningful moments – where families grow, dreams take shape and communities flourish.

This deep connection to home has shaped PropertyGuru from the very beginning. I'm incredibly proud of how we've grown, from simply providing property listings to becoming a force for good that helps people find not just a house, but a place where they can truly thrive. Our vision remains clear: we power communities to live, work and thrive in tomorrow's cities.

## **How do you turn such an ambitious vision into reality?**

The decisions we make today shape the future of our cities. That's why we leverage our technology and data-driven insights to create innovative products that transform urban living. Across Singapore, Vietnam, Malaysia and Thailand, our platforms empower real estate stakeholders to make more confident decisions for the future. And because the communities using our platforms are diverse, we embed inclusivity and accessibility into the products we build, ensuring people can go beyond just living and working to truly thrive.

## **Why is collaboration essential to enable the required transformation?**

No single organisation alone can solve the interconnected challenges of urbanisation, climate change and evolving societal needs. Across the real estate industry, we must work together to redefine the built environment, share knowledge and develop inspiring and groundbreaking solutions. In 2024, our participation in the World Cities Summit in Singapore was about showcasing PropertyGuru's innovations and highlighting our unique ability to reflect the voice of property seekers. It also provided a platform to forge meaningful connections with urban planners, developers and policymakers to collectively reimagine how to build and manage tomorrow's cities.

## **What role does data play in driving change within the industry?**

Leveraging our proprietary data and analytics is crucial to uncovering insights and creating solutions that make urban development more responsive to real-world challenges. For instance, when our consumer sentiment survey revealed that over 75% of Malaysian homebuyers consider climate impact in their property decisions, we enhanced our DataSense tool with data on historical disaster events, bringing critical clarity to local climate risks. This is the future of property technology – guiding everyone with insights needed to build a more resilient and sustainable real estate industry. From homebuyers and agents to property seekers, our data-driven insights are transforming the sector for the benefit of people and communities.

Lewis Ng  
CEO, PropertyGuru Group



As I step into this role, I'm inspired by the strong foundation that has been built. PropertyGuru's sustainability journey is gathering momentum. We're uniquely positioned to harness technology and data to build more inclusive, climate-resilient cities where communities can truly thrive. This aligns perfectly with my belief that sustainable business practices drive innovation and growth. I'm excited to continue this journey, collaborating with our partners, customers and communities to transform not just how people find homes, but how we collectively shape tomorrow's cities.



### How does your approach drive meaningful impacts across different markets?

We tailor our approach to the unique dynamics of each market. When we launched our Gurus For Good strategy last year, we decided to focus on addressing the priorities and challenges that matter most to our communities. Considering local nuances in our approach has been critical to creating impactful outcomes.

### How is PropertyGuru promoting sustainable and inclusive living locally?

What truly excites me is how we're providing our communities with easier access to more sustainable and inclusive choices. For example, our 'Everyone Welcome' tag in Singapore addresses rental discrimination by highlighting inclusive listings and landlords. This feature perfectly embodies our belief that everyone deserves a place to call home – no exceptions.

In Thailand, we launched a new filter that makes it effortless for property seekers to find homes with features like solar panels and electric vehicle (EV) charging points. These changes have the potential to transform the local property market, driving it towards more sustainable and inclusive living options.

### Shifting the focus inward, how does embedding care and empathy into your company culture influence the organisation?

Putting our Gurus first has long been central to our company culture. It raises everyone's outcomes. The launch of our transformative employee value proposition – Be More, Be a Guru – places employees' growth, well-being and excellence at the heart of our culture. Because when our people thrive, they deliver exceptional customer experiences, fuelling a virtuous cycle that drives both personal and business success. Our Gurus' spirit of care and empathy was embodied during Typhoon Yagi, when we came together to support impacted employees in Vietnam through a company-matched donation scheme.

Tang Zongzhong  
Head of Sustainability,  
EQT Private Capital Asia



At EQT, sustainability is a key pillar of our mission to future-proof the companies we invest in. We believe the future will be more sustainable, and we want our portfolio companies to be the winners in that future economy. We are excited to partner with PropertyGuru in this next chapter of our story, working together to build a more sustainable property ecosystem that fosters greater inclusivity and resilience in homeownership in the region.



### As you have decided to move on, what are your thoughts on the evolution of PropertyGuru's sustainability journey?

I've been fortunate to lead PropertyGuru during tremendous growth and transformation. What began as an ambition to change how people find homes has evolved into a bolder commitment through which our company becomes a force for creating more inclusive, sustainable urban futures.

This journey is just beginning. Lewis Ng, my successor, shares this genuine care for our communities and will continue to advance our sustainability priorities with new energy and insights. Together with our new owner, EQT Private Capital Asia, who brings expertise in tech-driven businesses and a deep commitment to the principle that 'doing good is good business', PropertyGuru is poised to accelerate its positive impact.

### After a decade of leading the company, what are your final thoughts on meeting the sustainability challenges ahead?

Our cities' challenges – from climate resilience to accessibility and affordability – demand bold, collaborative solutions. PropertyGuru is uniquely positioned to unite stakeholders, leveraging our technology, data and partnerships to transform how people create, find and experience spaces where they can truly thrive.

I'll be watching with pride as PropertyGuru continues to power communities across Southeast Asia, helping shape tomorrow's cities where everyone can belong and flourish.

**No. 1**  
**Proptech**  
**company in**  
**Southeast Asia<sup>1</sup>**

## Our business

**2007** Company founded

**1,500+** Employees<sup>2</sup>

**2.1 Mil** property listings monthly<sup>3</sup>

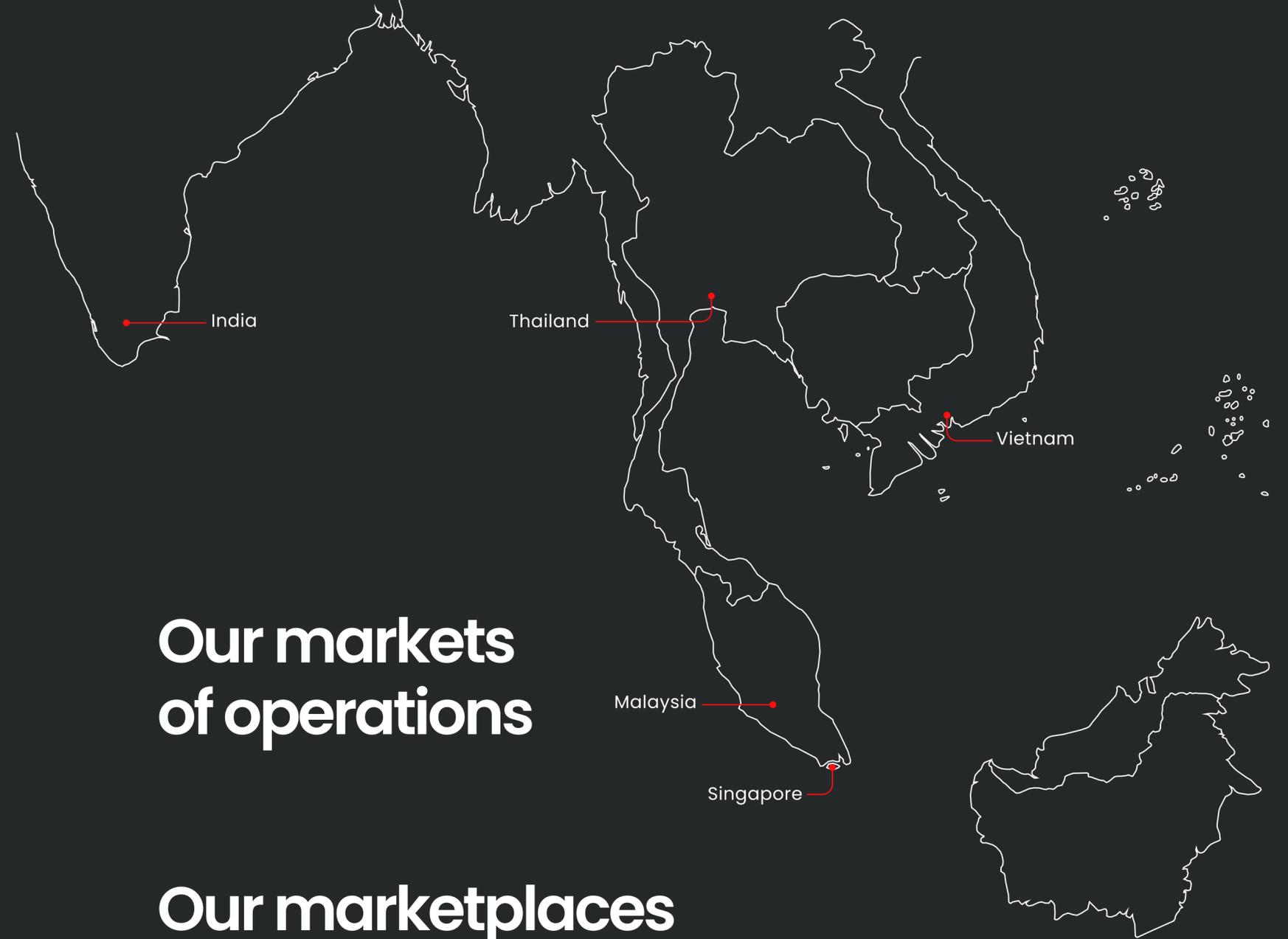
**32 Mil** property seeker visits monthly<sup>1</sup>

**50,000** active real estate agents<sup>4</sup>

## Our values

- Own it and deliver it
- Respect and care for each other
- Have fun and celebrate success
- Push beyond good
- Create what's next
- Maximise customer value

## Our markets of operations



## Our marketplaces

- Singapore**
  - [PropertyGuru.com.sg](https://PropertyGuru.com.sg)
  - [CommercialGuru](https://CommercialGuru.com)
- Malaysia**
  - [PropertyGuru.com.my](https://PropertyGuru.com.my)
  - [iProperty.com.my](https://iProperty.com.my)
- Thailand**
  - [DDproperty.com](https://DDproperty.com)
  - [ThinkOfLiving.com](https://ThinkOfLiving.com)
- Vietnam**
  - [Batdongsan.com.vn](https://Batdongsan.com.vn)

<sup>1</sup> Based on SimilarWeb data between July 2024 and December 2024.  
<sup>2</sup> As of 31 December 2024.  
<sup>3</sup> Based on data between July 2024 and December 2024.  
<sup>4</sup> Based on the average number of agents between October 2024 and December 2024.

