



# Sasseur REIT – Asia's First Outlet Mall REIT

## CGS International Securities Malaysia Investor Webinar

6 March 2025



Sasseur (Kunming) Outlet

砂之船



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Unless otherwise stated, all references to currencies are in Singapore dollars and cents, as the case may be.





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# Sasseur Group Is China's Leading Outlet Operator

*Front runner in outlet mall innovation and retail experience evolution*

**18** operating outlets<sup>1</sup> in **16** cities



1. Including the 4 outlets owned by Sasseur REIT.

## Introduction to Sasseur Group

- Privately-held family business by founder, **Vito Xu** focusing purely on management of outlet malls in China, and **not a property developer**
- First mover** in establishing visible presence in **Tier 2** and **Tier 3** cities to take advantage of the aspirational middle-class consumer base
  - Opened its first outlet, Chongqing Liangjiang Outlet, in 2008 and 16 years thereafter, the Group now manages **18 outlets** located in **16 cities** across China
  - Provides more than **100,000 jobs** across China
- Pioneered the **“Super Outlet”** model which redefined the traditional outlet concept in 2016 and this has become one of its distinctive differentiating business strategy in the increasingly competitive landscape in China
- By incorporating the founder's passion for **art and culture into its design**, Sasseur outlets offer customers a **distinctive lifestyle experience**





# Sasseur Group's Unique "Super Outlet" Business Model

Positioning the outlets as lifestyle destinations for the whole family incorporating sustainability

A	1+N	DT	S
<b>ART</b>	<b>OUTLETS + LIFESTYLE EXPERIENTIAL SPACES</b>	<b>DATA TECHNOLOGY</b>	<b>SUSTAINABILITY</b>
<b>Synergy between Art and Commerce</b> <i>(expressing art in outlet layout and design)</i>	<b>Super Sports</b> <i>(sporting facilities and activities for families)</i>	<b>VIP Memberships</b> <i>(loyalty programme)</i>	<b>Sustainable Brand Culture</b> <i>(high ethical standard and pursuit of sustainable art and commerce)</i>
<b>Shoppers' emotional connections with the outlets featuring local themes</b> <i>(creating emotional value)</i>	<b>Super Kids</b> <i>(playgrounds and educational facilities and activities for kids)</i>	<b>Online and Offline Integration</b> <i>(meeting customers' needs for seamless online and offline retail experiences)</i>	<b>Sustainable Relationships between Platform and Capital</b> <i>(well balanced long-term focused strategy and people-oriented incentive scheme)</i>
<b>Local culture appreciation</b> <i>(enjoying cultural history and experiences)</i>	<b>Super Farm</b> <i>(farmers' markets and local/ regional food culture)</i>	<b>Constant analysis of shoppers' data to improve operations and promote sales</b>	<b>Sustainable Commercial Creativity</b> <i>(continuous and relentless innovation in business operations)</i>

## Examples of Lifestyle Experiential Spaces



**Sasseur (Hefei) Outlet**

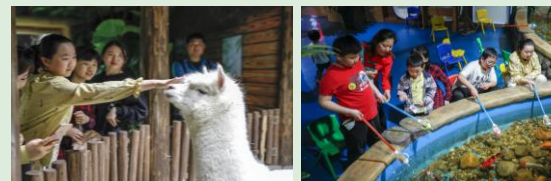
### TongQu Children's Playground

Indoor playground spanning c. 3,600 square metres, featuring a trampoline park, arts and crafts room, and more



**Sasseur (Chongqing Bishan) Outlet**  
**Strawberry farm**

A "pick-your-own strawberries" activity which is popular with families



**Sasseur (Hefei) Outlet**  
**Matata Animal Kingdom**

The first indoor zoo in Anhui Province which spans two levels over a total area of 2,200 square metres



**Sasseur (Kunming) Outlet**

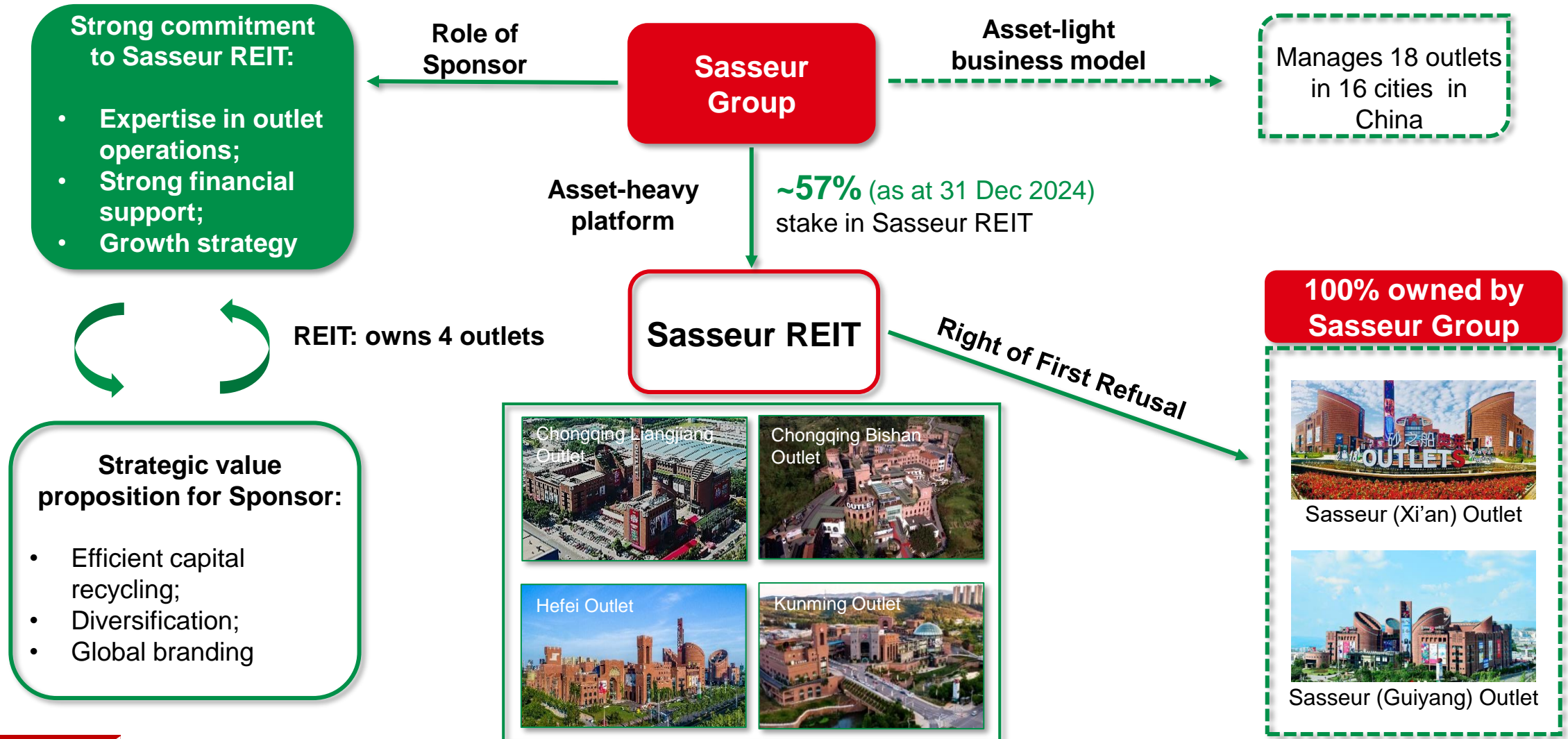
### Vito Driving School for children

Targeted at young children to let them learn driving and abide by traffic rules



# Sasseur Group's Two-Pronged Strategy Propels Sustainable Growth

4 of the 6 self-built outlets had been injected into Sasseur REIT; 12 third-party outlets under asset-light model







# Financial Performance and Capital Management





# Sasseur REIT is Asia's First Outlet Mall REIT

*Exposure to China's fast-growing outlet mall sector*

## Stock & Portfolio Information

As at 31 Dec 2024

Stock code	CRPU (SGX)
Date listed	28 March 2018
Total units in issue	1,250,771,206
Unit price	S\$0.68
Distribution yield <sup>1</sup>	8.9%
Net asset value per unit <sup>2</sup>	S\$0.83
Market capitalisation <sup>1</sup>	S\$851m
Portfolio valuation <sup>3</sup>	RMB 8.4b

1. As at 31 Dec 2024.

2. Based on units in issue and to be issued of 1,255,515,578 as at 31 Dec 2024.

3. Valuations in 2024 were based on independent valuations as at 31 Dec 2024 by Jones Lang LaSalle Corporate Appraisal & Advisory Ltd.



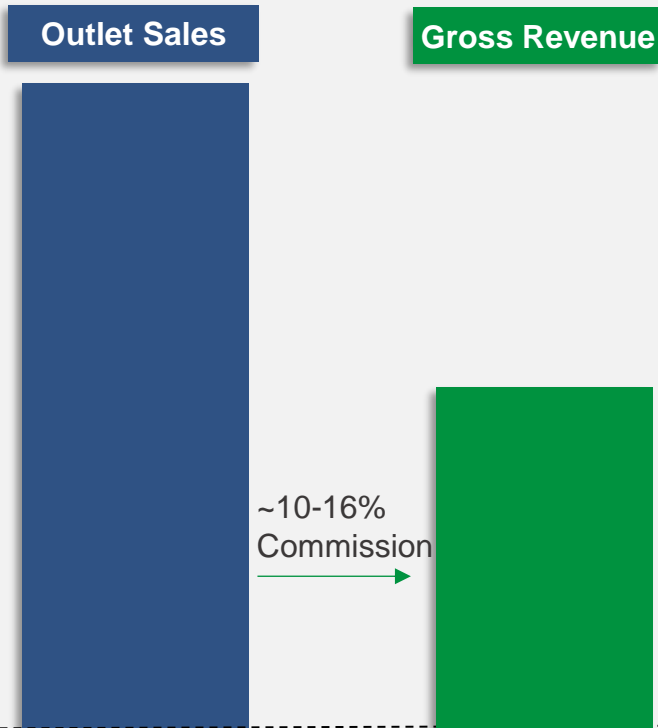


# Entrusted Management Agreement (EMA) Model

Aligning the interests of the Entrusted Manager, REIT Manager and Unitholders

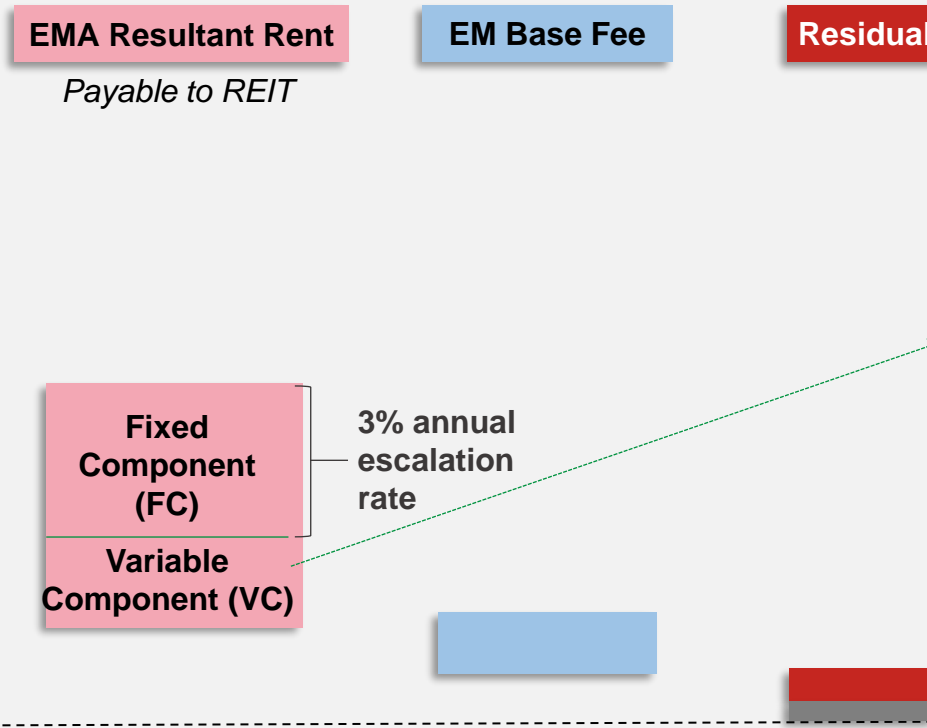
EMA Rental Income: *EMA Resultant Rent* + *Performance Sharing*

