

Happy New Year 2010

2009 Full Year Result

The company financial result for full year of 2009 as follows:

Description	2009 (Rp in bn)	2008 (Rp in bn)	%YOY
Cash and Cash Equivalent	1,050	951	10%
Inventories	1,734	1,690	3%
Land for development	1,429	1,319	8%
Total Assets	4,593	4,381	5%
Bonds payable	595	593	1%
Bank loan	250	250	0%
Sales advances	1,006	1,030	-2%
Total liabilities	2,253	2,306	-2%
Total equity	2,340	2,075	13%
Revenue	1,271	1,386	-8%
Gross profit	633	642	-1%
Operating profit	456	412	11%
Net income	309	223	38%

Marketing Sales

Marketing sales for full year 2009 reached Rp 1,329 billion. Marketing sales is the potential sales to be booked as revenue in the following periods of profit and loss statement.

Breakdown	2009		2008	
	Unit	Rp(bn)	Unit	Rp(bn)
Housing	1,618	875	1,209	804
Commercial	37	26	74	184
Land Lots	395	377	355	526
Industrial	26	51	92	133
Total	2,075	1,329	1,730	1,648

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:
Investor Relations of PT Bumi Serpong Damai Tbk, Email :bsde@bsdcity.com

To subscribe/unsubscribe to this news release, email bsde@bsdcity.com

Project Highlight

Products released in 2009 ranges from residential housing clusters to commercial buildings and land lots. The company launched a new housing cluster called Icon and several new landed residential sub-clusters within Foresta. While for commercial, the company launched Taman Tekno 7, Golden Vienna 2 Shophouses, and Dormitory land parcels.

Foresta, a 72 ha housing cluster offers medium and high end residential units with a natural theme surrounded with large green environment. Several new sub-clusters i.e. Foresta, Fresco, Naturale, and Studento were launched in an area that encompasses 24 Ha with a total of 900 housing units of which 69% of the units were sold.

Icon, a 74 ha housing cluster launched in 2009 targets the medium residential market with a modern minimalist theme. For the year, the company offered 1200 residential units of which 78% were sold within three sub-clusters totaling in an area of 26 Ha.

Taman Tekno 7, a 2.2 ha light industrial area offers multipurpose warehouses that can be utilized for office space, workshop, showrooms, etc. The company managed to sell 87% of the units 31 units offered.

Golden Vienna 2 shophouses launched in August 2009, and are located in front of Golden Vienna residential cluster with near access to the BSD toll road. These shophouses can be used for office and retails outlets. At the end of the year 62% of the 29 units offered were sold.

Dormitory offers limited land parcels that are strategically located within Edutown. These land parcels are intended for dormitory buildings.

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:
Investor Relations of PT Bumi Serpong Damai Tbk, Email :bsde@bsdcity.com

To subscribe/unsubscribe to this news release, email bsde@bsdcity.com