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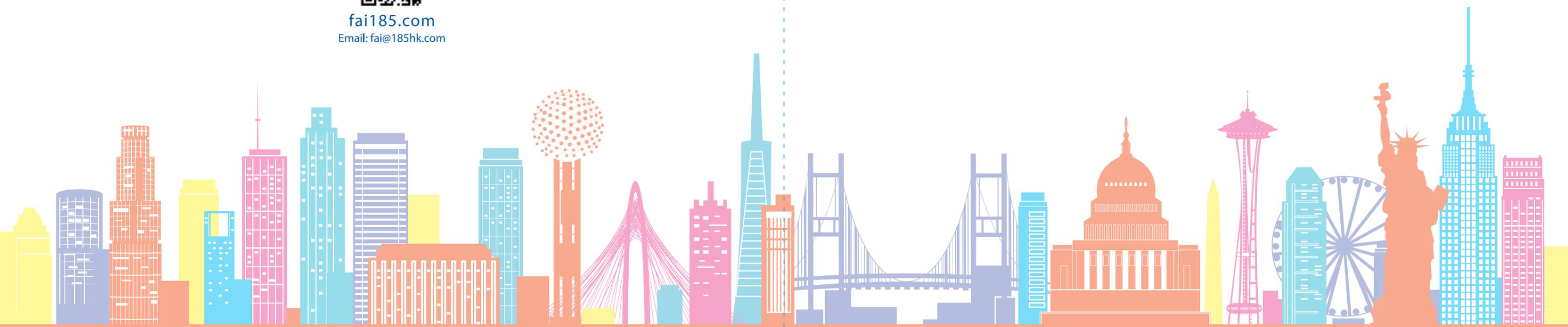
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Singapore eDevelopment Ltd.

SeD Home Inc.

The Future is Home





OUR PHILOSOPHY

SeD Home Inc is the real estate development arm of Singapore eDevelopment Limited (Stock code: 40V) listed on Singapore Stock Exchange Catalyst Board.

Our success has been to invest capital in assets that provide above-market returns. We are guided by our philosophy based on the premise that future cash flows ultimately determine the true value of an asset. We do this by operating in selected markets across the country that demonstrate strong demand fundamentals and growing economies.

We combine rigorous due diligence, conservative assumptions in projecting cash flows, and careful assessment of scenarios to ensure that we consistently achieve our objectives.

Our past, current, and future development projects all expressively portray our commitment to not only build structures but to serve people's need for space, security and serenity. As a company, we continue to imagine and create structures of quality, creativity, healthy and eco-friendly that exceed expectations.

With over 40 years of experience and track record, SeD Home Inc's management team has built a strong reputation in identifying and undertaking promising investments in real estate development.

The ability and willingness to source, evaluate and execute complex transactions within a short time frame are major competitive advantages as well as recognizing the importance of aligning our interests with partners.



A Reputation Built on Excellence

We design and build structures that define a new property landscape – distinctively creative and utilizing resources that are eco-friendly and relevant to evolving conditions.

The futuristic approach to property development springs from our deeply rooted commitment to create not just developments with vivid symbols of creativity but green and healthy living that goes beyond the ordinary.

The strength and verve of our spirit has enable us to be a company known for excellence in artistry. We take delight in knowing that our projects influence and serve the places we are planted in. To see people pass by our structures and stop to stare in admiration warms our heart and fuels our passion. To hear our clients and clients commend our services that exceed their expectations inspires us to greater heights in all of our businesses.

Leadership Advantage

Strong foundation is an important catalyst for success. As a company that knows its foundation, values and identity, it is confidently running its course with foresight and verve resulting in promising growth. Our strategic growth plan consists of continuing to tap capital markets while syndicating and participating in future real estate projects in order to widen and diversify our investment and development base. With our advantageous position and strong management team, our track record is a testament to how a strong bond and a shared value for excellence are able to open doors of opportunities, fortify a company's core and solidify its growth.

