

BSDE Raih 77% Target Prapenjualan Sepanjang 9 Bulan Pertama 2023

Tangerang, 23 Oktober 2023 - PT Bumi Serpong Damai Tbk (BEI: "BSDE") pengembang kota mandiri terbesar di Indonesia dan bagian dari kelompok properti Sinar Mas Land berhasil mengamankan 77% dari target prapenjualan 2023 sebesar Rp8,8 triliun sepanjang 9 bulan pertama 2023.

Hingga akhir September 2023, pengembang kota mandiri BSD City tersebut berhasil membukukan prapenjualan sebesar Rp6,75 triliun. Angka tersebut meningkat 1% apabila dibandingkan dengan pencapaian periode yang sama tahun lalu sebesar Rp6,72 triliun.

Hermawan Wijaya, Direktur PT Bumi Serpong Damai Tbk mengatakan "Segmen residensial sebagai segmen bisnis utama kami berhasil membukukan prapenjualan Rp4,47 triliun hingga akhir September 2023. Ini membuktikan kami mampu mempertahankan minat masyarakat atas produk-produk properti kami".

Per akhir September 2023, segmen residensial mencatat prapenjualan sebesar Rp4,47 triliun atau setara 66% dari total prapenjualan.

Adapun segmen komersial termasuk apartemen dan ruko mencatat prapenjualan sebesar Rp2,28 triliun dalam sembilan bulan pertama 2023. Angka tersebut setara kontribusi sebesar 34% terhadap total prapenjualan.

Kuatnya minat pembeli dan penjualan properti bisa dilihat dari penjualan per kuartal. Sepanjang periode Triwulan III 2023 (Juli - September), BSDE membukukan prapenjualan sebesar Rp1,96 triliun. Penjualan rumah tapak menyumbang paling besar dari total prapenjualan di Triwulan III 2023 yakni 74% sedangkan penjualan lahan komersial, ruko dan apartemen sebesar sekitar 26%.

Hermawan menambahkan lebih lanjut "Pencapaian positif selama sembilan bulan pertama 2023 membuktikan kinerja sudah *on track*. Manajemen optimistis akan meraih target prapenjualan sebesar Rp8,08 triliun pada akhir tahun 2023 mendatang".

Penjualan unit residensial maupun komersial di kawasan kota mandiri BSD City mendominasi angka prapenjualan. Hingga akhir September 2023, penjualan unit properti di BSD City tercatat 75% terhadap keseluruhan angka prapenjualan.

Selain BSD City, kawasan properti terintegrasi lainnya seperti Grand Wisata di Bekasi dan Kota Wisata di Cibubur turut memberikan kontribusi positif yakni masing-masing 11% dan 7% terhadap total prapenjualan.

BSDE Achieves 77% of Marketing Sales Target in the First Nine Months of 2023 *)

Tangerang, October 23rd, 2023 – PT Bumi Serpong Damai Tbk (BEI: "BSDE"), the largest satellite city developer in Indonesia and part of the Sinar Mas Land property group, has successfully secured 77% of its 2023 marketing sales target of IDR8.8 trillion in the first nine months of 2023.

As of the end of September 2023, the developer of the integrated township, BSD City has recorded marketing sales amounting to IDR6.75 trillion. This figure represents a 1% increase compared to the same period last year, which amounted to IDR 6.72 trillion.

Hermawan Wijaya, Director of PT Bumi Serpong Damai Tbk, stated that "The residential as our primary business segment has recorded marketing sales of IDR4.47 trillion as of the end of September 2023. This reveals that we are capable of sustaining the public's interest into our property products".

As of the end of September 2023, this segment recorded marketing sales of IDR4.47 trillion, equivalent to approximately 66% of the total marketing sales.

Meanwhile, the commercial segment, including apartments and commercial lots, recorded IDR2.28 trillion of marketing sales in the first nine months of 2023. This figure contributes about 34% to the total marketing sales.

The robustness of buyer interest and property sales can be looked closer on the sales per quarterly basis. During the third quarter (July, August, September), BSDE recorded IDR1.96 trillion in marketing sales. Landed house sales contributed the most of the total marketing sales in the third quarter of 2023, amounting to 74%, while sales of commercial lots, shophouses and apartments amounting to approximately 26%.

