

# PT BUMI SERPONG DAMAI TBK





# Company Overview



**International  
Property Awards  
Asia Pacific 2012**



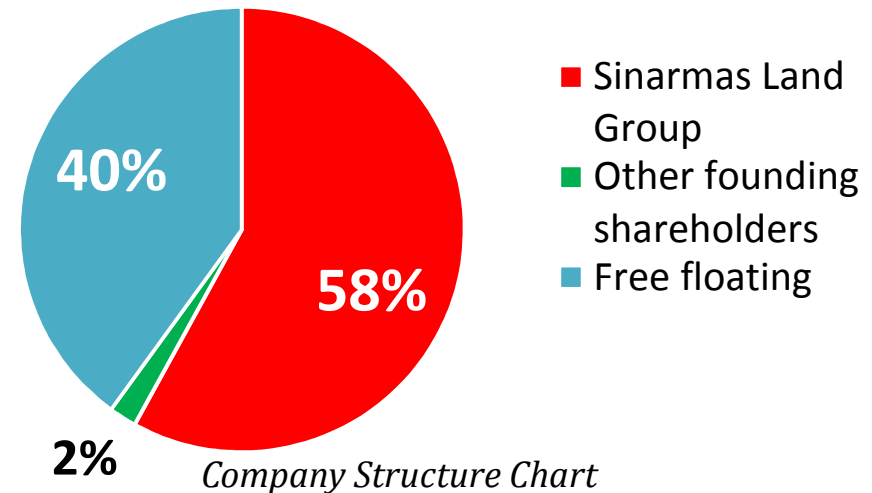
**SINARMAS LAND PLAZA, HEAD QUARTER, BSD GREEN OFFICE PARK, BSD CITY**

# Company Highlights

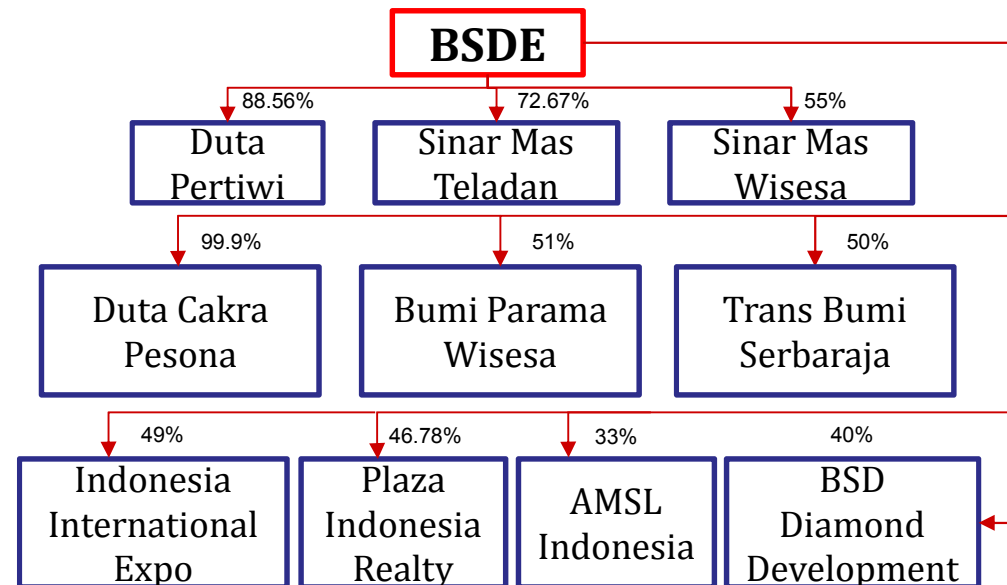


- PT Bumi Serpong Damai Tbk (“BSDE”) was established in **1984** by consortium of shareholders to develop BSD City as a **satellite city** in southwest of Jakarta
- BSDE **has started its operation since 1989** and has grown to become a new center of economy in the southern outskirts of Jakarta
- BSD City is **one of the largest city development company in Indonesia** with total license area of 5,950 ha
- Well established developments in Greater Jakarta & Borneo, expanding to Semarang, Surabaya, Manado, Palembang and Makassar
- BSDE is included in various indices, including **MSCI, MBX, LQ45, JII, Infobank15, IDX30, Bisnis-27, Investor33, SRI-KEHATI, ISSI, & MNC36**
- BSDE is the largest property company in terms of market capitalization, **IDR 30 trillion/USD 2.1 billion** as of 1H2018)
- Fitch Rating affirms 'BB-'; Stable Outlook; Moody’s affirms ‘Ba3’; Stable Outlook; Pefindo affirms ‘idAA-’; Stable Outlook.

