



CHANGE OF CORPORATE LOGO

The Board of Directors (the “**Board**”) of Sing Holdings Limited (the “**Company**” or “**Sing Holdings**” and together with its subsidiaries, the “**Group**”) is proud to unveil the new corporate logo of the Group, a depiction of which is set out below, to mark a momentous milestone as the Company enters its 60th anniversary – diamond jubilee.



The new logo identity is a testament to the brand’s ethos and aspirations. Meticulously crafted, it features an emblem shaped in the form of the letter 'S,' evoking the majestic presence of buildings and properties that define our skyline. The amalgamation of elements within the emblem further signifies Sing Holdings' strategic collaborations and partnerships forged among its stakeholders and entities. This design represents the pinnacle of architectural excellence and innovation, encapsulated in a sleek, contemporary silhouette. At the heart of the emblem shines a radiant star, a timeless symbol of brilliance and distinction. It serves as a powerful emblem, embodying Sing Holdings' dedication to crafting premier living experiences while guiding the path to a future defined by luxury, sophistication, and unparalleled living standards.

The revitalized colour palette, boasting Cerulean Blue and Tuscan Yellow, radiates contemporary elegance, accentuated by subtle hints of gold. This distinctive choice of colours introduces a new dimension, enriching the brand's aesthetic allure with a modern and refined sensibility.

The essence of Sing Holdings is intricately woven into its very name, symbolizing a guiding beacon that leads to extraordinary living. With a steadfast commitment to excellence, Sing Holdings strives to deliver dream homes and properties that surpass expectations, embodying astounding standards of quality, innovation, and integrity within the property industry.

BY ORDER OF THE BOARD

Ong Beng Hong
Company Secretary
21 March 2024