### Outlet Business Model



- Gross Revenue (GR) = Total rental receivable + Income from permissible investments

### REIT Income Model



- EMA Resultant Rent ("RR") comprises FC and VC
- VC is pegged to the Sales of the Outlets
- EM Base Fee: Up to 30% of GR to the Entrusted Manager

Sasseur Outlets	Variable Component (% of Outlet's sales)
Chongqing Liangjiang	4.0%
Chongqing Bishan	4.5%
Hefei	5.5%
Kunming	5.0%

- EM Performance Fee:
  - > 60% x (GR - RR - EM Base Fee)
- Payment to REIT:
  - > 40% x (GR - RR - EM Base Fee)



# Resilient FY2024 EMA Rental Income, stable 2H DPU



Portfolio occupancy achieved all-time high of **98.9%**

Robust balance sheet with historical low gearing level below **25%**

## Portfolio

4Q 2024

FY2024

Total Outlet Sales



**RMB1,357.7m**

▲ 4.8% YoY

**RMB4,482.1m**

▼ 3.9% YoY

Portfolio Occupancy<sup>1</sup>



**98.9%**

Weighted Average Lease Expiry (NLA)



**2.0 years**

As at 31 Dec 2024

## Financials

2H 2024

FY2024

EMA Rental Income (RMB)<sup>2</sup>



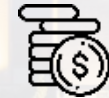
**RMB335.1m**

▲ 0.8% YoY

**RMB664.1m**

▲ 0.9% YoY

EMA Rental Income (S\$)<sup>2</sup>



**S\$62.2m**

▼ 0.3% YoY

**S\$124.5m**

▼ 0.4% YoY

DPU



**2.929 cents<sup>3</sup>**

▲ 0.1% YoY

**6.082 cents<sup>3</sup>**

▼ 2.7% YoY

(to be distributed)

## Capital Management

As at 31 Dec 2024

Aggregate Leverage



**24.8%**

Lowest amongst S-REITs<sup>4</sup>

Interest Coverage Ratio



**4.6x**



Extended **RMB 308 million** Sponsor loan from 2025 to 2030



Secured another Sponsor loan of up to **RMB 430 million** (5-year term) in preparation for loans due in 2026



Obtained “**AAA**” rating from China Lianhe Credit Rating Co., Ltd

### Notes:

1. Portfolio occupancy rate for 4Q 2024. Occupancy is calculated based on the average of the last day's occupancy of each month in the quarter.
2. Excluding straight-line accounting adjustments; more details on the Entrusted Management Agreement (EMA) model on Slide 9.
3. Represent distribution per Unit (DPU) after retention of S\$4.0 million for 2H 2024 and S\$7.4 million for FY2024.
4. SGX Research, "Chartbook: SREITs & Property Trusts", 4Q 2024.



# Attractive Total Return and Distribution Yield

Resilient and defensive amidst economic uncertainties and market volatilities

## Total Return<sup>1</sup> (Listing to 31 Dec 2024) Outperformed Market

Sasseur REIT

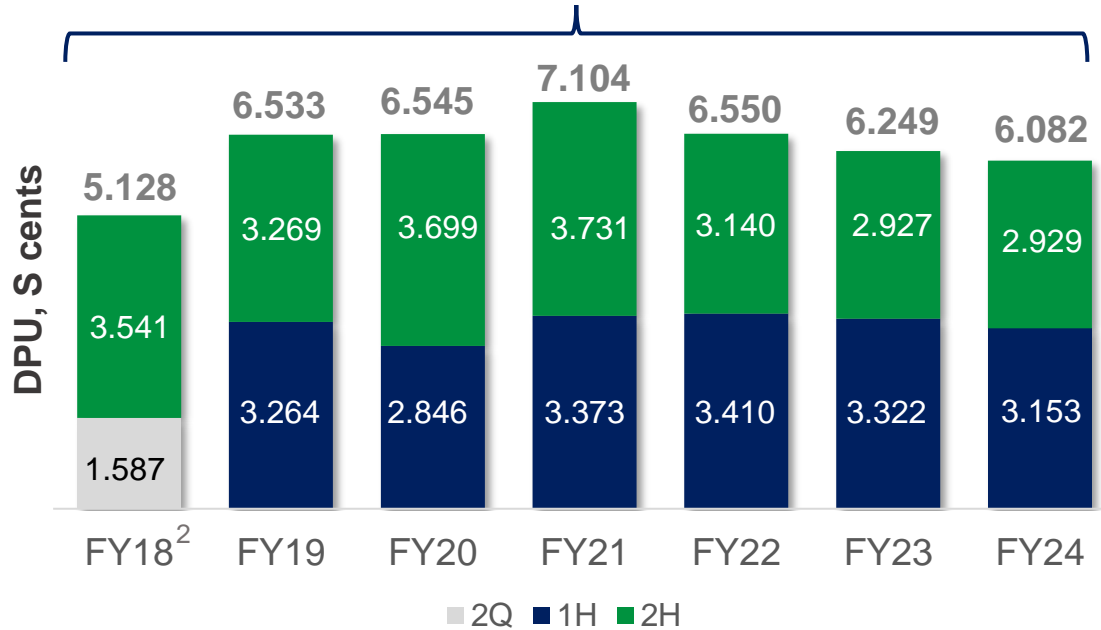
**43.7%**

Vs

FTSE ST REIT Index

**14.1%**

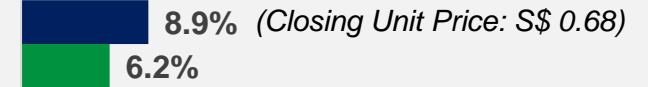
## Total Distribution of 44.191 S cents



## Best Risk-adjusted Return versus Sector Average<sup>3</sup>

Distribution Yield

As at 31 Dec 2024



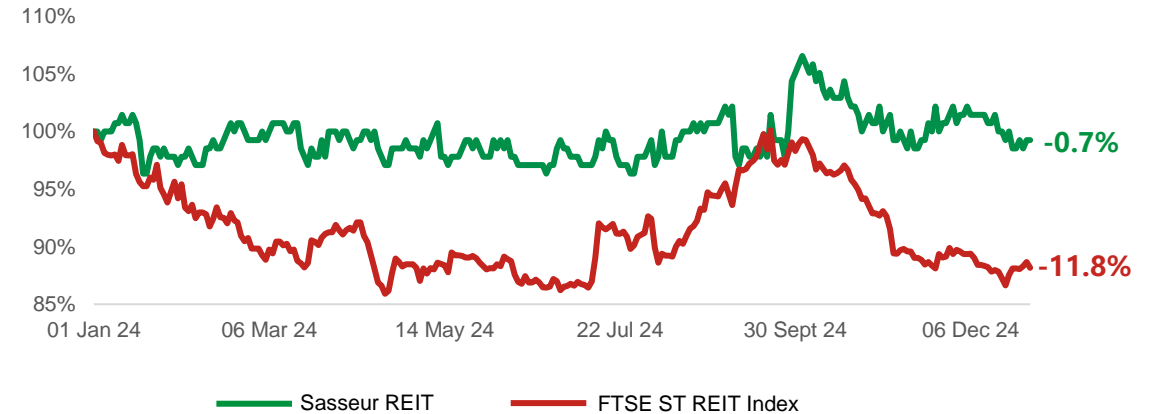
Aggregate Leverage

As at 31 Dec 2024



## Sasseur REIT Outperformed FTSE ST REIT Index in 2024

2024 Price Performance (rebased)



Source: Miraqlle

1. Source: Bloomberg.  
 2. From 28 Mar 2018 to 31 Dec 2018.  
 3. Source: SGX Research, "Chartbook: SREITs & Property Trusts", 4Q 2024.



# Equity Analysts' Coverage



*Positive Review of FY2024 Financial Performance*

	Securities Firm	Recommendation / Target Price	Last Updated
1	DBS Bank	Buy / S\$0.90	February 2025
2	Soochow CSSD Capital Markets	Buy / S\$0.86	February 2025
3	PhillipCapital	Buy / S\$0.81	February 2025
4	CGS International	Buy / S\$0.85	February 2025
5	KGI Securities	Outperform / S\$0.90	September 2024
6	UOB Kay Hian	Buy / S\$0.98	May 2024





# Sasseur REIT's Awards and Accolades in 2024

Received industry recognition for outstanding unitholder communications, business excellence and corporate governance

## Unitholder Engagement



### Gold Winner of Hermes Creative Award 2024

Sasseur REIT's FY2023 Annual Report won prestigious Hermes Creative Award 2024 in the Annual Report category



### Biggest Winner for Singapore REITs at "The Asia Pacific Best of the Breeds REITs Awards™ 2024"

- Best Retail REIT – **Platinum**
- Best Investor Relations – **Platinum**
- Best CEO - **Gold**

## Business Excellence



### Highest Three-year Return on Equity for Second Consecutive Year

Sasseur REIT has once again clinched the Highest Three-Year Weighted Return on Equity at **The Edge Singapore Centurion Club Awards 2024**

## Corporate Governance



### Ranked 16<sup>th</sup> out of 43 REITs & Business Trusts at Singapore Governance and Transparency Index (SGTI) 2024

- SGTI Score of **91.3**
- **Highest score** since 2019 when REIT was first included in SGTI rankings



# Inaugural Outlet Guided Tour in Strategic Partnership with Chan Brothers Travel

*Pioneering trip successfully completed, earning high unitholder recognition*

## First Singapore REIT to Offer Exclusive Guided Tour of Sasseur REIT's Kunming Outlet, Yunnan



**Immersive experience** for unitholders to engage directly with the assets they invest in



Initiative to reinforce our commitment to **delivering exceptional value** to our unitholders and prospective investors



**Strengthen unitholder engagement** through strategic partnership with Chan Brothers

## Precious moments in Sasseur Kunming Outlet with Sasseur REIT Unitholders



***In 2025, we look forward to welcoming you at Sasseur Outlets!***

# 2H and FY2024 EMA Rental Income Remain Resilient YoY

*Lower full-year DPU on back of weaker 1H DPU and higher 2H retention to fund onshore loan principal amortisation and CAPEX*

	2H 2024	2H 2023	Variance %	FY2024	FY2023	Variance %
Outlet sales (RMB m)	2,316.1	2,409.5	▼ 3.9	4,482.1	4,663.7	▼ 3.9
EMA rental income (RMB m) <sup>1</sup>	335.1	332.5	▲ 0.8	664.1	658.5	▲ 0.9
- Fixed component (RMB m)	230.5	223.8	▲ 3.0	461.0	447.5	▲ 3.0
- Variable component (RMB m)	104.6	108.7	▼ 3.8	203.1	211.0	▼ 3.7
EMA rental income (S\$ m) <sup>1,2</sup>	62.2	62.3	▼ 0.3	124.5	124.9	▼ 0.4
Distributable income to Unitholders (S\$ m)	40.6	39.4	▲ 3.1	83.3	83.4	▼ 0.1
Amount retained (S\$ m)	(4.0)	(3.1)	▼ 30.2	(7.4)	(6.0)	▼ 23.5
DPU (S cents)	2.929	2.927	▲ 0.1	6.082	6.249	▼ 2.7

- ❑ **FY2024 EMA rental income (RMB)**
  - ▲ 0.9% YoY, attributed to mainly
    - Variable component income ▼ 3.7% YoY, in line with the 3.9% drop in outlet sales
    - Cushioned by annual ▲ 3.0% YoY for fixed component income
- ❑ **FY2024 EMA rental income (S\$)**
  - ▼ 0.4% YoY, mainly due to depreciation of RMB against S\$ YoY
- ❑ **After retention of 8.9% of distributable income, FY2024 DPU**
  - ▼ 2.7% YoY to 6.082 cents

