

**BSDE Amankan 87% Target PraPenjualan di Triwulan III - 2021**

- BSDE raih pra-penjualan senilai Rp6,1 triliun pada Sembilan bulan pertama 2021;
- Kontribusi terbesar bersumber dari segmen residensial yakni sebesar 69% terhadap total prapenjualan.

**Tangerang, 19 Oktober 2021** – PT Bumi Serpong Damai Tbk (BEI: “BSDE”), pengembang kota mandiri terbesar di Indonesia berhasil mengamankan 87% target prapenjualan pada sembilan bulan pertama 2021.

Hingga akhir September 2021, anggota kelompok properti kenamaan Sinar Mas Land tersebut berhasil membukukan prapenjualan senilai Rp6,1 triliun atau tumbuh 29% dibandingkan tahun lalu sebesar Rp4,7 triliun.

“Besarnya minat, permintaan dan kepercayaan konsumen atas produk-produk properti yang kami tawarkan menjadi katalis pertumbuhan penjualan. Kami juga mengapresiasi kebijakan pemerintah yang telah memberikan beragam stimulus di sektor properti, sehingga sektor properti kembali pulih.” ungkap Hermawan Wijaya, Direktur BSDE.

Segmen residensial menjadi kontributor terbesar untuk prapenjualan, segmen ini berkontribusi sebesar 69% atau sebesar Rp4,2 triliun dari total prapenjualan. Adapun segmen komersial termasuk kavling komersial, *strata-title* (apartemen) dan ruko mencapai Rp1,5 triliun, mewakili kontribusi 25% dari total prapenjualan.

Pencapaian segmen residensial per akhir September 2021 tersebut setara pertumbuhan 44% dibandingkan angka prapenjualan periode yang sama tahun 2020 yakni Rp2,9 triliun. Sedangkan segmen penjualan tanah kavling untuk Joint Venture (JV) tercatat tumbuh paling signifikan yakni 83%, dari Rp181 miliar pada triwulan III - 2020 menjadi Rp332 miliar tahun ini.

“Tingginya minat konsumen dapat dilihat pada kuartal ketiga, dalam periode tersebut prapenjualan mampu mencapai Rp1,5 triliun. Nilai tersebut setara 22% dari target tahunan. Penjualan rumah tapak di kawasan BSD City masih mendominasi angka prapenjualan. Pencapaian positif ini patut diapresiasi karena masih berlangsung di masa pemulihan pandemi.” jelas Hermawan.

**BSDE Secures 87% Marketing Sales Target in Third Quarter 2021 \*)**

- BSDE achieves marketing sales worth IDR6.1 trillion in the first nine months of 2021;
- The residential segment contributed the most, accounting for 69% of the total of marketing sales.

**Tangerang, October 19<sup>th</sup>, 2021** – PT Bumi Serpong Damai Tbk (IDX: “BSDE”), the largest independent city developer in Indonesia, in the first nine months of 2021, the Company achieved 87% of its marketing sales target.

As a member of the prestigious property firm Sinar Mas Land, BSDE has managed to record marketing sales of IDR6.1 trillion until the end of September 2021, a 29% increase from IDR4.7 trillion the previous year.

“The high level of interest, demand and consumer trust in our real estate products, is driving our sales growth. We also appreciate the government policies that have provided various stimulus in the property sector, allowing it to recover.” according to Hermawan Wijaya, Director of BSDE.

The residential segment has become the largest contributor to marketing sales, contributes 69% or IDR4.2 trillion of total marketing sales. Commercial segment, which includes commercial lots, *strata-title* (apartments) and shophouses, contributes IDR1.5 trillion or represents 25% of the total marketing sales.

The residential segment's achievement as of the end of September 2021 is equivalent to a 44% increase over the marketing sales figure for the same period in 2020, which is IDR2.9 trillion. Meanwhile, the JV Land Plots experienced a substantial increase, by 83% from IDR181 billion in the third quarter of 2020 to IDR332 billion this year.

“The strong level of the customer enthusiasm was obvious in the third quarter, which the marketing sales reached IDR 1.5 trillion. This figure corresponds to 22% of the annual target. The marketing sales figure remains dominated by landed house sales in the BSD City area. This accomplishment is particularly noteworthy because it is still occurring during the pandemic's recovery period.” Hermawan elaborated on the situation.

