



Oxley Holdings Limited
Company Registration Number 201005612G

For immediate release

**Sales momentum continues at
Oxley-led new project, Affinity at Serangoon,
over the launch weekend**

- Affinity was launched within 10 months after Oxley-led consortium acquired the site through enbloc purchase
- 112 units, out of the 300 units launched in Phase I, were sold at an average price of S\$1,575 psf
- Oxley will launch more units at Affinity in another two phases, and several other projects including the one at the former Rio Casa site, in the next few months

Singapore, 4 June 2018 – Oxley Holdings Limited (“**Oxley**”, and together with its subsidiaries, the “**Group**”), a home-grown property developer with business presence in 12 geographical markets, announced today that its new project (developed by Oxley-led consortium), Affinity at Serangoon (“**Affinity**”), has sold 112 units, out of the 300 units launched (Phase I) over its official launch weekend on 2 and 3 June, 2018.

The average price for the 112 units sold was S\$1,575 per square foot (“**psf**”). The sold units were evenly spread out across all unit types. 80% of the buyers were Singaporeans, while the remaining 20% were Permanent Residents and foreigners.

Oxley and three joint-venture partners acquired the 27,584 sqm site through the enbloc purchase of the former HUDC estate Serangoon Ville at Serangoon North Avenue 1 in July 2017, for S\$835 psf per plot ratio. Affinity has a Gross Floor Area of 77,235 sqm and estimated GDV of S\$1.4 billion. Oxley has a 40-percent stake in the Affinity project.



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Affinity is a 99-year leasehold development comprising seven blocks with 1,012 one- to four-bedroom apartments and 40 strata landed houses. Most units are north-south facing, providing an unblocked landed view. It is conveniently located near integrated shopping malls (such as Nex and myVillage), primary schools and international schools, and offers good connectivity via major expressways and public transport. Affinity will also provide 5 retail shops within the development and 88 facilities for leisure and exercise. The 40 exclusive strata landed houses are designed with high ceilings to let in natural light above the dining area.

Commenting on the launch of Affinity, Mr Ching Chiat Kwong, Executive Chairman & CEO, says,

“Affinity offers good value for money given its convenient location, efficient use of space and a wide range of facilities. It’s particularly suitable for and attractive to homebuyers. In fact, we saw strong demand from former Serangoon Ville residents who are keen to live in their familiar area, and now also have the purchasing power to upgrade for themselves and younger generations.

“The market is impressed that we could launch the project within only 10 months after the site was acquired. I’m proud of our team’s dedication. It’s with this dedication that we and our partners will deliver Affinity and our other projects with good quality to buyers.”

About Oxley Holdings Limited

Oxley Holdings Limited is a home-grown property developer with a diversified portfolio including property development, property investment and project management. Oxley is listed on the Main Board of the SGX-ST and has a market capitalisation of approximately S\$1.9 billion.

The Group currently has a business presence across 12 geographical markets including Singapore, the United Kingdom (the “UK”), Ireland, Cyprus, Australia, Cambodia, Malaysia, Indonesia, China, Japan and Myanmar. Since Oxley’s incorporation in March 2010, the Group has launched a portfolio of 34 projects, and completed 28 projects. It is currently developing a waterfront township development in London, UK, two mixed-use developments in Phnom Penh, Cambodia, and the largest mixed-use development in the business district of Dublin, Ireland. Oxley’s developments are typically located in choice areas that are easily accessible. Most of its projects incorporate retail elements, and lifestyle features and facilities. Oxley also holds 20% stake in The Galliard Group, a leading integrated property group in the UK, and 40% stake in Pindan Group Pty Ltd, an integrated property group based in Western Australia.

For more information on Oxley, please visit www.oxley.com.sg.



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