1. Excludes straight-line accounting adjustments.

2. Average S\$:RMB rate of 1:5.3360 for FY2024 and 1:5.2715 for FY2023.



# 2H and FY2024 Distributable Income Remains Stable YoY

*Distributable income remains stable, supported by savings in finance cost and lower tax costs*

\$ m	2H 2024	2H 2023	Variance	FY2024	FY2023	Variance
EMA rental income	62.2	62.3	(0.1)	124.5	124.9	(0.4)
REIT Manager's base fee in cash	(0.8)	-	(0.8)	(1.7)	-	(1.7)
Trust expenses	(0.4)	(0.9)	0.5	(1.2)	(1.6)	0.4
Interest expenses	(10.1)	(10.7)	0.6	(20.4)	(22.4)	2.0
Amortisation of upfront costs <sup>1</sup>	(2.1)	(3.5)	1.4	(4.3)	(3.5)	(0.8)
Other income <sup>2</sup>	-	1.0	(1.0)	0.3	2.5	(2.2)
Tax expense	(8.2)	(8.8)	0.6	(13.9)	(16.5)	2.6
<b>Distributable income to Unitholders</b>	<b>40.6</b>	<b>39.4</b>	<b>1.2</b>	<b>83.3</b>	<b>83.4</b>	<b>(0.1)</b>

- ❑ **FY2024 Distributable Income remains stable YoY, mainly due to**
  - S\$2.0 million savings in interest expenses
  - S\$2.6 million lower tax expenses
- ❑ **Partially offset by**
  - REIT Manager's 20% base fee in cash with effect from January 2024.
  - Change in treatment of upfront borrowing costs which commenced in 2H 2023
  - Lower other income

Change in the REIT Manager's base fee component to 30% in cash with effect from January 2025

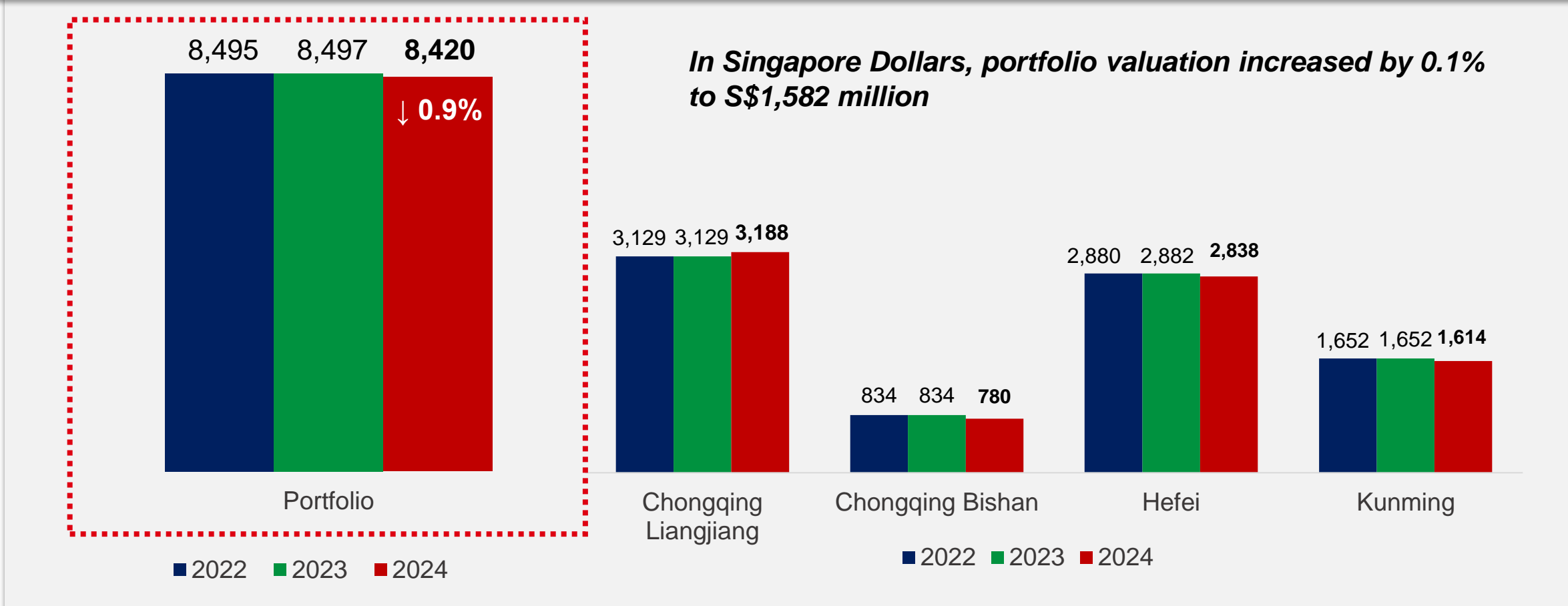
1. Upfront borrowing costs no longer added back in the computation of distributable income.  
 2. Other income includes realised exchange differences as well as finance income.



# Stable Portfolio Valuation

*Portfolio valuation remains firm, supported by resilient outlet revenue*

## Portfolio Valuation (RMB m) as at 31 Dec 2024



**Note:**  
 Property valuation is based on DCF methodology.  
 Discount rate: 9.5%-10.5%; Terminal Growth Rate: 3%



# Healthy Balance Sheet

*NAV per unit inched up, driven by stable portfolio valuation and favourable currency effects*

S\$ m	As at 31 Dec 2024 <sup>4</sup>	As at 31 Dec 2023 <sup>4</sup>	Variance	Variance %
Investment properties	1,582.3	1,580.2	2.1	0.1
Cash and short-term deposits <sup>1</sup>	174.3	140.8	33.5	23.8
<b>Total assets</b>	<b>1,777.2</b>	<b>1,747.7</b>	<b>29.5</b>	<b>1.7</b>
Gross borrowings <sup>2</sup>	440.9	442.1	(1.2)	(0.3)
Total liabilities <sup>1</sup>	739.2	728.1	11.1	1.5
Net assets	1,038.0	1,019.6	18.4	1.8
<b>NAV per Unit (S\$)<sup>3</sup></b>	<b>0.83</b>	<b>0.82</b>	<b>0.01</b>	<b>1.2</b>

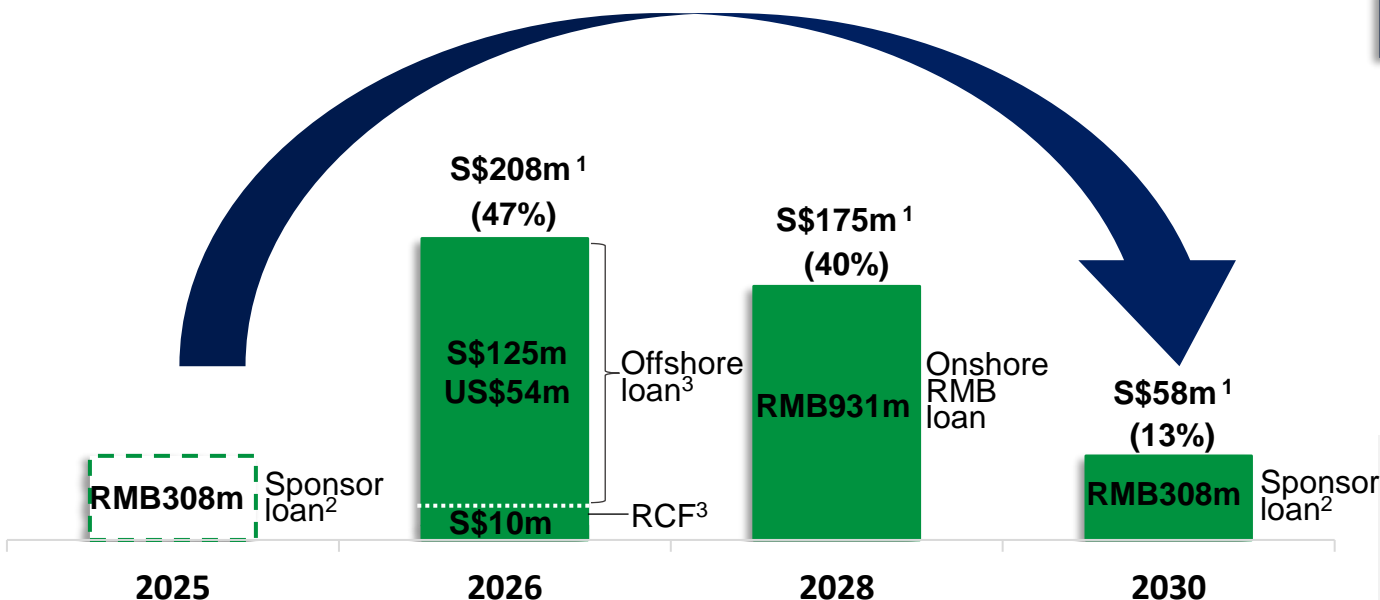
- Net Asset Value (NAV) per Unit as at 31 Dec 2024 ▲ 1.2% YoY to S\$0.83 per Unit
- Mainly due to the currency effects

1. Includes S\$116.3 million as at 31 Dec 2024 (31 Dec 2023: S\$116.7 million) relating to sales proceeds collected from outlets' customers on behalf of tenants.
2. Includes S\$58 million Sponsor loan.
3. Based on units in issue and to be issued of 1,255,515,578 and 1,245,669,885 as at 31 Dec 2024 and 31 Dec 2023 respectively.
4. Closing S\$:RMB rates of 1:5.3214 and 1:5.3772 as at 31 Dec 2024 and 31 Dec 2023 respectively.

# Diversified Debt Profile

No refinancing needs in 2025

Successfully secured new Sponsor loans of up to RMB430m in preparation for 2026 refinancing

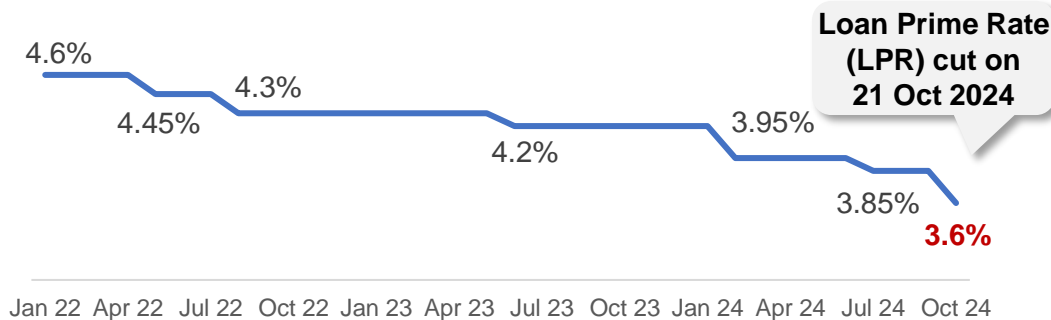


\* Unencumbered Kunming Outlet provides financing flexibility

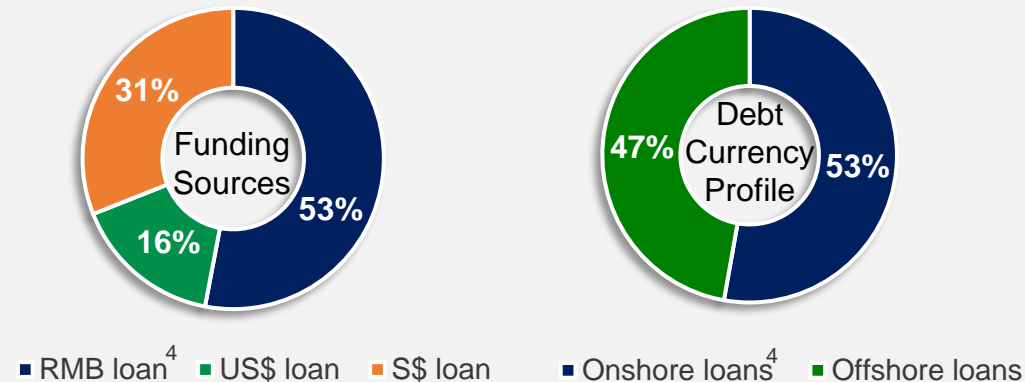
**2025: Target to achieve > 60% of RMB-denominated loan to further increase natural hedge and reduce borrowing costs**

- Closing S\$:RMB and US\$:S\$ rates of 5.3214 and 1.3508 as at 31 Dec 2024 respectively.
- RMB308 million unsecured loan from Sponsor extended from 2025 to 2030, repriced as floating interest rate with reference to China's 5-year LPR.
- Successfully secured another 5-year Sponsor loan of up to RMB430 million in preparation of refinancing of loans due in 2026.
- Includes RMB308 million Sponsor loan.
- Sources: tradingeconomics.com.

