



## Media Kit

Local Expert Knowledge  
with Data Science

***Hug*Property.com**

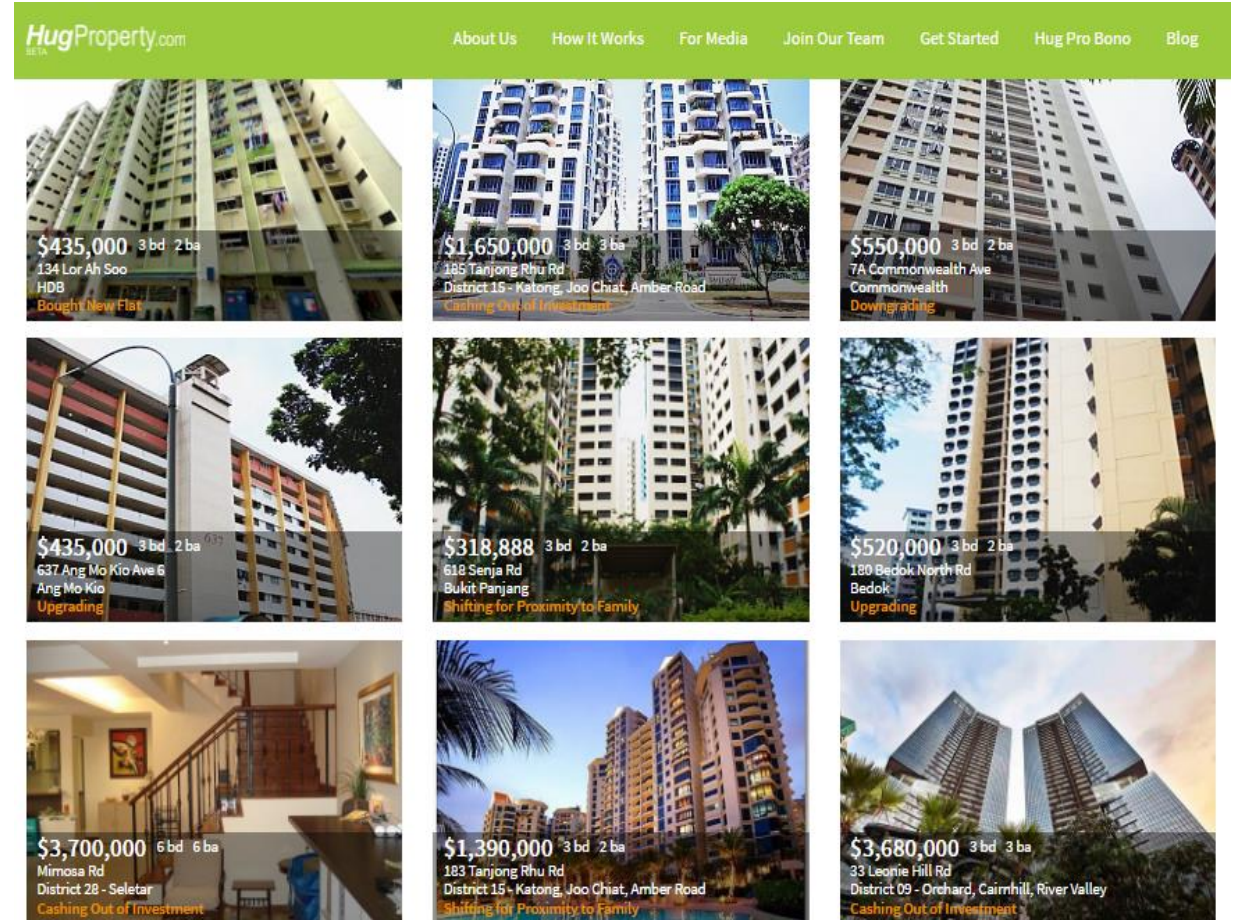
Your Smarter Way

## What is *Hug*Property?

HugProperty is building a modern property platform, matching the industry's top talent with independent expert-guided info & advanced data science to improve the entire property transaction experience.