Hermawan further emphasized that "The positive achievements during the first nine months of 2023 indicate that our performance is *on track*. Management is confident in reaching IDR8.08 trillion of the marketing sales target by the end of 2023.

Both residential and commercial property unit sales in the integrated township of BSD City dominate the marketing sales figures. Until the end of September 2023, property unit sales in BSD City recorded 75% of the overall marketing sales figures.

In addition to BSD City, the others integrated property areas such as Grand Wisata in Bekasi and Kota Wisata in Cibubur also made positive contributions, representing 11% and 7% respectively of the total marketing sales.

Besarnya angka penjualan residensial ditopang oleh penjualan unit produk unggulan BSD City seperti Enchante, Tanakayu, Nava Park, Hiera dan Eonna.

Sementara itu, segmen komersial sepanjang 9 bulan pertama 2023 berkontribusi sebesar Rp2,28 triliun, yang berasal dari penjualan ruko sebesar Rp1,27 triliun dan lahan komersial sebesar Rp737 miliar serta penjualan unit apartemen sebesar Rp269 miliar.

Penjualan ruko sebagian besar berasal dari Enchante Business Park, yang baru diluncurkan pada Triwulan III - 2023 ini dan Delrey Business Townhouse di BSD City, bersama dengan Front Row Studio Loft di Kota Wisata - Cibubur. Adapun unit apartemen bersumber dari penjualan unit The Elements, Southgate dan Atrium, yang terletak di Jakarta, serta Akasa, Upper West dan Marigold, yang terletak di BSD City.

Hermawan menutup “Dengan melihat hasil prapenjualan sampai dengan akhir September 2023, kami optimis dapat mencapai target prapenjualan 2023 sebesar Rp8,8 triliun. Kami akan terus mengembangkan dan memperkenalkan produk baru yang menarik di area BSD City dan pengembangan area lainnya. Terakhir, untuk mendorong penjualan produk *ready stock* kami, telah diluncurkan program promosi nasional "Smart Move" sejak Februari – Desember 2023. Program ini menawarkan berbagai kemudahan dalam pembayaran termasuk opsi pembayaran tunai, tunai bertahap dan beberapa opsi pembayaran KPR ekspres. Kami meyakini unit-unit properti yang kami kembangkan, terutama yang terletak di daerah strategis dan di dukung oleh akses yang prima menjadi alasan utama para pembeli untuk mencari hunian maupun berinvestasi”.

(end)

Sekilas mengenai 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.

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 Rp21,59 triliun per 30 September 2023.

Untuk informasi lebih lanjut, silahkan menghubungi:
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The substantial residential sales figures were driven by the sales of flagship products in BSD City, such as Enchante, Tanakayu, Nava Park, Hiera and Eonna.

Meanwhile, the commercial segment in the first nine months of 2023 contributes IDR2.28 trillion, which derives from the sales of shophouses amounting to IDR1.27 trillion, commercial lot sales amounting to IDR737 billion and apartment unit sales amounting to IDR269 billion.

Shophouse sales mainly from our newly launched product - Enchante Business Park in the third quarter of 2023 and Delrey Business Townhouse in BSD City, along with Front Row Studio Loft in Kota Wisata - Cibubur. Apartment unit sales, on the other hand, came from The Elements, Southgate, and Aerium, located in Jakarta, as well as Akasa, Upper West and Marigold, situated in BSD City.

Hermawan closed “Given the marketing sales result as at the end of September 2023, we’re optimistic in achieving the 2023 marketing sales target of IDR8.8 trillion. We will continue to develop and launch new attractive products in BSD City area and our others area. Lastly, to boost our ready stock sales, BSDE launched the national promotion program "Smart Move" from February – December 2023. This program offers various conveniences in payment, including cash, cash installments and express mortgage lane payment options. We believe our development, especially those located in strategic areas with excellent access, are the primary reasons for buyers seeking residences and investments.

(end)

Overview of 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 BSDE's projects 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 IDR21.59 trillion as of September 30th, 2023.

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