## China lowered 5-year LPR three times in 2024<sup>5</sup>



## As at 31 Dec 2024



Approximately **87%** of borrowings  
 ① Pegged to stable/fixed interest rates  
 ② Hedged to fixed interest rates



# Prudent Capital Management



*Strong financial metrics, historically low gearing below 25% with ample debt headroom to support growth*

	As at 31 Dec 2024	As at 31 Dec 2023
Gross borrowings	S\$440.9 mil	S\$442.1 mil
Average debt maturity	2.5 years	2.9 years
Weighted average cost of debt per year	5.3%	5.6%

**24.8%** **Lowest aggregate leverage among S-REITs**  
Vs **25.3%** as at 31 Dec 2023

## Sensitivity of DPU to changes in interest rates

	Change in interest rate	Impact on DPU p.a. <sup>1</sup>
Offshore loans	▼ 50bps	▲ 0.02 cents
Onshore RMB loans	▼ 50bps	▲ 0.07 cents

**S\$895.3m** **Sizeable debt headroom<sup>2,3</sup>**  
Vs **S\$863.4m** as at 31 Dec 2023

**4.6x** **Interest coverage ratio**  
Vs **4.3x** as at 31 Dec 2023

1. Based on units in issue of 1,250,771,206 as at 31 Dec 2024.
2. Debt headroom is computed based on total assets and assumes a corresponding increase in total assets with new debts raised.
3. Based on MAS prescribed leverage limit of 50.0%.





# Portfolio Performance



Sasseur (Chongqing Bishan) Outlet



# FY2024 Portfolio Sales Impacted By Softer Market Environment and Exceptional Factors

4Q 2024 sales rebounded, driven by strong October Golden Week sales and year-end promotions

Outlet sales (RMB m)	4Q 2024	4Q 2023	Variance %	Contribution % <sup>1</sup>	FY 2024	FY 2023	Variance %
Chongqing Liangjiang	759.0	701.7	8.2%	54.1%	2,423.9	2,541.2	-4.6%
Chongqing Bishan	121.8	113.7	7.1%	8.4%	377.2	400.7	-5.9%
Hefei	304.4	306.9	-0.8%	22.9%	1,028.1	1,037.1	-0.9%
Kunming	172.5	172.8	-0.2%	14.6%	652.9	684.6	-4.6%
<b>Portfolio</b>	<b>1,357.7</b>	<b>1,295.1</b>	<b>4.8%</b>	<b>100.0%</b>	<b>4,482.1</b>	<b>4,663.7</b>	<b>-3.9%</b>

- **Portfolio's 4Q outlet sales** ▲ RMB62.6 m (+4.8%) YoY mainly due to:
  - > Strong rebound in sales for the week long National Day holidays in the first week of October.
  - > Colder weather in Chongqing Liangjiang and Chongqing Bishan in Oct which boosted sales of higher priced winter wear.
  - > Red Festival and thematic year-end promotions.

- **Portfolio's Full Year Outlet sales** ▼ RMB181.6 m (-3.9%) YoY mainly due to:
  - > Extreme heatwaves in Chongqing<sup>2</sup> and earthquakes<sup>3</sup> in Hefei in 3Q.
  - > Reduced demand for international brands fashion goods across 4 outlets.
  - > Cautious consumer spending with preference for lower price point products.

1. Based on FY 2024 sales contribution.

2. Source: The Paper 澎湃新闻, "重庆遭遇“换季式降温”, 今年共出现77个高温日、发布24个3高温红警", 1 October 2024.

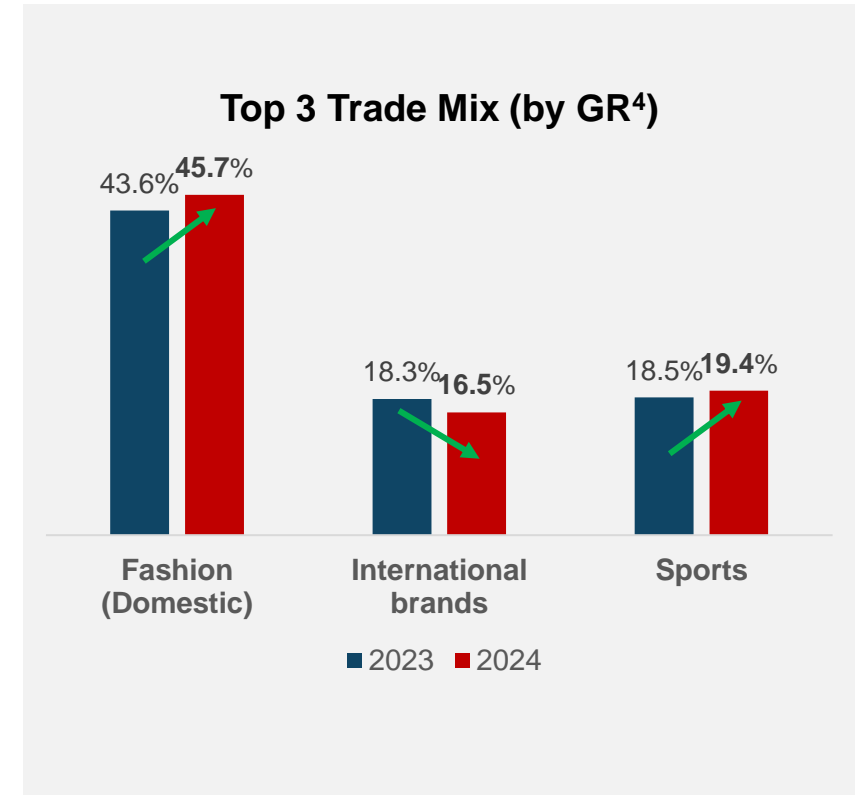
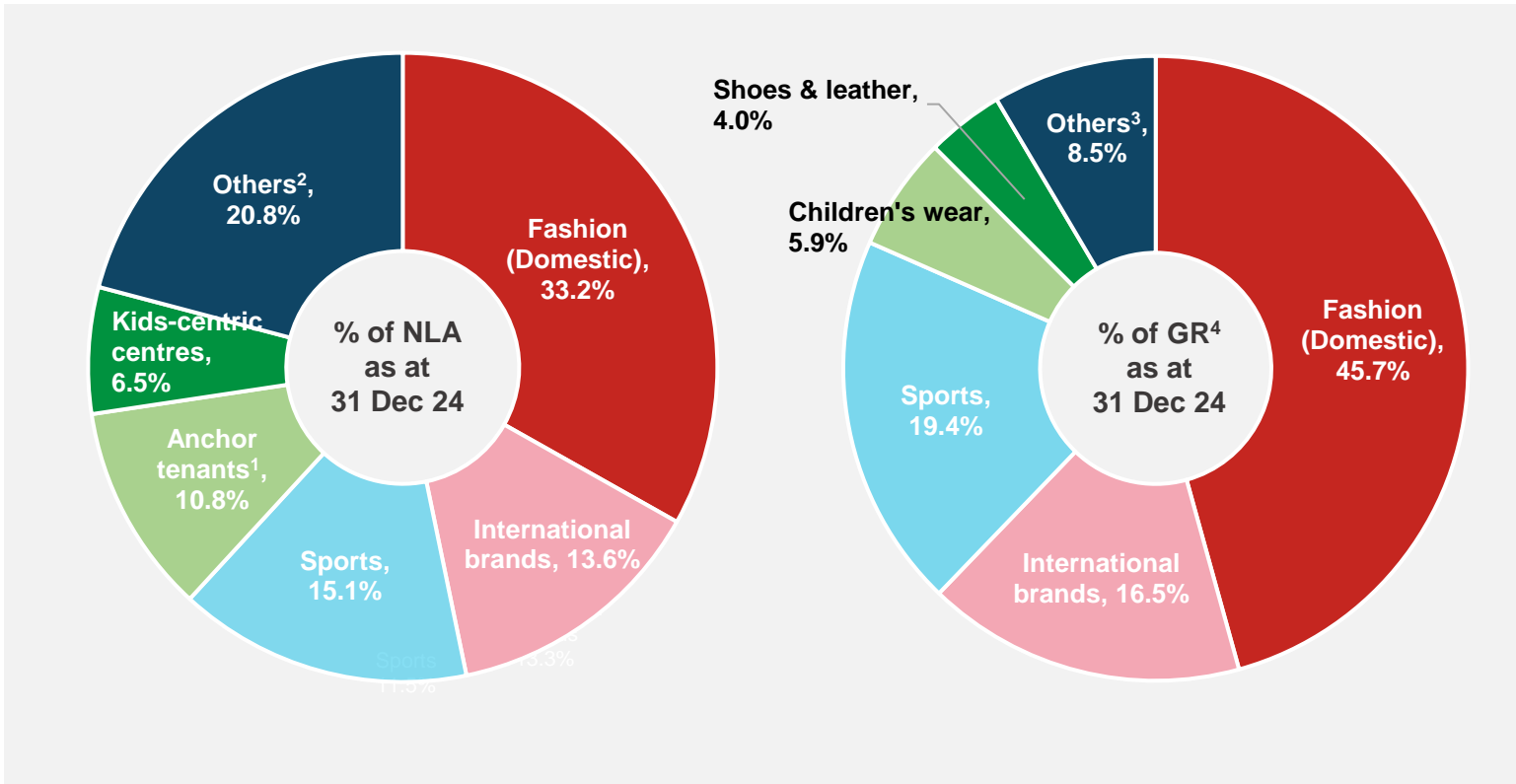
3. Source: The Beijing News 新京报, "合肥发生4.7级地震, 安徽地震局最新研判", 18 September 2024.

4. Source: Baidu "安徽合肥及周边地区曾发生过的大地震", 19 September 2024.

# Diversified Trade Mix



Overall trade mix remained stable, with an increasing proportion of Fashion (Domestic) and Sports categories



1. 'Anchor tenants' are fixed rental leases, such as cinemas, hotel and gym.
2. 'Others' comprises Food and beverage, Children's wear, Shoes and leather, Lifestyle, Accessories and Ad-hoc; 'Ad-hoc' refers to temporary leases.
3. 'Others' comprises Accessories, Food and beverage, Anchor tenants, Lifestyle, Kids-centric centres and Ad-hoc; 'Ad-hoc' refers to temporary leases.
4. Calculated based on average monthly gross revenue for the period Jan-Dec 2024.



