

BSDE Bukukan Prapenjualan Rp6,7 Triliun di Triwulan III - 2022

Tangerang, 21 Oktober 2022 – PT Bumi Serpong Damai Tbk (BEI: “BSDE”) pengembang kota mandiri terbesar di Indonesia berhasil menorehkan prapenjualan sebesar Rp6,7 triliun.

Perolehan tersebut setara 87% dari target tahunan yang ditetapkan Rp7,7 triliun oleh anggota pengembang terkemuka Sinar Mas Land tersebut.

Hermawan Wijaya Direktur BSDE mengatakan pencapaian tersebut *on-track* dengan target yang ditetapkan sebelumnya.

Ditambahkan, optimisme dikarenakan pencapaian pada triwulan tahun ini lebih baik ketimbang tahun lalu. Jika dibandingkan dengan pencapaian periode yang sama tahun lalu, terdapat pertumbuhan 11%. Tren positif ini diharapkan terus berlanjut hingga akhir Desember 2022 mendatang.

Prapenjualan residensial yang dibukukan sebesar Rp3,9 triliun, berkontribusi 58% terhadap total yang dicapai, sedangkan prapenjualan komersial termasuk kavling tanah komersial, apartemen (*strata title*) dan ruko mencapai Rp1,9 triliun, mewakili kontribusi 28%.

Selain itu, tahun ini tercatat Rp972 miliar tanah terjual kepada perusahaan patungan atau setara dengan 14% dari total penjualan 9 bulan.

Angka prapenjualan ditopang oleh beberapa proyek dan klaster termasuk produk rumah tapak di BSD City, diantaranya The Blizfield, Myza (Breezy House), Vanya Park (Askara Nue), Tanakayu (Jiva, Svani, Svadhi dan Svasti), Enchante, Kiyomi dan Kanade - The Zora (pasar segmen atas untuk rumah tapak), Laurel dan Marigold - Nava Park (pasar segmen premium), dan ditambah ruko-ruko di BSD City yaitu Northridge Business Center, Latinos Business District, Greenwich dan Campton. Di luar BSD City, ada beberapa produk kami di area Jabodetabek yang menarik pembeli di diantaranya Grand Wisata (New Westfield, Z Living) dan Kota Wisata (Mississippi, Nashville).

Sementara itu, prapenjualan komersial mencapai Rp1,9 triliun, mewakili kontribusi 28%, terdiri dari Rp 550 miliar dari penjualan kavling komersial di BSD City sebagian besar, Rp393 miliar dalam bentuk *strata title*

BSDE Booked Marketing Sales of IDR6.7 Trillion in the Third Quarter of 2022 *)

Tangerang, October 21st, 2022 - PT Bumi Serpong Damai Tbk (IDX: "BSDE"), the largest satellite city developer in Indonesia, managed to book marketing sales of IDR6.7 trillion.

The result is equivalent to 87% of the annual target set at IDR7.7 trillion by the member of leading developer Sinar Mas Land.

Hermawan Wijaya, Director of BSDE, said that the achievement was on-track with this year's target.

He added, optimism is due to the result in the quarter of this year is better than last year. While compared to the result of the same period last year, there was an 11% growth. This positive trend is projected to remain until the end of December 2022.

Residential marketing sales booked amounted to IDR3.9 trillion, providing 58% to the total realized, commercial marketing sales including commercial land plots, apartments (*strata title*) and shophouses reached IDR1.9 trillion, representing 28% contribution.

In addition, this year recorded IDR972 billion of land sold to our joint venture company or equivalent to 14% of the total nine months marketing sales.

Marketing sales performance is mainly supported by several projects and clusters including landed houses products in BSD City i.e. The Blizfield, Myza (Breezy House), Vanya Park (Askara Nue), Tanakayu (Jiva, Svani, Svadhi and Svasti), Enchante, Kiyomi and Kanade - The Zora (upper segment market for landed house), Laurel and Marigold - Nava Park (premium segment market) plus shophouses in BSD City i.e. Northridge Business Center, Latinos Business District, Greenwich and Campton. Aside from BSD City, there were several products in Greater Jakarta that attracted buyers including Grand Wisata (New Westfield, Z Living) and Kota Wisata (Mississippi, Nashville).

Meanwhile, commercial marketing sales achieved at IDR1.9 trillion, represented 28% contribution, consisted of IDR550 billion mostly from commercial land plot sold in BSD City, IDR393 billion in strata

(apartemen/konominium) dan Rp927 miliar dari ruko/rukan. Unit-unit pengembangan vertikal yang terjual sebagian besar didukung oleh The Elements Rasuna CBD Jakarta, Southgate TB Simatupang, Aerium Jakarta Barat, dan di unit apartemen BSD City (Marigold, Akasa, dan Upper-West). Ruko sebagian besar dikontribusikan oleh pusat bisnis Northridge, Latinos Business District di BSD City, Greenwich dan Campton.

Prospek Industri Properti

Tantangan sektor properti nasional saat ini adalah pelemahan daya beli, tingkat suku bunga dan ancaman inflasi. Adapun peluang atau nilai positif industri properti adalah roda perekonomian yang bertahap pulih paska pandemi dan permintaan atas hunian sebagai kebutuhan pokok tetap ada dan tumbuh.