Shareholders Structure



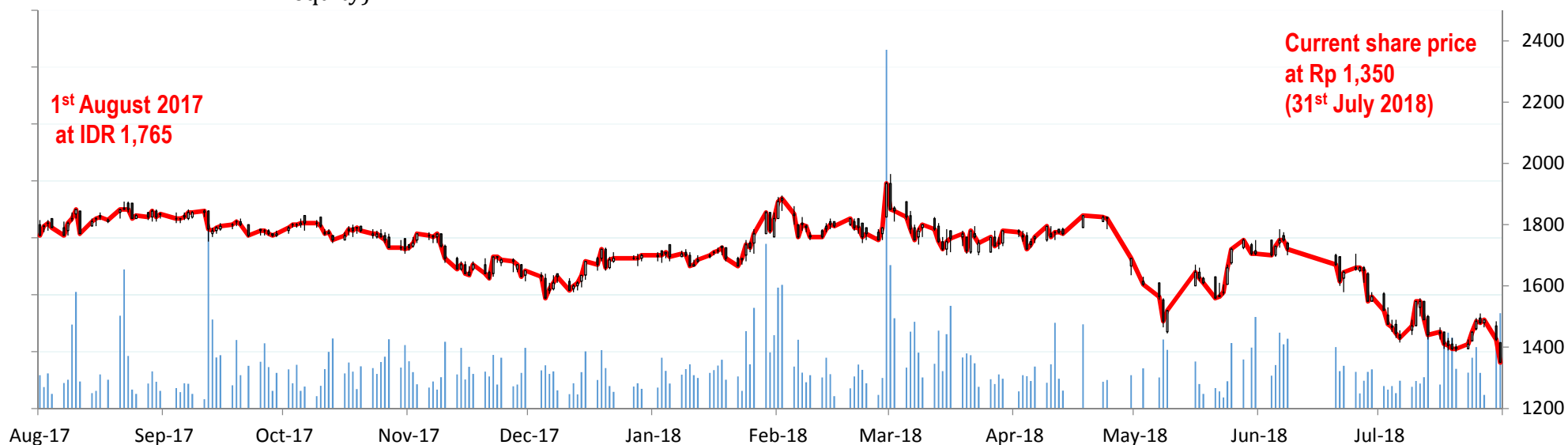
Company Structure Chart



# Corporate Actions



2003 - 2008	2010	2012-2013	2014	2015	2016	2017	2018
<ul style="list-style-type: none"> <li>2003, issued BSD Bond I IDR 250B, repaid in 2008</li> <li>2006, issued BSD Bond II IDR 600B, repaid in 2011</li> <li>2008, IPO at IDR 550</li> </ul>	<ul style="list-style-type: none"> <li>Rights issue IDR 760</li> <li>Acquisition of DUTI (85.31% of equity interest)</li> <li>Capital Injection to SMT and SMW (60% and 55% of enlarged equity)</li> </ul>	<ul style="list-style-type: none"> <li>Issuance Shelf Registered Bond IDR 2.75 trillion</li> </ul>	<ul style="list-style-type: none"> <li>5% new shares issuance at Rp 1,820/share</li> <li>Acquired stake of PLIN.IJ up to 34.22%</li> </ul>	<ul style="list-style-type: none"> <li>5% new shares issuance at Rp 1,890/share</li> <li>Issuance USD Bond USD225mn</li> </ul>	<ul style="list-style-type: none"> <li>Issuance Shelf Registry Bond II (Phase 1) IDR650bn</li> <li>Bought back BSD 2020 USD146mn</li> <li>Issuance USD Bond USD200mn</li> </ul>	<ul style="list-style-type: none"> <li>Issuance USD Bond USD70mn</li> </ul>	<ul style="list-style-type: none"> <li>Issuance USD Bond USD300mn</li> </ul>