# The journey towards resilient, inclusive urban futures

**We power communities to live, work and thrive in tomorrow's cities. This vision fuels our journey, inspiring Gurus every day to push boundaries and build a legacy that we'll be proud of.**

PropertyGuru's sustainability strategy – Gurus For Good – is grounded in our vision. Leveraging the power of our technology, data and partnerships, we foster 'Sustainable Living' and enable 'Thriving Communities' while embracing 'Responsible Business' practices. These three pillars form the core of Gurus For Good, our action blueprint shaped by a 2023 assessment of our most material sustainability topics. Together, they guide us in creating meaningful progress where it matters most to our stakeholders.



## Sustainable Living

**Climate action** by reducing PropertyGuru's greenhouse gas (GHG) footprint and offering data-driven insights to build a more climate-resilient real estate sector. [Page 07](#)

**Innovation** through solutions promoting sustainable living and shaping the cities of tomorrow. [Page 09](#)

**Partnership, advocacy and thought leadership** to amplify sustainable practices and scale impact across the property sector. [Page 13](#)



## Thriving Communities

**OUR COMMUNITIES**  
**Inclusive products and services** that embrace diversity and prioritise accessible design for all. [Page 18](#)

**Community support** through partnerships with mission-driven organisations and Guru-led impact initiatives. [Page 24](#)

**OUR PEOPLE**  
**Talent management** by investing in our Gurus' growth, wellbeing and empowerment. [Page 21](#)

**Diverse, equitable and inclusive workplace** by embedding these principles into our culture and ways of working. [Page 23](#)



## Responsible Business

**Corporate governance** by implementing robust frameworks that ensure ethical decision-making and effective business oversight. [Page 27](#)

**Business ethics and compliance** through ethical practices, transparency and accountability. [Page 29](#)

**Data privacy and cybersecurity** by safeguarding private data and ensuring the confidentiality, integrity and resilience of our systems. [Page 30](#)



# Sustainable

## Living



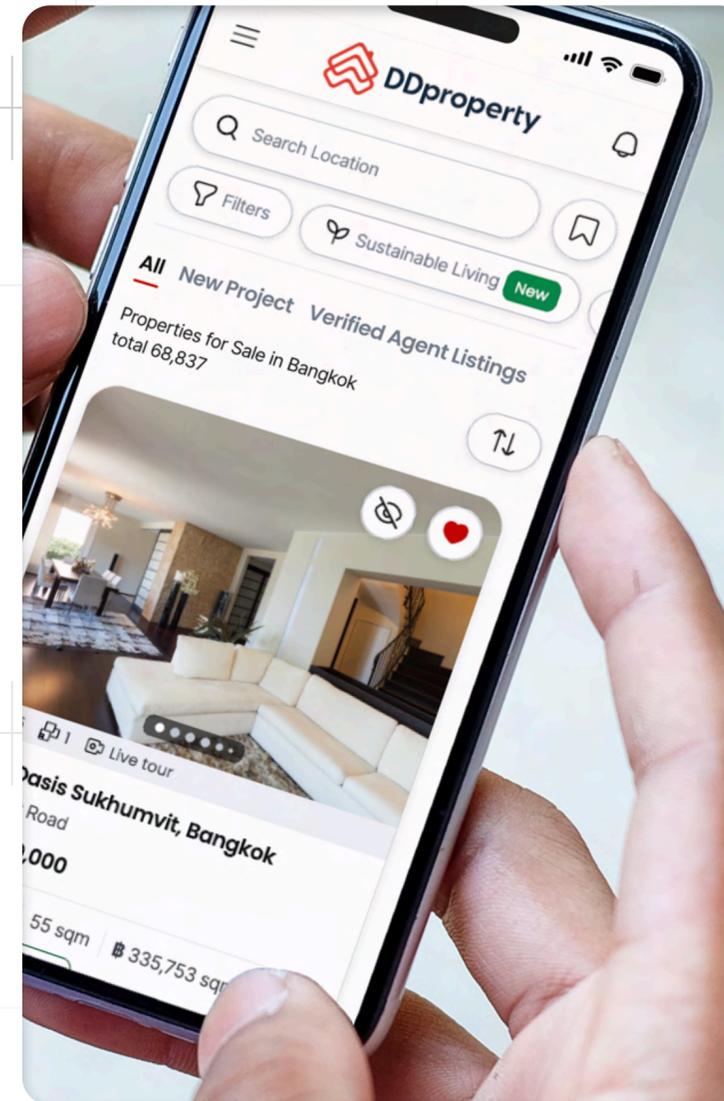


# 2024 Highlights

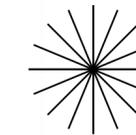
By 2050, nearly 70% of the world's population is expected to live in urban areas<sup>5</sup>, placing significant pressure on cities to navigate challenges like declining quality of life and intensified climate impacts. However, with data-driven insights, innovation and partnerships, we can transform cities into resilient urban spaces where people thrive and sustainable living flourishes.

The way we anticipate, plan for and manage urbanisation will shape the futures of millions. At PropertyGuru, we aim to spur sustainable living through initiatives that balance the needs of communities with the needs of the planet. Blending deep industry expertise, robust environmental and climate data and purpose-built solutions, we promote responsible decision-making that places sustainability considerations at the very heart of the property sector.

- + Achieved **100% renewable energy** for our offices through Energy Attribute Certificates.
- + Introduced a **sustainable living filter** to help property seekers in Thailand easily find homes with built-in sustainability features.
- + Enhanced our DataSense tool with **historical disaster data**, offering insights into local climate risks.



'Sustainable Living' filter  
Available on [DDproperty.com](https://ddproperty.com)



- + Sponsored the **World Cities Summit** to foster dialogue and share data-powered solutions for urban transformation.
- + Evolved our Sustainability Awards into the **Environmental, Social and Governance (ESG) Developer Awards**, recognising leaders in sustainable real estate.

## We're accelerating solutions that shape the cities of tomorrow

<sup>5</sup> Source: United Nations.



**Cécile Corda**  
Head of Sustainability,  
PropertyGuru Group

# Beginning our decarbonisation journey

**The real estate sector is responsible for approximately 40% of global emissions<sup>6</sup>. As the region’s proptech market leader, we’re stepping up to play our part – leveraging our resources to reduce our carbon footprint and contribute to industry decarbonisation.**

<sup>6</sup> Source: [UNEP Finance](#).  
<sup>7</sup> PropertyGuru’s EAC purchases follow international best practices for market boundary, vintage and technology selection. Sourced from the same countries where our offices consume electricity, all EACs comply with market boundary criteria, adhere to vintage standards, and are derived from recognised renewable sources, namely solar and wind.  
<sup>8</sup> Source: [Climate Action Accelerator](#).  
<sup>9</sup> The rest of our markets are already using cloud service providers.

A year after establishing our emissions baseline, **Cécile Corda, Head of Sustainability**, shares insights into our ongoing efforts to decarbonise PropertyGuru’s operations and combat climate change.

## What action is PropertyGuru taking to reduce its operational impact?

Since 2023, we’ve partnered with Terrascope, an enterprise carbon measurement platform, to analyse our Scope 1, 2 and 3 emissions in line with the GHG Protocol Corporate Standard. In 2024, our first step has been to focus on our operational impacts, which are almost entirely driven by our Scope 2 emissions. Recognising that electricity consumption in our offices accounts for all of these emissions, we transitioned to 100% renewable energy through the purchase of Energy Attribute Certificates (EACs)<sup>7</sup>. As PropertyGuru does not own the buildings housing our offices, EACs provide an effective solution to address our emissions via certified renewable energy.

This initiative has enabled us to achieve net-zero emissions in our direct operations and contributed to a 14% reduction in our overall emissions. What’s more, the certificates we’ve purchased are EKOenergy labelled, ensuring high-quality assurance while also supporting their climate fund that enables clean energy projects in remote, developing communities.

## Beyond Scope 2, what other emissions hotspots is PropertyGuru addressing?

While tackling Scope 2 emissions has been important, our broader value chain represents an even greater decarbonisation opportunity. With Scope 3 making up most of our emissions, we’re focusing our efforts on two of its main contributors where we have the strongest ability to drive emission reduction.

The first is business travel, which accounts for 31% of our total emissions. To minimise non-essential travel, we prioritise virtual meetings, and, when travel is necessary, we require economy class, as business class generates about three times the emissions per passenger<sup>8</sup>.

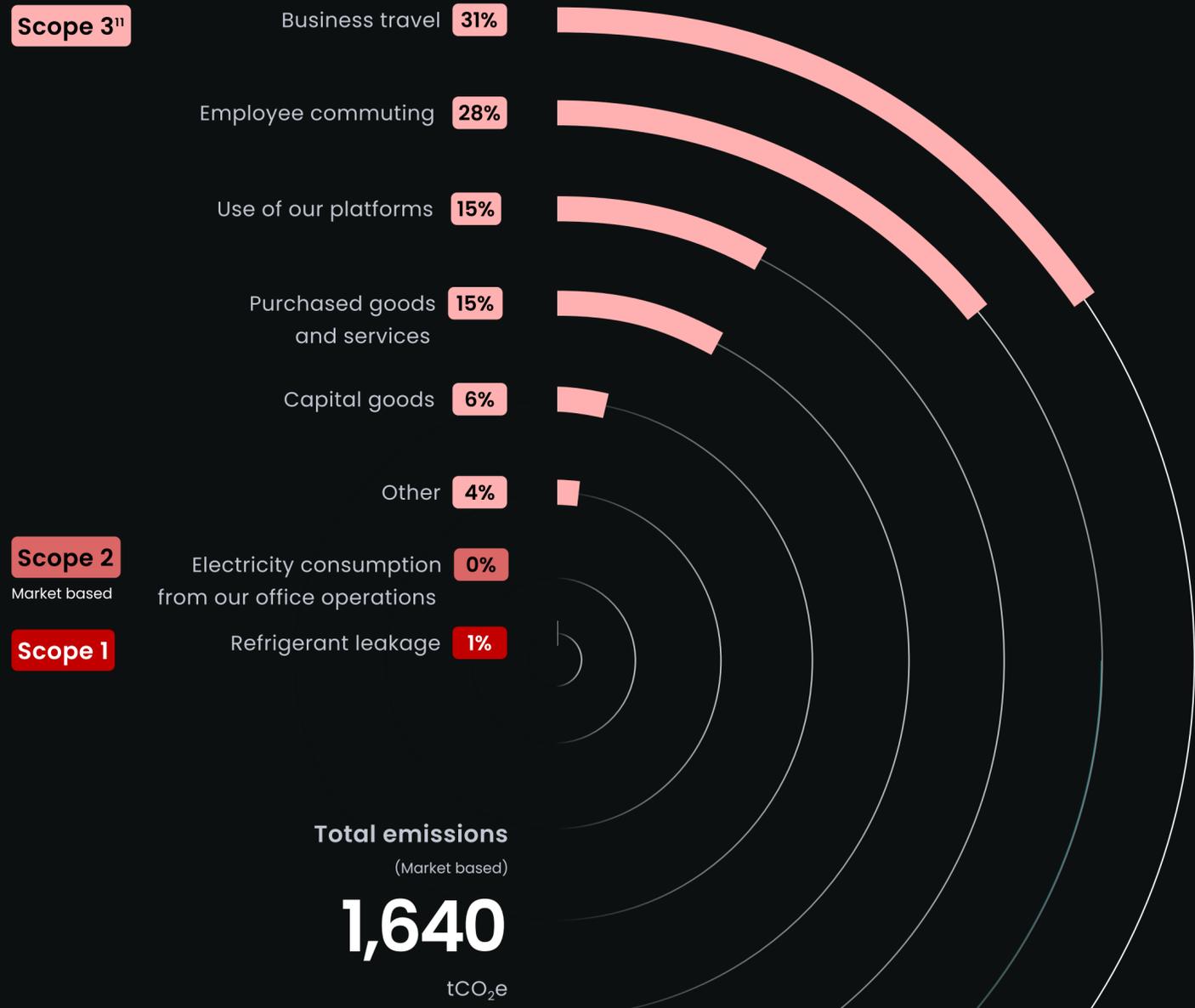
The other area of focus is the procurement of goods and services, particularly the services we use for data storage, which contributes 15% of Scope 3 emissions.

