

BSDE Raih 72% Target Prapenjualan 2024 di Kuartal III - 2024

Tangerang, 28 Oktober 2024 - PT Bumi Serpong Damai Tbk (BEI: "BSDE") yang dikenal sebagai pengembang kota mandiri terbesar di Indonesia, telah mencapai 72% dari target prapenjualan tahun 2024 dalam sembilan bulan pertama, dengan total nilai Rp6,84 triliun. Kinerja ini mencerminkan peningkatan sebesar 1% dibandingkan periode yang sama di tahun sebelumnya yang mencatatkan Rp6,75 triliun.

Hermawan Wijaya, Direktur BSDE menjelaskan kontribusi terbesar berasal dari segmen residensial, yang menyumbangkan Rp3,85 triliun atau 56% dari total prapenjualan. Pencapaian ini didukung oleh proyek BSD City seperti Nava Park, Tresor, The Zora, Hiera, Tanakayu dan Terravia. Selain itu, peluncuran produk baru seperti Yara at the Kaia di Grand Wisata Bekasi dan Townville di Grandcity Balikpapan turut mendukung pencapaian tersebut.

Ditambahkan, tingginya minat konsumen terhadap produk-produk properti yang ditawarkan, baik hunian maupun komersial, mencerminkan kepercayaan pasar yang kuat terhadap kualitas dan nilai tambah atas produk properti yang diberikan oleh BSDE, sebagai pengembang terkemuka dengan pengalaman lebih dari 4 dekade di industri properti nasional.

Kontribusi terbesar kedua diikuti oleh segmen komersial, termasuk lot komersial, apartemen dan ruko, dengan kontribusi Rp2,43 triliun atau sebesar 36%. Penjualan ruko sebesar Rp1,55 triliun, lot komersial sebesar Rp396 miliar dan apartemen sebesar Rp483 miliar. Prapenjualan ruko berasal dari proyek Cascade, West Village dan peluncuran ruko baru Northridge Ultimate yang semuanya terletak di BSD City. Sedangkan, prapenjualan apartemen berasal dari Southgate dan Aerium di Jakarta serta Akasa dan Upperwest yang terletak di BSD City.

Secara keseluruhan berdasarkan lokasi, prapenjualan di BSD City berkontribusi sebesar 69%, diikuti Nava Park, BSD City sebesar 8%, The Zora 7% dan Hiera 4%. Ditambah, Grand Wisata Bekasi dan Kota Wisata Cibubur masing-masing berkontribusi sebesar 13% dan 5% terhadap total prapenjualan 2024.

Kami optimis kebijakan ini juga akan mendorong pertumbuhan jangka panjang di sektor properti. "Dengan peluncuran produk yang tepat sasaran, promosi yang efektif melalui program pemasaran nasional 'Infinite Living', serta dukungan insentif pemerintah yang berkelanjutan, BSDE yakin dapat mencapai target prapenjualan tahun 2024 sebesar Rp9,50 triliun," tutup Hermawan.

(end)

BSDE Achieves 72% of Its 2024 Marketing Sales Target by the Third Quarter of 2024 *)

Tangerang, October 28th, 2024 – PT Bumi Serpong Damai Tbk (IDX: "BSDE"), recognized as Indonesia's largest township developer, has successfully achieved 72% of its marketing sales target for 2024 within the first nine months, totaling IDR6.84 trillion. This figure reflects a 1% increase compared to the IDR6.75 trillion recorded during the same period last year.

Hermawan Wijaya, Director of BSDE highlighted that the residential segment made the most significant contribution, representing IDR3.85 trillion or 56% of the total marketing sales. This accomplishment is backed by BSD City projects including Nava Park, Tresor, The Zora, Hiera, Tanakayu and Terravia. Furthermore, the launching of new products like Yara at the Kaia in Grand Wisata Bekasi and Townville at Grandcity Balikpapan has contributed to this success.

He added that the strong consumer demand for both residential and commercial properties demonstrate strong market confidence in the quality and value added by BSDE's products. With over four decades of experience in Indonesia's property sector, BSDE remains a leading and trusted developer.

The commercial segment, encompassing commercial lots, apartments and shop houses, accounted for the second-largest share of total marketing sales, amounting to IDR2.43 trillion or 36%. Shophouse marketing sales reached IDR1.55 trillion, commercial lots totaled IDR396 billion and apartment sales amounted to IDR483 billion. The shophouse sales were derived from the Cascade and West Village projects, as well as the launch of the new shophouse Northridge Ultimate which was all situated in BSD City. In contrast, apartment sales are supported by Southgate and Aerium in Jakarta, along with Akasa and Upperwest located in BSD City.

Overall, based on location-wise, marketing sales in BSD City contributed around 69%, followed by Nava Park, BSD City at 8%, The Zora at 7% and Hiera at 4%. Additionally, Grand Wisata Bekasi and Kota Wisata Cibubur each contributed 13% and 5% to the total marketing sales for 2024.

We remain optimistic that the policy will stimulate long-term growth in the property sector, "Through strategic product launches, effective promotional efforts through national marketing program 'Infinite Living' and sustained government incentives, BSDE is confident in achieving its full-year marketing sales target of IDR9.50 trillion for 2024," concluded Hermawan.

(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 5.950 ha 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.

Pasca 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 telah mengembangkan visi keberlanjutannya sejak tahun 2017 dan dalam perjalanannya menjadi elemen integral bagi setiap operasional bisnis. Saat ini, BSDE tercatat sebagai salah satu emiten properti terbesar di Bursa Efek Indonesia (BEI), dengan kapitalisasi pasar sebesar Rp25,19 triliun per 30 September 2024 serta nilai ESG 14,83 (sumber www.idx.co.id/id/perusahaan-tercatat/nilai-esg).

Untuk informasi lebih lanjut, silahkan menghubungi:
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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' 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 developed its sustainability vision since year 2017, which is an integral element of how we do business. BSDE is currently listed as one of the largest property issuers on the Indonesia Stock Exchange (IDX), with a market capitalization of IDR25.19 trillion as of September 30th, 2024, as well as ESG score at 14.83 (source www.idx.co.id/id/perusahaan-tercatat/nilai-esg).

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