## PT Bumi Serpong Damai Tbk

### Sales Development Revenue

### Recurring Revenue

City & Urban  
Development

Gated/cluster  
Residential

Vertical  
Residential

Office  
Buildings

Malls and  
Superblocks

Hotels &  
Leisure

Greater  
Jakarta

Semarang

Surabaya

Medan

Palembang

Balikpapan

Samarinda

Manado

Makassar

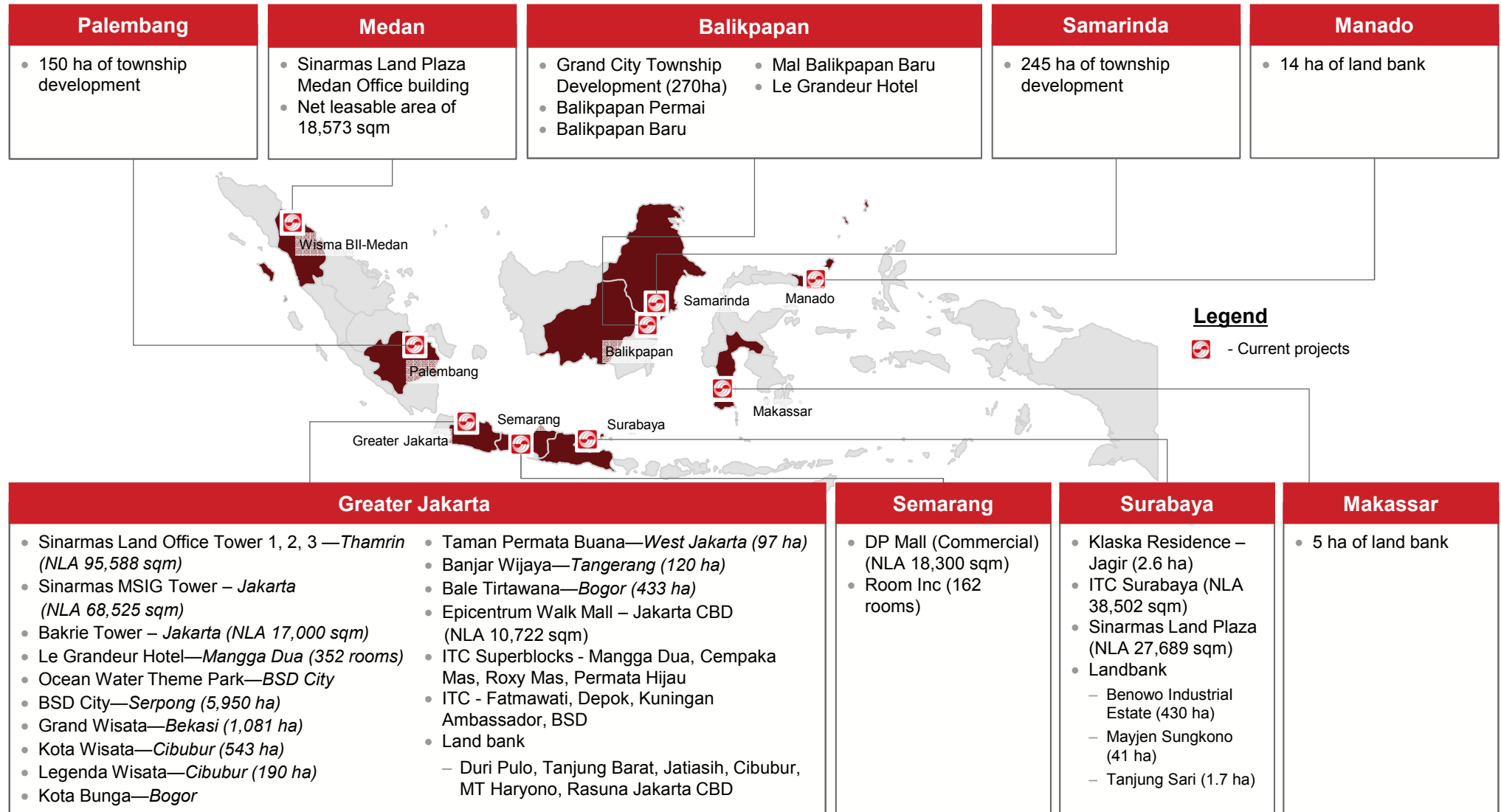
- Landed Residential
- Shop Houses and offices
- Industrial Estate
- Commercial Lots
- Apartments