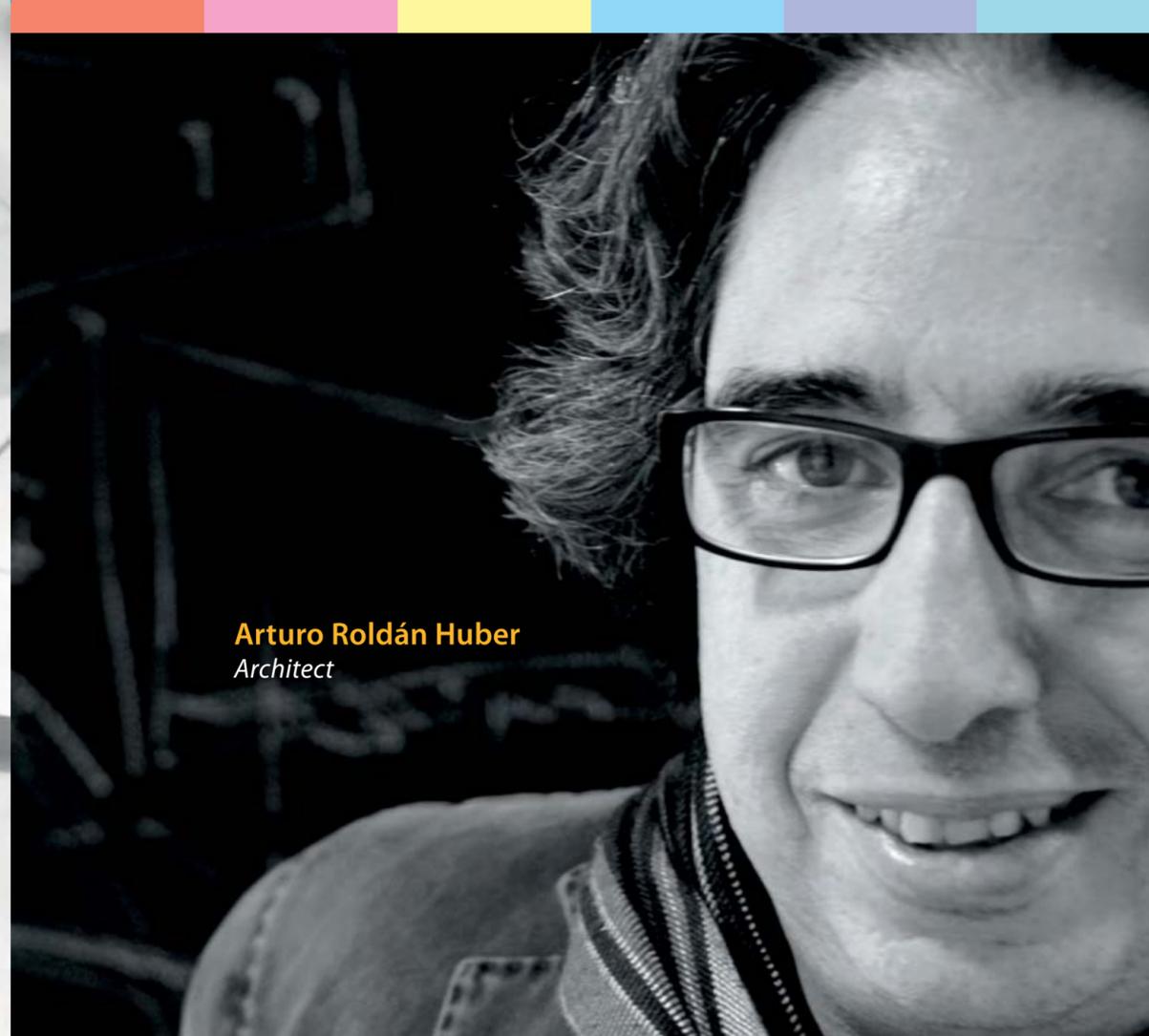
With our keen eye for opportunities, advantageous position and corporate capability, we raise our standards and strive to deliver beyond creative and business expectations. Within us is a current imagination and initiative that drives us to see possibilities. This is what we are and how we have been working, a company that develops our people and resources, and from there on, develops projects, communities, and cities, bringing a strong and positive impact on the way people conduct their business and live their vibrant lives.

WE BREATHE LIFE INTO BUILDINGS

Every property we create or manage, we put our utmost passion, expertise, and an alignment to today's global trends and standards. A building is not just a home or an office with an amazing design. It has to be a place that engages its occupants. We pay special consideration to being eco-friendly and we strive to implement "healthy" buildings with our latest technology in ventilation, solar energy, etc.

HOME OWNERSHIP ECO-SYSTEM PROVIDER





Arturo Roldán Huber
Architect



"A.R.T. is the sculptor of spaces, realising the imagination of everyday living. With a rich history in professional architecture that spans three generations, our designs encapsulate the everyday needs while transforming the ordinary."



Beginnings

A.R.T. Projects and Architecture was created in 2000 by Arturo Roldán Huber. Conscious that experience is an enormous and incalculable asset, Arturo made his architect father Roldán Garcis, an architect since 1964, a partner in his firm. Roldán Garcis, in turn, was the son of an architect, Arturo Roldán Palomo.

A.R.T. takes great pride in having three generations of architects in the family. Today with more than 1.000.000,00 sqm designed and built, A.R.T. is a fully consolidated enterprise.

Philosophy

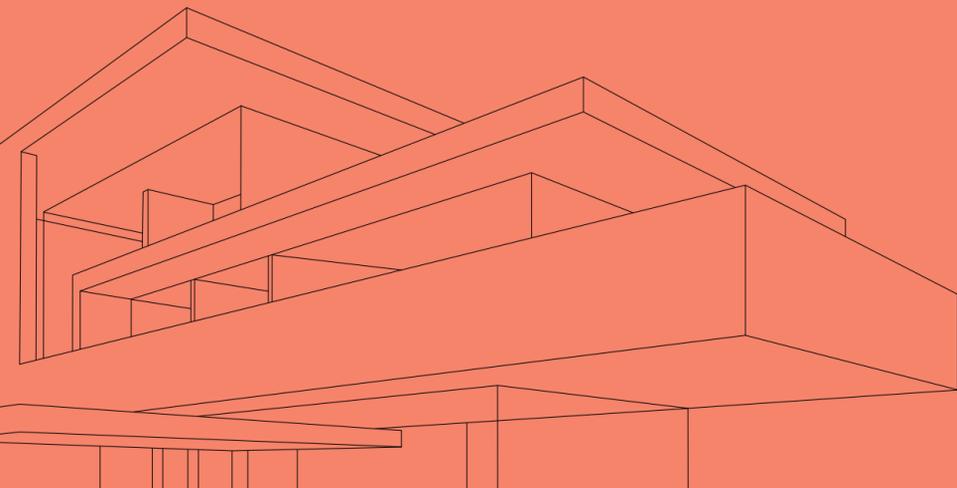
At A.R.T., we've always considered ourselves sculptors of spaces. This philosophy follows a very ingrained tradition in Spain: the architect is responsible for the entire design and construction of the building. Our creative process starts when we imagine a global vision of the building in our minds.

