

Prapenjualan BSDE Tahun 2022 Capai Rp8,8 Triliun, Melonjak Lampau Target

Tangerang, 30 Januari 2023 – PT Bumi Serpong Damai Tbk (IDX: "BSDE"), sebuah pengembang nasional terkemuka yang merupakan bagian dari kelompok bisnis properti Sinar Mas Land, hari ini menyampaikan bahwa BSDE berhasil melampaui target prapenjualan tahun 2022 sebesar 14%.

BSDE membukukan prapenjualan 2022 sebesar Rp8,8 triliun, dibandingkan dengan target yang ditetapkan pada awal tahun lalu sebesar Rp7,7 triliun.

"Prapenjualan residensial tercatat sebesar Rp5,1 triliun, yang mewakili kontribusi 58% dari total penjualan yang dicapai BSDE. Ini adalah prestasi yang signifikan bagi kami, menunjukkan permintaan yang kuat untuk properti residensial," ujar Hermawan Wijaya, Direktur BSDE.

Untuk segmen lainnya, prapenjualan unit bisnis komersial, termasuk lahan komersial, apartemen *strata-title* dan rumah toko, mencapai Rp2,1 triliun, yang mewakili 24% dari capaian total prapenjualan 2022. Selain itu, BSDE berhasil membukukan penjualan tanah *joint venture* sebesar Rp1,6 triliun atau sebesar 18% dibandingkan total prapenjualan 2022.

Hermawan menjelaskan, "Dalam 12 bulan terakhir, BSD City merupakan kontributor tertinggi berdasarkan proyek yakni sebesar 56%, diikuti oleh Nava Park sebesar 22% dan Grand Wisata Bekasi sebesar 11%. Kontributor terbesar kedua kami adalah Kota Wisata Cibubur sebesar 7% dan The Zora sebesar 5%."

Pada Kuartal – IV 2022, prapenjualan meningkat sebesar 2% atau Rp43 miliar, berkat peluncuran yang berkelanjutan terutama untuk segmen yang laris seperti segmen menengah dan menengah atas.

42% dari produk yang diluncurkan dibanderol antara Rp1-3 miliar per unit, 24% dihargai antara Rp3-5 miliar per unit, 18% ditujukan untuk Rp5-10 miliar per unit (*upper*) dan 16% dihargai di atas Rp10 miliar per unit (*premium*).

Pencapaian yang signifikan selama 2022 didukung oleh beberapa proyek dan kluster, termasuk produk rumah tinggal di BSD City antara lain Grand Freja dan Freja Chic, Tanakayu Jiva, Svani, Svadhi, Svasti dan Chava (segmen menengah), Vanya Park (Askara Nue) dan Kanade di The Zora (pasar segmen atas untuk rumah tinggal), Laurel dan

BSDE's 2022 Marketing Sales Soar Past Target, Achieving IDR 8.8 Trillion *)

Tangerang, January 30th, 2023 - PT Bumi Serpong Damai Tbk (IDX: "BSDE"), a leading national developer, part of the Sinar Mas Land property business group, stated that today BSDE has exceeded its 2022 marketing sales target by 14%.

BSDE posted 2022 marketing sales of IDR8.8 trillion, compared to the target set at the beginning of last year amounting to IDR 7.7 trillion.

"Residential marketing sales booked an impressive of IDR5.1 trillion, representing a 58% contribution to BSDE's total marketing sales. This is a significant achievement for us, proving the strong demand for residential properties." Hermawan Wijaya stated, Director of BSDE.

For the other segments, the marketing sales of commercial business units including commercial land plots, strata title apartments and shophouses, reached IDR 2.1 trillion, representing a 24% of the total 2022 marketing sales. In addition, BSDE managed to record the land sales of joint venture amounting to IDR 1.6 trillion or equal to 18% of total marketing sales in 2022.

Hermawan described, "In the past twelve months, BSD City were the project with the highest contributor, i.e. 56%, followed by Nava Park at 22% and Grand Wisata Bekasi at 11%. Our second tier of projects contributor were Kota Wisata Cibubur at 7% and The Zora at 5%."

In the fourth quarter of 2022, marketing sales slightly increased by 2% or equal to IDR43 billion, as result of constant launches in fast-selling segmentations such as middle and mid-upper segmentations.