Hermawan menambahkan, insentif yang diberikan pemerintah berupa insentif PPN DPT hingga nilai tertentu saja berdampak positif. Hal tersebut dapat dilihat dari kinerja perusahaan di sektor properti termasuk BSDE.

Apabila pemerintah berkenan memberikan insentif lain di masa mendatang termasuk kebijakan suku bunga, maka akan berdampak positif bagi industri properti tanah air.

Berdasarkan data yang dimiliki Kementerian Koordinator Bidang Perekonomian. Sebagaimana yang disampaikan dalam siaran pers HM.4.6/321/SET.M.EKON.3/10/2021 menyatakan “Sektor properti memiliki *multiplier-effect* baik dari sisi *forward-linkage* maupun *backward-linkage* terhadap 174 sub sektor industri baik secara langsung maupun tidak langsung. Penyerapan tenaga kerja langsung di industri properti juga mencapai hingga 19 juta orang.”

Hal tersebut menggambarkan besarnya potensi dan dampak berkelanjutan dari industri properti terhadap perekonomian nasional.

Saat ini, BSDE memiliki cadangan lahan seluas 3.865,98 hektar yang tersebar di beberapa kota strategis di Indonesia, termasuk Jabodetabek, Surabaya, Semarang, Balikpapan, Samarinda, Makassar, Manado, Medan dan Palembang.

BSD City sebagai *flagship project* kelompok usaha Sinar Mas Land tersebut tercatat memiliki cadangan lahan terluas yakni 2.197 ha lebih. BSD City yang kini masuk Tahap III pengembangan masih menjadi sumber pendapatan terbesar bagi BSDE.

Kami berkeyakinan untuk kelas menengah, rumah tapak dengan kisaran harga hingga Rp2 miliar masih menjadi

title (apartment/condominium) and IDR927 billion from shop-houses/business lofts. Its vertical developments units sold were mostly supported by The Elements Rasuna CBD Jakarta, Southgate TB Simatupang, Aerium West Jakarta and in BSD City’s apartment units (Marigold, Akasa and Upper-West). The shop-house mostly contributed by Northridge Business Center, Latinos Business District in BSD City, Greenwich and Campton.

Property Industry Outlook

The current challenges of the national property sector are purchasing power, interest rates and inflation. The prospects or positive value of the property industry are the economy that is gradually recovering after the pandemic and the demand for housing as a primary necessity still grow and remain.

Hermawan added that the incentives provided by the Government in the form of PPN DPT up to a certain value certainly have a positive impact. This can be seen from the performance of property industries including BSDE.

If the government is willing to provide other incentives in the future including interest rates policy, it will have a positive impact on the country’s property industry.

Based on data shared by the Coordinating Ministry for Economic Affairs. As stated in the press release HM.4.6/321/SET.M.EKON.3/10/2021, “The property sector has a multiplier-effect both in terms of forward-linkage and backward-linkage on 174 industrial sub-sectors both directly and indirectly. Labor direct engagement in the property industry also reaches up to 19 million people.”

This demonstrates the great potential and sustainable impact of the property industry on the national economy.

BSDE currently has land bank of 3,865.98 hectares spread across several strategic cities in Indonesia, including Greater Jakarta, Surabaya, Semarang, Balikpapan, Samarinda, Makassar, Manado, Medan and Palembang.

The Sinar Mas Land business group’s flagship project, BSD City, own the largest land bank of more than 2,197 ha. BSD City is now in Phase III of development, and it remains the biggest source of revenue.

We believe that for the middle class, landed houses with a price range of up to IDR2 billion are still the

incaran pembeli. Sedangkan untuk kelas premium, sekalipun lingkup pangsa pasar tidak sebesar *entry level* dan menengah, namun tetap ada.

Pembeli properti kelas premium selain memperhatikan lokasi dan akses. Juga memperhatikan disain, kualitas bangunan, lingkungan serta fasilitas yang diberikan pengembang.

Faktor ini yang mendorong BSDE bekerjasama dengan mitra strategis untuk mengembangkan hunian tematik kelas premium di BSD City.

Hermawan menutup, Kami juga secara berkelanjutan menawarkan program-program promo yang menarik. BSDE meluncurkan program promosi nasional "Double Dream" dalam periode Maret hingga Desember dan menawarkan opsi pembayaran tunai keras, cicilan dan KPR kilat. Hal tersebut guna mendorong pertumbuhan penjualan secara berkesinambungan.

(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 Rp19,16 triliun per 30 September 2022.

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target of buyers. As for the premium class, although the scope of the market share is not as large as the entry level and middle class, it still exists.

Premium class properties buyers, apart from considering the location and access. They also consider the design, building quality, environment and facilities provided by the developer.

This factor fosters BSDE to collaborate with strategic partners to develop premium class thematic residences in BSD City.

Hermawan closed that we also constantly offer appealing marketing programs. BSDE launched the national "Double Dream" marketing program from March to December and offered hard cash, installment and express mortgage payment options. This is to encourage sustainable sales growth.

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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 IDR19.16 trillion on September 30th, 2022.

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