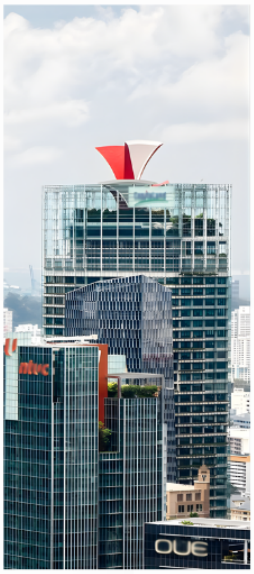
Huttons











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PRIMEKEY ANALYSIS REPORT

A Framework to Identify Singapore's Most Lucrative Real Estate Investments

HUDSON PLACE RESIDENCES

2026



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FT FINANCIAL TIMES statista HIGH-GROWTH COMPANIES ASIA-PACIFIC 2024

THE STRAITS TIMES Singapore's Fastest Growing Companies 2023 - 2025 statista

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Your Market Compass With PrimeKey Analysis

PrimeKey Analysis (PKA) is a proprietary framework developed by Navis that bridges the gap between raw data and human wisdom.

It combines rigorously back-tested data with proven insights and decades of our collective market experience to evaluate and grade assets by their risk-reward potential.

PrimeKey Analysis isn't a shortcut; it's a compass. It empowers investors to confidently grade and capitalize on opportunities while filtering out emotional hype, blind spots, and common decision-making fallacies. We look forward to hearing of the success you will achieve in your real estate investment journey with our methodology.

PrimeKey Framework

1. **MRT Connectivity**
   Walking distance to train stations directly impacts livability, rental demand and widens the audience profiles – Typically the more convenient it is, the more desired it is.
2. **Growth Hotspot**
   Being located within or near a URA Masterplan growth hotspot historically delivers higher price growth over mature estates as new amenities and infrastructure attract investors.
3. **Government Land Sales / Enbloc Sites**
   Future releases of lands nearby fuel future growth, as land prices escalates over time historically – lifting asset values.
4. **Project Size**
   Larger developments enjoy lower density living, higher variety of facilities, higher resale volume and supporting valuations thereby reducing liquidity risks.
5. **Remaining Tenure**
   99-years leasehold properties typically go through a 3 stage life cycle - Growth, stagnation and declination. A healthy remaining tenure helps prevent equity decay and higher probability of a profitable exit.
6. **Rental Yield**
   Higher yields indicate strong demand, providing better cash flow for landlords and increased demand from potential investors.
7. **School Effect**
   Being within 1km to a popular primary school helps in enrolment probabilities and provides a consistent demand pool that parents are willing to pay a premium for.
8. **MOP Cluster (HDB Upgrader Demand)**
   Neighbourhoods with higher numbers of HDB flats reaching their minimum occupation period (MOP) dates generate natural demand as home owners are generally younger with stronger aspirational needs.

PrimeKey Scoring System

MRT Connectivity
(Minutes walk)

Score Card	
<5min	★★★★★
5-10min	★★★★
10-12min	★★★
12-14min	★★
>14min	★

Growth Hotspot

Score Card	
Within GHS	★★★★★
1-500m	★★★★
501-1000m	★★★
1001-1500m	★★
>1500m	★

Government Land Sales / Enbloc Sites

Score Card	
4 plots or more	★★★★★
3 plots	★★★★
2 plots	★★★
1 plots	★★
No plots	★

Project Size
(No. Of Units)

Score Card	
>=400	★★★★★
300-399	★★★★
200-299	★★★
100-199	★★
<100	★

Remaining Tenure

Score Card	
>90 yrs	★★★★★
85-89 yrs	★★★★
80-84 yrs	★★★
75-79 yrs	★★
<75 yrs	★

School Effect
(Proprietary formula based on weighted subscription ratios)

Score Card	
Elite school	★★★★★
Popular school	★★★★
Premium school	★★★
Standard school	★★
No school	★

MOP Cluster
(HDB Upgrader Demand)

Score Card	
>2000 units	★★★★★
1500-1999 units	★★★★
1000-1499 units	★★★
500-999 units	★★
<500 units	★

Rental Yield

Score Card

CCR	RCR	OCR	
>=3%	>=3.5%	>=4%	★★★★★
2.5-2.9%	3-3.4%	3.5-3.9%	★★★★
2-2.4%	2.5-2.9%	3-3.4%	★★★
1.5-1.9%	2-2.4%	2.5-2.9%	★★
<1.5%	<2%	<2.5%	★