We imagine how life would be inside it, walking, cooking, sleeping and living. We see designs and we see art, and we also visualise its structure, installation, fixtures, fittings. We then picture how the sculptures we're creating will work for the people living in it, marrying beautiful sculptures with practical functions for the perfect life.

A COLLECTIVE AND
CREATIVE COLLABORATION

SeD + A.R.T.

Great ideas emerge when passion and creativity collide. SeD Home Inc collaborates only with the best architects to bring you quality homes. Our collaboration with A.R.T, a renowned Spanish architect firm with an extensive "know-how" and experience in designer concepts all over Spain, Europe, Africa, North America and Latin America, have since developed smart, designer homes with quality and sustainability.



Creations of the Master's touch in Spain,
Europe, Africa, North America and Asia.



Cabo House • Impressive modern home in Moraira, El Portet , Costa Blanca 2015



Villa Ifach • Modern and original luxury Villa y Calpe , Costa Blanca 2015



Singapore Pareado



Cabo House

Four creations with the Master's touch in Singapore

1. Vermella House



Vermella house was designed with the elements of earth, wind, wood and water; each represented by a specific color and material, in order to bring more harmony into the building. Another important aspect is the integration of water in its environment, as evident in the pool, Koi pond and the waterfall. The energy of water enhances spirituality, inspiration, relaxation and brings prosperity to its dwelling.

2. Arenal House



Aesthetics and energy of the house revolves around the water. The harmonious presence of water creates a refreshing energy of ease, purity and freshness. Taking its name from elements of the ocean, Arenal House has an outdoor swimming pool which blends in flawlessly with the surroundings and provides a charming sun deck with an ample BBQ space. It's dominant white colour only serves to harmonise with the colours of nature.

3. Levante House



Levante house was designed with the reference to the wind for a good reason. The façade of the house does not define a closed boundary; it lets energy and wind flow, surrounding inhabitants with natural elements such rock, plants and water. It has a curtain of wooden slats, to suggest continuity, as this creates the perfect harmony between the privacy and natural wind flow.

4. Saona House



Saona house takes its name from one of the most beautiful environments in Formentera, Cala Saona, a place where both color white and wood textures dialogue with the Mediterranean Sea. The dwelling, both outside and inside, boasts immaculate white surfaces with cubic shapes and contemporary design, a stunning contrast that valorizes the typical colours of the countryside land of Formentera.

Building the perfect home for the perfect homeowner



Marina House



Pla del Mar



Casa Benlloch

CURRENT PROJECTS

Black Oak **Houston Texas**



A 136 acre site in Houston (Texas) that will be sub-divided into 365 residential lots and sold to home builders. As of December 2014, 221 lots (61%) has been sold at an average price of US\$130,000 with total sales amounting to US\$28.82 million.

Strategic location of project site

Situated in North Houston, just two miles from the Exxon Mobile's 385 acre campus being built which is expected to house more than 10,000 employees. Next to the south border of The Woodlands, one of the fastest growing and best planned suburbs of Houston with excellent schools, and an abundance of parks and retail shopping.

North of the 600 acre master planned luxury community being developed by the Toll Brothers which is one of the nation's leading builder of luxury homes.

Black Oak IRR: 45%

Ballenger Run **Maryland**



A 197 acre site entitled for approved 853 residential units which comprises up to 443 for-sale residential units, 210 multi-family units and a 200 bed independent/assisted living facility. All 443 residential lots representing 88% of the revenue will be contracted for sale to NYSE-listed homebuilding company at the time of closing.

The homebuilding company has created a concept plan for the residential units to maximize the value of the project and achieve an optimal product mix. There are strong interest from buyers with multiple LOIs received already for the Multi-family and assisted living lots.

Strategic location of project site

- The site is located near Washington D.C. and Baltimore with excellent commuter access including close proximity to existing retail, restaurants and entertainment
- Farmers Insurance Group Ranks county as #1 safest place to live in the US
- Ranked First for Academic Excellence in the State of Maryland
- Ranked Overall 9th Best County in the US

Ballenger Run IRR: 27.1%

FUTURE HOME DEVELOPMENT



SeD targets “own-stay” buyers in local market and global investors, providing services including property management and leasing of homes. Through a partnership a renowned home builder that specializes in custom homes, SeD offers buyers with a choice of three different designs.

As we strive for future growth, SeD plans to secure more plots in established neighbourhoods in the U.S.

We will achieve this by buying more plots in the fastest-growing, thriving states. Our goal is to build up to 5000 homes a year in the future.

We will offer buyers a different range of home designs as well as provide property management and leasing services for our clients.

Future Home Development IRR: 134%

PIPELINE PROJECTS

Luxury Condominium, New York



A 49-storey luxury condominium development (341, 268 sq ft) consisting of retail on the first and second floors. The development also includes a 4-storey office building (additional 30,000 sqft of commercial FAR can be incorporated).

The development is strategically located near Wall Street and Liberty Tower as well as amenities such as the new transportation hub and a multi-building complex consisting of 250,000 sqft of retail.

Luxury Condo New York IRR: 33.7%

Condominium, Manhattan



An eight-storey condominium development (31,000 sqft) consisting of 27 Residential Units and 1 Commercial Unit. The development is currently graded, 80% of infrastructure in place with New York City's Department of Buildings approval and ready to build.

