

Marketing Sales

BSDE marketing sales for the third quarter 2010 increased by 68.8% yoy from Rp 918 billion to Rp 1,550 billion. Marketing sales is the potential sales to be booked as revenue in the following periods of profit and loss statement.

Breakdown	3Q 2010		3Q 2009	
	Unit	Rp(bn)	Unit	Rp(bn)
Housing	1,238	774	1,254	653
Commercial	57	46	24	17
Land Lots	451	724	317	232
Industrial	4	6	9	16
Total	1,750	1,550	1604	918

Ocean Park Water Park Adventure BSD City Premieres New 4D Movie

Ocean Park located at BSD City is the largest thematic recreational waterpark in Southeast Asia. This family recreational waterpark offer swimming pools for children, a 500 meter long tide pool, restaurants, 4D Theater, and many other entertainments. This month, the 4D Theater premiered a new animation movie. The 4D Theaters is an entertainment system that combines 3D film with physical effects in the theater, which occurs in synchronization with the film. This is the only 4D theater in Tangerang and can seat 54 people.

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

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