- International Trade Center (ITC)
- Shopping Mall
- Office Building
- Estate Management
- Hotel
- Convention & exhibition
- Water Theme Park
- Built to suit retail space

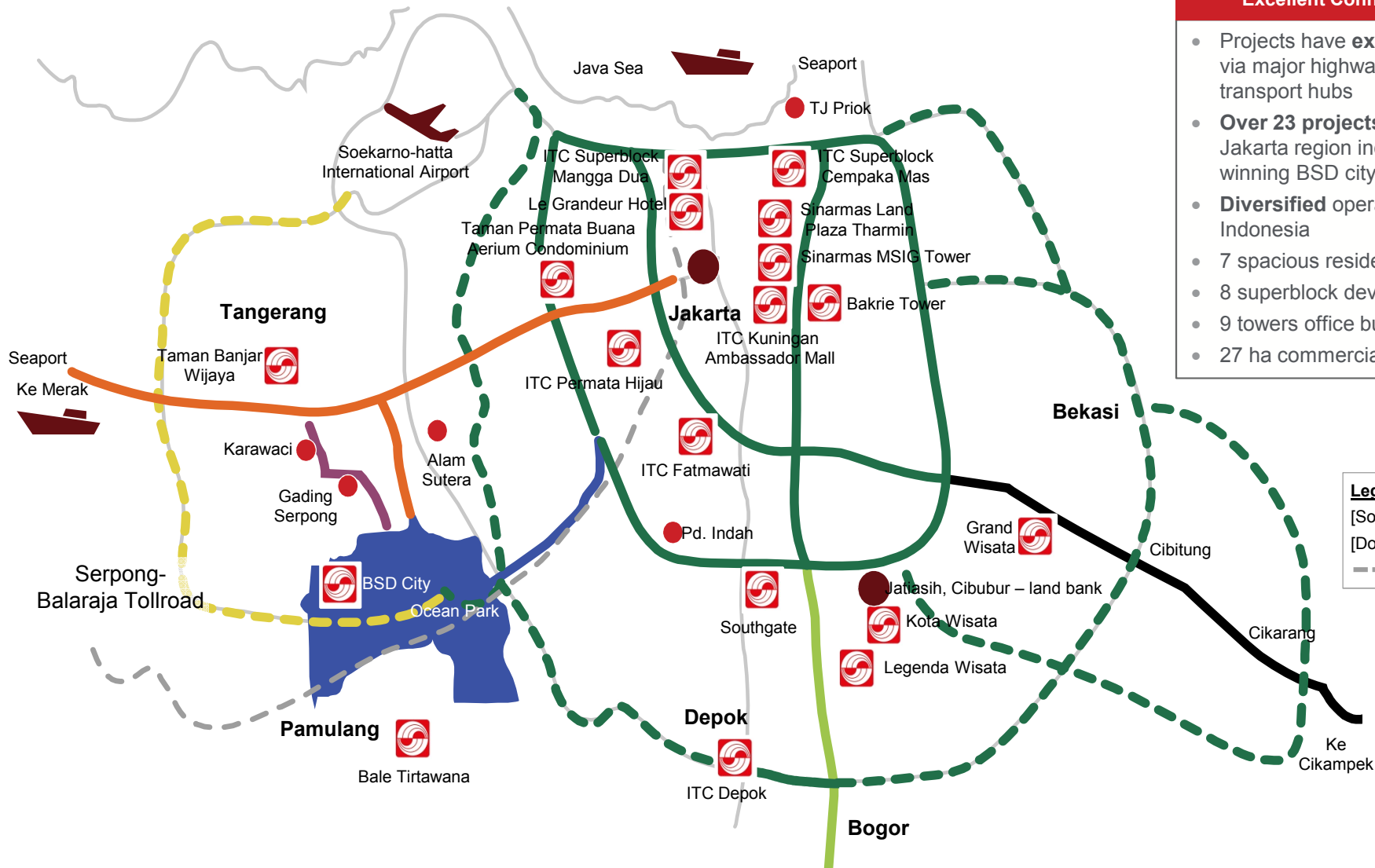
# Diversifying Portfolio



## Presence in Nine Large Indonesian Cities



# Strong Footprint in Greater Jakarta



## Excellent Connectivity & Diversity

- Projects have **excellent connectivity** via major highways and proximity to transport hubs
- **Over 23 projects** in Jakarta / Greater Jakarta region including the award winning BSD city
- **Diversified** operations across Jakarta / Indonesia
- 7 spacious residential projects
- 8 superblock developments
- 9 towers office building
- 27 ha commercial land banks in Jakarta