Color Grading

EXCELLENT | GOOD | AVERAGE | POOR

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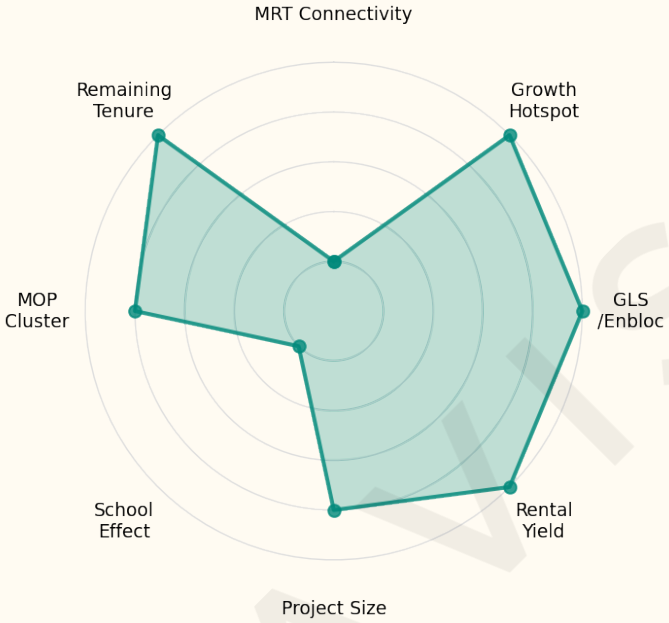
The content on this report is meant as an objective method for reasonable comparison and not intended to serve as financial or investment advice. Property transactions involve significant financial commitments and may carry risks. It is recommended to seek the advice of qualified professionals before making any decisions. Past performance in real estate does not guarantee future returns, and market conditions can fluctuate.

PrimeKey Score

HUDSON PLACE RESIDENCES

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Overall Score: 30/40 (75.0%) 3.8 ★



Land Area	Total Units	District	Tenure
7,630 sqm	327	D5 / Buona Vista	99 years from 13/03/2025