Fully programmed units includes 1 bedroom (678 sqft) and 2 bedroom (962 sqft) with a maximized ceiling heights of 9 ft.

Roof top deck for common use: 1,000 sqft

18 storage rooms for purchase on the 1st and 2nd floors and remaining storage lockers in basement

1st floor retail (potential restaurant): 1,280 sqft

Condo Manhattan IRR: 41.31%

Multi-family Condominium, DC



Multifamily condominium development fully approved by the DC Zoning Commission.

It's a 5-storey, L-shaped building with 95 residential units and 1 retail unit consisting of 84,306 sqft and 41 parking spaces serving the property.

Multifamily Condo Equity Multiple: 1.79x

Redevelopments, New York



A 23 ft wide, six-storey elevator building (12,239 sqft) from 1902 is a redevelopment off-market deal located near central park.

Redevelopments New York IRR: 54%

Condominium, Brooklyn

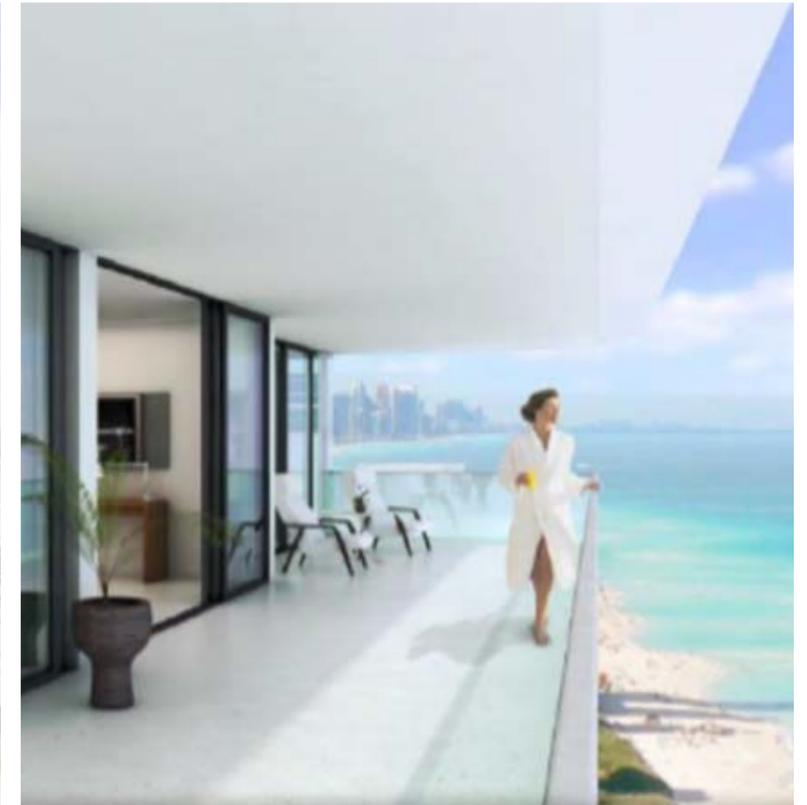


A C6-4 zoning condominium development site of approximately 0.36 acre is expected to have a buildup area of 211,560 sqft (Gross).

This development consists of residential (196,560 sqft) and garage (10,000 sqft) allocation.

Condo Brooklyn IRR: 22.9%

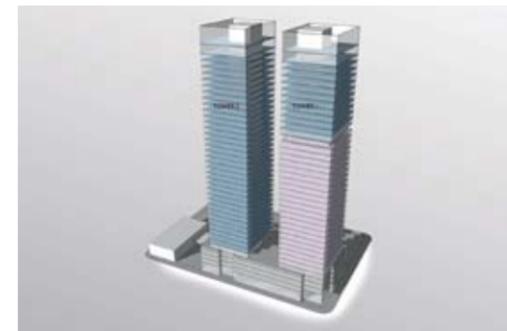
Condominium, Florida



A boutique luxury condominium development located directly on the Atlantic Ocean. The lot size of 56,880 sqft is zoned under RM-25 / PDD (Multi-family, High Density). Estimated build up gross area to be 361,916 sqft - 38 storeys consisting of 64 units.

Condo Florida Equity Multiple: 2.26x

Tower Development, Seattle, WA



Development of a prominent building in Seattle with lot size of 22,800 sqft. The maximum allowable height limit is 440 ft with the possibility of mixed use or residential.

Washington, DC Suburb



116 Acre mixed-use walkable community with convenient access to Baltimore, Washington and Annapolis.

Up to 2,500 residential units with additional 260,000 sqft of office and 268,000 sqft of retail.

This will be a green neighbourhood protecting wetlands and water bodies while incorporating the LEED ND principles in the design.

Commercial building, Las Vegas



1.3 million sqft mixed-use facility will provide showroom, auditorium, design school, hotels, restaurants, shops and more for the Fashion Industry.

Location is close to airport and famed hotels.

Mixed Development, New York



Proposed development plan to include 3 buildings over 6 million sqft in prime neighbourhood. Project has just achieved final zoning and development/air rights after a 10 year effort.

Development will include 60% residential, 24% commercial office and 10% below grade space (parking) and remainder retail and public open space.

Tallest Building, New York, USA



This is a planned development of the tallest tower, mixed development in New York. Slated to be a future icon, investors can expect an IRR of about 35% p.a.

Joint Venture, California



Opportunity to joint venture with a prominent NFL franchise for a \$500 million investment.

The developer will receive full and complete rights to develop all of the ancillary mixed-use land.