# Reputable Top 10 Tenants

*Sports brands represent a key category among the top 10 best-performing tenants*



## Gross revenue

**16%**

**Top 10 tenants contribute  
c.16%**

**5%**

**No single tenant contribute  
more than 5%**

# Strategic Asset Enhancement and Leasing Initiatives

*Increasing the value, performance and market appeal of the outlets*

**AEIs undertaken in 2023**

**RMB 8.3 mil**

**AEIs undertaken in 2024**

**RMB 8.4 mil**



### Kunming Outlet

- Addition of KFC and Popular Hot Pot 'Erlang-gang' as **new tenants**



### Bishan Outlet

- Second entrance **enhanced outlet's visibility** and increased shopper traffic



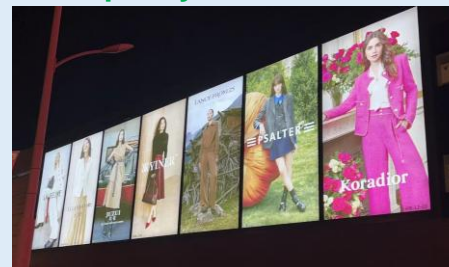
### Hefei Outlet

- Reconfigured unit for **Yonghui Supermarket**



### Kunming Outlet

- Major tenants' **space reconfiguration** and **increased carpark capacity**



### Hefei Outlet

- Installed **energy-saving LED display** and new façade brick tiles, roof-top upgrade works in progress



# Upcoming CAPEX at Chongqing Liangjiang Outlet

*New air-conditioning system with enhanced cooling and lower energy consumption*

To enhance the shopping environment for drawing new shoppers



## **Cooling Tower-Based Central Chiller System**

- ✓ In use since 2008, nearing the end of its 16-year lifespan
- ✓ Replacing it with an energy-efficient system



## **Benefits of New Air-conditioning System**

- ✓ Reduced Energy
- ✓ Reduced Water Consumption
- ✓ Reduced Maintenance Cost



## **Enhancing Shoppers Experience**

- ✓ Shoppers may stay longer and spend more, especially during peak hours and summer.
- ✓ A better environment boosts tenant satisfaction and retention



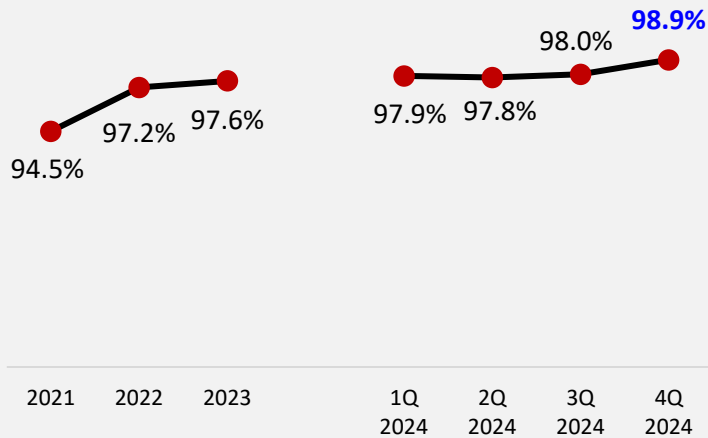
## **Scope of CAPEX and Sources of Funding**

- ✓ Install high-efficiency cooling towers in 1Q 2025; works expected to be completed by 2027
- ✓ Capital expenditure: **RMB 25,550,000**
- ✓ Progressive funding over 3 years via REIT's cash reserves and Sponsor-secured loan

# Portfolio Occupancy Rate Reaches All-time High of Near 99%

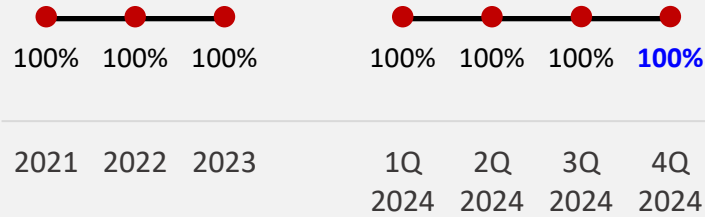
*Proactive leasing strategies and efforts continue to drive high occupancy levels*

## Stable Portfolio Occupancy<sup>1</sup> in 4Q 2024



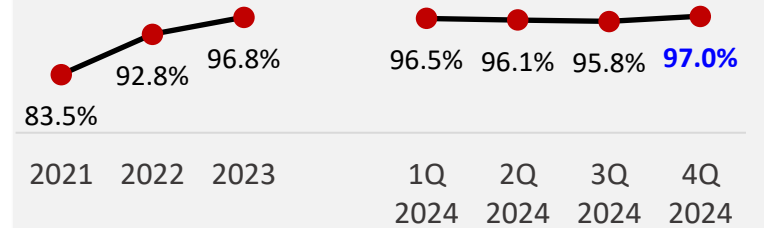
**Portfolio occupancy remains high, near 99%**

## Chongqing Liangjiang Outlet



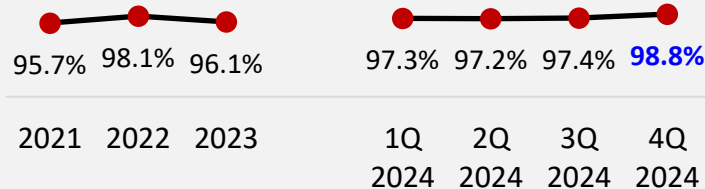
**Occupancy remains at 100%**

## Chongqing Bishan Outlet



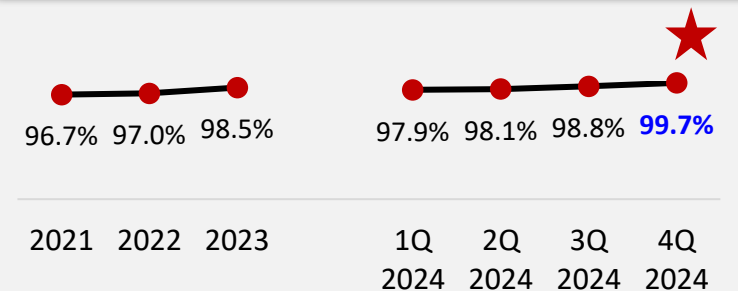
**Higher occupancy due to effective leasing strategy**

## Hefei Outlet



**Higher occupancy achieved through well curated brand remix**

## Kunming Outlet



**Achieved record high occupancy following successful asset enhancement in 2024**

1. Occupancy is calculated based on the average of the last day's occupancy of each month for each quarter; for the financial years of 2021, 2022, 2023 and 2024, occupancy is calculated based on average of the last day's occupancy of each month in the fourth quarter of the year.



# Weighted Average Lease Expiry (WALE) Remains Steady

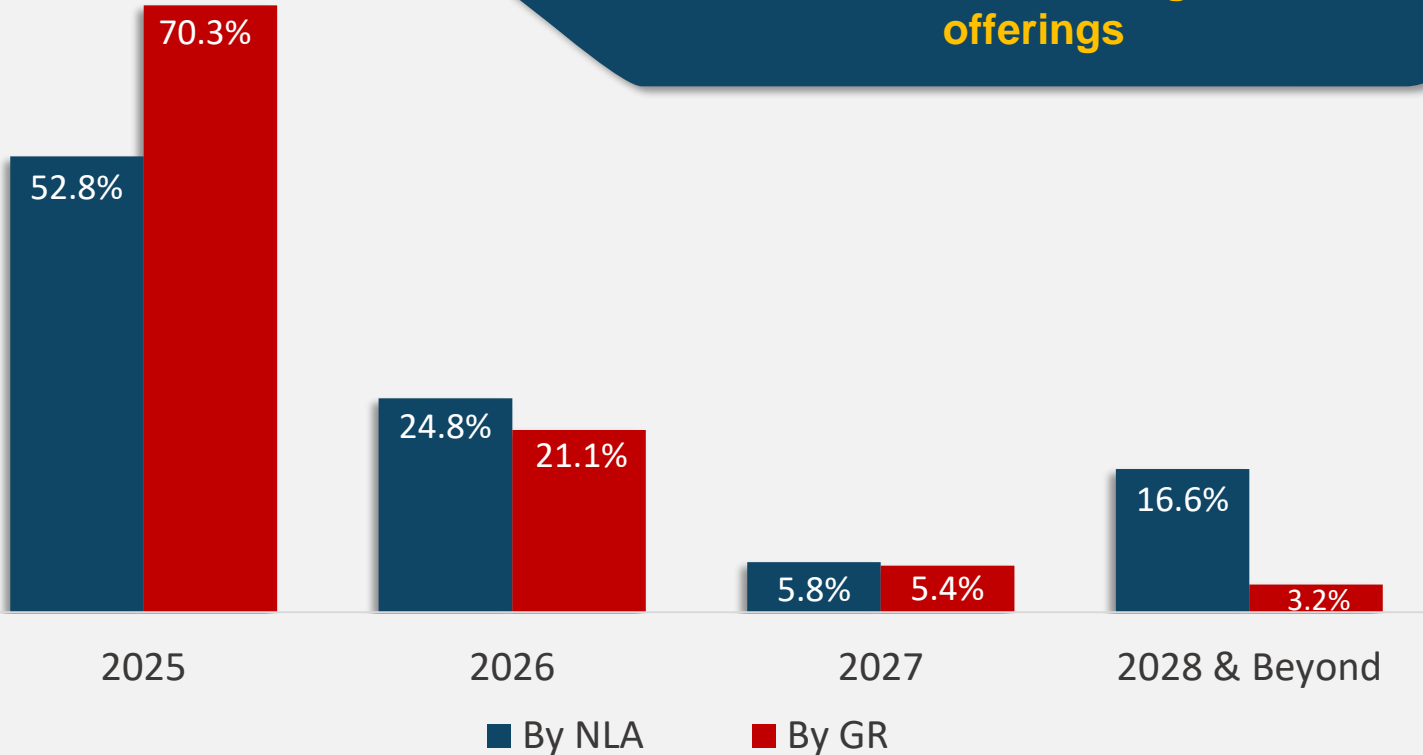


*Leasing efforts in progress to address expiring leases in 2025*

## Lease Expiry Profile

As at 31 Dec 2024

Continued emphasis on **cultivating brand champions** and **new and exciting retail offerings**



## WALE (years)

**2.0** by Net Lettable Area (NLA)

**1.0** by Gross Revenue (GR<sup>1</sup>)

### Deliberate short leases to optimise tenant mix

- Adapting to fast-changing consumer preferences in China
- Provides flexibility to replace non-performing tenants with new successful brands

1. Calculated based on average monthly gross revenue for the period Jan-Dec 2024.

# Experiential Thematic Promotional Campaigns in 4Q Lifted Sales Performance

*Drawing large crowds of families and children to Sasseur Outlets*

## China's National Day 国庆黄金周



A major holiday period that sees a surge in domestic travels. Our outlets took advantage of this by offering special promotions and events

## RED Festival 红色第5季



A significant event aimed at promoting domestic brands and celebrating Chinese cultural trends

## Year-End Celebrations 跨年购



Music festival parties hyping up crowds and drawing shoppers to countdown to year 2025 at Sasseur Outlets



# Exciting New Brands and Shopfronts in 4Q 2024



Variety of new and trendy offerings at Sasseur REIT's Outlets



New Zihan 紫涵 store at Chongqing Liangjiang Outlet



New K-Boxing Store at Chongqing Liangjiang Outlet



Newly Opened KFC at Chongqing Bishan Outlet



Well Known Bakery Store at Hefei Outlet

## International Fashion Brands



## Ladies and Men's Brands



## Food and Beverage Brands



# Collaboration with Popular Brands

Exciting marketing campaigns boosted footfall and spending

## Chongqing Liangjiang Outlet



### Michael Kors 迈克高士 Exclusive Brand Day

- Exclusive and enticing discounts for VIP members.
- Day Sales +396% yoy.

## Chongqing Liangjiang Outlet



### Le Saunda 莱尔斯丹 Red Wine Tasting Event

- Immersive experience to enhance customer engagement and boost sales.
- Further promotion and vouchers given to promote Le Saunda's shoes.

## Hefei Outlet



### Skechers 斯凯奇 Slip and Wear Competition

- Fun and interactive competition with enticing prizes (up to 50% discounts).
- Footfall increased by 15% compared to an average day.

## Kunming Outlet



### Joe-one 九牧王 Year-End Party and Music Concert

- Year-end celebration in collaboration with Joe-One, running from 20 Dec to Jan 25.
- Music concert with spectacular firework display at midnight, starting from New Year's Eve.