### Legend:

- [Solid line] Constructed toll roads
- [Dotted line] Awarded toll roads
- Railway



# Strategic and Largest Land Bank



- One of largest land bank in Indonesia.
- Diversifying portfolio across Indonesia archipelago and owns development rights up to an aggregate of 10,220.4 hectares.
- Our land bank as of June 30, 2018 comprised 4,741.6 hectares, including 4,044.4 hectares for townships and 697.3 hectares for commercial development.
- BSD City as a flagship developments, situated in south west part of Greater Jakarta, owns 2,423.4 hectares of land bank for next 20 years development.

Project Name	Location	Area Covered by Location Permit (ha)	Land Bank (ha) 30-Jun-18
BSD City	Banten	5,951.1	2,423.4
Bale Tirtawana - Rumpin	Bogor	496.0	432.8
Legenda Wisata	Cibubur	190.0	12.5
Taman Permata Buana	West Jakarta	97.1	2.2
Grand Wisata	West Bekasi	1,081.0	554.4
Kota Wisata	Cibubur	918.0	366.4
Banjar Wijaya	Tangerang	120.0	11.2
Grand City	Balikpapan	270.0	230.7
Kota Bunga	Cipanas	161.0	10.7
<b>Total for Townships</b>		<b>9,284.2</b>	<b>4,044.4</b>
Jakarta CBD		6.3	3.1
Central Jakarta		17.1	17.2
South Jakarta		5.5	4.9
Manado		14.2	14.2
Surabaya		493.7	435.3
Samarinda		245.0	73.6
Palembang		150.0	143.5
Makassar		5.4	5.4
<b>Total Land Bank</b>		<b>10,220.4</b>	<b>4,741.6</b>

# Commercial Superblocks



Superblock Mangga Dua

Superblock Permata Hijau



Superblock Mangga Dua  
Superblock Roxy Mas  
Superblock Cempaka Mas  
Superblock Ambassador Kuningan  
Superblock Fatmawati Mas  
Superblock Permata Hijau  
Superblock Mangga Dua Surabaya  
ITC Depok  
ITC Surabaya  
ITC BSD

Superblock Cempaka Mas



## Future Commercial Expansion

- Mixed development, Duri Pulo, Central Jakarta, 16 ha
- Mixed development, Southgate, South Jakarta, 5.6 ha
- Mixed development, Jakarta CBD, Rasuna Epicentrum, 5.5 ha

ITC Depok



- Pioneer of ITC (strata retail mall)
- One of the pioneers of “superblock developments” which combine condominium, retail space and offices
- As most favorite business hub for wholesalers and retailers
- Successfully developed 10 Superblocks in spread around Greater Jakarta and Surabaya with around 1,3 million net sellable area and as recurring income generator 154,000 sqm leaseable area