CONCEPT DESIGNS FOR FUTURE DEVELOPMENT

by CHAN HENG FAI

Chinese Courtyard



A fusion design concept, the Chinese Courtyard has been envisioned as premium luxury villa housing. Marrying modern Italian style with a traditional Chinese housing layout, the Chinese Courtyard will have four large bungalows of two storeys each situated around an oriental lotus pond, a popular image of beauty and hope in ancient folklore.

The integrated compound will boast luxurious and modern facilities such as a swimming pool, multi-car garages, and a basement wine cellar. The Chinese Courtyard will be built with the best quality materials and embellished with world-class fixtures.

Our plan is to bring this Chinese Courtyard concept and replicate to various parts of the world. The Group is presently looking for opportunities to build globally.

Concept Designer: Mr. Chan Heng Fai
Architect: Z Architects Ltd

CONCEPT DESIGNS FOR FUTURE DEVELOPMENT

by CHAN HENG FAI

SingXpress Tower



Concept Designer: Mr. Chan Heng Fai
Architect: Z Architects Ltd

SingXpress Tower has been envisioned to add a new dimension to contemporary city living, contouring Singapore skyline with smart engineering and aesthetic design. This green residential and office skyscraper design is intended to help preserve the environment while creatively providing a wholesome living and working environment.

Accordingly, SingXpress Tower seeks to have a single 50 storey block comprising large units of approximately 12,000 sqft fitted with the latest energy efficient building features and technologies in line with Singapore green sustainability agenda.

Besides having a mechanical cross ventilation system to lessen chilled air consumption in the building, natural energy will be harnessed from the environment by installing solar panels on the roof as well as photo-electrical sensors.

Complementing this will be a SingXpress Club "office living room" that will provide an inviting array of exclusive facilities for tenants such as a café, swimming pool, a gymnasium for sports and yoga, guest houses, and conference rooms.

The Group is presently looking for opportunities to build globally.

The Tree Tower



Concept Designer: Mr. Chan Heng Fai
Architect: Z Architects Ltd

An iconic design that celebrates an ancient Asian concept of nature bounty, the Tree Tower has been envisioned to deliver a first-of-its-kind luxury apartment block in Singapore.

Built like a tree trunk, symbolizing a popular concept of life and spiritual learning, the 50-storey high building will effectively weave in natural elements of sunlight and wind through its unique circular lay-out. A total of more than 200 luxury apartment units with generous balconies and sunshades will provide panoramic views for each unit.

Equally integral to the Tree Tower design is green sustainability. Displaying extensive planters on the facade and solar panels and rainwater reservoirs, the Tree Tower design aims to set a new benchmark in green living.

The Group is presently looking for opportunities to build globally.

Disclaimer

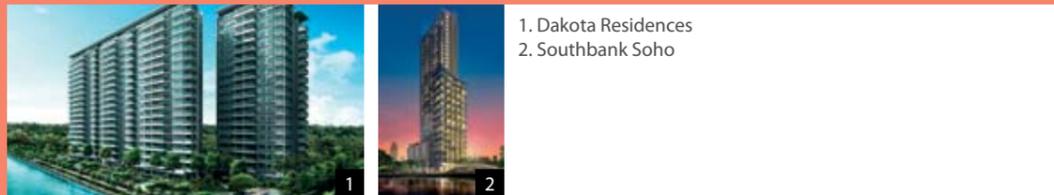
Future Projects are for informational purposes only. These projects are still at a very early stage of design conceptualisation. The final development of these projects is dependent on securing appropriate land tenders and financing.

CHAN HENG FAI'S PROPERTY DEVELOPMENT TRACK RECORD FROM HIS FORMER COMPANIES

Existing Property Portfolio

Heng Fai Enterprises Limited (HFE) a company formally owned by Mr. Chan Heng Fai owns a diversified range of quality hotels, residential and commercial properties spanning Singapore, Hong Kong, Japan and the U.S.

SINGAPORE PROPERTIES



JAPAN PROPERTIES



HONG KONG PROPERTIES



U.S. PROPERTIES



Recent Property Development in Singapore

The following are the four projects in Singapore that HFE executed through SingXpress Land, former companies owned by Mr. Chan Heng Fai.

CITYLIFE@TAMPINES



PASIR RIS ONE



CHARLTON RESIDENCES



COSMOLOFT



CHAN HENG FAI'S PROPERTY DEVELOPMENT & CONSTRUCTION TRACK RECORD FROM HIS FORMER COMPANIES

Development and Construction

Over the last 40 years, HFE, a company formerly owned by Mr. Chan Heng Fai has built up a solid track record for property development and construction:

HONG KONG

PUBLIC HOUSING ESTATES AND HOME OWNERSHIP SCHEMES ("H.O.S.")