## How is PropertyGuru cutting emissions associated with data storage?

As a proptech company, data storage solutions are essential to running our platforms, but we acknowledge they come with high energy demand. In Vietnam, where we previously relied on physical data centres, we transitioned to more energy-efficient Amazon Web Services (AWS) cloud solutions in 2024<sup>9</sup>. AWS and Google Cloud Storage, which we use in some markets, provide lower-emission infrastructure and have set net zero targets by 2040 and 2030 respectively. These commitments will support our own decarbonisation journey.



# 2024 PropertyGuru GHG emissions<sup>10</sup>

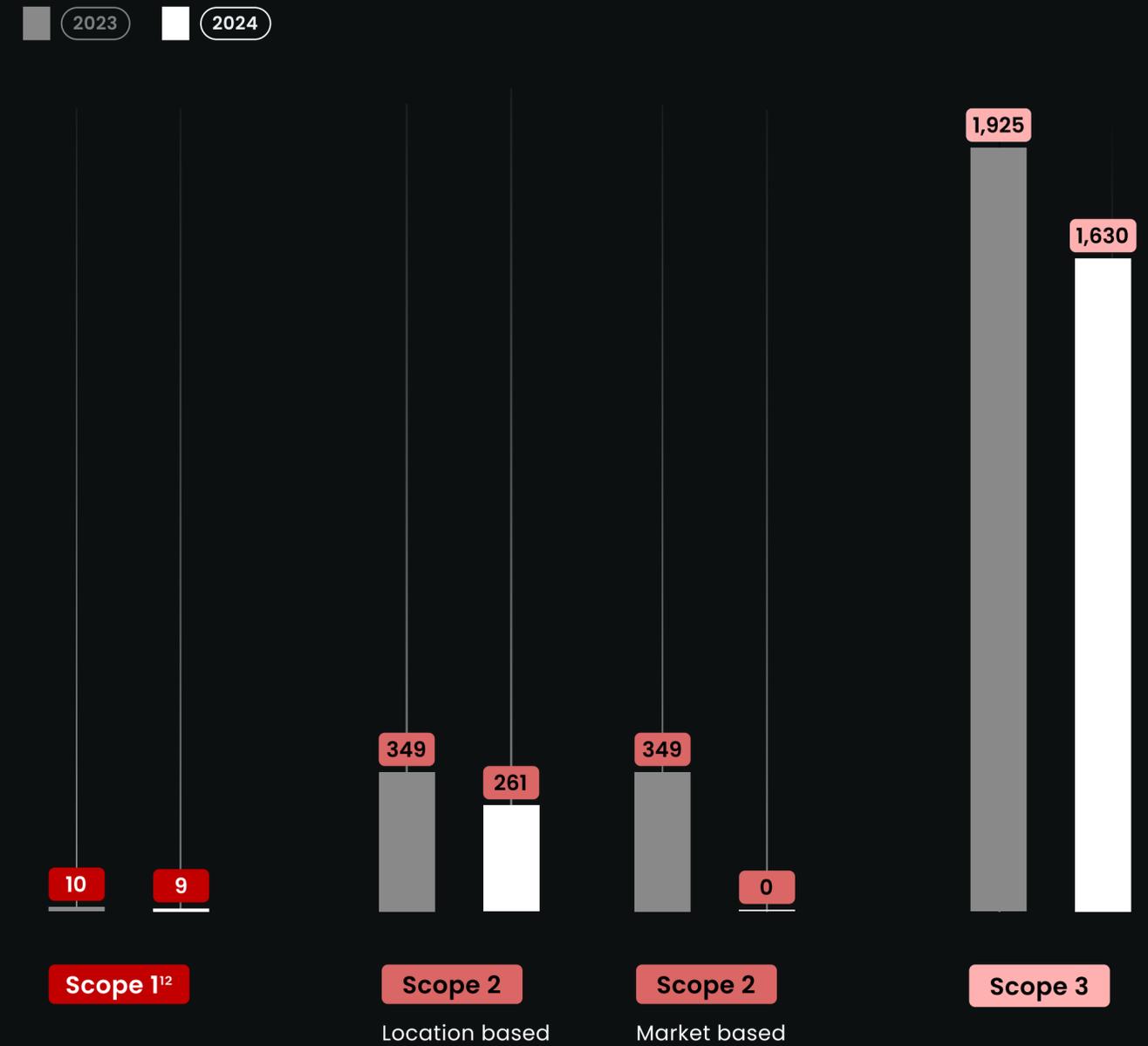


**Scope 1** DIRECT EMISSIONS FROM OWNED OR CONTROLLED SOURCES

**Scope 2** INDIRECT EMISSIONS FROM THE GENERATION OF PURCHASED ENERGY

**Scope 3** ALL OTHER INDIRECT EMISSIONS

# PropertyGuru GHG footprint year-on-year *(in tCO<sub>2</sub>e)*



<sup>10</sup> This refers to market-based emissions. For location-based emissions, see the appendix.  
<sup>11</sup> PropertyGuru GHG footprint covers Scope 3 emissions across categories no. 1, 2, 3, 5, 6, 7, 8, & 11.  
<sup>12</sup> To ensure consistency with the 2024 assessment, fugitive emissions have been included in the 2023 inventory. Fugitive emissions are estimated using the US EPA's HFC Emission Accounting Tool, based on each office's gross floor area.



# Highlighting sustainable living options

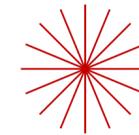
Home seekers are looking for more than just a place to live; they want a home that fits their lifestyle and reflects their aspirations for a better world. More than ever, that means choosing properties designed with sustainability in mind.

Janice Lim, Head of Product, speaks about PropertyGuru Green Score and our ongoing efforts to help property seekers find their ideal home that aligns with their values.

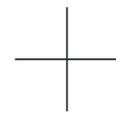
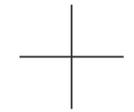
## What is PropertyGuru Green Score and how does it help home seekers?

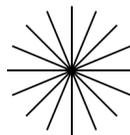
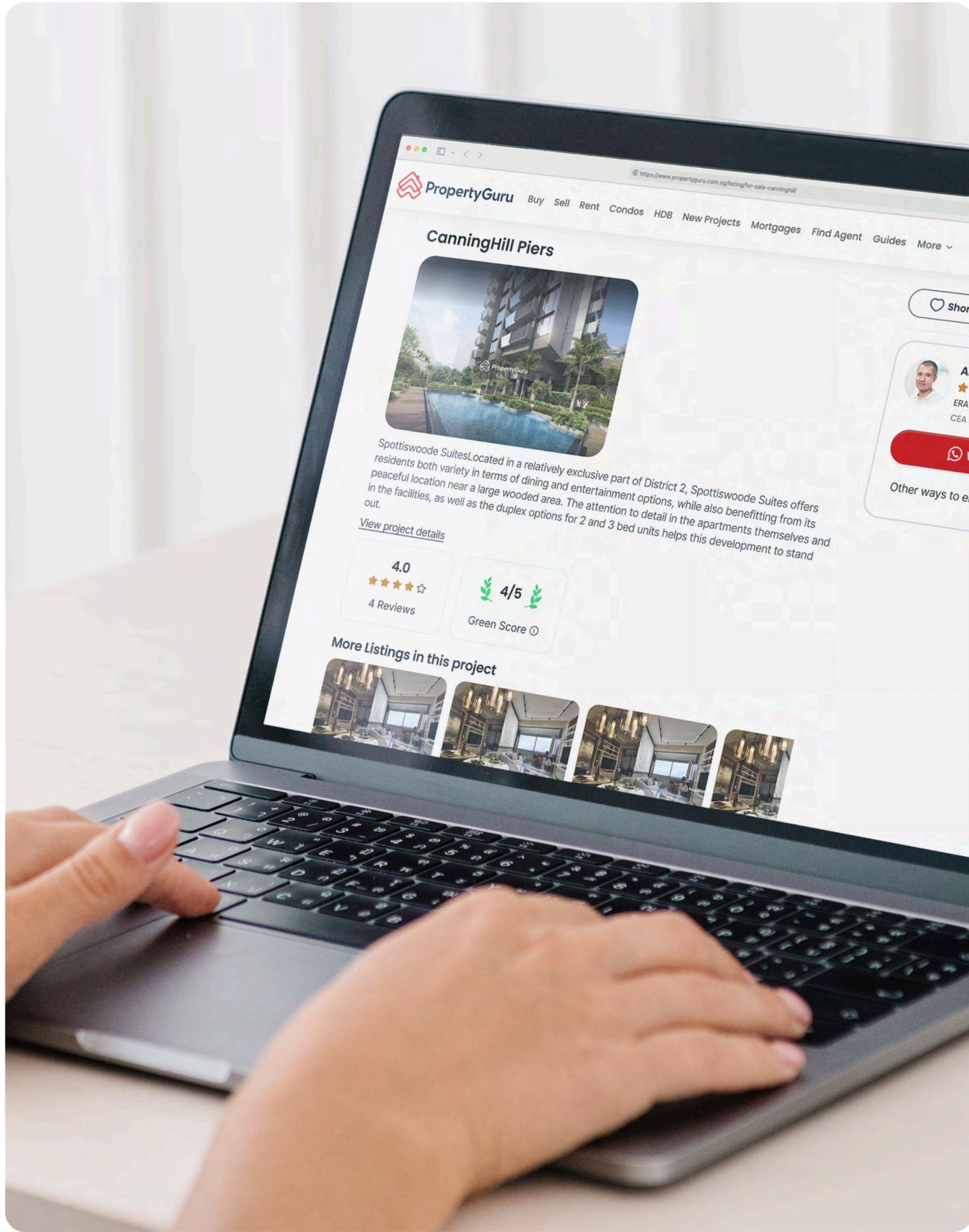
Choosing a home is a major life decision. Whether it's buying or renting a property, people need accessible, relevant and clear market insights to make informed choices. That's why, in 2021, we launched Green Score in Singapore to simplify the search for sustainable homes. By combining data on proximity to public transport and property sustainability certifications, Green Score helps property seekers make more sustainable choices while securing long-term savings.