Transacting a property becomes effortless, seamless and intelligent for you.

HugProperty: Your Smarter Way



# Co-Founders

(Data & Tech)



**Dr Andy Teoh**

**HugProperty.com**

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Dr Andy is responsible for building Hug's tech and data infrastructure.

He will also apply data science to improve the way information is processed for a real estate platform.

He is a former Senior Data Scientist at NCS group under Singtel. Some of his projects include fraud analysis, call centre and real estate analytics.

Andy has completed his PhD program in Quantum Physics under a prestigious bond-free scholarship in National University of Singapore (NUS) under NUS Graduate School for Integrative Sciences and Engineering (NGS).



Former Senior Data Scientist  
from Singtel



Agency for  
Science, Technology  
and Research

A\* STAR NGS Scholar

## Co-Founders (Property)



**Mr Winston Lam**

Winston is responsible for all property related matters for Hug.

He is a former property agent with ERA, one of the largest real estate agencies in Singapore.

He has dealt with the whole gamut of property transactions in Singapore ranging from HDB flats to Good-Class Bungalows.

He graduated from Queensland University of Technology with a degree in Information Technology and started his career as an IT Consultant.



**Queensland University  
of Technology**

Former Senior Marketing Manager  
from ERA

## Co-Founders

(People)



**Mr Jeffery Sung**

Jeffery is responsible for bringing people and resources together for Hug.

He is a Senior Vice President at DBS bank and has an extensive network of successful entrepreneurs. He has covered various Asian markets like Malaysia, Thailand, Indonesia and most recently China.



Senior Vice President

## Hug's Story

The idea behind HugProperty was born when co-founder Jeffery wanted to sell his house. He sought the help of his best friend and current co-founder Winston, who was a property agent at that time.

Winston advertised the house on some of the popular property websites in Singapore. He soon realised the difficulty of gaining visibility for the Ad, as it was buried under a clutter of fake and duplicated Ads.

Through feedback from various buyers, he found out that misleading information is also a common woe. This has caused much frustration, wasting the time and effort of buyers. This also led to unnecessary delays in property transactions.

Through this experience, both Jeffery and Winston recognised that there is a real need for a platform that contains only listings from genuine sellers and to provide factual and unbiased information to facilitate efficient property transactions.

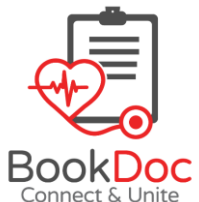
Hence, HugProperty was born!

HugProperty is grateful to the following business leaders who have granted their valuable time and expert advice to the HugProperty team:



**His Royal Highness  
Prince Abdul Qawi of  
Brunei Darussalam**

BookDoc, Baiduri Bank



**Dr Jeremy Loh**

Former  
Economic Development Board  
officer in Silicon Valley

Current  
Senior Vice President of  
Venture & Tech Partnership in SME Banking  
at DBS



**Joseph Phua**  
CEO of Paktor



**Tan Su Shan**

Former  
Singapore's Nominated  
Member of Parliament

Current  
Managing Director &  
Group Head of  
Consumer Banking  
and Wealth Management at DBS



**David Zhu**

Former  
COO of Baidu



## Frequently Asked Questions

### 1. How is HugProperty different from other property websites?

Unlike other advertisement-based websites, we help to complete property transactions effortlessly and effectively. Also, as we only serve genuine sellers, all buyers can experience a hassle-free property search without fake and duplicated Ads.

### 2. What do you mean by 'Your Smarter Way' for property purchases?

By bringing together the extensive knowledge of Local Experts & advanced Data Science, our users can access factual and unbiased property information. This helps them make informed property decisions with no sales talk and just pure facts.

### 3. How do you help sellers sell their property faster?

We match the sellers' listings to serious buyers. We also provide optimal exposure by marketing their property on all relevant online and offline channels such as other popular property portals and the newspapers. Last but not least, by matching sellers to a local expert with relevant track record & experience, it increases their chances of a transaction.



**HugProperty.com**

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## Contact Us

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