- Butterfly Estate, Phase V, H.O.S.
- Cheung Ching Estate Phase II Extension
- Cho Yiu Estate
- Choi Wan Estate, Phase IIA
- Choi Wan Estate, Phase IIB
- Choi Wan Estate, Phase III
- Choi Wan Estate, Phase IV
- Fu Shan Estate
- Kwun Tong Central H.O.S.
- Lower Wong Tai Sin Estate, Phase III
- Po On Market & H.O.S.
- R.A.F. Kai Tak Estate, Phase I & II
- Shek Wu Hui Estate, Phase I
- Sun Chui Estate, Phase III
- Tai Yuen Estate, Phase I
- Tsing Yi Estate, Phase I, H.O.S.
- Tsing Yi Tiger's Head Village Resite
- Tung Tau Estate, Phase I
- Wang Tau Hom Estate, Phase I
- Wo Che Estate
- Wong Kong Shan Estate, Phase I
- Wong Kong Shan Estate, Phase III

COMMERCIAL

- Dao Heng Bank Building
- Tai Lee Building
- Tak Yan Commercial Building
- Choi Wan Estate Community Centre
- Fire Services Headquarter, Tsim Sha Tsui East
- Judiciary Building, Gascoigne Road
- Kai Tak Airport, 747 Nose-in-pier No. 1 & 2 & Bus Docks
- Kai Tak Airport Terminal Building, Extension
- Kai Tak Airport Terminal Building, Fitting Out work
- Kwai Chung N.T.S.D. Garage
- Ngau Tau Kok Housing / Marketing Complex
- Red Cross Blood Transfusion Centre
- Secondary School, Area 3D, Shatin
- Shatin Lawcourt
- Shun Lee Estate, Secondary School & Community Centre
- To Kwa Wan Market and Government Office
- Tsuen Wan Multi-storey Carpark & Transport Interchange

INDUSTRIAL

- Cheung Sha Wan, Flatted Factory
- Fo Tan Yeuk, Flatted Factory
- Keng Fong Industrial Building
- Kowloon Bay, Flatted Factory
- Kwai Chung Industrial Building
- Kwong Luen Tai factory
- Tuen Mun Area 9, Flatted Factory

RESIDENTIAL

- 217-223 Shanghai Street
- 222-224 Queen's Road West
- Cedar Apartments
- Chea Jun House
- Inverness Villas
- Kin Fook Mansions
- King Lam Apartments
- Moreton Terrace
- Rhenish Mansions
- Tak Yan Mansion
- Townhouses at 26 Shouson Hill Road
- Tung Shan Villas
- Villa Dorado
- Y.Y. Mansions
- Yik Kwan Villas

SINGAPORE

RESIDENTIAL

- Charlton Residences, 1 Charlton Road
- Pasir Ris One, Pasir Ris Central
- CityLife@Tampines, Tampines Central Ave 7/9
- CosmoLoft, 235 Balestier Road
- Charlton Residences, 1 Charlton Road
- Pasir Ris One, Pasir Ris Central
- CityLife@Tampines, Tampines Central Ave 7/9
- CosmoLoft, 235 Balestier Road

Investment Project Returns

In addition to property development and construction, HFE, formerly owned by Mr. Chan Heng Fai has a strong track record of investment. Below are the recent investments realized, some of which represent entire developments whilst some are selected units.



HONG KONG

COMMERCIAL

- Island Place Tower, North Point
- SUP Tower, North Point

INDUSTRIAL

- No. 326 Kwun Tong Road, Kwun Tong, Kowloon
- Good Luck Industrial Building, Kwun Tong, Kowloon

RESIDENTIAL

- Amoy Gardens, Kowloon
- Parkland Villas, Tuen Mun, N.T.
- Beneville, Tuen Mun, N.T.
- Affluence Garden, Tuen Mun, N.T.
- Tsuen Wan Centre, Tsuen Wan, N.T.
- Tsuen Tak Gardens, Tsuen Wan, N.T.
- Tak Bo Garden, Kowloon
- Shaukeiwan Centre, Shaukeiwan
- The Platinum, Mongkok
- Tai Hing Gardens, Tuen Mun
- Baguio Villa, Pokfulam

LAND

- Lot No. 1210 and 1211, Demarcation District (No. 316, Lantau Island, N.T.)
- Nos. 28-30 Kai Tak Road, Kowloon City, Kowloon
- Nos. 16-20 Baker Street, Hung Hom, Kowloon

SINGAPORE

RESIDENTIAL

- The Arcadia
- Dakota Residences
- The Sail

COMMERCIAL

- Textile Centre
- The Central
- Suntec Tower 2
- Southbank SOHO

UNITED STATES OF AMERICA

COMMERCIAL

- Northeast Corner of Tustin Avenue and Katlla Avenue, Orange City, Orange Country, California

CANADA

COMMERCIAL

- 981 Nelson Street, Vancouver, British Columbia
- 53rd Street Delta, British Columbia

RESIDENTIAL

- 1281 Alberni Street, Vancouver

JAPAN

COMMERCIAL

- Hotel Plaza Miyazaki, Miyazaki City

CHAN HENG FAI'S PROPERTY DEVELOPMENT & INVESTMENT TRACK RECORD FROM HIS FORMER COMPANIES

Investment Project Returns



* The average IRR excluding Suntec City Tower (IRR of 199%) is 39%.

REALIZED INVESTMENTS	
Textile Centre Singapore Commercial property Entry in 2007	<ul style="list-style-type: none"> • 36% Investor IRR realised • 3.1 times investment multiple realized • Exit gross value of S\$18 million
The Arcadia Singapore Residential property Entry in 2006	<ul style="list-style-type: none"> • 30% investor IRR realized • 4.3 times investment multiple realized • Exit gross value of S\$11 million
Hong Kong Apartment Portfolio* Hong Kong Residential property Entry in 2009	<ul style="list-style-type: none"> • 58% investor IRR realized • 2.5 times investment multiple realized • Exit gross value of S\$19 million