42% of products launched were sold between IDR1-3 billion per unit, 24% were sold between IDR3-5 billion per unit, 18% were sold between IDR5-10 billion per unit (*upper*) and 16% were sold above IDR10 billion per unit (*premium*).

This meaningful achievement during 2022 was mainly supported by several projects and clusters, including landed houses products in BSD City such as Grand Freja and Freja Chic, Tanakayu Jiva, Svani, Svadhi, Svasti, and Chava (middle segment), Vanya Park (Askara Nue) and Kanade in The Zora (upper segment market for

Marigold Tower 7 di Nava Park (pasar segmen premium), Enchante. Produk ruko di BSD City antara lain Latinos Business District, Northridge Business Center fase 2, Compton, Greenwich Business Park dan North Point Two.

Di luar BSD City dan di sekitar Jakarta, ada beberapa produk yang menarik perhatian pembeli, termasuk Grand Wisata (New Cherry Ville, Z Living, Garden Hous, New Westfield) dan Kota Wisata (Mississippi, Nashville, Atherton, Miami, Business loft Downtown Madison dan Lumibizz).

Hermawan menambahkan, “Pencapaian tersebut, selain karena tingginya minat masyarakat atas hunian atau produk berkualitas yang ditawarkan BSDE. Juga ditopang oleh program promosi, KPR bank serta kebijakan/ insentif oleh pemerintah.”

BSDE meluncurkan program promosi nasional "Double Dream" dari Maret hingga Desember dan menawarkan beragam kemudahan dalam bentuk uang tunai, angsuran dan opsi pembayaran jalur KPR ekspres. Selain itu, pemerintah menawarkan program subsidi PPN untuk unit siap jual yang dapat dibeli dari Januari hingga September 2022 dengan batas 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 merupakan proyek unggulan 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.

Paska aksi korporasi tersebut, BSDE secara konsisten dan berkesinambungan memperkuat portofolio pendapatannya dengan tumbuh secara organik maupun anorganik. Selain aktif dalam melakukan akuisisi tanah sebagai backbone perusahaan properti, berbagai kemitraan strategis dengan mitra nasional maupun internasional telah dilakukan guna memberikan nilai tambah bagi proyek-proyek yang berada di bawah BSDE maupun melalui Entitas Anak, Entitas Asosiasi dan Entitas Ventura Bersama.

Ke depannya, BSDE juga akan aktif dalam 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 Rp19,48 triliun per 31 Desember 2022.

Untuk informasi lebih lanjut, silahkan menghubungi:
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landed houses), Laurel and Marigold Tower 7 in Nava Park (premium segment market), also Enchante. Shophouses product in BSD City, i.e. Latinos Business District, Northridge Business Center phase 2, Compton, Greenwich Business Park and North Point Two.

Outside of BSD City and within Greater Jakarta, there were several products that attracted buyers, including Grand Wisata (New Cherry Ville, Z Living, Garden Hous, New Westfield) and Kota Wisata (Mississippi, Nashville, Atherton, Miami, Business loft Downtown Madison and Lumibizz).

Hermawan added “This achievement was not only due to the high public demand in residential or quality products offered by BSDE. It was also supported by promotional programs, mortgage bank, also policies/incentives by the government.

BSDE launched a national promotion program "Double Dream" from March to December and offered offers a variety of eases in the form of hard cash, instalments and express mortgage lane payment. In addition, the government offered a VAT subsidy program for any ready units which can be purchased from January up to September 2022 with a price threshold of up to IDR5 billion per unit.

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Overview of PT Bumi Serpong Damai Tbk

PT Bumi Serpong Damai Tbk (“BSDE”) 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 integrated commercial area. In early 2011, BSDE finalized the acquisition of affiliated companies, namely PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. This acquisition is expected to improve BSDE’s performance particularly in revenues portfolio and business diversification.

Post corporate action, BSDE consistently and continuously strengthened its revenue’s portfolio by growing both organically and inorganically. Apart from being active in land acquisition as a property company backbone, various strategic partnerships with national and international partners have been carried out to provide added value to projects under BSDE as well as through Subsidiaries, Associates and Joint Ventures.

Moving forward, BSDE will also actively improve its cash reserves to develop and seize potential business opportunities to ensure upcoming sustainable business growth. BSDE is currently listed as one of the largest property issuers on the Indonesia Stock Exchange (IDX), with a market capitalization of IDR 19.48 trillion as of December 31st, 2022.

For further information, please contact:
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