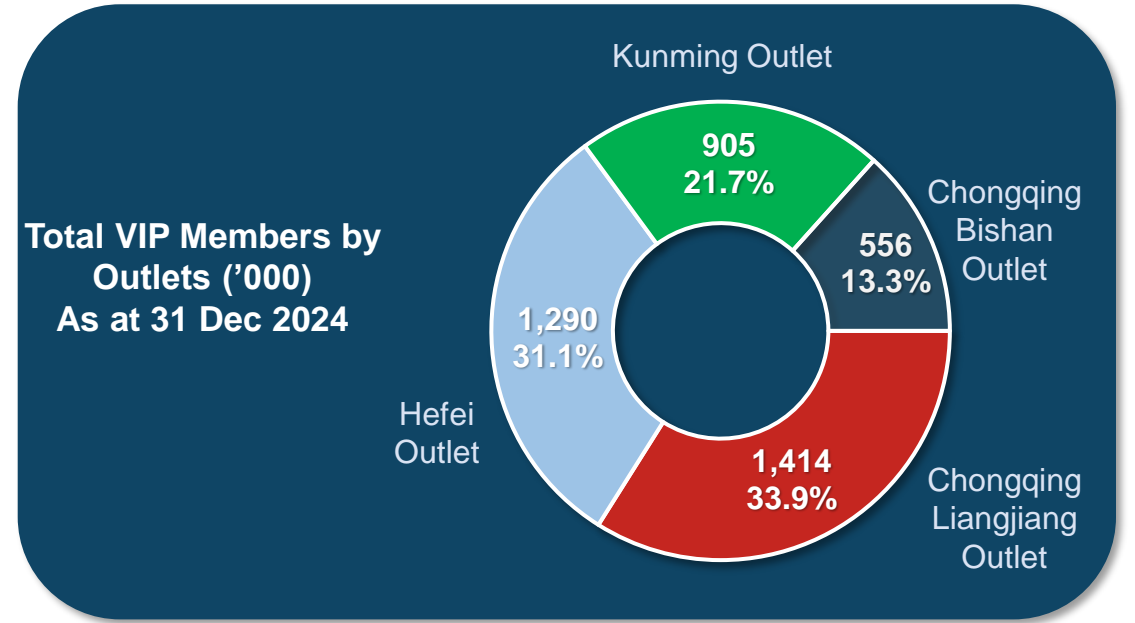
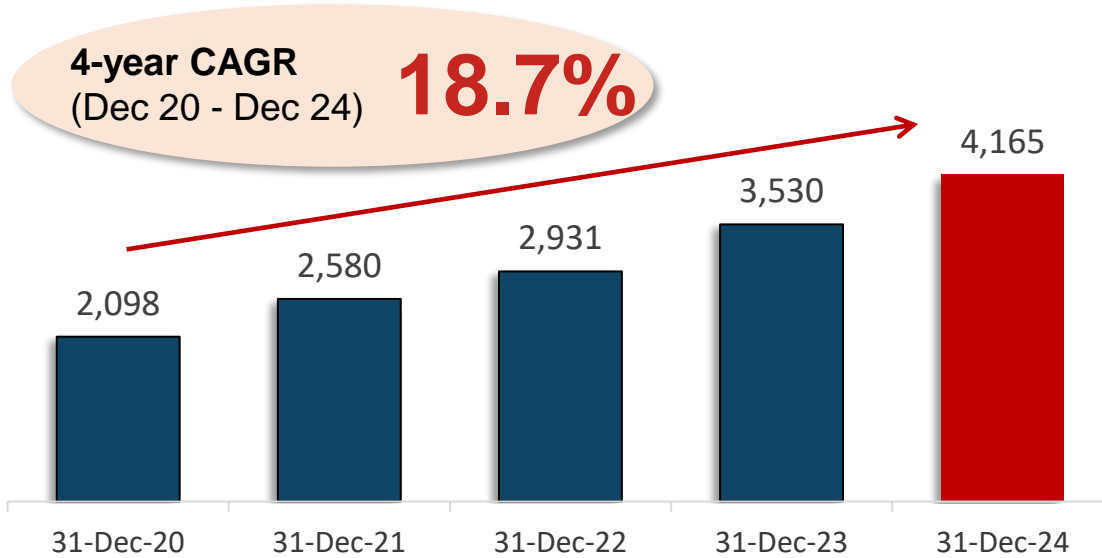


# VIP Membership Continues At Double-digit Growth

VIP members are a vital contributor to outlet sales



Number of VIP Members in Portfolio ('000)



**Black Gold Card**



**Platinum Card**



**Gold Card**



**Basic Card**

VIP members contributed **>60%** of the portfolio's 2024 outlet sales



# Higher Shopper Traffic Driven by Bargain Hunting

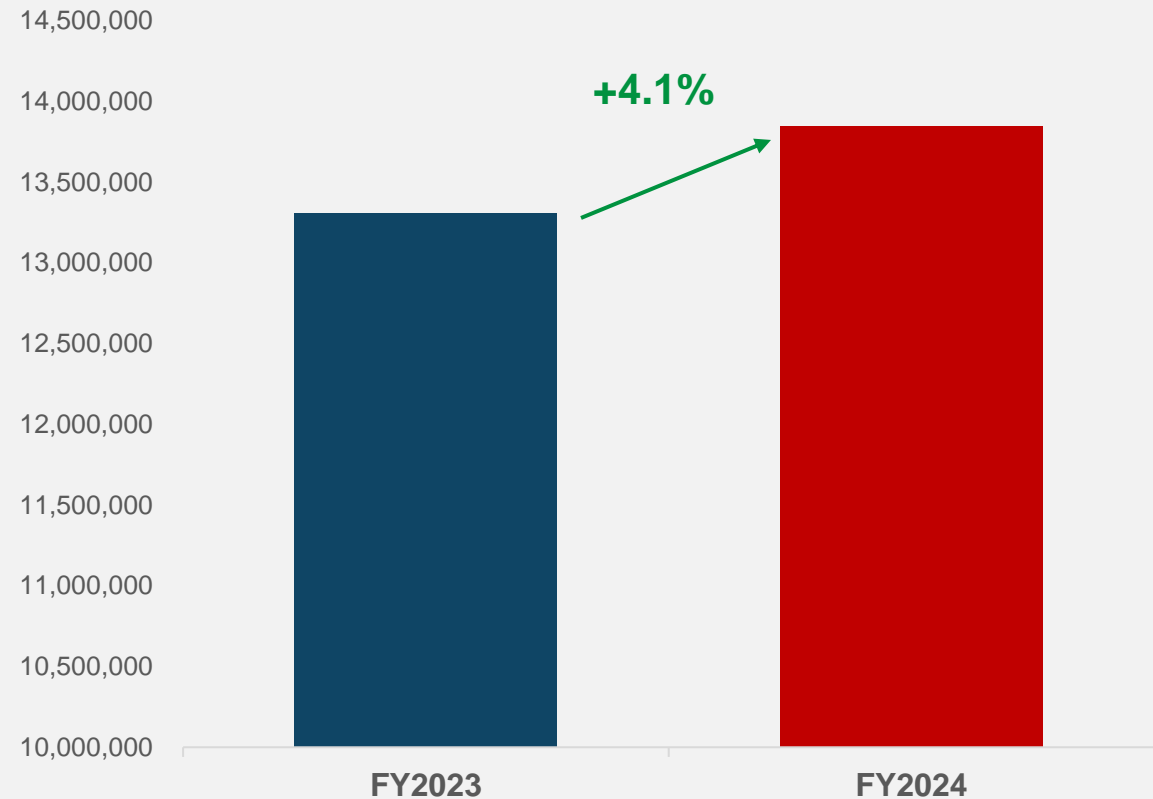
*Sasseur Outlets appeal to shoppers seeking clear “price-value” bargains amidst tepid consumer market*



## Higher Shoppers Traffic mainly due to :

- **7-day Golden Week Holidays:** YoY footfall increased during the Golden Week, when our Chongqing outlets saw **double-digit** rise in shopper traffic.
- Strong rebound in shopper traffic in Kunming outlet after **completion of major tenancy re-configuration work** in Sep 2024.
- **All year round** Marketing and Promotion events.

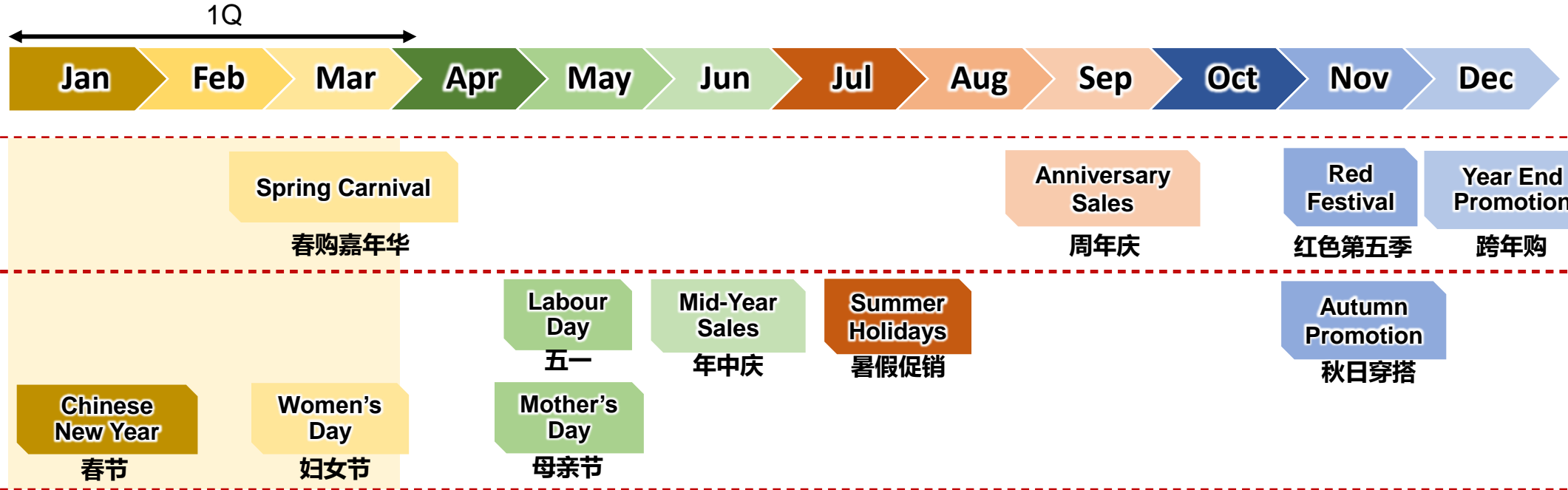
## YoY Shopper Traffic





# Activities in 1Q 2025 to Boost Sales

Engaging programs to attract shoppers and boost spending





# Looking Forward





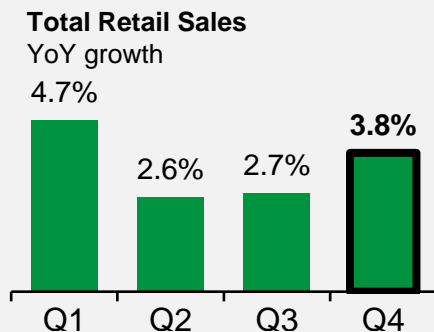
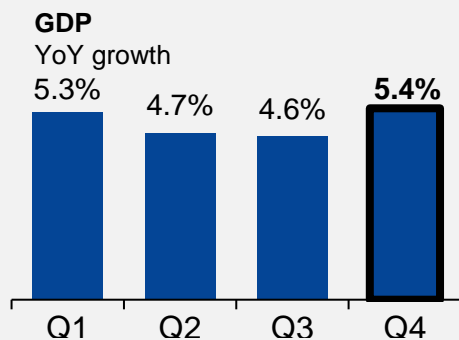


*GDP and retail sales growth accelerated in 4Q2024; Stronger growth has been witnessed in Tier 2 cities*



## China's fourth quarter economy shows promising momentum

- China's GDP growth rebounded in Q4, accelerating from 4.6% YoY in Q3 to **5.4% YoY<sup>1</sup>**, after the government introduced new stimulus policy in Q3.
- Retail sales growth also picked up in Q4, rising from 2.7% YoY in Q3 to **3.8% YoY<sup>1</sup>**.
- For the full year 2024, China's GDP and retail sales grew by 5.0% and 3.5%<sup>1</sup> respectively. IMF revised China GDP growth forecast YoY in 2025 upward to 4.6% (from 4.5%)<sup>2</sup>.