It's creating ripple effects, too. As demand for sustainable real estate increases, industry players – from developers to landlords – are prompted to further integrate sustainability into property decisions.

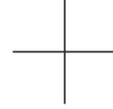


Janice Lim  
Head of Product, PropertyGuru Group





**Green score**  
Available on [PropertyGuru.com.sg](https://www.propertyguru.com.sg)



### How do you measure Green Score's ongoing relevance to Singapore's home seekers?

In 2024, we conducted a survey in Singapore to understand what matters most to people when searching for properties and which features they value on property portals<sup>13</sup>. The results showed that 72% of respondents were interested in buying a home with sustainability features, with 68% willing to pay a premium for them. What's more, 63% recognised our Green Score as a good indicator of sustainable homes – clear evidence that the insights we provide continue to have real-world impact.

### What about property seekers in other markets? How is PropertyGuru helping them find homes that align with their aspirations?

In Thailand, a similar survey revealed that sustainability is also a priority for property seekers<sup>14</sup>. In fact, 90% of respondents are interested in buying a home with sustainability features, and 93% are willing to pay a premium for them – making it an even higher priority there. In response, we've launched a sustainable living filter on DDproperty, our marketplace in Thailand, to highlight properties with features like solar panels and EV charging stations.

We're continuously exploring opportunities to introduce similar sustainability features in our other markets so we can help more property seekers find a home that profoundly reflects their values.

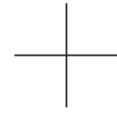


<sup>13</sup> 544 participants took part in the survey.

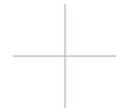
<sup>14</sup> 549 participants took part in the survey.



**Dr Lee Nai Jia**  
Head of Real Estate Intelligence,  
PropertyGuru Group



# Future-proofing real estate with key climate insights



**With extreme weather events on the rise, properties and urban infrastructure are being put to the test, while community safety and well-being are at risk. To safeguard cities now and in the future, climate resilience needs to be placed at the foundation of urban planning and property development.**

**Dr Lee Nai Jia, Head of Real Estate Intelligence,** outlines our work to deliver detailed climate risk insights and help real estate stakeholders integrate these considerations into core decision-making.

## How is PropertyGuru driving awareness of climate risks to help future-proof the real estate industry?

Climate change poses a serious risk to the sector, with properties increasingly exposed to climate-related events such as intense storms, flash floods, wildfires and heatwaves. In the markets where we operate – which are particularly vulnerable to climate change impacts – we know providing comprehensive climate risk information is crucial to building resilience, mitigating risks and empowering real estate stakeholders to pursue strategic investment opportunities.

Partnering with Intensel, a climate tech company, we continue providing in-depth climate risk analyses that help customers embed climate considerations into their property decisions. These assessments combine satellite imagery with advanced modelling to evaluate the risk levels of various climate hazards for specific locations. By considering different climate scenarios and time horizons, we can provide a comprehensive view of vulnerabilities, enabling customers to integrate robust climate risk information into their business strategy.



### And how has PropertyGuru continued sharing insights with property seekers in 2024?

In Malaysia, where 77% of respondents in our 2024 consumer sentiment survey identified climate change as an important factor in property decisions, we've worked to clarify climate risk. We've enhanced DataSense, our data intelligence platform, with historical disaster data. It now features local climate events such as flooding, landslides and damaged infrastructure across all Malaysia maps. By providing these real-world insights, we offer tangible evidence of past climate events, reinforcing our commitment to helping customers navigate current climate risks.

<sup>15</sup> Source: [The Business Times](#).



# Sustainable Living Guides

Southeast Asia is one of the most climate-vulnerable regions<sup>15</sup> and, through Sustainable Living Guides, we seek to equip communities across our markets with insights and country-specific tips for driving resilience against extreme weather events.

In **Singapore, Thailand** and **Vietnam**, we shared guides on how people can protect their homes against the risks of flooding. In Malaysia, we published articles on **considering climate risk when buying property**, as well as **what can be done to climate-proof homes**.

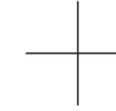


**Disha Goenka Das**  
Chief Marketing Officer,  
PropertyGuru Group

## Uniting to transform cities

**The cities of tomorrow are being shaped today. As climate change, rapid urbanisation and evolving societal needs redefine the built environment, no single organisation can tackle these challenges alone. Players from across the real estate ecosystem must work together to co-create future-focused solutions.**

We talked to **Chief Marketing Officer, Disha Goenka Das**, about PropertyGuru’s involvement in the World Cities Summit (WCS), a global platform for collectively transforming the future of cities.



### What is the World Cities Summit and what drove PropertyGuru’s participation?

The biennial WCS brings together government officials, city mayors and industry leaders from around the globe to tackle the challenges of creating liveable, sustainable cities. In 2024, we proudly became a platinum sponsor, driven by our conviction that the future of cities hinges on integrated solutions and strategic partnerships across the sector. This year’s theme – Rejuvenate, Reinvent, Reimagine – aligns with our ambition to power real estate stakeholders to build more sustainable and resilient cities. Through this sponsorship, we aim to contribute to mobilising resources, sharing knowledge and co-creating lasting value for society.

### What role did PropertyGuru play in discussions?

PropertyGuru’s executive leaders showcased how our data and technology support the transformation of cities into more sustainable and resilient spaces. We led conversations on the pivotal role of technology in urban development, while gaining deeper understanding of the challenges cities face and the innovative solutions mayors and industry leaders are bringing in to address them.





### And how did the summit support PropertyGuru’s work and wider ambitions?

From climate change to social inclusion, the experience enriched our perspectives and will, ultimately, strengthen our ability to drive meaningful impact in our markets. It was enlightening to see how urban solutions are being approached from the policy and media side of things and to understand how we, as a proptech company, can complement those approaches.

The event also provided a relevant platform to bring our vision to life with real-world examples of impact. Beyond sharing what we’re doing, we saw it as an opportunity to engage with the right audiences, build meaningful connections and identify where we can do more as a partner to our cities.

While we have a deep understanding of property seekers’ needs and industry challenges, we also recognise the nuances across different markets. The summit helped us explore these variations in depth, ensuring our solutions remain relevant, data-driven and tailored to the unique realities of each city.



### What is next for PropertyGuru in this space?

While WCS is a biennial event, we will attend the 2025 WCS Mayors Forum in Europe to remain actively involved in global discussions on urban transformation. Beyond WCS, we continue to prioritise industry collaboration to accelerate urban solutions and amplify our impact.





# Recognising leaders in sustainable development

Shaping the future of real estate requires going beyond ‘business as usual’ to create buildings that stand the test of time – designed with sustainability and social impact at their core. Through the **PropertyGuru Asia Property Awards**, we shine a spotlight on exceptional leaders who are fronting the charge, acknowledging their groundbreaking achievements at both local and regional levels.

In 2024, we strengthened our commitment to amplify sustainability recognition by launching the ESG Developer Awards. **Jules Kay – Managing Director of the PropertyGuru Asia Property Awards** – discusses the significance of these awards and their role in promoting sustainability-focused development.



**Jules Kay**  
Managing Director,  
PropertyGuru  
Asia Property Awards



Developed in collaboration with Malaysia’s GreenRE and supported by the Malaysia and Vietnam Green Building Councils through market-specific visibility efforts, the Awards framework upholds a rigorous approach to rewarding sustainability leadership.

## How were the 2024 winners selected?

An independent judging panel in each market carefully evaluated submissions against the Awards framework, identifying those leading the way in environmental and social sustainability. The winners represented diverse countries, including Australia, Cambodia, Hong Kong and Macau, Indonesia, Malaysia, the Philippines, Thailand and Vietnam. This breadth underscores the growing understanding that sustainability is not just an option but a vital imperative to securing the future of real estate.

## Diversity is key to driving innovation in the industry. How is PropertyGuru championing this through recognition?

You’re absolutely right – celebrating developments that create social impact is crucial, but equally important is recognising the diverse individuals behind these achievements. In 2024, at our annual **Asia Real Estate Summit**, we honoured the women making waves in the industry, spotlighting trailblazers from across our markets. This celebration recognised women who truly embody our vision wherein we power communities to live, work and thrive in tomorrow’s cities.

## What is the purpose of the ESG Developer Awards?

In the 19 years they’ve been around, the PropertyGuru Asia Property Awards have celebrated industry leaders, and in recent years, we’ve increasingly recognised those at the forefront of sustainable property development through Special Recognition honours. As more developers embraced sustainability, the surge in submissions signalled a clear shift. The industry was not just acknowledging the importance of responsible urban development, but actively embedding it into their projects.

To reflect this growing momentum, we introduced the ESG Developer Awards in 2024 – a dedicated recognition to spotlight excellence in sustainability across five key categories:

- + Sustainable Design Champion
- + Sustainable Construction Champion
- + Low Carbon Champion
- + Energy Efficiency Champion
- + Social Impact Champion



# Thriving Communities



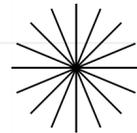
# 2024 Highlights

Communities are the lifeblood of our business, and we're putting our all into innovating solutions that meet their varying needs. We're catalysing change and creating possibilities so more people can find their space in the world.

