

CHANGE - ANNOUNCEMENT OF APPOINTMENT::APPOINTMENT OF HEAD OF MARKETING & SALES

Issuer & Securities

Issuer/ Manager

BUKIT SEMBAWANG ESTATES LIMITED

Securities

BUKIT SEMBAWANG ESTATES LTD - SG1T88932077 - B61

Stapled Security

No

Announcement Details

Announcement Title

Change - Announcement of Appointment

Date &Time of Broadcast

15-Jul-2025 17:20:25

Status

New

Announcement Sub Title

Appointment of Head of Marketing & Sales

Announcement Reference

SG250715OTHRMC7L

Submitted By (Co./ Ind. Name)

Lotus Isabella Lim Mei Hua

Designation

Company Secretary

Description (Please provide a detailed description of the event in the box below)

Appointment of Head of Marketing & Sales

Additional Details

Date Of Appointment

15/07/2025

Name Of Person

Cheryl Huan Lay Cheng

Age

56

Country Of Principal Residence

Singapore

The Board's comments on this appointment (including rationale, selection criteria, board diversity considerations, and the search and nomination process)

Further to the recommendation of the Nominating Committee, the Board has approved the appointment of Ms Cheryl Huan Lay Cheng as Head of Marketing & Sales of the Group, having considered her working experience and qualifications. The Board is of the view that Ms Huan has the requisite experience and capabilities to assume the duties and responsibilities as Head of Marketing & Sales of the Group.

Whether appointment is executive, and if so, the area of responsibility

The appointment is executive. Ms Huan will be responsible for the marketing and sales of the Group's properties, public relations and corporate communication.

Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)

Head of Marketing & Sales

Professional qualifications

Master of Science, Real Estate from National University of Singapore

Bachelor of Science, Real Estate from National University of Singapore

Any relationship (including immediate family relationships) with any existing director, existing executive officer, the issuer and/ or substantial shareholder of the listed issuer or any of its principal subsidiaries

Nil

Conflict of interests (including any competing business)

Nil

Working experience and occupation(s) during the past 10 years

January 2024 to 14 July 2025:

Senior Director, Brilliance Capital Pte Ltd

March 2020 to December 2023:

Director, Residential Marketing & Director, Business Space Sales & Leasing, Far East Organization

January 2019 to February 2020:

Director, Residential Sales & Marketing /Key Executive Officer, Far East Organization

January 2016 to December 2018:

Director, Residential Leasing & Operations, Far East Organization

January 2012 to December 2015:

Director, Property Sales & Marketing, Far East Organization

Undertaking submitted to the listed issuer in the form of Appendix 7.7 (Listing Rule 704(7)) Or Appendix 7H (Catalist Rule 704(6))

Yes

Shareholding interest in the listed issuer and its subsidiaries?

Yes

Shareholding Details

Direct interest : 4,000 shares of Bukit Sembawang Estates Limited

These fields are not applicable for announcements of appointments pursuant to Listing Rule 704 (9) or Catalist Rule 704 (8).

Past (for the last 5 years)

Nil

Present

Nil

(a) Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?

No

(b) Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?

No

(c) Whether there is any unsatisfied judgment against him?

No

(d) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?

No

(e) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?

No

(f) Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?

No

(g) Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?

No

(h) Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?

No

(i) Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?

No

(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-

(i) any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or

No

(ii) any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

No

(iii) any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

No

(iv) any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

No

(k) Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

No

Any prior experience as a director of an issuer listed on the Exchange?

No

If no, please state if the director has attended or will be attending training on the roles and responsibilities of a director of a listed issuer as prescribed by the Exchange

NA