MRT Connectivity
★☆☆☆☆
18 min walk to MRT

Growth Hotspots
★★★★★
near GHS One North Mediapolis

GLS / Enbloc Sites Pipeline
★★★★★
Have 7 GLS nearby

Project Size
★★★★☆
327 units

Remaining Tenure
★★★★★
Balance: 98 years

Rental Yield
★★★★★
Avg: 3.60% in RCR

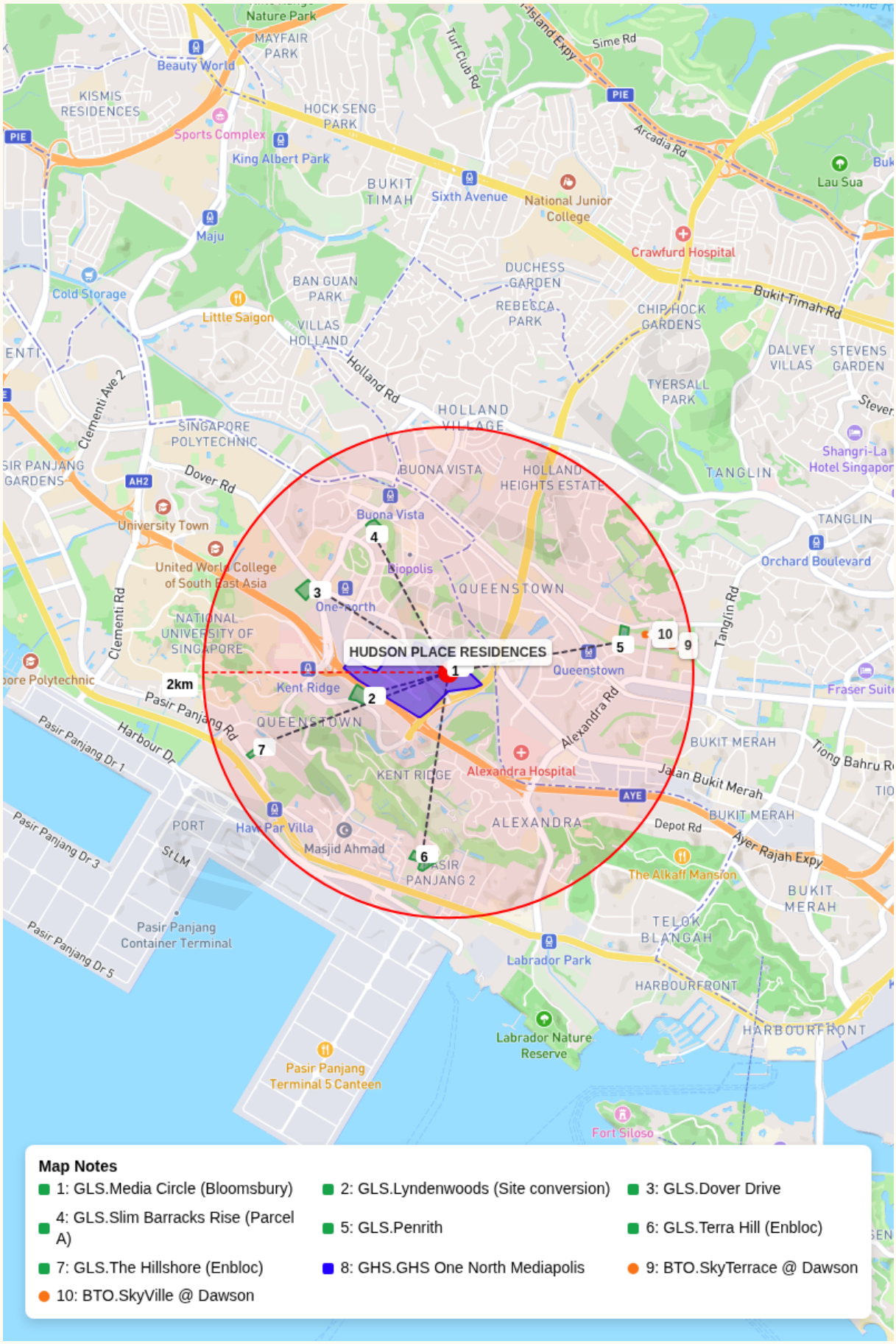
School Effect
★☆☆☆☆
1 no intake tier schools nearby

MOP Cluster
★★★★☆
1718 MOP cluster units nearby

PrimeKey Map

HUDSON PLACE RESIDENCES

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Detailed Breakdown

#	Criteria	Rating	Analysis
1	**MRT Connectivity**	1★	The project has a walking duration of 18 minutes to the nearest MRT station, ONE-NORTH MRT STATION (CC23), which exceeds the 14-minute threshold for a 1-star rating. This extended walk time may deter commuters and reduce convenience for daily travel, especially when compared to developments within 10 minutes of an MRT station. The lack of closer rail access limits the project's appeal for buyers prioritizing transit efficiency.
2	**Growth Hotspots**	5★	The project is located directly within the GHS One North Mediapolis, with a distance of 0.0 meters to the hotspot boundary, granting it full alignment with government-led urban transformation initiatives. This positioning ensures the development stands to benefit from future infrastructure upgrades, increased employment hubs, enhanced amenities, and heightened market attention. Being at the heart of a designated growth corridor enhances long-term capital appreciation potential and attracts both residents and investors seeking future-oriented locations.
3	**Government Land Sales / Enbloc Sites Pipeline**	5★	There are 7 confirmed or reserve Government Land Sales plots within 2km of the project, including high-profile sites such as Media Circle (Bloomsbury), Terra Hill (Enbloc), and The Hillshore (Enbloc). This concentration of upcoming land releases indicates significant future development pressure and potential supply constraints, which can support price resilience and capital gains. The presence of multiple enbloc sites further suggests active market interest in large-scale redevelopments, reinforcing the area's attractiveness for investors.
4	**Project Size**	4★	The project comprises 327 units, placing it within the 300–399 range that qualifies for a 4-star rating. This scale provides economies of scale in construction and management, supports a diverse buyer pool, and contributes to a more liquid resale market. The size also enables greater flexibility in unit configurations and pricing strategies, enhancing market competitiveness while maintaining a manageable footprint relative to larger developments.

