

BSDE Raih 54% Target Prapenjualan di Semester I - 2023

Tangerang, 20 Juli 2023 - PT Bumi Serpong Damai Tbk (BEI: "BSDE") pengembang kota mandiri terbesar di Indonesia dan anggota grup properti terkemuka Sinar Mas Land mengumumkan pencapaian prapenjualan per Semester I - 2023.

Per akhir Juni 2023, BSDE berhasil membukukan prapenjualan senilai Rp4,79 triliun, setara 54% dari target prapenjualan 2023 yakni Rp8,80 triliun.

Hermawan Wijaya, Direktur BSDE mengatakan "Angka tersebut mengalami kenaikan 3% yoy (periode yang sama tahun lalu) sebesar Rp4,67 triliun. Pertumbuhan tersebut terutama ditopang oleh segmen residensial yang berkontribusi sebesar 63% sedangkan segmen komersial yang meliputi ruko, lot dan apartemen berkontribusi 37% dari total prapenjualan sepanjang enam bulan pertama 2023".

Segmen residensial sebagai segmen bisnis utama secara konsisten tumbuh dan memberikan kontribusi positif terhadap pertumbuhan berkelanjutan BSDE. Segmen ini pada akhir Juni 2023 tercatat mendulang prapenjualan sebesar Rp3,02 triliun atau 63% dari total prapenjualan.

Melihat lebih dekat pada segmen residensial pada Semester I - 2023, katalis pertumbuhan prapenjualan berasal dari klaster Layton di Nava Park, klaster Welton di Hiera, Enchante dan klaster Aerra di Eonna, yang terletak di BSD City.

Hermawan menambahkan "BSD City sebagai *flagship* kebanggaan kami, merupakan proyek kota mandiri dengan kontribusi terbesar terhadap total prapenjualan BSDE pada Semester I - 2023 yakni mencapai 74%".

Lebih lanjut, kontribusi positif dan solid juga diberikan dari proyek-proyek residensial di luar BSD City seperti Grand Wisata Bekasi dan Kota Wisata Cibubur. yaitu masing-masing sebesar 10% dan 7% terhadap total prapenjualan. Hal ini membuktikan tingginya minat konsumen terhadap produk-produk properti yang kami tawarkan.

Sementara itu, segmen komersial juga tumbuh positif. Tercatat sepanjang enam bulan pertama membukukan prapenjualan sebesar Rp1,78 triliun terdiri dari prapenjualan ruko senilai Rp918 miliar, prapenjualan lot komersial senilai Rp594 miliar dan prapenjualan unit apartemen senilai Rp261 miliar.

BSDE Achieves 54% of IH2023 Marketing Sales Target*)

Tangerang, July 20th, 2023 – PT Bumi Serpong Damai Tbk (IDX: "BSDE"), Indonesia's largest integrated township developer and a leading property member of Sinar Mas Land, announced its marketing sales achievement for the first half of 2023.

By the end of June 2023, BSDE has successfully recorded marketing sales amounting to IDR4.79 trillion, equivalent to 54% of the 2023 marketing sales target of IDR8.80 trillion.

Hermawan Wijaya, Director of BSDE stated that "This figure represents a 3% year-on-year (yoy) increase from the previous year's figure of IDR4.67 trillion. The growth was primarily driven by the residential segment contributed 63%, while the commercial segment, including shophouses, commercial lots and apartments, contributed 37% to the total marketing sales during the first six months of 2023".

The residential segment, being the main business focus, consistently displays growth and contributes positively to the BSDE's sustainable expansion. Per end of June 2023, this segment recorded marketing sales of IDR3.02 trillion, creating 63% of the total marketing sales.

A closer view of the residential segment in the first half of 2023 reveals that the catalysts for marketing sales growth were the Layton cluster at Nava Park, Welton cluster at Hiera, Enchante and Aerra cluster at Eonna, all located within BSD City.

Hermawan further added that "BSD City as our *flagship* project, is an integrated satellite project that makes the most significant contribution to BSDE's total marketing sales in the first semester of 2023, reaching 74%".

Furthermore, it is worth noting that the positive and substantial contributions were also made by residential projects outside BSD City, such as Grand Wisata Bekasi and Kota Wisata Cibubur, accounting for 10% and 7% of the total marketing sales, respectively. This demonstrates the high level of consumer demand for our products.

Meanwhile, the commercial segment also exhibited positive growth. During the first six months, it achieved marketing sales of IDR1.78 trillion, consisting of shophouse marketing sales worth IDR918 billion, commercial lot marketing sales worth IDR594 billion and apartment unit marketing sales worth IDR261 billion.

Semua prapenjualan lot komersial berasal dari kawasan BSD City, sementara prapenjualan ruko terutama berasal dari Front Row Studio Loft di Kota Wisata, serta Delrey Business Townhouse, The Loop dan Daikanyama di area BSD City. Selain itu, unit-unit pengembangan vertikal yang terjual utamanya berasal dari proyek The Elements, Southgate dan Aerium yang berlokasi di Jakarta, serta Akasa, Upper West dan Marigold yang berlokasi di BSD City.

Bahkan, prapenjualan lot komersial dan ruko pada Kuartal II – 2023 jika dibandingkan dengan pencapaian Kuartal I - 2023 (kuartal per kuartal) menunjukkan peningkatan yang signifikan masing-masing sebesar 97% dan 56%.

Hermawan pun menutup “Kami optimis dapat meraih target prapenjualan tahun 2023 sebesar Rp8,08 triliun. Kami akan terus mengembangkan dan meluncurkan produk-produk baru yang menarik di BSD City dan lokasi lainnya”. Terakhir, untuk mempromosikan stok yang sudah siap, BSDE meluncurkan program promosi nasional "Smart Move" dari Februari hingga Desember 2023, menawarkan opsi pembayaran tunai, angsuran tunai, dan opsi jalur pembayaran KPR kilat.

(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.

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 Rp23,18 triliun per 27 Juni 2023.

Untuk informasi lebih lanjut, silahkan menghubungi:
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All commercial lot marketing sales originated from BSD City, while the primary sources of shophouses marketing sales were Front Row Studio Loft in Kota Wisata, as well as Delrey Business Townhouse, The Loop and Daikanyama located in BSD City. Additionally, the vertical development units sold predominantly came from projects such as The Elements, Southgate and Aerium located in Jakarta, as well as Akasa, Upper West and Marigold in BSD City.

Moreover, the commercial lot and shophouses marketing sales in second quarter of 2023, compared to the achievement in quarter one of 2023 (quarter-on-quarter), showed a significant increase of 97% and 56%, respectively.

Hermawan closed that “We are optimism in achieving the 2023 marketing sales target of IDR8.08 trillion. We will continue to develop and launch new attractive products in BSD City and other locations”. Finally, to promote our ready stocks, BSDE has launched the national promotion program "Smart Move" from February to December 2023, offering cash payment options, cash installment plans and an express mortgage lane payment option.

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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 BSDE’ 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 IDR23.18 trillion as of June 27th, 2023.

For further information, please contact:
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