REALIZED INVESTMENTS	
Island Place Tower Hong Kong Commercial property Entry in 2004	<ul style="list-style-type: none"> • 30% investor IRR realized • 5.1 times investment multiple realized • Exit gross value of S\$23 million
The Sail Singapore Residential property Entry in 2004	<ul style="list-style-type: none"> • 30% investor IRR realized • 1.7 times investment multiple realized • Exit gross value of S\$3 million
Suntec City Tower Singapore Residential property Entry in 2004	<ul style="list-style-type: none"> • 199% investor IRR realized • 5.4 times investment multiple realized • Exit gross value of S\$26 million
Southbank* Singapore Residential/Commercial property Entry in 2011	<ul style="list-style-type: none"> • 56% investor IRR realized • 2.6 times investment multiple realized • Exit gross value of S\$12 million
The Central* Singapore Commercial property Entry in 2010	<ul style="list-style-type: none"> • 49% investor IRR realized • 3.2 times investment multiple realized • Exit gross value of S\$34 million
CityLife@Tampines* Singapore Commercial property Entry in 2010	<ul style="list-style-type: none"> • 24% investor IRR realized • 2.2 times investment multiple realized • Total development value of S\$528 million

* These investment properties were deemed to be realized upon disposal of holding company. Property developments were 100% pre-sold and IRR estimated.

CURRENT INVESTMENTS	
Wyndham Place Hong Kong Commercial property Entry in 2009	<ul style="list-style-type: none"> • 35% investor IRR • 3.7 times investment multiple • Current gross value of S\$20 million
Dakota Residences Singapore Residential property Entry in 2010	<ul style="list-style-type: none"> • 47% investor IRR • 4.1 times investment multiple • Current gross value of S\$19.5 million
35 North Canal Road Singapore Commercial shophouse Entry in 2000	<ul style="list-style-type: none"> • 23% investor IRR • 9.5 times investment multiple • Current gross value of S\$6.8 million
South Bank Singapore Residential/Commercial property Entry in 2009	<ul style="list-style-type: none"> • 47% investor IRR • 4.1 times investment multiple • Current gross value of S\$55 million

CHAN HENG FAI

PERSONAL ACHIEVEMENTS

INTERASIA TRAVEL LIMITED



InterAsia Travel Limited was a global travel company founded by Mr. Chan Heng Fai in 1969 with £100 capital when he was in college studying in London, U.K. The company was headquartered in London with fourteen offices worldwide - including London, Sydney, Melbourne, Perth, Paris, Amsterdam, New York, Toronto, Kuala Lumpur, Penang, Singapore, Jakarta, Bangkok and Hong Kong - to provide an affordable alternative for Hong Kong and Malaysian students to travel home during summer vacation. The Company grew into an international long-distance charter service with regular flight schedules, providing chartered, free and easy tours and wholesale hotel sales operations. It was one of the most successful low-cost travel operators in the early 1970s with over three hundred staff. The agency was eventually sold to Singapore Banking Company in 1972, marking Mr. Chan's departure from the travel industry.

AMERICAN PACIFIC BANK



Mr. Chan acquired the full service U.S. commercial bank of bankruptcy for US\$0.25 per share in 1987. He re-capitalized and grew the bank's operations. Under his leadership, American Pacific Bank became a U.S. NASDAQ high asset quality bank, with zero loan losses for over 5 consecutive years before it was ultimately sold for US\$12 per share. Prior to its sale, American Pacific Bank achieved a ranking of #21 for performance among all U.S. listed banks in 1997 and was ranked #13 by the Seattle Times "Annual Northwest's Top 100 Public Companies" for 2003, ahead of names such as Nike, Microsoft, Costco, AT&T Wireless and Amazon.com.

CHINA GAS HOLDINGS LIMITED



Mr. Chan acquired the failing Japanese fashion listed in Hong Kong at HK\$0.50 (US\$0.06) per share in 1997. He restructured the company to focus on clean energy and it became one of the biggest gas distributor in China. China Gas is now trading at approximately HK\$13.90 (US\$1.79) and its market cap is worth HK\$69.7 billion (US\$9 billion).

GLOBAL MED TECHNOLOGIES, INC.



Mr. Chan financed the U.S. start-up which designs and develops information management software products for blood banks, hospitals and centralized transfusion centres since 1998. Under his guidance, the company's software sales grew from zero to become an overall leader in the U.S. with a 28% market share. In 2010, it was bought over by Haemonetics Corp, a major U.S. - listed healthcare company and the global leader in blood management solutions for US\$60 million.

SINGHAIYI GROUP LTD



Mr. Chan took over Singapore - listed SingXpress Land Limited as Chairman and Managing Director in 2008. SingXpress Land was an unsuccessful travel company and was restructured to focus on property development. Under his management, the company grew from a market cap of S\$4 million (US\$3.2 million) to over S\$500 million (US\$400 million) within three years before a change in controlling ownership and corporate identity to SingHaiyi Group in 2013.

SKYWEST AIRLINES



In 2004, Mr. Chan successfully orchestrated and financed a local minority shareholder in Perth with a 25% ownership to conduct a hostile takeover of Skywest Airlines. It was described by some as the "most hostile takeover ever" due to the number of times disputes had to go to arbitration between the conflicting parties. The disposal of Skywest's stake was completed in August 2006 after accepting an off-market from Advent Air Limited for all the fully paid ordinary shares in Skywest.

HENG FAI ENTERPRISES LIMITED



Heng Fai Enterprises Limited
恒輝企业控股有限公司
Hong Kong Stock Exchange: 185

Mr. Chan took over Heng Fai Enterprises Limited ("HFE") as Managing Chairman in 1995. HFE was a construction company listed in Hong Kong and under Mr. Chan's directorship, the company was transformed to focus on restructuring and investment holding activities. The company's market cap has since grown from HK\$3 million (US\$3.8 million) in 1992 to over HK\$1.6 billion (US\$205 million) in March 2014.



