

BSDE Catatkan Marketing Sales Rp2,9 Triliun di Semester I/2020

Tangerang, 20 Juli 2020 – Pengembang properti terkemuka di Tanah Air, PT Bumi Serpong Damai Tbk (kode saham: BSDE) membukukan pra-penjualan sebesar Rp2,9 triliun sepanjang semester pertama tahun ini atau setara dengan 40% dari target tahun 2020, yang sebesar Rp7,2 triliun. Hasil ini meningkat 6% dibandingkan dengan perolehan Semester I/2019 yang lalu.

Pencapaian ini tidak terlepas dari keberhasilan peluncuran program nasional “Move in Quickly” (MIQ) sejak akhir Maret lalu, yang berhasil membukukan pra-penjualan sebesar Rp650,0 miliar. Hasil ini positif, di tengah situasi pandemi Covid-19 yang masih berlangsung hingga kini.

Hermawan Wijaya, Direktur, menuturkan bahwa produk residensial masih menjadi penyokong utama pra-penjualan pada paruh pertama tahun ini, yaitu senilai Rp1,6 triliun atau berkontribusi 57% terhadap total pra-penjualan.

Hal tersebut ditopang oleh penjualan dari segmen *residential* sebesar Rp 1,6 triliun atau 57% dari total pencapaian. Kontribusi segmen *residential* diperoleh dari pengembangan klaster yang masih berlangsung, yakni klaster Mozia, The Savia, Greenwich, Vanya Park, Tabebuya, Nava Park, The Zora yang terletak di kota mandiri BSD City, Tangerang, disusul proyek Grand Wisata di Bekasi.

Perolehan segmen *residential* juga berasal dari pengembangan proyek baru di BSD City, seperti klaster Inspirahaus, Invensihaus, Zena dan Invensihaus R, beserta klaster O2 Essential Home di Grand Wisata, Bekasi.

Sementara itu, pra-penjualan dari segmen *commercial* tercatat mencapai Rp1,1 triliun atau merepresentasikan 37% dari total pra-penjualan pada 6 bulan pertama tahun ini. Penjualan ini terdiri dari penjualan lahan komersial di BSD City senilai Rp657,3 miliar, penjualan apartemen senilai Rp198,7 miliar, serta penjualan ruko sebesar Rp205,1 miliar.

“Penjualan hunian vertikal kami didukung proyek Apartment Southgate di TB Simatupang - Jakarta Selatan, The Elements di Rasuna CBD Jakarta, Apartment Akasa dan Upperwest BSD City”, ujar Hermawan.

BSDE Records Marketing Sales of IDR2.9 trillion in Semester I/2020 *)

TANGERANG, July 20th, 2020 — The leading property developer in Indonesia, PT Bumi Serpong Damai Tbk (Stock code: BSDE) booked a marketing sales of IDR2.9 trillion throughout the first half of this year or equal to 40% of 2020 targets, which amounting to IDR7.2 trillion. This result is increasing by 6% compared to last Semester I/2020’s results.

This achievement is inseparable from the successful launch of the national program "Move in Quickly" (MIQ) since the end of March, which managed to record marketing sales of IDR650.0 billion. This result is positive in the middle of the Covid-19 pandemic situation that is still ongoing.

Hermawan Wijaya, Director, said that residential products are still the main supporter of marketing sales in the first half of this year, which is worth IDR1.6 trillion or contributing 57% to total marketing sales.

It was supported by sales of residential segment amounting to IDR1.6 trillion or 57% of the total achievements. The residential segment contribution was obtained from the ongoing cluster development, namely Mozia, The Savia, Greenwich, Vanya Park, Tabebuya, Nava Park, The Zora located in the satellite city of BSD City, Tangerang, followed by Grand Wisata project in Bekasi.

Achievement of residential segment also came from the development of new projects in BSD City, such as Inspirahaus, Invensihaus, Zena and Invensihaus R clusters, as well as the O2 Essential Home cluster in Grand Wisata, Bekasi.

Meanwhile, marketing sales of commercial segment were recorded at IDR1.1 trillion, representing 37% of total marketing sales in the first 6 months of this year. The sale included of commercial land sales in BSD City amounting to IDR657.3 billion, apartment sales amounting IDR198.7 billion and shop-house sales of IDR205.1 billion.

"Our vertical residential sales are supported by the projects of Apartment Southgate at TB Simatupang – South Jakarta, The Elements at Rasuna CBD Jakarta, Apartment Akasa and Upperwest in BSD City", said Hermawan.

Selain itu, penjualan ruko didukung oleh pengembangan proyek ICE Business Park, North Point di Nava Park dan Pasar Modern Timur Tahap 2, yang semuanya berlokasi di BSD City.

Pencapaian hasil pra-penjualan Semester I/2020 ini, juga didukung oleh penjualan lahan sebesar Rp181,0 miliar kepada PT Sahabat Duta Wisata atau berkontribusi 6% dari total pencapaian. PT Sahabat Duta Wisata merupakan perusahaan *joint venture* untuk mengembangkan proyek pusat perbelanjaan (mal) di Grand Wisata, Bekasi.

Hermawan menambahkan, “BSD City masih memberikan kontribusi terbesar terhadap total pra-penjualan yaitu 61%, Grand Wisata sebesar 15%, The Zora 7%, Kota Wisata sebesar 5% dan proyek Nava Park berkontribusi 3%”.

BSDE akan terus melanjutkan ekspansi berupa proyek-proyek yang telah berjalan serta program nasional MIQ pada paruh kedua tahun ini, dalam mengejar pencapaian target pra-penjualan 2020. MIQ merupakan program promosi “Ready to Move”, dengan berbagai penawaran yang tentunya menarik bagi konsumen.

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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 pada tahun 2013 melalui aksi korporasi berupa pembentukan tiga Entitas Anak hasil joint venture dengan beberapa mitra strategis baik itu internasional maupun nasional. Ketiga 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 Rp14,24 triliun per 30 Juni 2020.

Untuk informasi lebih lanjut, silahkan menghubungi:
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In addition, the sales of shop houses were supported by the development of project of ICE Business Park, North Point in Nava Park and Pasar Modern Timur Phase 2, all located in BSD City.

The achievement of marketing sales results of Semester I/2020, was also supported by land sales of IDR181.0 billion to PT Sahabat Duta Wisata or contributed 6% of the total achievements. PT Sahabat Duta Wisata is a joint venture company to develop a shopping center (mall) project in Grand Wisata, Bekasi.

Hermawan added, “BSD City still provide the greatest contribution to total marketing sales of 61%, Grand Wisata by 15%, The Zora 7%, Kota Wisata 5% and Nava Park 3%”.

BSDE will continue to expand the running projects in the second half of this year, MIQ national program as well as in the second semester of this year, to achieve the 2020 marketing sales target. MIQ is a "Ready to Move" promotion program, providing various attractive offers to consumers.

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Overview of PT Bumi Serpong Damai Tbk

PT Bumi Serpong Damai Tbk is the developer of BSD City, the largest independent 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 in 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 IDR14.24 trillion on June 30th, 2020.

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