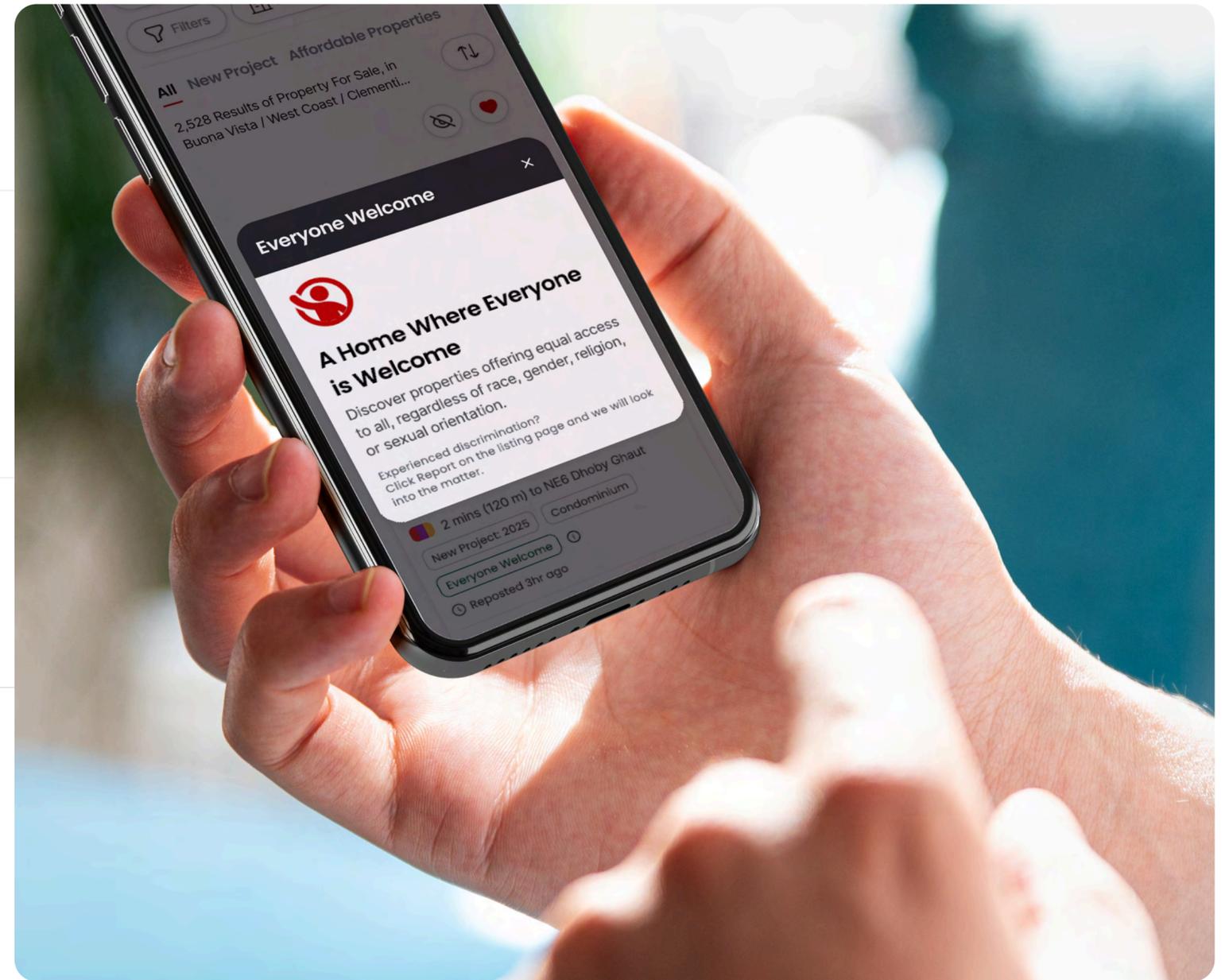
From developing solutions that enhance accessibility and inclusivity to fostering diverse, nurturing environments, everything we do – on our platforms, in our communities, and at work, – is designed to help people from all backgrounds find their place. Because when they do, they don't just belong, they thrive.

- + Introduced the **'Everyone Welcome' tag** for rental properties in Singapore to make it easier to find diversity-friendly homes.
- + Rolled out **HIVE 2.0**, our design system ensuring consistency and accessibility for all, including people with disabilities, across all PropertyGuru platforms.

'Everyone Welcome' tag  
Available on [PropertyGuru.com.sg](https://PropertyGuru.com.sg)



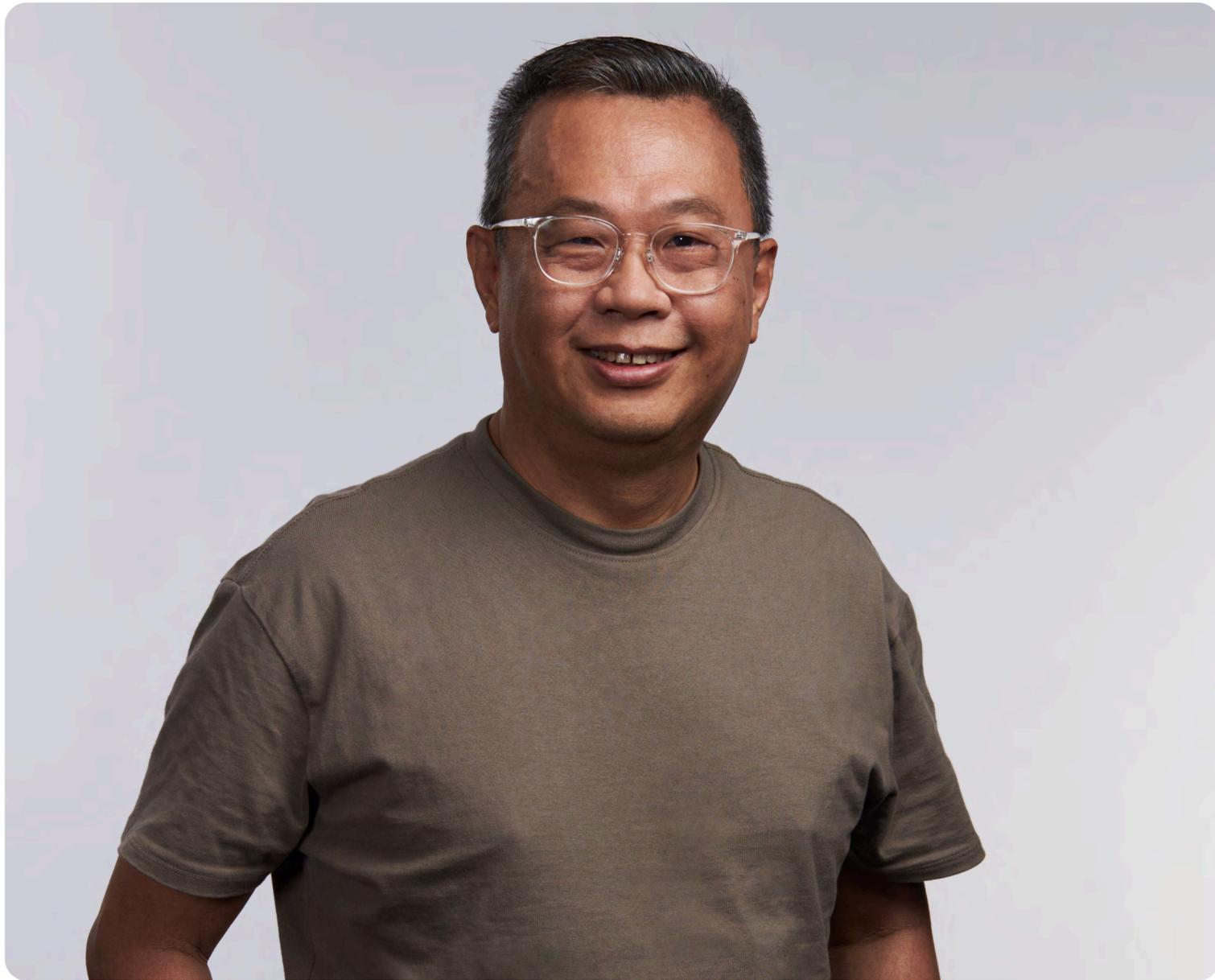
## We're helping people find their place in the world



- + Launched **Be More, Be a Guru** – PropertyGuru's new employee value proposition – to support our Gurus to reach their fullest potential.
- + Continued to encourage Gurus to give back to our communities through the **Gurus For Good volunteering programme**.



# Opening doors for everyone



**We believe the world would be better if we helped everyone find their place in it. To do that, we're building our platform with a spirit of inclusion – helping property seekers find homes where they can genuinely be themselves, no matter what their background is.**



**Dr Tan Tee Khoon**  
Country Manager,  
PropertyGuru Singapore

**Dr Tan Tee Khoon, Country Manager for PropertyGuru Singapore**, explores the steps we're taking to ensure PropertyGuru is a platform where everyone can find a place to call home.

## Why is promoting inclusion on PropertyGuru's platform important?

Everyone deserves a place to call home. However, in some of our markets, discrimination still creates barriers for certain property seekers. For example, in Singapore, one in four Singaporeans has faced racial discrimination when looking to rent property<sup>17</sup>. While the values of a multicultural society are broadly accepted, unconscious bias and stereotypes still influence some decisions when it comes to renting personal spaces, like homes.

## How is PropertyGuru tackling discrimination?

Wherever we operate, we want to inspire landlords and property agents to adopt inclusive behaviours and implement diversity-friendly practices. It's an ongoing process, with every year seeing us strengthen our efforts to ensure every single property seeker – regardless of identity or origin – feels supported on their journey to find a home. Our approach is multifaceted. We uphold our Advertisement and Content Guidelines and Acceptable Use Policy to prohibit agents from indicating race, ethnic preferences or any other biases when creating listings.

A language moderation engine helps detect and remove listings with discriminatory language before they're even posted, while our 'report listing' feature empowers property seekers to report unfair practices.

In 2024, we introduced a new feature in Singapore designed to help people easily identify places where everyone is welcome. The 'Everyone Welcome' tag highlights rental properties where landlords are open to tenants of all races, genders, religions and sexual orientations.

This initiative not only encourages agents and landlords to champion diversity but also supports property seekers in finding rental options that are inclusive.

## And how will PropertyGuru continue to build on this work?

Agent adoption of the 'Everyone Welcome' tag in Singapore has been promising. Our aim is to see even more properties listed with it. Moving forward, we plan to launch the feature in Malaysia, where rental discrimination is also a concern. However, building tools is just part of the solution. To really address the root causes of discrimination, we must also partner with agents to encourage non-discriminatory practices, empowering them to guide property owners toward more inclusive choices. As we move through 2025, we will be taking active measures to raise agents' awareness on inclusive behaviour, striving to foster a real estate industry in which everyone has the opportunity to thrive.

<sup>17</sup> Source: YouGov.



# Placing accessibility at the heart of design

The best solutions work for everyone. By considering diverse user needs, we create products that are more engaging for all. That's why we're embedding accessibility into platform design, starting with the foundational systems that underpin our products.

Kedar Nimkar, Director of Experience Design, discusses the importance of building our products with accessibility at their core.



**Kedar Nimkar**  
Director of Experience Design,  
PropertyGuru Group

## How is PropertyGuru integrating accessibility into platform design?

We seek to incorporate accessibility principles from the get-go, building digital components that make it easier for everyone to use our platform. We formalised this with HIVE 2.0 – a refreshed design system that drives consistency across all platform developments.

We've built accessible components right into HIVE 2.0, like dark mode, larger typography and enhanced colour contrast and themes. We're also working on integrating screen readers and haptic feedback to ensure a seamless experience for all users.