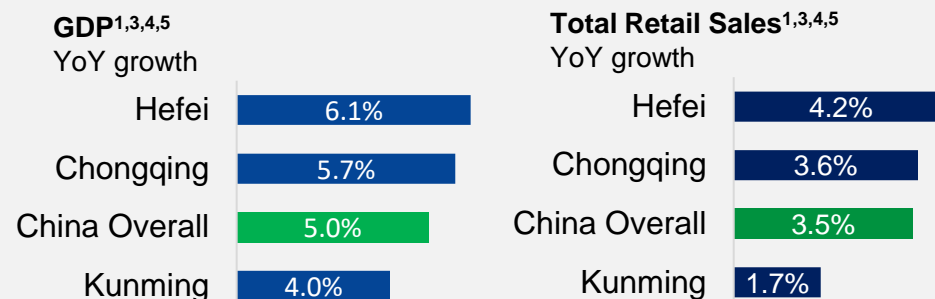


- Consumer spending remained strong during the 2025 Spring Festival. According to the State Taxation Administration, VAT invoice data revealed a 10.8% increase in nationwide daily sales revenue for consumption-related industries compared to the same holiday period last year<sup>6</sup>.



## Stronger growth in Tier 2 cities

- In 2024, Chongqing and Hefei's GDP grew by 5.7%<sup>3</sup> and 6.1%<sup>4</sup>, exceeding the national GDP by 70 and 110 basis points respectively. Retail sales in both cities also outpaced the national average.



- Although Kunming's GDP<sup>5</sup> and retail sales growth are slightly below the national average, the city is poised to benefit from rising tourism and favourable visa policies, as Yunnan remains a popular destination for both domestic and international visitors.
- Domestic travel to Kunming grew by 20.2% YoY, with total travelers reaching 325 million.

- National Bureau of Statistics of China
- IMF, 17 Jan 2025
- Chongqing Statistics Bureau, "2024年重庆市经济运行情况", 20 Jan 2025
- An Hui News, "2024年合肥生产总值同比增长6.1%" 27 Jan 2025
- Kunming News "昆明打了场漂亮的经济翻身仗" 21 Jan 2025
- 国家税务总局 "增值税发票数据显示 春节消费市场亮点多活力足" 6 Feb 2025

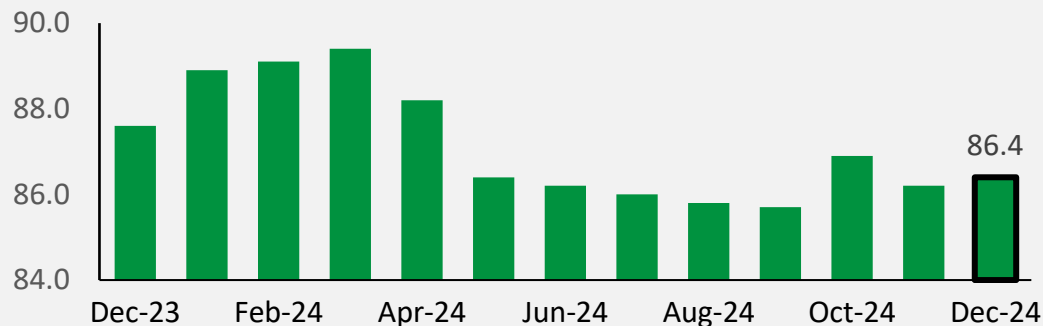


*Consumer sentiment is still the key to drive sustained domestic consumption*



## Consumer confidence still hovering at low level

- Although economic activity is recovering, confidence remains a significant challenge. The Consumer Confidence Index showed only a modest increase, edging up from 85.7 in September to 86.4 in December 2024<sup>1</sup>.



- McKinsey survey shows that 75% of millennials in lower-tier cities are confident in China's economy, compared to 65% in higher-tier cities<sup>2</sup>. This may be due to lower living costs and greater job security in lower-tier cities.

- National Bureau of Statistics of China
- McKinsey & Company, "Getting Granular: In Search of Pockets of Growth in China", July 2024
- S&P Global, "Surging Secondary Sales To Stabilize China Property In 2025", 22 Jan 2025
- Reuters, "China expands trade-in scheme to revive economic growth", 8 January 2025
- Global Times, " Multiple Chinese cities issue new round of consumption vouchers to shore up positive trend before Spring Festival holidays", 7 Dec 2024



## Additional stimulus package to boost domestic consumption and consumer confidence

### Property Market

- The government has introduced additional policies to stimulate the property market, such as **reduction of deed tax** for second-home transaction, **lowering minimum downpayment ratio** for second home from 25% to 15%, and **reducing existing mortgage rate** by 50 bps.
- The property market also has recently showed signs of stabilisation, with secondary housing market sales rebounding in first and second-tier cities in the fourth quarter of 2024<sup>3</sup>.

### Interest Rate

- In 2024, the 1-year Loan Prime Rate (LPR) was cut twice from 3.45% to 3.1%, while 5-year LPR was cut three times from 4.2% to 3.6%.

### Consumption

- In January 2025, NDRC and Ministry of Finance announced expansion of the trade-in policy for 2025<sup>4</sup>.
- Several Chinese cities distributed consumption vouchers in Q4 2024, with two rounds issued in September and November, totaling RMB 360 million<sup>5</sup>.



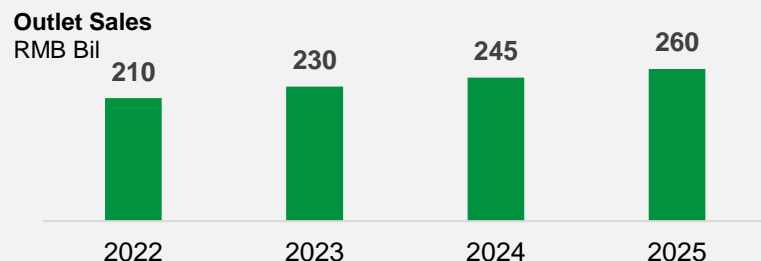
# China Outlet Industry Outlook Remains Positive

*Outlet industry growth expected to stay ahead of other retail segments*



## Resilient Outlet Sector Despite Weak Consumer Confidence

- Outlet malls continue to outperform other retail formats and remain the fastest growing sector in recent years. From 2019 to 2023, China's outlet sales achieved a CAGR of 10.1%. By 2025, the outlet sales is expected to grow 6.1% to RMB 260 billion<sup>1</sup>, outpacing the total retail sales growth of 4-5%<sup>2</sup> projected in 2025.



- Consumers are becoming more cautious with their spending. Despite years of economic growth and improving living standards, their expectations for product quality remain high<sup>3</sup>. As a result, outlet malls that offer both high-quality products and competitive pricing are becoming increasingly popular.
- Brands such as Coach, Swarovski, Michael Kors, Ralph Lauren, Lululemon, and Arc'teryx have expanded into outlet malls to meet this shifting consumer preferences<sup>4</sup>.



## Outlet Mall transformation

### From mere “inventory clearance centres” to key retail channels

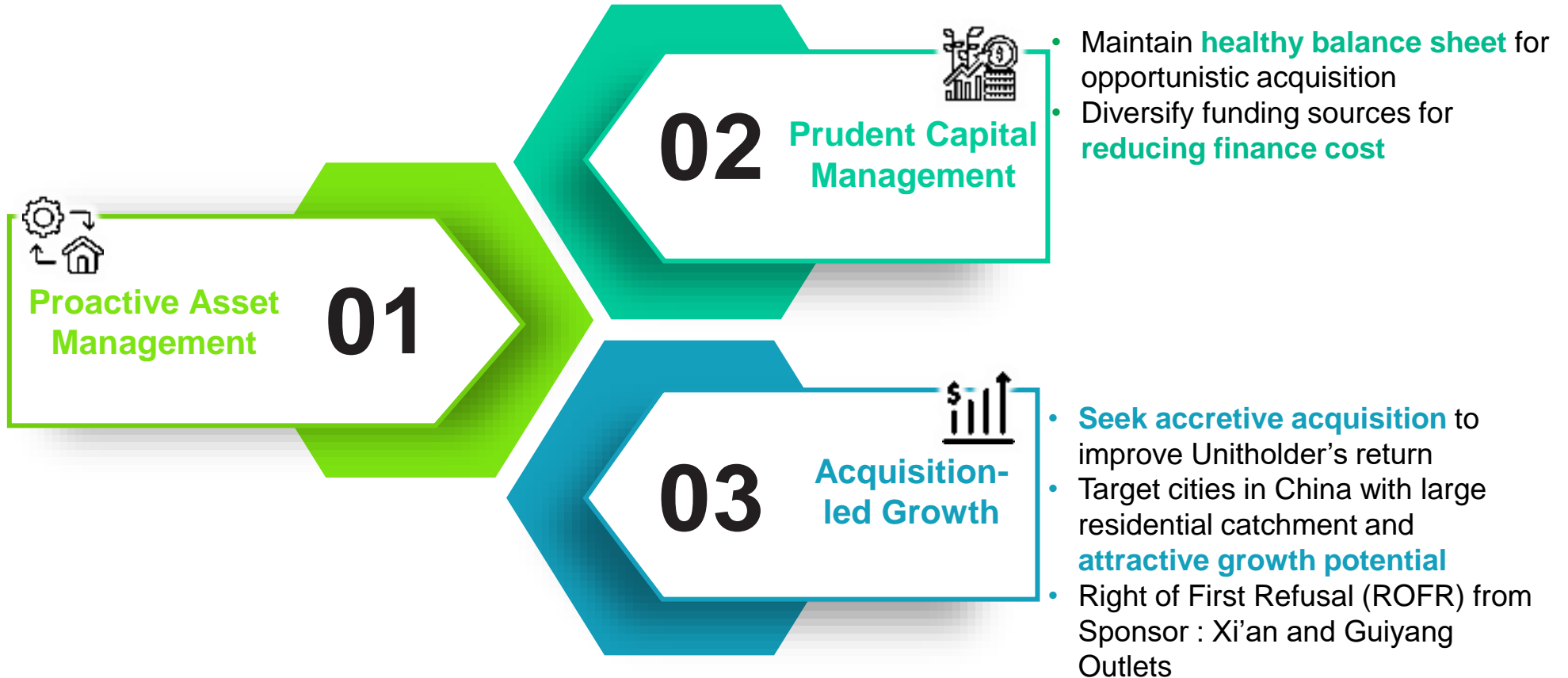
- Historically, outlet malls were primarily viewed as places for deeply discounted items from past seasons or excess inventory, with little focus on experiential needs.
- While this model still holds true, Chinese consumers today are raising their expectations for the overall shopping experience.
- In response to growing expectations, outlet malls are increasingly integrating shopping with entertainment, leisure, and unique experiences.
- Modern outlet malls focus on well-designed layouts, scenic landscapes, and comfortable leisure space and amenities, creating an upscale yet relaxed shopping atmosphere, such as **Sasseur Outlets**.

