

2010 First Quarter Result

The company financial result for the first quarter of 2010:

Description	2010 (Rp in bn)	2009 (Rp in bn)	%YOY
Cash and Cash Equivalent	1,185	788	50%
Inventories	1,725	1,745	-1%
Land for development	1,450	1,328	9%
Total Assets	4,770	4,373	9%
Bonds payable	596	593	0%
Bank loan	250	250	0%
Sales advances	1,073	1,027	4%
Total liabilities	2,348	2,245	5%
Total equity	2,422	2,128	14%
Revenue	311	211	48%
Gross profit	169	107	59%
Operating profit	119	58	104%
Net income	82	53	55%

*Unaudited

Marketing Sales

BSDE marketing sales for the first quarter 2010 increased by 81% from Rp 301 billion to Rp 545 billion. Marketing sales is the potential sales to be booked as revenue in the following periods of profit and loss statement.

Breakdown	2010		2009	
	Unit	Rp(bn)	Unit	Rp(bn)
Housing	404	271	506	234
Commercial	15	10	6	6
Land Lots	193	259	155	60
Industrial	2	5	1	1
Total	614	545	668	301

PT Bumi Serpong Damai Tbk is the largest city development company in Indonesia that develops BSD City as a self-sustaining city offering various residential housing and commercial areas with all its facilities. BSD City has been developed since 1989 for planned area of 5,950 ha and today 1,500 ha of phase I has entering into the final stage of completion and 2,000 ha of phase II has entering into the stages of development

For further inquire contact:
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New Housing Sub-Cluster launched

Collinare, part of Foresta housing cluster is the company's latest sub-cluster launched in April. Collinare means Hills in Italian, offers elevated land with modern classic house designs. This sub-cluster lies on 5.8 ha area of land, offering 142 units with land size ranges from 128 to 300 sqm, and building size ranges from 85 to 286 sqm. Residents from Collinare are within walking distance from one of Foresta's club house. There will be a half court basketball court within Collinare as well as a romantic European garden. Price range for these houses starts from Rp 590 million – Rp 1.8 billion.

New Commercial Area Launched

Ruko Boulevard Tekno is a new shophouse complex launched by the company to support the commercial need of Taman Tekno Industrial Park area, strategically located adjacent from Taman Tekno. There are 60 units with average size of 4.7 m wide and 15 m length available with price starting from Rp 900 million.

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