

BSDE Bukukan PraPenjualan Triwulan II - 2021 Rp4,5 Triliun

TANGERANG, 21 Juli 2021 – PT Bumi Serpong Damai Tbk (BEI: “BSDE”) pengembang kota mandiri terbesar di Indonesia dan bagian dari kelompok pengembang Sinar Mas Land, berhasil meraih prapenjualan sebesar Rp4,5 triliun di triwulan II-2021. Pencapaian tersebut setara pertumbuhan 56% jika dibandingkan dengan pencapaian periode yang sama tahun 2020 yakni sebesar Rp2,9 triliun.

“Pencapaian ini merupakan sinyal positif bagi kami, karena sudah berhasil mengamankan 65% dari target tahunan prapenjualan yang ditetapkan sebesar Rp 7 triliun, pada awal tahun ini.” ungkap Hermawan Wijaya, Direktur BSDE.

Dari hasil prapenjualan di triwulan II-2021 ini, tercatat penjualan di segmen residensial sebesar Rp3,0 triliun atau berkontribusi 67% atas total pencapaian. Adapun segmen komersial termasuk kavling komersial, strata title (apartemen) dan ruko mencapai Rp1,2 triliun, mewakili kontribusi 26%.

Penjualan segmen residensial terutama disumbangkan dari area pengembangan yang ada termasuk Mozia, Greenwich, Vanya Park, Tabebuya, The Zora, Nava Park, Taman Banjar Wijaya, Grand Wisata dan Kota Wisata. Adapun klaster baru yang diluncurkan atau dibuka adalah Myza (Rumah Flat dan Rumah Cozmo) dan Aether.

Segmen komersial mencapai Rp1,2 triliun dengan kontribusi 26%, terdiri dari kavling komersial sebesar Rp452 miliar, yang sebagian besar dijual di BSD City, diikuti strata title (apartemen/kondominium) sebesar Rp304 miliar dan ruko sebesar Rp411 miliar.

Produk pengembangan vertikal yang terjual sebagian besar didukung oleh The Elements Rasuna CBD Jakarta, Southgate TB Simatupang, Aerium Jakarta Barat dan unit apartemen di BSD City. Sedangkan ruko sebagian besar disumbang oleh TabeSpots, Virginia Arcade dan West Park di BSD City.

Hermawan menambahkan, BSD City Serpong tercatat sebagai proyek dengan kontribusi tertinggi yakni 48%, diikuti oleh Nava Park (23%). Kontributor lapis kedua dihasilkan dari Grand Wisata (8%), Zora (7%), Legenda Wisata (3%) dan Kota Wisata (3%).

BSDE Books Marketing Sales Quarter II - 2021 IDR4.5 Trillion *)

Tangerang, July 21st, 2021 - PT Bumi Serpong Damai Tbk (IDX: “BSDE”), the largest township developer in Indonesia and part of the Sinar Mas Land developer group, managed to achieve marketing sales of IDR4.5 trillion in the second quarter of 2021. This achievement is equivalent to a growth of 56% compared to the performance of the same period in 2020, which was IDR2.9 trillion.

“This achievement is a positive signal for us, because it has succeeded in securing 65% of the annual target of marketing sales set at IDR7 trillion, at the beginning of this year.” Hermawan Wijaya, Director of BSDE said.

From the results of the marketing sales in the second quarter of 2021, sales in the residential segment were recorded at IDR3.0 trillion or contributed 67% of the total result, whilst the commercial segment including commercial lots, strata title (apartments) and shophouses reached IDR1.2 trillion, representing a 26% contribution.

Residential segment sales were mainly contributed from existing development areas including Mozia, Greenwich, Vanya Park, Tabebuya, The Zora, Nava Park, Taman Banjar Wijaya, Grand Wisata and Kota Wisata. The new clusters launched or opened are Myza (Flat House and Cozmo House) and Aether.

Meanwhile, commercial segment reached IDR1.2 trillion with a 26% contribution, comprising of IDR452 billion from commercial lots, which mostly sold in BSD City, following by IDR304 billion from strata title (apartments/condos) and IDR411 billion from shophouses.

The vertical development products sold are mostly supported by The Elements Rasuna CBD Jakarta, Southgate TB Simatupang, Aerium West Jakarta and the BSD City apartment units. Meanwhile, most of the shophouses were contributed by TabeSpots, Virginia Arcade, and West Park in BSD City.

Hermawan added that BSD City Serpong was listed as the project with the highest contribution at 48%, followed by Nava Park (23%). And the second-tier contributors were Grand Wisata (8%), Zora (7%), Legenda Wisata (3%) and Kota Wisata (3%).

Di luar BSD City, ada beberapa produk di Jabodetabek yang mampu menarik minat pembeli dan dijual di masa pandemi ini, antara lain Anigre Taman Banjar Wijaya (*Full Furnished Landed House*), Grand Wisata (Cherry Ville, Water Terrace, La Monte, Garden Hous, Monte Torena) dan klaster Miami di Kota Wisata.

Lebih lanjut dalam rangka memasarkan unit *ready stock*, BSDE juga meluncurkan program promosi nasional "Wish For Home" periode Maret hingga Desember 2021. Program tersebut menawarkan opsi pembayaran *hard cash* dan KPR ekspres.

Program promosi ini juga mendapatkan manfaat langsung dari program pemerintah dalam rangka mempercepat pemulihan ekonomi, dengan memberikan subsidi PPN atas setiap pembelian unit properti *ready stock* mulai Januari sampai dengan Desember 2021 dengan batasan harga hingga Rp5 miliar per unit.

(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 Rp20,43 triliun per 30 Juni 2021.

Untuk informasi lebih lanjut, silahkan hubungi:
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Beyond BSD City, several products in Greater Jakarta that can attract buyers and are sold during this pandemic, including Anigre Taman Banjar Wijaya (Full Furnished Landed House), Grand Wisata (Cherry Ville, Water Terrace, La Monte, Garden Hous, Monte Torena) and Miami cluster in Kota Wisata.

Moreover, with the aim of selling the ready stocks, BSDE also launched a national promotion program, "Wish For Home" for the period March to December 2021. The program offers hard cash payment options and an express mortgage loan.

This promotional program also provided direct benefit of the government's program to accelerate economic recovery, by providing VAT subsidies for every purchase of ready stock property units from January to December 2021 with price threshold up to IDR5 billion per unit.

(end)

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 IDR20.43 trillion on June 30th, 2021.

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