MANAGEMENT TEAM

With over 40 years of experience and track record, SeD Home Inc management team has built a strong reputation in identifying and undertaking promising investments in real estate development. The ability and willingness to source, evaluate and execute complex transactions within a short time frame are major competitive advantages as well as recognizing the importance of aligning our interests with partners.

Chan Heng Fai

Group CEO
Singapore eDevelopment Ltd.

- An experienced veteran of entrepreneurship and business who has successfully restructured over 35 companies in different industries and countries
- Outstanding experience in managing funds, with an impressive track record spanning over 40 years
- Successes that he has created over the years include American Pacific Bank, China Gas, Heng Fai Enterprises Limited, Global Med Technologies and SingHaiYi Group.



Jeffrey Busch

Chairman

Sed Development Management, LLC USA

- Former U.S. Assistant Secretary of Housing & Urban Development. Received Annual Nomination for the Nobel Peace Prize in 2003.
- Over 25 years of real estate experience as developer, manager and investor. He has developed properties valued at hundreds of millions of dollars in large-scale residential, commercial, hospitality, and retail projects.
- 20+ years of business association with holding company Heng Fai Enterprises.

Cui Peng

Executive Director

Singapore eDevelopment Ltd



- Currently director of Hong Kong-ASEAN Economic Cooperation Foundation (HKAECF) and member of Monte Jade Science and Technology Association of Hong Kong
- Previously served as Associate Director of Singapore eDevelopment Ltd and held senior management in its subsidiaries, specialising in capital market services and global business development. Former Vice President (Business Development) of Heng Fai Enterprises Ltd, specialising in corporate finance, operations management and strategic ventures in Asia.
- Other key positions held previously - Organiser of Regional Entrepreneurial Exchange of Peking University and Executive Consultant to Beijing Calpeda Trade Co Ltd.

Chan Tung Moe

Group Chief Development Officer

Singapore eDevelopment Ltd



- Currently director of the Toronto Stock Exchange – listed RSI International Systems Inc.
- Previously Chief Investment Officer of Heng Fai Enterprises, responsible for the overall management of the Investment Division of the Group
- Former Executive Director and Chief of Project Development of SGX-listed Singhaiyi Group Ltd, overseeing its property development projects worth over \$1 billion Singapore Dollars

Lee Tarn Siong, Amous

*Director of Global Sales, Real Estate
Sed Development Management,
LLC USA*



- Over 14 years of experience in the property development industry across various countries including Singapore, Thailand and China
- Generated over US\$55 million in sales within few months of 2014 and was awarded "No. 1 Global Fee Generator" in 2012 and 2013 as an Executive Director of IP Global Ltd
- Top fee generator in Knight Frank Greater China and Hong Kong in year 2009-2010 and 2011
- Successfully established and expanded Knight Frank Phuket Co., Ltd. Portfolio to Phang Ngan, Thailand, worth more than 300 million Baht

Charles W.S. MacKenzie

*Chief Development Officer
Sed Development Management,
LLC USA*



- More than 19 years of real estate experience in residential, office/flex, retail, industrial, land and redevelopment projects.
- Involved in more than 42 partnerships and also as a limited partner in over 2 million square feet of office, retail and flex projects within various limited partnership.
- Specializes in site selection, contract negotiations, marketing and feasibility analyses, building design, construction and management oversight and investor relations.
- Developed over 650,000 square feet of office and retail projects totalling more than US\$80 million.

Conn Flanigan

*In-house Counsel
Sed Home Inc.*



- Over 20 years of experience in corporate law.
- General Counsel and Secretary for several of HFE's current and past US subsidiaries. Named HFE in-house Corporate Counsel in 2000 and as General Counsel in 2007.
- Advises on all corporate and securities matters, corporate finance and structure, debt and equity offerings, security finance, and all commercial transactions, guiding contract processes.

Norman Reese

*Property Acquisition Advisor
Sed Home Inc.*



- Has vast experience in real estate and investment fields dating back to 1988.
- For the past 14 years Mr. Reese has been a full time participant in the Single Family Residence ("SFR") investment arena, having been a principal on hundreds of successful real estate transactions of all sizes; he has managed transactions ranging from a single home to large packages consisting of 300+ homes.
- Long-term relationship-building within the industry among banks, title agents, brokers, attorneys and accounting firms, and among clients, are the cornerstones of Mr. Reese's abilities to discover marketplace opportunities and trends.

Arturo Roldán Huber

*Chief Design Architect, Founder
A.R.T. Projects and Architecture,*



- Arturo is the 3rd generation of a family of architects reigning from Spain. He started A.R.T. in 2000 and has always drawn his inspiration from the Mediterranean as his projects reflect light, pureness and functionality.
- Arturo believes in passing his essence to the rest of the world, with elegance, character, rationality, strength and coziness. And today, with more than 1,000,000 sqm designed and built over Spain, Brazil, Middle Africa, France and Canada, each and every one of his creations consistently reflect his personal philosophies.



Bringing SeD home to the world.

SeD takes a long-term approach to building communities in the U.S.A. for today and tomorrow. With an unmatched network of resources, and expertise in capital and assets management, SeD, today, is a formidable global development bridge that connects U.S.A. to the rest of the world.