# Investment Properties



## Jakarta



### Jakarta Office Building

#### *Sinarmas Land Plaza Thamrin I*

Rentable area : 10,230 sqm

12 storey office building

#### *Sinarmas Land Plaza Thamrin II*

Rentable area : 66,180 sqm

39 storey office building

#### *Sinarmas Land Plaza Thamrin III*

Rentable area : 11,494 sqm

12 storey office building

#### *Sinarmas MSIG Tower*

Rentable area : 68,525 sqm

47 storey office building

#### *Bakrie Tower*

Rentable area : 17,000 sqm

13 storey office building

### Surabaya Office Building

#### *Sinarmas Land Plaza Surabaya*

Rentable area 23,281 sqm

20 storey office building

### Medan Office Building

#### *Sinarmas Land Plaza Medan*

Rentable area : 11,651 sqm

10 storey office building

### BSD Green Office Park

#### *My Republic Plaza (GOP 6)*

Rentable area : 18,389 sqm

5 storey office building

### GOP 9

Rentable area : 21,224 sqm

5 storey office building

### **GOP 1 (under construction)**

Rentable area : 59,089 sqm

5 storey office building

### Mall

#### **QBig**

Net leaseable 65,351 sqm

17.5 ha gross land area, BSD City

#### **Breeze Open Air Lifestyle Mall**

Net leaseable 34,719 sqm

13.5 ha gross land area, BSD City

#### **DP Mall Semarang, Central Java**

Net leaseable 24,373 sqm

Gross floor 53,000 sqm

#### **Epicentrum Walk Mall, CBD Jakarta**

Net leaseable 11,400 sqm

Gross floor 14,800 sqm

#### **Mall Balikpapan Baru, Balikpapan**

Net leaseable 10,127 sqm

Gross floor 16,338 sqm

### Hotel

#### **Le Grandeur Jakarta**

16 stories, 352 rooms

#### **Le Grandeur Balikpapan**

5 stories, 185 rooms

#### **Room Inc**

#### **Semarang, Central Java**

3 stories, 162 rooms



# Project Overview



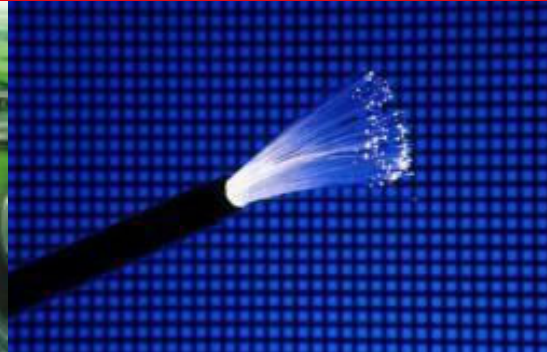


# BSD City – Master Plan ~ 6,000 Ha





# Infrastructure & Facilities



## Infrastructure

- Easy access to BSD City:
  - 2 existing toll roads
  - 3 future toll roads
  - double tracks train
  - feeder bus, link into busway
- Reliable power supply and fiber optic cables are the backbone to the communication infrastructure
- Water treatment plant to provide continuous fresh water supply
- Nursery, a plant seeding cultivation center to support BSD City green development

## Facilities

- Lifestyle and Entertainment
  - DIG Golf Course, Indonesia Convention Exhibition (ICE)
  - Ocean Water Theme Park
  - Breeze Mall, Teraskota, BSD Plaza, ITC BSD, Aeon Mall, Qbig
  - Clubhouse, swimming pool, movie theaters
- Education, Health, Worship
  - More than 65 education institution
  - ± 5 hospitals
  - Mosque, church, temple
- Service: traditional market, fire fighter, 24 hour securities





# Phase I ~ 1,500 Ha



**Green Cove**



**Sevilla**



**The Green**



- Development started in 1989 and currently at completion stage
- Population more than 160.000 people (phase 1 and 2)
- At least 35.000 Residential and Commercial Units (phase 1 and 2)