While it's an evolution of our design system, HIVE 2.0's accessibility features aren't entirely new; they're things we've long been building. In 2024, we focused on driving adoption among our design and engineering teams, ensuring more features are applied to more of our products, so more users can enjoy the full PropertyGuru experience.



### The social impact is clear, but is there a business imperative to accessible design?

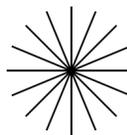
Absolutely. There's this idea that accessible features only serve a small group, but in reality, they enhance the experience for everyone. Take video captions, for example. Originally designed for people with hearing disabilities, they've become essential for anyone watching content in noisy environments. Likewise, while larger typefaces may have been introduced to help people with visual impairments, they also improve readability for users in low-light conditions.

The same applies to all our accessibility features. While designed to meet specific needs, they improve usability for everyone. By making our platform more accessible, we're not just removing barriers, we're reaching a wider audience – ultimately contributing to our vision wherein we power communities to live, work and thrive in tomorrow's cities.

### How are you aligning Gurus around this commitment?

Early on, we ran workshops to instill a shared responsibility for accessible design. Today, thanks to that groundwork, accessibility is woven into the daily work of our designers and engineers. We continue encouraging open conversations on accessibility, promoting organic discussions and fresh ideas that drive our efforts forward.

**HIVE 2.0**  
Integrating accessibility into platform design



The design system panel includes:

- Hive Logo:** A colorful, 3D-style logo with the word 'HIVE' below it.
- Typography:**
  - Poppins:** A red background with 'Pg' in white, followed by uppercase and lowercase alphabets and numbers.
  - Inter:** A red background with 'Pg' in white, followed by uppercase and lowercase alphabets and numbers.
- Text Examples:**
  - Display Headline:** Large black text 'Display Headline' with 'Title XL' in red below it. Includes 'Body L' and 'Body M' labels.
  - Display:** The sentence 'The quick brown fox jumps over the lazy dog' in black text.
- Alert Component:** A diagram of an alert box with labels: Status Icon, Title, Placeholder for Alert, Enter text into this container, Button, CTA, Close Icon, and Body.
- Buttons:** A row of buttons in various colors (purple, orange, blue, green, yellow) with different text and icons.
- Confirm Button:** A red button with a checkmark icon and the text 'Confirm'.
- Search Bar:** A white search bar with a magnifying glass icon, the text 'Search by leads', and a 'Hot' button with a flame icon.



# Advancing our Gurus-First Culture



**Amanda Dew**  
Director of Talent Acquisition and DEI,  
PropertyGuru Group



**Esther Lee**  
Director of Talent Development,  
PropertyGuru Group

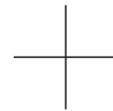
**Our Gurus are the heart of our success and the driving force behind the value we deliver to consumers and customers. We remain steadfast in our belief that, when we put people first, we empower them to excel – propelling us towards our vision, together.**

In 2024, we marked a meaningful milestone by launching our employee value proposition (EVP) – Be More, Be a Guru – a transformative step in advancing our Gurus-First Culture. **Esther Lee, Director of Talent Development, and Amanda Dew, Director of Talent Acquisition and Diversity, Equity and Inclusion (DEI)**, share how our EVP is enhancing the end-to-end Guru experience.

## **What is 'Be More, Be a Guru' and how is it contributing to PropertyGuru's vision?**

Be More, Be a Guru is our commitment to elevating significant touchpoints throughout the Guru journey to help them thrive in their careers. Informed by extensive internal feedback and external research, the EVP is a comprehensive programme designed to equip every Guru with the tools and support they need to grow, succeed and prioritise their own well-being – at PropertyGuru and beyond.

From recruitment and development to recognition, the programme is centred around nine key Moments that Matter in the Guru journey.





# Moments that Matter

## 1 Be Ready

Kickstart your Guru journey with a vibrant welcome and the right tools. Step in with curiosity and embrace our vibrant community.

## 2 Be Ambitious

Seize opportunities to grow and chart your own career. Your ambition drives the journey, and we back every step.

## 3 Be Skilful

Drive into a journey of growth with feedback and resources at your disposal. We value open dialogue and a culture of continuous learning.

## 4 Be Celebrated

Thrive in a diverse space that respects and recognises you. In turn, enrich our culture and champion a safe, inclusive environment.

## 5 Be Empowered

Enjoy the flexibility to do what's right, wherever you are. We expect agility and resilience in navigating our dynamic work landscape.

## 6 Be Balanced

Champion a nurturing space for your well-being. In return, we encourage you to prioritise health and foster community bonds.

## 7 Be Guided

Benefit from leaders who inspire and empower you to grow. We value your innovation and engagement in reaching your goals.

## 8 Be Gurus For Good

Shape our business while powering communities. As a Guru For Good, define your role and champion our values.

## 9 Be Valued

Earn rewards that mirror your dedication, while nurturing a vibrant and value-driven culture.

Be More, Be a Guru is built on the belief that a job is more than just work; it's an opportunity to become more. Our Gurus are not only solving problems; they are shaping the future. Guided by our vision, they build impactful teams, lead innovation and are constantly at the forefront of reimagining the proptech landscape.

**“ I feel very proud because I want our world to keep progressing every day. Being a part of this, even in a small way, makes me feel that our company’s vision truly aligns with the future we aspire to create. We can help drive this vision forward. ”**

**Aung Khaohom**  
Senior Account Manager, DDproperty



## How was the EVP embedded across the company in 2024?

Leveraging our Moments that Matter, we made it a priority to integrate our EVP across every Guru touchpoint. Recognising a healthy mind and body are essential to performing at our best, we championed the Be Balanced Moment. Through initiatives like webinars, wellness activities and mental health first-aid training, we provided the resources to help our Gurus prioritise their well-being and feel their best every day. We also introduced our new Employee Assistance Program, Intellect, offering Gurus access to self-guided content and professional support to address mental health concerns.

As part of Be Guided, we leverage data from our annual Manager Effectiveness survey to understand our leaders' development needs. With an average effectiveness score of 81% from 2022 to 2024, the findings informed our People Manager training programme, ensuring we continue to build strong leaders.

In 2024, we launched the Leadership Academy, a training programme designed to equip leaders with essential skills for thriving in the evolving world of work. Through immersive workshops and coaching, the programme empowered our leaders to navigate change and foster high-performance teams, even in times of uncertainty.

We also rolled out Be Empowered by equipping our Gurus with the right tools to work smarter and more efficiently. This included transitioning to Workday, a new HR system that enhances transparency, streamlines workflows and improves decision-making – freeing up time so our teams can focus on the work that truly matters.

Our commitment to supporting Gurus to reach their fullest potential was honoured when our Be More, Be a Guru campaign bagged the Employee Engagement of the Year award at the Singapore Business Review Management Excellence Awards – while the team behind it was also acknowledged as Team of the Year. This recognition is a testament to our continuous effort to create a Gurus-First Culture.



### How does Be More, Be a Guru align with your efforts to foster a more diverse and inclusive workplace?

We foster a culture in which everyone feels valued, respected and empowered to bring their authentic selves to work. Be Celebrated embodies this by recognising each Guru's unique contribution and ensuring every voice is heard and valued.

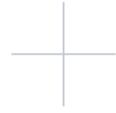
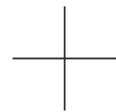
Creating an inclusive workplace also means offering flexibility and resources to help employees thrive. Be Empowered supports this through our hybrid working model, allowing Gurus to take ownership of their work while accommodating personal needs. Our equal maternity and paternity leave policies under Be Balanced recognise that childcare is a shared responsibility, with 28 men across PropertyGuru benefitting in 2024.

**//**  
**Becoming a father has been one of the most transformative experiences of my life. PropertyGuru's Equal Parental Leave Policy allowed me to fully support my partner, emphasizing the importance of shared parenting responsibilities. It's a powerful reminder of how work-life balance can make a lasting difference in both our personal and professional lives. //**

**Ajit Chaudhary**  
 Regional Talent Acquisition Partner,  
 PropertyGuru Group

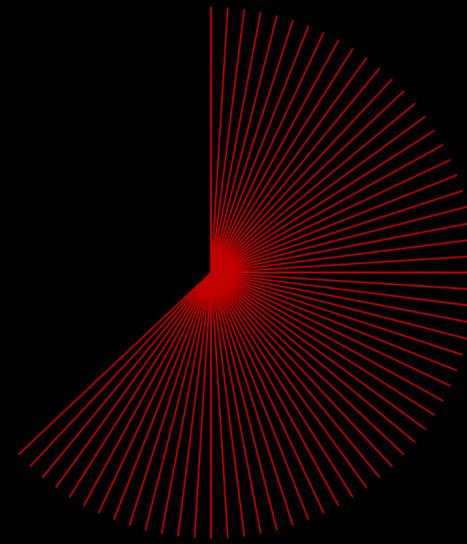
Be Guided nurtures career growth by connecting Gurus with seasoned leaders who bring diverse perspectives. In 2025, we will expand participation in our Leadership Academy, empowering more Gurus with role models who champion success and inspire future leaders.

<sup>16</sup> As of 31 December 2024.



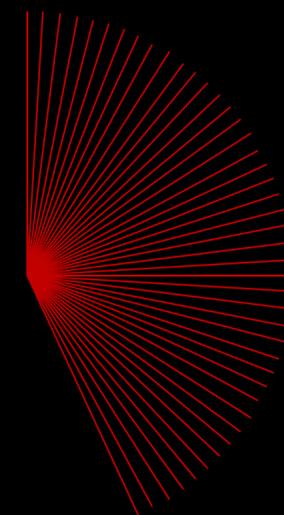
# Gurus by gender

(% female)<sup>16</sup>



## 63%

At Group level



## 43%

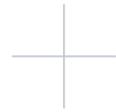
At Executive level

### So, what's next for PropertyGuru in terms of cultivating inclusion?

We take pride in our vibrant, diverse culture that brings together 32 nationalities and boasts 63% representation of women. In 2024, we built on this strong foundation with a DEI strategy centred on employee engagement and increasing female representation in senior leadership.

This strategy aims to influence key stages of the Guru journey, starting with how we attract and hire talent. By advancing competency-based recruitment and equipping hiring panels with unconscious bias training, we're able to create a more inclusive and equitable selection process that brings in an increasingly diverse talent pool.

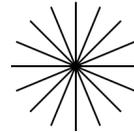
Beyond hiring, we are committed to empowering women to step into leadership roles. That's why, in 2025, we will launch the Women Leaders Programme to nurture the next generation of female leaders. What's more, we're introducing women's employee resource groups in Malaysia and India, creating dedicated space for growth, collaboration and inclusion. Because when inclusion flourishes, we build a future in which everyone can progress.