Beberapa proyek dan klaster termasuk produk rumah tapak yang ditawarkan kepada konsumen di BSD City antara lain; Quantis Signature, Myza (Flat house, Cozmo house), Greenwich (Caelus, Aether), Vanya Park (Alesha House), Kazumi dan Kiyomi di The Zora (pasar segmen atas untuk rumah tapak), Lyndon Nava Park (pasar segmen premium), Marigold (2 Tower) Nava Park dan ditambah ruko di BSD City yaitu Capital Cove, TabeSpots, Virginia Arcade dan West Park.

Adapun kawasan pengembangan/klaster yang diluncurkan atau dibuka pada kuartal ketiga adalah Quantis Signature dan Alfioire di Taman Banjar Wijaya.

Selain BSD City, ada beberapa produk di Jabodetabek yang mampu menarik minat pembeli dan dijual di masa pandemi ini, antara lain Alfioire di Taman Banjar Wijaya, Grand Wisata (Cherry Ville, Water Terrace, La Monte, Garden Hous, Monte Torena) dan Miami di Kota Wisata.

Segmen lainnya yakni komersial membukukan prapenjualan senilai Rp1,5 triliun, setara kontribusi 25%, terdiri dari kavling komersial, yang sebagian besar dijual di BSD City sebesar Rp481 miliar, strata title (apartemen/kondominium) sebesar Rp421 miliar dan ruko sebesar Rp642 miliar.

Unit pengembangan vertikal yang terjual sebagian besar didukung oleh The Elements yang berlokasi di Rasuna CBD Jakarta, Southgate di TB Simatupang, Aerium di Taman Permata Buana - Jakarta Barat dan juga unit apartemen yang berlokasi di BSD City. Sedangkan ruko sebagian besar disumbang oleh TabeSpots, Virginia Arcade, West Park dan Capital Cove di BSD City.

“Berdasarkan pencapaian hingga triwulan III - 2021, kami optimistis meraih target prapenjualan sebesar Rp7 triliun pada akhir Desember 2021 mendatang. Penanganan pandemi yang semakin membaik dan semakin tingginya prosentase vaksinasi akan memacu pemulihan kegiatan perekonomian di Indonesia.” tutup Hermawan.

(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

*The projects and clusters including landed house products in BSD City are Quantis Signature, Myza (Flat house, Cozmo house), Greenwich (Caelus, Aether), Vanya Park (Alesha House), Kazumi and Kiyomi at The Zora (upper segment market for landed houses), Lyndon Nava Park (premium segment market), Marigold (2 Towers) Nava Park and shophouses in BSD City are Capital Cove, TabeSpots, Virginia Arcade, and West Park.*

*Quantis Signature and Alfioire at Taman Banjar Wijaya are two development areas/clusters that were launched or opened in the third quarter.*

*Aside from BSD City, there were several products in Greater Jakarta that able to appeal to buyers and sold during this pandemic, including Alfioire at Taman Banjar Wijaya, Grand Wisata (Cherry Ville, Water Terrace, La Monte, Garden Hous, Monte Torena) and Miami at Kota Wisata.*

*Another segment, the commercial, recorded marketing sales of IDR1.5 trillion or equivalent contribution of 25%, consisting of IDR481 billion from commercial lots mostly sold in BSD City, IDR421 billion from strata title (apartments/condominium) and IDR642 billion from shophouses.*

*The Elements located at Rasuna CBD Jakarta, Southgate at TB Simatupang, Aerium at Taman Permata Buana - West Jakarta and BSD City apartment units are the most desirable vertical development units. Meanwhile, TabeSpots, Virginia Arcade, West Park and Capital Cove in BSD City contributed the majority of the shophouses.*

*“We are optimistic that we will meet the marketing sales target of IDR 7 trillion by the end of December 2021, based on our performance in the third quarter of 2021. The better management of the epidemic and the higher percentage of vaccines will help Indonesia's economic recovery.” Hermawan in closing statement.*

(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

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 Rp21,17 triliun per 30 September 2021.

Untuk informasi lebih lanjut, silahkan menghubungi:  
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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 IDR21.17 trillion on September 30<sup>th</sup>, 2021.

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