**Sunburst Office Park**



**ITC BSD**



**Taman Tekno**

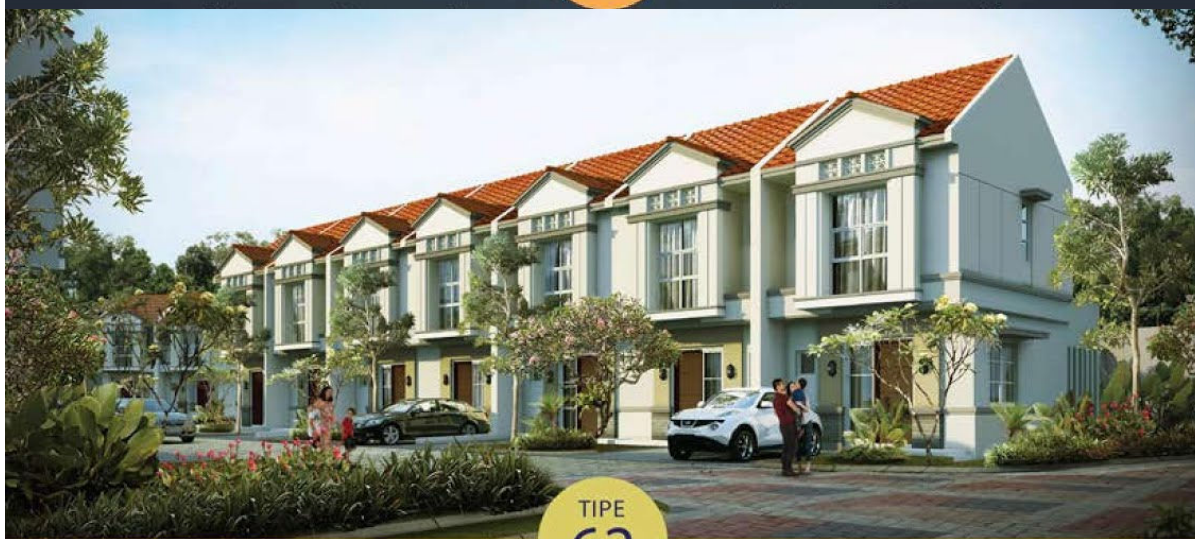




# Phase I ~ The Savia (16 Ha)



TIPE  
133



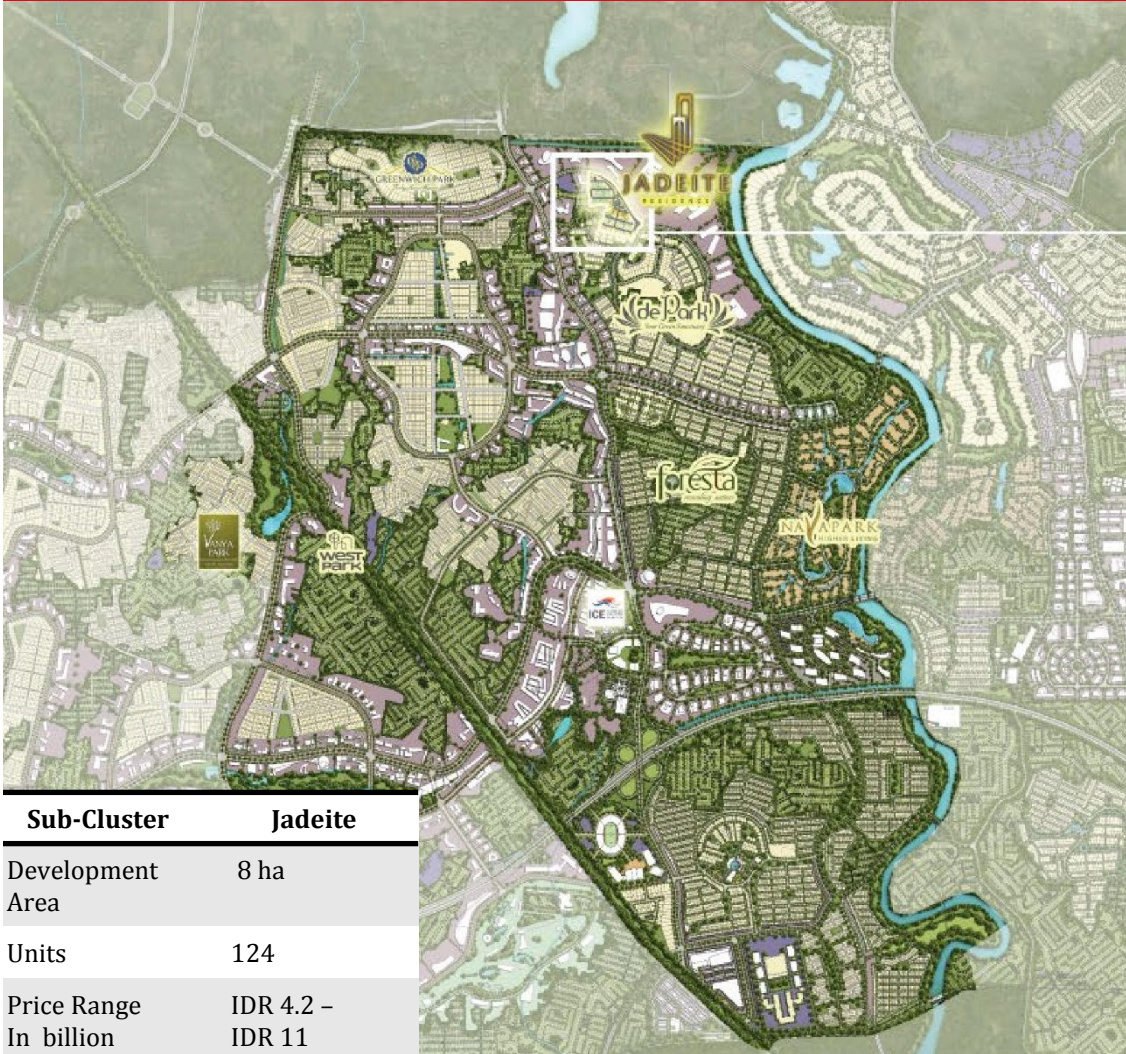
TIPE  
62

The Savia	Phase I	Tevana	Zeva
Units launched	192	189	82
Price Range In billion IDR	0.9 - 3	1.1 - 2.3	1.4
Type In sqm	B 62 - 133 L 56 - 213	B 78 - 133 L 72 - 160	B 87 L 84





# Phase II- Jadeite



Sub-Cluster	Jadeite
Development Area	8 ha
Units	124
Price Range In billion	IDR 4.2 – IDR 11
Type In sqm	B 180 - 318 L 162 - 487





# Phase II ~ Greenwich Park 47 ha



**sinarmas land**



CAELUS GATE



Sub-Cluster	Mayfield	Sheffield	Whitsand	Whelford
Development Area	7.5 ha	7.6 ha	6 ha	7 ha
Units launched	168	197	57	259
Price Range In billion IDR	2.5 - 5	2.7 - 6.7	2.8 - 6.7	1.5 - 1.8
Type In sqm	B 130 - 275 L 160 - 300	B 130 - 275 L 160 - 300	B 132 - 288 L 160 - 535	B 120 - 125 L 60 - 84

Sub-Cluster	Luxmore	Hylands	Caelus
Development Area	7 ha	7 ha	7 ha
Units launched	83	192	218
Price Range In billion IDR	1.7-2.7	1.4 - 2.3	3 - 5.9
Type In sqm	B 120-125 L 112-295	B 70 - 133 L 77 - 112	B 146 - 250 L 112 - 232





# Phase II ~ Vanya Park 35 Ha



Sub-Cluster	Azura	Assana	Anila House	Vanya Lakeside	Anarta House	Asatti Garden House	Alesha House	Askara House
Gross Area	5.6 ha	2.0 ha	2.6 ha	1.0 ha	2.7 ha	3.1 ha	4.3 ha	3.0 ha
No of Units	418	152	95	42	255	576	350	72