1. China National Commercial Information Center Outlet Industry Development Committee, "2023-2024 China Outlet Industry White Paper", Jun 2024.
2. S&P Global, "China Retail Spending Will Get A Little Help From Subsidies In 2025", 6 Jan 2025
3. Guosen Securities, "折扣零售系列之奥特莱斯行业专题", 20 January 2025
4. China Daily, "Retail outlets reflect changing consumer habits", 2 January 2025

# Key Management Focus for 2025

*Disciplined approach in delivering sustainable returns, with an eye on growth opportunities*

- Curate immersive retail experience for shoppers by **proactive AEs**
- Strengthen **brand partnership** and nurture **VIP** base







# 藝術商業 超級奧萊

Art Commerce Super Outlets

## 砂之船奧萊 OUTLETS

艺术商业创造者

## Thank You

For enquiries, please contact:  
Ms Helen Qiu, Investor Relations

✉ [ir@sasseurreit.com](mailto:ir@sasseurreit.com)

☎ (65) 6360 0290

📍 **Sasseur Asset Management Pte. Ltd.**  
7 Temasek Boulevard, #06-05,  
Suntec Tower One, Singapore 038987





# Appendix





# Pipeline Assets from Sponsor – Xi'an Outlet



Large-scale outlet with good long-term growth potential; REIT has right of first refusal



Opening Date	Dec 2017
GFA (sqm)	193,520
Car Park Lots	1,075
Xi'an's Population	~6 million



### Good Accessibility

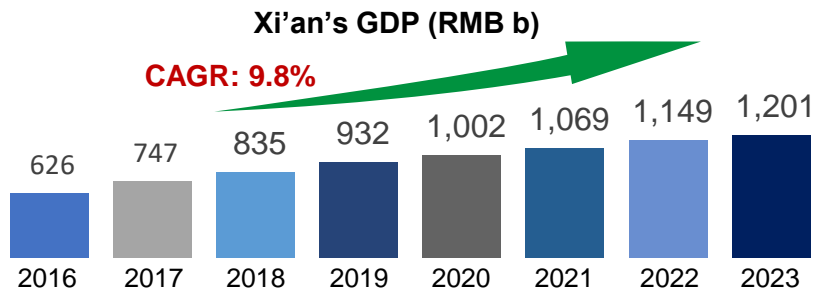
- Located in Chanba District, the only national ecological district in Xi'an
- Directly connected to Metro Line 3
- ~20 kilometers away from Xi'an city centre

### One-stop Shopping Destination

- One of the largest outlet malls in the north-west region which carries approximately 500 brands including UME cinema, Super Children's Centre, Super Farm and a fitness centre

### Industry Recognition

- Awarded "Mall China's 2022 Star List – New Media Marketing Star List" for its innovative use of new media platforms





# Pipeline Assets from Sponsor – Guiyang Outlet

Large-scale outlet with good long-term growth potential; REIT has right of

first refusal



Opening Date	Sep 2017
GFA (sqm)	141,708
Car Park Lots	1,330
Xi'an's Population	~13 million



## Good Accessibility

- Located at Shuanglong Airport Economic Zone, a core business area
- Easily accessible, a 10-minute drive from the downtown centre

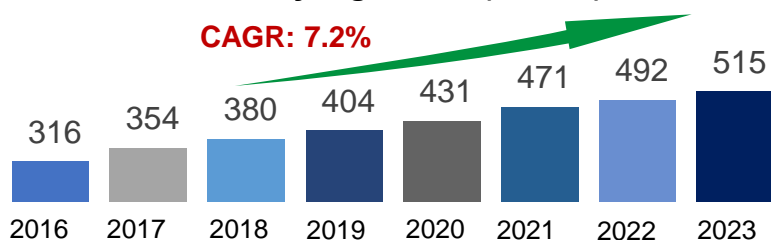
## Shopping Destination

- Houses approximately 390 brands and offers an array of amenities including a cinema, restaurants and other lifestyle and entertainment facilities



## Guiyang's GDP (RMB b)

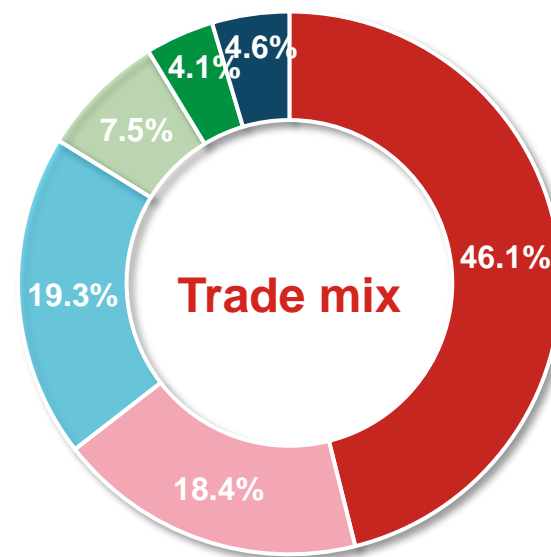
CAGR: 7.2%



# Chongqing Liangjiang Outlet – Property Details

As at 31 Dec 2024, unless otherwise stated

Commencement Year of Operations	2008
GFA (sqm) <sup>1</sup>	73,373
NLA (sqm) <sup>1</sup>	50,885
Expiry year of land use right	2047
Occupancy Rate (%) <sup>2</sup>	100%
Number of Tenants	386
Top Brands/Tenants (by gross revenue)	NIKE, Bosideng, Li-Ning, FILA
Valuation (RMB mil, 31 Dec 24)	3,188
% of Portfolio Valuation	37.9%



% of GR <sup>3</sup> as at 31 Dec 2024	
Fashion (Domestic)	46.1%
Sports	19.3%
International brands	18.4%
Children's wear	7.5%
Shoes & leather	4.1%
Others <sup>4</sup>	4.6%



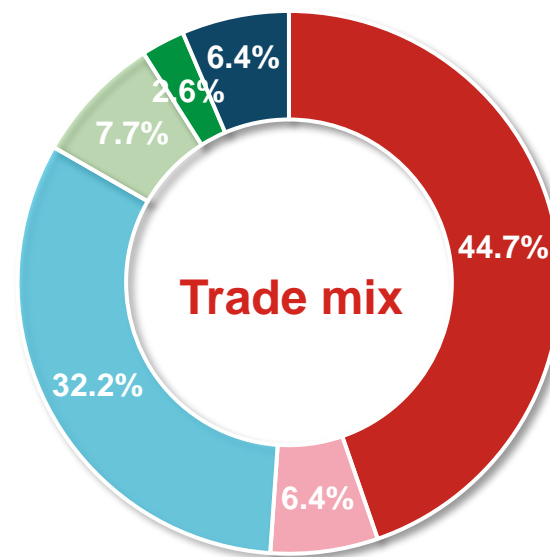
1. Figures are rounded to the nearest whole numbers.
2. Occupancy is calculated based on average of the last day's occupancy of each month in the fourth quarter of 2024.
3. GR refers to Gross Revenue which is calculated based on average monthly gross revenue for the period Jan-Dec 2024.
4. 'Others' comprises Kids-centric centres, Accessories, Large tenants, Lifestyle, Children's wear and Ad-hoc; 'Ad-hoc' refers to temporary leases.



# Chongqing Bishan Outlet – Property Details

As at 31 Dec 2024, unless otherwise stated

Commencement Year of Operations	2014
GFA (sqm) <sup>1</sup>	68,791
NLA (sqm) <sup>1</sup>	44,706
Expiry year of land use right	2051
Occupancy Rate (%) <sup>2</sup>	97.0%
Number of Tenants	201
Top Brands/Tenants (by gross revenue)	POLOWALK, Li-Ning, NIKE, Adidas, Bosideng
Valuation (RMB mil, 31 Dec 24)	780
% of Portfolio Valuation	9.3%



## % of GR<sup>3</sup> as at 31 Dec 2024

Fashion (Domestic)	44.7%
Sports	32.2%
Children's wear	7.7%
International brands	6.4%
Shoes & leather	2.6%
Others <sup>4</sup>	6.4%

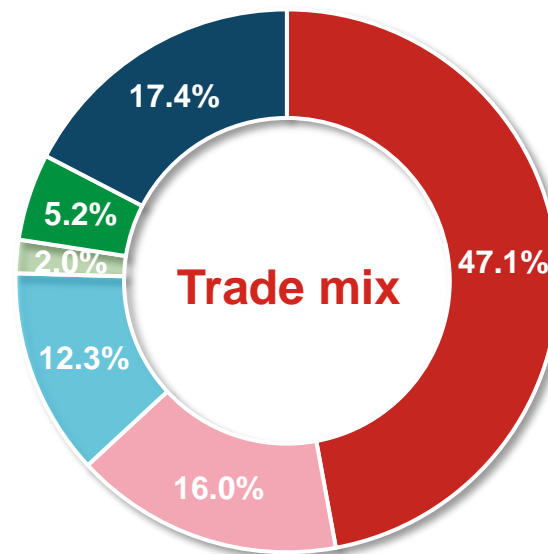


1. Figures are rounded to the nearest whole numbers.
2. Occupancy is calculated based on average of the last day's occupancy of each month in the fourth quarter of 2024.
3. GR refers to Gross Revenue which is calculated based on average monthly gross revenue for the period Jan-Dec 2024.
4. 'Others' comprises Kids-centric centres, Accessories, Large tenants, Lifestyle, Children's wear and Ad-hoc; 'Ad-hoc' refers to temporary leases.

# Hefei Outlet – Property Details

As at 31 Dec 2024, unless otherwise stated

<b>Commencement Year of Operations</b>	<b>2016</b>
<b>GFA (sqm)<sup>1</sup></b>	<b>147,316</b>
<b>NLA (sqm)<sup>1</sup></b>	<b>144,583</b>
<b>Expiry year of land use right</b>	<b>2053</b>
<b>Occupancy Rate (%)<sup>2</sup></b>	<b>98.8%</b>
<b>Number of Tenants</b>	<b>439</b>
<b>Top Brands/Tenants (by gross revenue)</b>	<b>HAZZYS, Calvin Klein Jeans, PEACEBIRD, Bosideng</b>
<b>Valuation (RMB mil, 31 Dec 24)</b>	<b>2,838</b>
<b>% of Portfolio Valuation</b>	<b>33.7%</b>



## % of GR<sup>3</sup> as at 31 Dec 2024

● Fashion (Domestic)	47.1%
● International brands	16.0%
● Sports	12.3%
● Shoes & leather	5.2%
● Children's wear	2.0%
● Others <sup>4</sup>	17.4%



Sasseur (Hefei)  
Outlet's WeChat



Sasseur (Hefei)  
Outlet's Property  
Videos

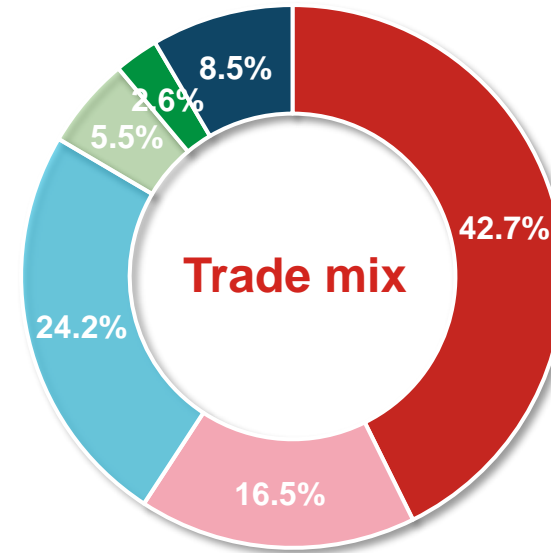
1. Figures are rounded to the nearest whole numbers.
2. Occupancy is calculated based on average of the last day's occupancy of each month in the fourth quarter of 2024.
3. GR refers to Gross Revenue which is calculated based on average monthly gross revenue for the period Jan-Dec 2024.
4. 'Others' comprises Kids-centric centres, Accessories, Large tenants, Lifestyle, Children's wear and Ad-hoc; 'Ad-hoc' refers to temporary leases.



# Kunming Outlet – Property Details

As at 31 Dec 2024, unless otherwise stated

<b>Commencement Year of Operations</b>	<b>2016</b>
<b>GFA (sqm)<sup>1</sup></b>	<b>88,257</b>
<b>NLA (sqm)<sup>1</sup></b>	<b>70,067</b>
<b>Expiry year of land use right</b>	<b>2054</b>
<b>Occupancy Rate (%)<sup>2</sup></b>	<b>99.7%</b>
<b>Number of Tenants</b>	<b>312</b>
<b>Top Brands/Tenants (by gross revenue)</b>	<b>Li-Ning, +39Space, NIKE, FILA</b>
<b>Valuation (RMB mil, 31 Dec 24)</b>	<b>1,614</b>
<b>% of Portfolio Valuation</b>	<b>19.2%</b>



% of GR <sup>3</sup> as at 31 Dec 2024	
● Fashion (Domestic)	42.7%
● Sports	24.2%
● International brands	16.5%
● Children's wear	5.5%
● Shoes & leather	2.6%
● Others <sup>4</sup>	8.5%



Sasseur (Kunming)  
Outlet's WeChat



Sasseur (Kunming)  
Outlet's Property  
Videos

1. Figures are rounded to the nearest whole numbers.
2. Occupancy is calculated based on average of the last day's occupancy of each month in the fourth quarter of 2024.
3. GR refers to Gross Revenue which is calculated based on average monthly gross revenue for the period Jan-Dec 2024.
4. 'Others' comprises Kids-centric centres, Accessories, Large tenants, Lifestyle, Children's wear and Ad-hoc; 'Ad-hoc' refers to temporary leases.