

### **BSDE Right Issue I**

PT Bumi Serpong Damai Tbk has completed the Right's Offering of 6,561,373,722 new shares each at Rp 760 per share. Proceeds gained from the Right Issue I amounted to Rp 4.99 trillion (after deducting the issuance fee) were used to acquire the shares of PT Duta Pertiwi Tbk and capital injection into PT Sinar Mas Teladan and PT Sinar Mas Wisesa or approximately 87.4% of the proceeds. The remaining 12.6% of the proceeds will be used for working capital.

### **Marketing Sales**

Marketing sales for full year 2010 reached Rp 2,35 billion exceeding the company's target of Rp 2,000 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	1.618	1.188.867	1,618	875
Commercial	116	116.077	37	26
Land Lots	629	1.032.530	395	377
Industrial	4	8.967	26	51
<b>Total</b>	<b>2.367</b>	<b>2.346.441</b>	<b>2.075</b>	<b>1.329</b>

### **2010 Project Highlights**

**Foresta** is the first housing cluster introduced in the second phase of BSD City. Foresta has been developed since mid 2008 on top of 72 ha land area and consist of eleven sub-clusters. Foresta development has entered into its final stages, and this year the company has launched all remaining sub-clusters. Below were sub-clusters launched during 2010:

- *Aria* launched in January offers 116 units with unit size ranging from 140-286 sqm and price ranging from Rp 730 million to Rp 1.5 billion per unit.
- *Collinare* launched in April offers 142 units with unit size ranging from 85 to 286 sqm and price ranging from Rp 590 million – Rp 1.8 billion per unit.
- *Ultimo* launched in June offers 85 units with unit size ranging from 268-345 sqm and price ranging from IDR1.6Bn – IDR 2.7Bn per unit.

**The Icon** is the second housing cluster introduced in the second phase of BSD City. The Icon encompasses an area of 74 ha. At the end of 2010, the company has launched 7 out of 8 sub-clusters. Sub-clusters launched during 2010 were:

- *VerdantVille* launched in February offers 267 units with sizes ranging from 82-127 sqm and price ranging from Rp 500 million to Rp 700 million per unit.

PT Bumi Serpong Damai Tbk is one of 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

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- *Eternity* launched in March offers 327 units with size ranging from 95-174 sqm and price ranging from Rp 700 million to Rp 1.7 billion per unit.
- *VerdantView* launched in July offers 238 units with size ranging from 73 to 143 sqm and price ranging from Rp 500 million to Rp 700 million per unit
- *Horizon Broadway* offers 83 units with price ranging from 192-210 sqm and price ranging from Rp 1.45Bn to Rp 2.5Bn per unit

In late 2010, the company introduced a brand new cluster in the size of 66 ha called **de Park** located North of Foresta. This area will include 38 ha of green area in a number of botanical parks, club house, and many other playgrounds accessible to de Park's residents. Following was the first sub-cluster:

- *de Cajuputi* launched in November offers 214 units with size ranging from 185-335 sqm and price ranging from IDR 1.28 – 2.54 Bn per unit.

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