# Empowering Gurus For Good

The Lost Food Project  
Gurus volunteering  
in Malaysia



**Gurus For Good is more than our sustainability strategy, it's also one of our defining Moments that Matter. Be Gurus For Good is about empowering Gurus to make a positive impact on the planet and the communities we serve. Inspiring them to step up, give back and be the change they wish to see in the world.**

Through our Gurus For Good volunteering programme, Gurus are given three days of paid leave each year to volunteer in causes they care about. Local committees organise country-specific activities for Gurus to get involved in, from donating food to spending quality time with older people and children.

In 2024, our Gurus took action for good, showing their dedication to helping communities thrive while fostering a culture of social responsibility and support. A snapshot of key initiatives they championed is featured on the right.

## Malaysia

Volunteers in Malaysia helped **The Lost Food Project** recover 2,600kg of surplus food, diverting it from landfills. The food was distributed to 16 charities across Klang Valley to support those in need. This effort provided 7,600 meals and avoided 6 tonnes of carbon emissions.

## Singapore

In Singapore, volunteers spent time with senior citizens at **SASCO Senior Citizens' Home** over tea and heartfelt conversations. They then hosted an arts and crafts session, where everyone collaborated to create miniature homes, strengthening bonds and uplifting spirits.

## Thailand

Gurus in Thailand donated S\$2,000 to the **Fight 4 the Future Foundation**, helping repair gym facilities for children's martial arts training. Volunteers spent time with the children, training alongside them and distributing T-shirts, rice boxes and festive Halloween cupcakes. Many Gurus also gifted toys, clothes and bags to the children.

## Vietnam

After Typhoon Yagi's devastating impact in Vietnam, our Gurus rallied together, raising over S\$18,000 to support employees and communities rebuild their lives. PropertyGuru Vietnam also extended aid to schools in Lào Cai Province – one of the hardest-hit areas – through fundraising runs and reading initiatives. Their efforts provided 138 school-supply gift sets, along with two water tanks and 12 electric fans, creating a better learning environment for children.



# Responsible

Business



# 2024 Highlights

## We champion trust, transparency and ethics in all we do

We operate at the crossroads of trust and transparency – acting with integrity and ensuring high ethical standards are upheld in every decision we make.

With a robust governance strategy that’s guided us since day one, we pursue leading practices in privacy, security and ethical conduct. We drive this tone from the top, embedding responsibility for our Gurus For Good strategy at the very highest levels of company leadership.

- + Delivered quarterly updates to the Executive Leadership Team and Board on **Gurus For Good progress** to ensure alignment and accountability at all levels.
- + Launched our **Supplier Code of Conduct** to drive business ethics and responsibility throughout our value chain.

- + Improved our information security management systems to maintain **ISO/IEC 27001 certification**.
- + Continued to train Gurus on **data protection** to reinforce our collective responsibility in safeguarding personal information.



# Fortifying our governance foundations

From the very beginning, strong governance and a commitment to operating responsibly and transparently have been integral to who PropertyGuru is. As we evolve, guided by our Gurus For Good strategy, we remain unwavering in strengthening this foundation.

Madeleine Nuttall, Director, Legal Counsel, shares how we have reinforced our governance structure to enhance oversight in key areas.



**Madeleine Nuttall**  
Director, Legal Counsel,  
PropertyGuru Group



### How does PropertyGuru keep sustainability high on the governance agenda?

In 2023, we developed a roadmap in partnership with internal sustainability sponsors to drive action on our Gurus For Good strategy and to ensure we consistently target impactful, measurable sustainability outcomes across the business. This roadmap outlines responsibilities, timelines and success metrics; it also establishes a framework for reporting quarterly progress to the Executive Leadership Team and Board.

By doing so, we foster greater transparency and accountability, reinforcing the idea that everyone at PropertyGuru, all the way to the top levels of leadership, plays a key role in solidifying our position as a responsible organisation.

#### PropertyGuru's sustainability governance structure

**Board of Directors**

**Maintain Oversight for Sustainability**  
As of 2024, quarterly updates on sustainability progress are provided by the Head of Sustainability to the Executive Leadership Team and the Board of Directors.

**Executive Leadership Team**

**Sustainability Steering Committee**

**Provides strategic and operational guidance** to drive sustainability performance.

**Sustainability Sponsors**

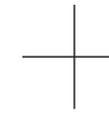
**Lead operational implementation** of PropertyGuru sustainability strategy across the business.

### And how has PropertyGuru's governance structure evolved in 2024?

While the core elements of our governance structure remain constant, we're pouring our efforts into continuously strengthening it, particularly our network of internal committees. Composed of management representatives and key stakeholders, these committees are tasked with driving progress in critical areas and reporting their advancements to the Executive Leadership Team.

### What key areas have been strengthened in response to your top governance priorities?

As a tech-driven company, cybersecurity and data protection are always top priorities at PropertyGuru. In 2024, we have expanded our Data Governance and Cybersecurity Committee, which brings together our Chief Technology Officer, Data Privacy Officer, and legal, risk and security teams to tackle important topics related to data privacy, cybersecurity and relevant regulatory developments. A growing focus has been on artificial intelligence (AI) and how to responsibly integrate it into our products and systems. The Committee has been instrumental in developing policies that are driving internal awareness of how to use AI appropriately, responsibly and with respect to confidential information and proprietary or copyrighted content.



It has also played a foundational role in crafting and promoting our Cybersecurity Incident Response Policy, as well as our Incident Reporting Guidelines, which ensure all Gurus understand their roles in the event of incidents, whether cybersecurity-related in nature or not.

Our Business Continuity Steering Committee, borne out of our desire to oversee the design and implementation of our business continuity management framework, comprises representatives from various departments – people and culture, finance, legal, corporate communications and technology. The committee has been pivotal in refining our approach, establishing a standardised process for managing operational disruptions and escalating issues, which ensures a more unified and effective response across the organisation.





# Fostering a culture of integrity

**As a purpose-led business, we believe in doing the right thing, the right way, every time. That includes inspiring a collective commitment to ethics and compliance.**

**Madeleine Nuttall** highlights PropertyGuru's efforts to foster a culture of shared ethical conduct.

## How does PropertyGuru ensure every Guru understands what's expected of them in terms of responsible, ethical conduct?

It starts with establishing robust policies and practices, and ensuring Gurus understand their role in upholding them. Just as important is continuously reviewing and refining these resources to keep them relevant.

In 2024, we expanded our annual corporate governance programme by introducing our Anti-Discrimination, Anti-Harassment and Anti-Bullying Policy. Creating an ethical workplace also means fostering an environment in which everyone feels safe, valued and respected and reinforcing a culture of care and mutual respect across PropertyGuru.

## What channels are available to Gurus wishing to report concerns?

Providing a safe and trusted way to raise concerns is essential to fostering a culture of openness and accountability. We have developed clear processes for grievance investigations and performance management, alongside various channels to report incidents such as workplace harassment, bullying, or unethical behaviour. This is reinforced by our Whistleblower Protection Policy which ensures anonymity for those who speak up.

## Suppliers are an important part of the value chain. How is PropertyGuru helping them target the same standards?

In 2024, we introduced our Supplier Code of Conduct, bringing suppliers in line with our expectations that they engage in ethical and responsible business practices. Developed by our legal and procurement teams and endorsed by the Board's Audit & Risk Committee, we are rolling it out across our supply chain.

The code sets out the standards we expect suppliers to pursue regarding human rights, integrity, transparency, data protection, sustainability, diversity and inclusion, and accountability for concerns and violations. Rooted in our values, it encourages suppliers to join us on a journey to exercise ethical conduct while serving as a guide for our Gurus when evaluating new vendors

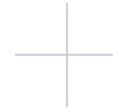




# Data privacy and security: A commitment to continuous improvement

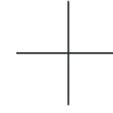


**Rakesh Thayyil**  
Group Head of Security and Privacy,  
PropertyGuru Group



**We are a proptech company and, as such, upholding strong data privacy and security principles are fundamental to earning – and keeping – consumer and customer trust. That’s why we’re pursuing continuous improvement, always looking for ways to enhance our systems and stay ahead of the industry curve.**

**Rakesh Thayyil, Group Head of Security and Privacy**, shares why we’re placing data protection and security high on the PropertyGuru agenda and what we’re doing to instil shared responsibility.

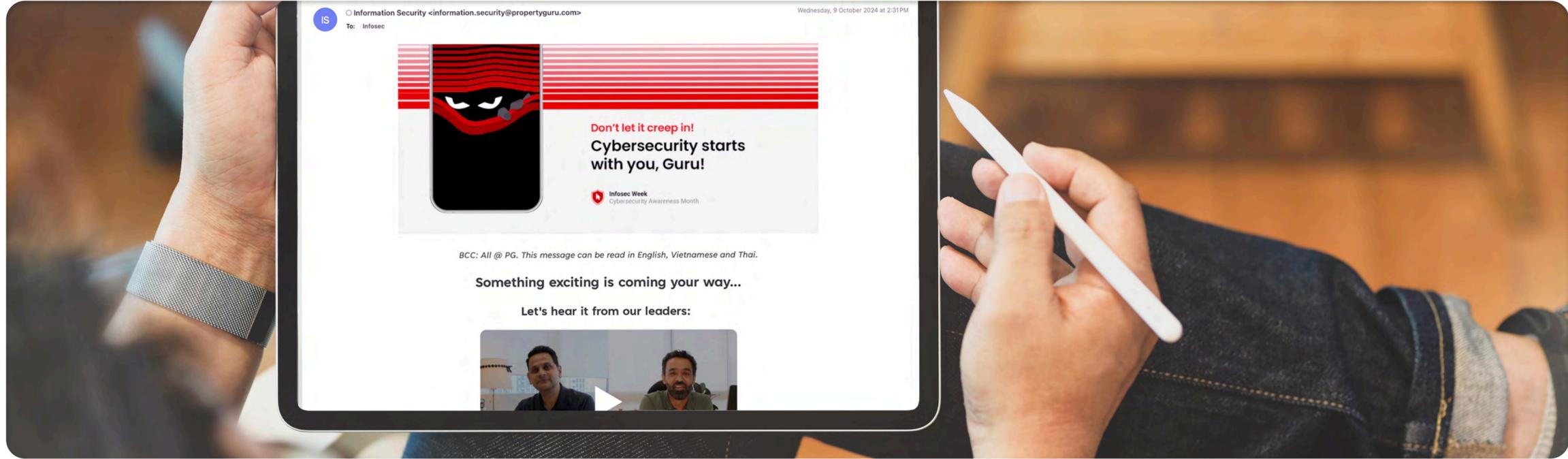


## What drives data privacy and security at PropertyGuru?

Our ambition is to be the most trusted property platform in Southeast Asia. That starts with helping people find their ideal home, using personal data to provide the most tailored support possible. It’s also about ensuring this data is safe and protected. We hold ourselves to the highest standards of data privacy and security, driven by a commitment to continuously improve our processes in line with leading industry practices.

