

BSDE Bukukan Prapenjualan Rp2,5 Triliun di Triwulan I - 2021

- Tumbuh 38% dibandingkan periode sama tahun 2020.
- Perolehan Rp2,5 triliun di 1Q2021 setara 35% dari target FY2021 sebesar Rp7 triliun.

Tangerang, 22 April 2021 – PT Bumi Serpong Damai Tbk (BEI: “BSDE”), pengembang kota mandiri terbesar di Indonesia dan anggota kelompok properti terkemuka Sinar Mas Land membukukan prapenjualan sebesar Rp2,5 triliun pada tiga bulan pertama 2021.

“Pencapaian tersebut setara pertumbuhan 38% dibandingkan periode yang sama tahun 2020. Dengan demikian kami telah mengamankan 35% dari target prapenjualan 2021 yakni Rp7 triliun.” papar Hermawan Wijaya, Direktur BSDE.

Ditambahkan, membaiknya kinerja penjualan unit-unit properti tidak lepas dari beberapa faktor seperti program stimulus di bidang properti seperti pembebasan PPN dan DP 0% oleh regulator serta program marketing nasional kami yakni “Wish fo Home”, yang menawarkan berbagai tambahan diskon dan bonus menarik.

Segmen *Residential* merupakan kontributor tertinggi yakni sebesar 69% dari total prapenjualan atau sebesar Rp1,7 triliun. Angka ini naik 61% apabila dibandingkan dengan kinerja pada periode yang sama tahun 2020 lalu.

Kontributor utama segmen *residential* bersumber dari area pengembangan yang telah ada termasuk Kiyomi di The Zora, Virginia Arcade dan TabeSpots BSD City, Lyndon di dan Marigold di Nava Park, Miami di Kota Wisata dan Lumihous di Legenda Wisata.

Sedangkan, segmen *Commercial* mencapai Rp760 miliar mewakili 31% dari total prapenjualan. Angka tersebut terdiri dari kavling tanah komersial Rp421 miliar yang sebagian besar terjual di BSD City, Rp81 miliar pada strata title (apartemen) dan Rp258 miliar dari ruko.

Untuk hunian vertikal didukung oleh penjualan unit di The Elements - Rasuna CBD Jakarta, Aerium di Jakarta Barat dan penjualan unit apartemen di BSD City. Sedangkan, ruko sebagian besar ditopang oleh TabeSpots dan Virginia Arcade di BSD City.

BSDE Booked Marketing Sales of IDR2.5 Trillion in First Quarter 2021 *)

- Grow 38% compared to the same period in 2020.
- Acquisition of IDR2.5 trillion in 1Q2021, equivalent to 35% of the FY2021 target of IDR 7 trillion.

Tangerang, April 22nd, 2021 - PT Bumi Serpong Damai Tbk (IDX: “BSDE”), the largest satellite city developer in Indonesia and a member of the leading property group Sinar Mas Land, posted marketing sales of IDR2.5 trillion in the first three months of 2021.

"This achievement is equivalent to a growth of 38% compared to the same period in 2020. Thus, we have secured 35% of the 2021 marketing sales target of IDR7 trillion." Hermawan Wijaya, Director of BSDE said.

He added that the improved sales performance of property units could not be separated from several factors, such as the stimulus program in the property sector such as the exemption of VAT and 0% down payment by regulators as well as our nation-wide marketing program, "Wish for Home", which offers various additional discounts and attractive bonuses.

The Residential segment is the highest contributor, with 69% of total marketing sales or IDR1.7 trillion. This figure rose 61% when compared to the performance in the same period in 2020.

The main contributors to the residential segment come from existing development areas including Kiyomi at The Zora, Virginia Arcade and TabeSpots at BSD City, Lyndon and Marigold at Nava Park, Miami at Kota Wisata and Lumihous at Legend Wisata.

Meanwhile, the Commercial segment reached IDR760 billion, representing 31% of the total marketing sales. This figure consists of IDR421 billion of commercial land plots, most of which were sold in BSD City, IDR81 billion in strata title (apartments) and IDR258 billion from shop-houses.

For vertical development, it is supported by unit sales at The Elements - Rasuna CBD Jakarta, Aerium at West Jakarta and apartment unit sales in BSD City. Meanwhile, shop-houses mostly contributed by TabeSpots and Virginia Arcade at BSD City.

