



Gwen Koh · Senior Marketing Director · ERA Realty Network Pte Ltd
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Date: 17 May 2026

LETTER OF AUTHORISATION

Appointment of marketing services provider

To whom it may concern (including the Google Ads Policy / Advertiser Verification Team):

I, **Gwen Koh**, am a licensed real estate salesperson registered with the Council for Estate Agencies of Singapore (CEA Registration No. **R064840Z**), practising with **ERA Realty Network Pte Ltd** (CEA Estate Agent Licence No. **L3002382K**).

I confirm that I have engaged **Prop Launch Pte. Ltd.** (UEN **202621356R**), a Singapore-registered marketing and advertising agency, to provide digital marketing and lead-generation services on my behalf in connection with my marketing of the **Lentor Gardens Residences** project (developed by Kingsford Huray Development Pte Ltd).

For the avoidance of doubt, I confirm the following:

- Prop Launch Pte. Ltd. is authorised to operate Google Ads campaigns and the marketing landing page at **lentorgardensresidences.prop.com.sg** on my behalf;
- All enquiries and leads generated are directed solely to me, and I handle any resulting property transaction under ERA Realty Network Pte Ltd;
- Prop Launch Pte. Ltd. acts only as my marketing services provider, is paid a fixed service fee, and does not receive any commission from any property transaction;
- The landing page is an independent marketing site and is not the official website of the developer.

This letter may be relied upon by Google for the purpose of verifying the partnership between myself and **Prop Launch Pte. Ltd.**

Yours faithfully,

Gwen Koh

Senior Marketing Director

Licensed Salesperson, CEA Reg. No. R064840Z

ERA Realty Network Pte Ltd (CEA Licence No. L3002382K)

Verify on the CEA Public Register: cea.gov.sg | ERA profile: propertyportal.era.com.sg/agent/detail/R064840Z