## How is PropertyGuru getting everyone aligned around this commitment?

Whether it’s consumer and customer information or company intellectual property, data spans multiple areas of our business, and that means it’s every Guru’s responsibility to keep it protected. We regularly communicate to our Gurus about data protection, and one approach we’ve found particularly effective is frequent, targeted trainings. From day one, Gurus go through a comprehensive onboarding programme to understand the essentials of data protection. We also hold annual refreshers to ensure this crucial knowledge remains top of mind.



Working with an expert external partner, we update our training programme every year to address the most relevant topics, whether that's ransomware, email security or how to avoid spear phishing. We also stay ahead of emerging issues, developing new trainings on topics like AI and its implications for data privacy and information security.

In 2024, we took our engagement efforts a step further with our first Cybersecurity Awareness Week. Through quizzes, bite-sized learnings and a dedicated webinar, the week was an opportunity for Gurus to enhance their cybersecurity knowledge and strengthen our collective commitment to safeguarding data and critical infrastructure.

### And how is information security integrated into operations?

Since achieving ISO 27001 certification in September 2022, we've used the standard to guide our information security management efforts. This milestone not only strengthened our security framework but also heightened awareness across PropertyGuru about the critical role data protection plays in our business and what we do to keep information safe.

In 2024, we continued to apply ISO 27001 principles, focusing on embedding best practices across our operations. Through rigorous audits and continuous improvement, we've refined our information security management system, always looking for opportunities to recalibrate and strengthen our controls.

We also engage closely with our technology teams, using internal insights and real-world learnings to understand where we can enhance our efforts to keep data protected.

### How will you build on the work done to date?

The data privacy and information security landscape is constantly evolving, and we're keeping pace. In 2025, we will look to implement the National Institute of Standards and Technology (NIST) frameworks and controls for cybersecurity, data privacy and risk management. These strengthened standards and controls provide more comprehensive guidance on information security, with an increased focus on data and cloud security. They also align information security efforts with broader sustainability goals, highlighting the importance of environmental factors in securing the digital landscape.

In addition, to ensure everyone is aligned internally, we are working to bring data security and privacy into conversations early on, especially when launching new projects or programmes. By doing so, we can ensure data protection isn't simply an afterthought but a foundational element of initial considerations.



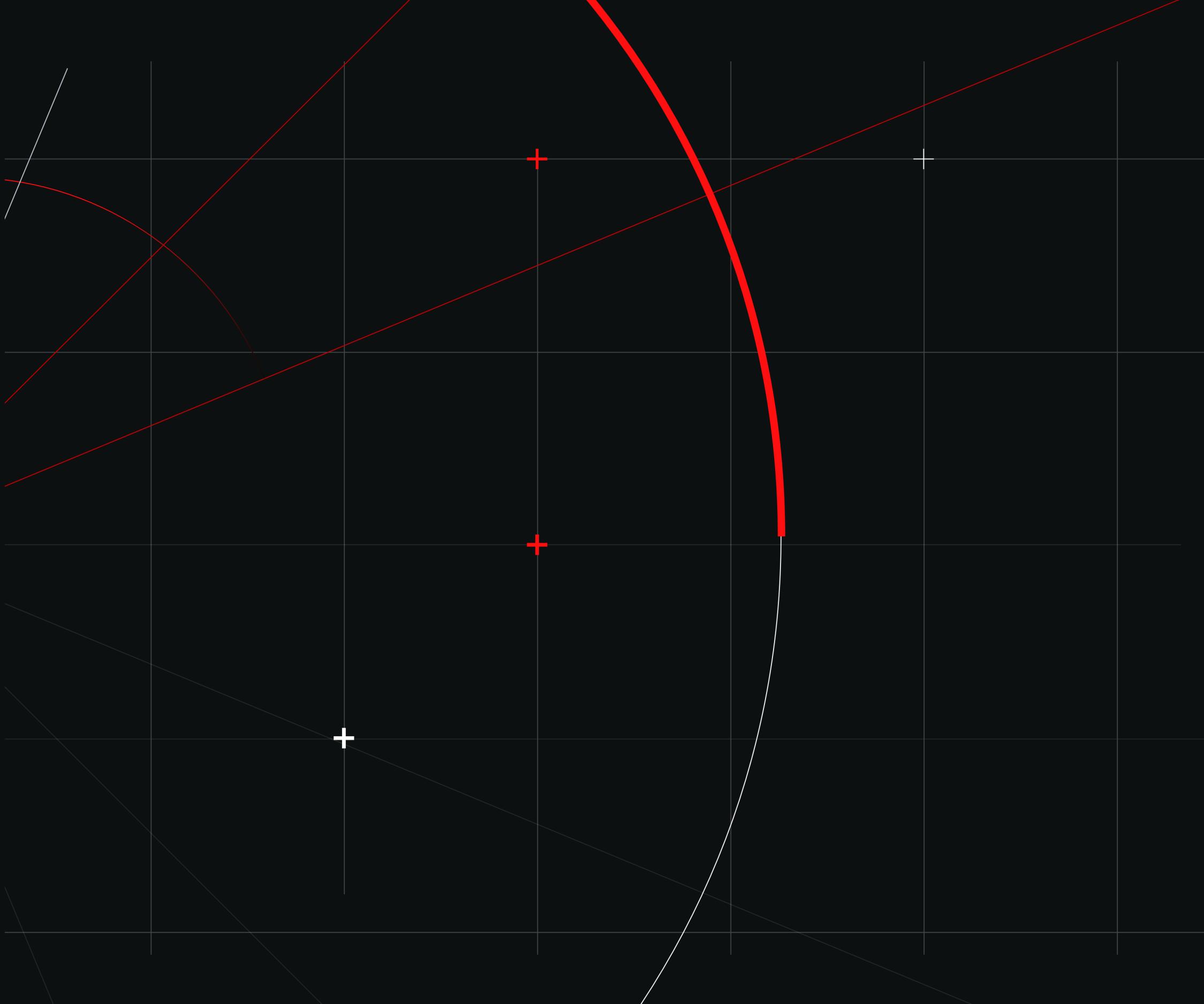


# Forward-looking statements

This report contains forward-looking statements that concern our future business expectations, which involve risks and uncertainties. All statements contained in this report that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our future business expectations and expectations about the real estate industry, any sustainability targets and goals, including with regard to diversity and inclusion, planned activities and objectives, our strategic priorities and objectives, as well as statements that include the words 'expect', 'intend', 'plan', 'will', 'believe', 'estimate', 'may', 'should', 'anticipate' and similar statements of a future or forward-looking nature. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements.

While PropertyGuru seeks to incorporate sustainability considerations into its operations and business strategies as described in this report, there can be no assurance that PropertyGuru will be able to successfully implement such considerations to procure specific results. In addition, the forward-looking statements made in this report relate only to events or information as of December 31, 2024. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

Certain information contained herein has been obtained from published sources and from third parties. While such information is believed to be reliable for the purposes used herein, PropertyGuru does not assume any responsibility for the accuracy or completeness of such information.



# Conclusion

Thank you for exploring our 2024 Sustainability Report, a reflection of our progress and commitment to driving meaningful change in Southeast Asia.

As we look ahead to 2025 and beyond, our dedication remains unwavering: to embed sustainability into our products and services and shape a more resilient and inclusive real estate industry. We will continue making it easier for property seekers to find homes with sustainability features, raising awareness of climate risks and fostering inclusivity – both within our workplaces and across the property sector. We will also accelerate our efforts to uphold responsible AI use, ensuring our innovations evolve with integrity.

Sustainability is a journey and we're stepping into the future with purpose – leveraging data, technology and collective expertise to transform Southeast Asia's real estate landscape. Challenges will arise, but through innovation, insights and partnerships, we will strengthen urban resilience and foster spaces where everyone truly belongs.



# Appendix

## Office Electricity Data

Electricity consumption (MWh) vs renewable electricity matched (EAC per MWh)

Geography	2023	2024
India	8	6
Indonesia <sup>18</sup>	46	-
Malaysia	91	92
Singapore	96	96
Thailand	66	66
Vietnam <sup>19</sup>	323	261
<b>Total electricity (MWh)</b>	<b>631</b>	<b>520</b>
<b>Total electricity matched with EACs</b>	<b>-</b>	<b>100%</b>

<sup>18</sup> In 2024, we ceased operations in Indonesia.

<sup>19</sup> In 2024, we shutdown of two offices in Vietnam.

<sup>20</sup> Fugitive emissions are estimated using the US EPA's HFC Emission Accounting Tool, based on each office's gross floor area.

<sup>21</sup> To ensure consistency with the 2024 assessment, fugitive emissions have been included in the 2023 inventory.

<sup>22</sup> Scope 2 emissions decreased by 25% in 2024, primarily due to the closure of our operations in Indonesia and the shutdown of two offices in Vietnam.

<sup>23</sup> In 2024, we purchased EACs to cover 100% of our office electricity consumption.

<sup>24</sup> The accuracy of emissions calculations for purchased cloud services improved in 2024 thanks to the use of activity-based data for 10 out of 12 months, replacing the solely spend-based approach used in 2023.

## GHG Emissions Data in tCO<sub>2</sub>e

Category	2023	2024	% Change from 2023
<b>Scope 1</b> Direct emissions from owned or controlled sources			
Refrigerant leakage <sup>20</sup>	10 <sup>21</sup>	9	-4%
<b>Scope 2</b> Indirect emissions from the generation of purchased energy			
Purchased electricity (location-based)	349	261	-25% <sup>22</sup>
Purchased electricity (market-based)	349	0 <sup>23</sup>	-100%
<b>Scope 3</b> All other indirect emissions			
Category 1: Purchased goods and services <sup>24</sup>	493	238	-52%
Category 2: Capital goods	51	99	93%
Category 3: Fuel- and energy-related activities (not included in Scope 1 or Scope 2)	98	66	-32%
Category 5: Waste generated in operations	1	1	19%
Category 6: Business travel	539	508	-6%
Category 7: Employee commuting and telecommuting	488	460	-6%
Category 8: Upstream leased assets	6	6	0%
Category 11: Use of our platforms	250	252	1%
<b>Total Scope 3 emissions</b>	<b>1,925</b>	<b>1,630</b>	<b>-15%</b>
<b>Total Emissions</b>			
<b>Total emissions (location-based)</b>	<b>2,284</b>	<b>1,900</b>	<b>-17%</b>
<b>Total emissions (market-based)</b>	<b>2,284</b>	<b>1,640</b>	<b>-28%</b>



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