

CULTURE
PLAYBOOK
2024



ABOUT US

Established in 2014, 8M's reputation was built on the acquisition and restoration of heritage shophouses in Singapore, preserving their historical charm and celebrating the past while transforming them into vibrant, modern spaces that meet contemporary needs.

Our success in this niche market laid a strong foundation for growth, as we became known for our commitment to quality, creativity, and cultural preservation.

Over the years, we have diversified our investments to include various property types beyond the traditional shophouse. Our strategic vision has broadened to embrace a wider range of real estate opportunities, recognising that the dynamic landscape of Singapore's property market offers new avenues for expansion. As we evolve, our focus remains constant: creating destination neighbourhoods and lifestyle experiences through our spaces, while embracing the local community.



CORPORATE PURPOSE

Breathing life into Singapore's heritage and beyond.

VISION

We want to change the way people experience Singapore.

MISSION

We create innovative and value driven spaces through the re-adaptation of real estate.





OUR EMPLOYER VALUE PROPOSITION IS WHAT DIFFERENTIATES US FROM OTHER EMPLOYERS

1. Opportunity to be a game changer

We're a place where the entrepreneurial spirit is supported and rewarded, enabling you to create a sustainable impact for the broader community.

2. Opportunity to craft your own career

We provide direct access to the entire value chain that encourages growth in terms of broad-based learning.

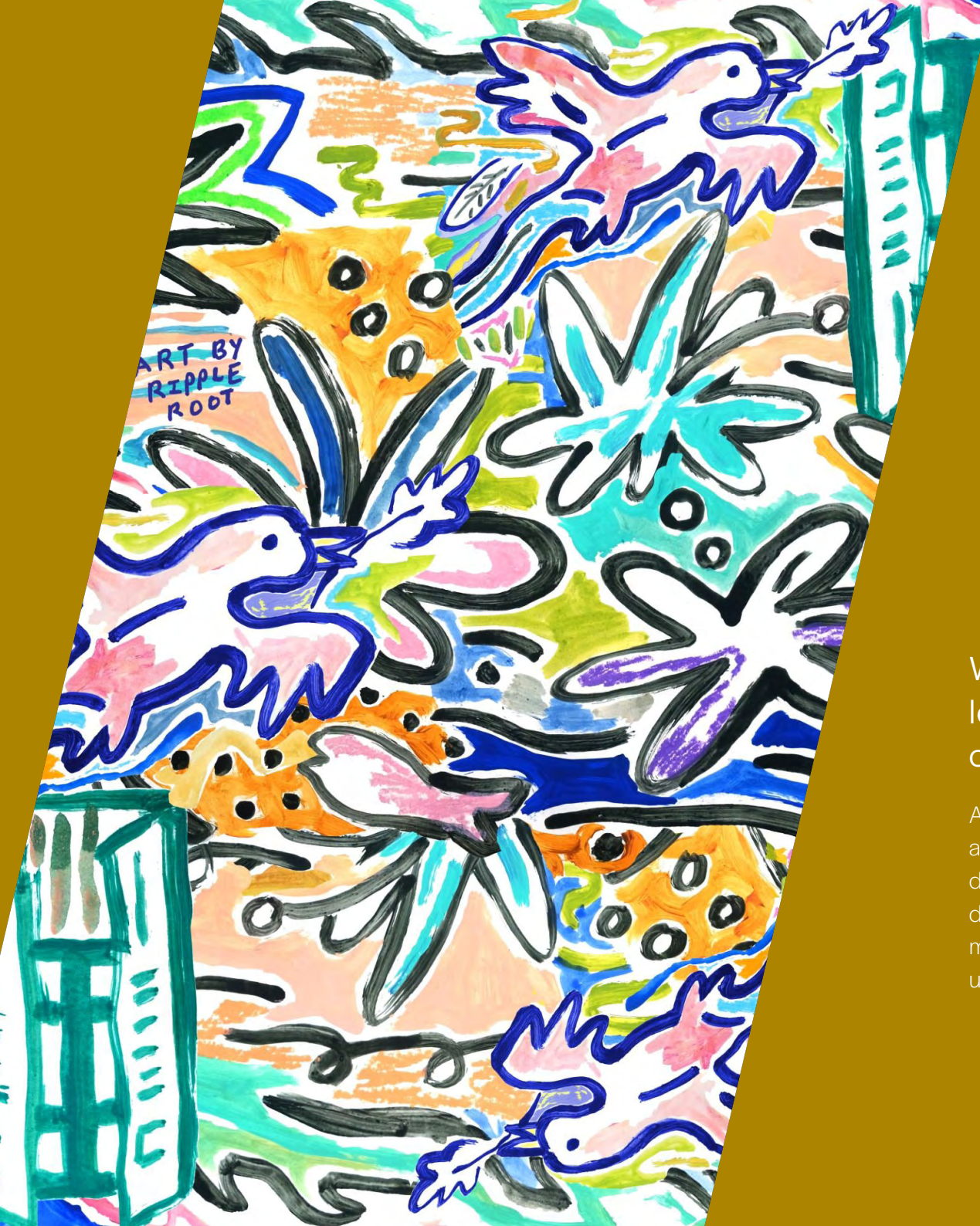
3. Opportunity to be part of a great culture