Detailed Breakdown

#	Criteria	Rating	Analysis
5	**Remaining Tenure**	5★	The project has a leasehold tenure with 98 years remaining, which exceeds the 90-year threshold required for a 5-star rating. This long remaining tenure ensures strong long-term ownership security and supports confidence among buyers and investors. With nearly a century of lease left, the property maintains high marketability and is well-positioned for future appreciation without concerns about lease expiry in the near term.
6	**Rental Yield**	5★	The project offers a projected rental yield of 3.6% in the RCR region, which meets the 3.5% threshold for a 5-star rating. This yield is competitive within the current market environment and reflects strong demand for rental properties in the area. The combination of high yield and location within a growth hotspot enhances the project's appeal to investors seeking consistent income generation and long-term value retention.
7	**School Effect**	1★	There is one school within 1km—New Town Primary School—at a distance of 0.84 km, but it is classified as a 'No Intake' school, meaning it does not admit new students. This classification removes any educational advantage for families seeking quality schooling options. There are no elite or popular-tier schools within 1km, and the only nearby school lacks intake capacity, resulting in a weak school effect. This limitation may reduce appeal for families prioritizing proximity to top-performing institutions.
8	**MOP Cluster**	4★	There are 1,718 HDB/BTO units within 2km that either reached MOP in the last 10 years or will reach MOP within the next 5 years. This substantial number of upgrader units indicates a large and growing pool of potential buyers transitioning from public to private housing. The high volume of upgraders creates sustained demand for mid-to-high-end private residences in the vicinity, supporting both sales velocity and price stability. This demographic is a key driver of market activity and reinforces the project's long-term viability.

Closing Summary

HUDSON PLACE RESIDENCES

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Summary

HUDSON PLACE RESIDENCES is a well-positioned residential development in the RCR region, benefiting from strong proximity to the One-North Mediapolis Growth Hotspot, with direct access to the GHS boundary.
The project features excellent rental yield potential at 3.6%, supported by a robust pipeline of 7 upcoming Government Land Sales and enbloc sites within 2km, indicating high future development activity.
With a substantial project size of 327 units and a long leasehold tenure of 98 years, the development offers scale and longevity.
However, the lack of elite or popular schools within 1km and a walking distance of 18 minutes to the nearest MRT station present notable drawbacks for families and commuters.
Despite these limitations, the project stands to gain from nearby urban transformation and strong upgrader demand, making it an attractive option for investors seeking capital appreciation and rental income.

Target Buyer Profile

Ideal for investors and professionals seeking exposure to one of Singapore's most dynamic growth corridors, particularly those interested in capital appreciation driven by infrastructure upgrades, employment growth, and urban redevelopment.
Buyers who prioritize rental returns over immediate school proximity or transit convenience will find value in this project.
It also appeals to investors targeting the RCR segment with strong cash flow potential and long-term tenure security.

Investment Potential

The project is a compelling investment opportunity due to its location within the GHS One North Mediapolis, proximity to a dense cluster of upcoming GLS and enbloc sites, and strong rental yield of 3.6%.
The presence of 1,718 upgrader units within 2km signals sustained demand from HDB buyers transitioning to private housing.
While the 18-minute walk to the nearest MRT station and absence of top-tier schools are limitations, the project benefits from proximity to major urban transformation initiatives, positioning it well for long-term capital growth and market attention.

Closing Summary

HUDSON PLACE RESIDENCES

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Key Rewards

- Highest capital appreciation probability due to GLS plots nearby creating new benchmark pricing. Including Media Circle (Bloomsbury), Lyndenwoods (Site conversion), Dover Drive, Slim Barracks Rise (Parcel A), Penrith, Terra Hill (Enbloc), The Hillshore (Enbloc)
- Excellent rental returns for investors.
- Highest growth potential due to proximity to growth hotspot.
- High liquidity due of number of units. With 327 units
- High demand from HDB upgraders in the near term. Including SkyTerrace @ Dawson (758 units, MOP: 15 Dec 2019), SkyVille @ Dawson (960 units, MOP: 15 Dec 2019)
- No risk of lease decay affecting value.

Key Risks

- Least demand consistency in the long term — no qualifying primary school within 1km.
- Not near to MRT

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DECADES OF WISDOM. INSTANT CLARITY

PrimeKey turns abstract data points into a single undeniable score for absolute investment clarity.

THE SCIENCE OF SELECTION

The only model that allows investors to compare old and new projects on an equivalent framework. Precisely and painlessly.

YOUR PROPERTY HEALTH CHECK. BACKED BY DATA.

Remove hype & emotional biases in decisions. Spot warning signs & potential profitability in advance.

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