

PROP LAUNCH PTE. LTD.

Marketing & Advertising Agency · UEN 202621356R · SSIC 70205 (PR, Marketing & Brand Consultancy) / 73100 (Advertising Activities)
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MARKETING SERVICES AGREEMENT

Digital marketing & lead-generation services

This Marketing Services Agreement (the “**Agreement**”) is made on 17 May 2026 between (1) **Prop Launch Pte. Ltd.** (UEN 202621356R), a company incorporated in Singapore (the “**Agency**”); and (2) **Ms. Gwen Koh**, a licensed real estate salesperson registered with the Council for Estate Agencies (CEA Reg. No. R064840Z) of ERA Realty Network Pte Ltd (CEA Licence No. L3002382K) (the “**Client**”).

1. Engagement

The Client engages the Agency to provide digital marketing and lead-generation services in support of the Client’s marketing of the Lentor Gardens Residences project (developed by Kingsford Huray Development Pte Ltd). The Agency acts solely as a marketing services provider. It is not a licensed estate agency, does not carry out estate agency work, and does not transact in property.

2. Scope of services

- Design and operate digital advertising campaigns (including Google Ads and social media) and marketing landing pages, including lentorgardensresidences.prop.com.sg, on the Client’s behalf;
- Capture enquiries and route all leads exclusively to the Client; provide reporting and optimisation.

3. Relationship; no commission

The Agency is an independent contractor providing marketing services for a fee. The Agency does **not** receive any commission, referral fee, or share of proceeds from any property transaction, and has no financial interest in any sale. All estate agency work and any resulting transaction are handled exclusively by the Client under ERA Realty Network Pte Ltd, in accordance with the Estate Agents Act 2010 and CEA regulations.

4. Fees

The Client shall pay the Agency a fixed marketing services fee of \$5000 Advertising media spend (e.g. amounts payable to Google or Meta) is separate and borne by the Client.

5. Compliance & term

All advertising is published in the Client’s name and displays the Client’s CEA registration number. Materials comply with CEA advertising guidelines and the PDPA 2012. The landing page clearly states it is an independent marketing site and not the developer’s official website. This Agreement commences on the date above and continues until terminated by either Party on reasonable written notice. It is governed by the laws of Singapore.

For the Agency

Eileen Chan Teck Jong
Director, Prop Launch Pte. Ltd.
Date: 17 May 2026



The Client

Gwen Koh
Licensed Salesperson, CEA Reg. No. R064840Z
ERA Realty Network Pte Ltd
Date: 17 May 2026