We take our culture seriously and invest significant effort into building it because our approach nurtures collaboration and team well-being. By creating an environment that thrives on trust and openness, we respect individual strengths and welcome diversity as a key component of our success. This commitment ensures that every voice is heard and every perspective is valued, enabling us to make decisions that are both inclusive and effective.

OUR VALUES MEAN THAT WE ARE ALWAYS

Leading with **Boldness**,
embracing openness and
collaboration with an
Entrepreneurial spirit,
leveraging diverse
strengths for **Excellence**,
all with a commitment
to **Social** Impact.





LEADING WITH
BOLDNESSES

We strive to create a lasting legacy that blends tradition with cutting-edge innovation.

Always challenging industry norms and the status quo, we take action to ensure direct impact. As leaders in the market, we dare to speak up and express our thoughts against group think, driving innovation and progress. We aren't afraid to learn from our mistakes and failures, because what doesn't kill us makes us stronger.

EMBRACING
OPENESS & COLLABORATION
WITH AN
ENTREPRENEURIAL
SPIRIT

Our Modus Operandi is:

We don't hire to delegate, we hire to elevate.

As distinct market leaders, we aim to create a working environment where each team member contributes to shaping our success.

Our flat hierarchy means that our leadership is accessible, translating to faster decision-making and accountability.

Our open office concept is ideal for cross-departmental sharing and learning, supported by tools and feedback channels that ensure knowledge flows seamlessly between teams. We are innately curious, constantly learning, and nimble in embracing new ideas. With all hands on deck, we view change as an opportunity for innovation and are not afraid to make courageous decisions.

At 8M, no task is too big for our collective effort.



LEVERAGING
DIVERSE STRENGTHS
FOR EXCELLENCE

We bring a diverse range of strengths and perspectives to the table, ensuring that we put our best towards making calculated decisions.

We are at our best when our people are supported and they are able to perform at their best.

Constantly taking initiative as subject matter experts to problem solve, we roll up our sleeves and get hands-on to get the little things right, because we believe that small details create the big picture.





COMMITMENT TO

SOCIAL IMPACT

We are proud to create an inclusive, respectful and culturally sensitive working environment. Our personalised approach to relationship management values the unique needs of all our stakeholders: our employees, our tenants and our community.

We value the diverse personalities and perspectives each employee brings, fueling creativity and driving innovation in our collaborative workplace. By celebrating both individual contributions and collective success, our shared achievements define who we are and propels us forward.

We curate tenant partnerships that align with our values, managing these relationships with care and integrity.

Finally, our community-focused efforts aim to create vibrant public spaces and meaningful connections that breathe new life into their surrounding neighbourhoods.



“ I like the work,
but I like the people more.

GOH YEE YANG
INVESTMENT
ANALYST



Ready to be a part of 8M?

We're always on the lookout for new talent, so even if there isn't an official job posting, we encourage you to reach out – we're always excited to discover new skills and fresh perspectives.

Want to collaborate?

We're excited to explore new opportunities from community projects to collaborative initiatives. Let's create something great together!