BSD City menjadi proyek dengan kontribusi pendapatan prapenjualan terbesar dengan 36%, kemudian Nava Park (33%) dan Grand Wisata (12%). Adapun proyek Residential lainnya yakni Zora berkontribusi 7%, Legenda Wisata 6% dan Kota Wisata (4%).

“Kami selaku pengembang terbesar di Indonesia, optimistis industri properti akan bangkit tahun ini. Selain beragam insentif yang telah diberikan pemerintah, penanganan pandemi juga semakin kuat dengan adanya program vaksin nasional. Hal tersebut akan membuat kondisi perekonomian akan kembali tumbuh dengan tetap memperhatikan prosedur kesehatan di era transisi kenormalan baru.” tutup Hermawan Wijaya dalam keterangan pers-nya.

(end)

Sekilas mengenai PT Bumi Serpong Damai Tbk

PT Bumi Serpong Damai Tbk. (“BSDE”) merupakan pengembang BSD City, kota mandiri terbesar di Indonesia dan flagship project Sinar Mas Land seluas 5.950ha yang terdiri atas kawasan perumahan dan kawasan niaga terpadu. Pada awal tahun 2011, BSDE telah merampungkan proses akuisisi perusahaan terafiliasi yakni PT Duta Pertiwi Tbk, PT Sinar Mas Teladan dan PT Sinar Mas Wisesa. Akuisisi ini diharapkan dapat meningkatkan kinerja BSDE terutama portofolio pendapatan dan diversifikasi usaha BSDE.

Perkuatan portofolio Pendapatan kembali dilakukan sejak tahun 2013 melalui aksi korporasi berupa pembentukan Entitas Anak hasil joint venture dengan beberapa mitra strategis baik itu internasional maupun nasional. Entitas Anak tersebut antara lain: 1) PT Bumi Parama Wisesa (BSDE & Hongkong Land), 2) PT Praba Selaras Pratama (BSDE & AEON Mall Japan), 3) PT Indonesia International Expo (BSDE & Dyandra), 4) PT BSD Diamond Development (BSDE & Mitsubishi).

Ke depannya, berbagai aksi korporasi telah dilakukan oleh BSDE. Dana segar yang diperoleh akan memperkuat cadangan kas BSDE untuk mengembangkan dan meraih peluang-peluang bisnis yang potensial guna menjamin pertumbuhan bisnis yang berkelanjutan di masa mendatang. BSDE saat ini tercatat sebagai salah satu emiten properti terbesar di Bursa Efek Indonesia (BEI), dengan kapitalisasi pasar sebesar Rp23,71 triliun per 31 Maret 2021.

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BSD City is the project with the largest marketing sales’ revenue contribution with 36%, followed by Nava Park (33%) and Grand Wisata (12%). The other residential projects are Zora contributing 7%, Legenda Wisata 6% and Kota Wisata (4%).

“We, as the largest developer in Indonesia, are optimistic that the property industry will rise this year. Apart from the various incentives that have been given by the government, the handling of the pandemic is also getting stronger with the existence of a national vaccine program. This will allow the economy to grow again while still paying attention to health procedures in the new normal transition era.” Hermawan Wijaya closed his press statement.

(end)

Overview of PT Bumi Serpong Damai Tbk

PT Bumi Serpong Damai Tbk is the developer of BSD City, the largest satellite city in Indonesia and the flagship project of Sinar Mas Land measuring to 5,950ha consisting of residential areas and the CBD. In early 2011, BSDE had completed the acquisition of affiliated companies, PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. The acquisition is expected to improve the performance of BSDE especially in income portfolio and business diversification.

Enhancement of portfolio was also implemented since 2013 through corporate actions such as the formation of three joint venture Subsidiaries resulting in several strategic partners both internationally and nationally. The three subsidiaries include: 1) PT Bumi Parama Wisesa (BSDE & Hongkong Land), 2) PT Praba Selaras Pratama (BSDE & AEON Mall Japan), 3) PT Indonesia International Expo (BSDE & Dyandra), 4) PT BSD Diamond Development (BSDE & Mitsubishi).

Moving forward, various corporate actions will be done by BSDE. The proceeds will strengthen BSDE’s cash reserves to develop and grab potential business opportunities and ensure sustainable business growth in the future. BSDE is currently listed as the largest property companies in Indonesia Stock Exchange (IDX), with a market capitalization of IDR23.71 trillion on March 31st, 2021.

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