Price Range In billion	IDR 1.0 - 1.4	IDR 1.0 - 1.28	IDR 1.5 - 2.3	IDR 2.0 - 2.4	IDR 1.0	IDR 0.6 - 1.9	IDR 1.2 - 1.4	IDR 1.2 - 3.1
Type In sqm	B 53 - 70 L 60 - 77	B 53 - 70 L 60 - 77	B 72 - 96 L 77 - 128	B 143 - 171 L 90 - 108	B 89 L 34	B 31 - 111 L 67.5	B 90 L 32	B 66 - 123 L 60 - 150



# Phase II – BSD Green Office Park (25 Ha)



- Comprise up to 10 low-rise office buildings
- Gold Award for Green Mark District, certified by Building Construction Authority (Singapore)
- Micro-climate optimization
- 1<sup>st</sup> Marketing Office, operated in 2011
- 2<sup>nd</sup> Sinarmas Land Plaza, operated in 2012 as Sinarmas Land's Headquarter.
- 3<sup>rd</sup> Breeze Life Style mall, mainly food & beverage tenants, operated July 2013
- 4<sup>th</sup> MyRepublic Plaza, for lease, operated in June 2015
- 5<sup>th</sup> GOP 9, for lease, operated in 2017
- Headquarter of PT Unilever Indonesia Tbk, occupied in 2017
- Under constructing GOP 1, will be operating in 2019
- Won several awards, one of them was as The Best Green Development by South East Asia Pacific Award



# Phase II ~ The Zora



- Jointly developed with Mitsubishi Corporation.
- 19 hectares of premium residential area with smart home technology.

Sub-Cluster	Keia	Kimora
Development Area	4.5 ha	2 ha
Units	84	53
Price Range In billion	IDR 4 - 7.1	IDR 4.2 - 7.6
Type In sqm	B 195 - 302 L 120 - 190	B 198 - 262 L 120 - 153





# Phase II – Indonesia Convention Exhibition ICE



- A new emerging destination of MICE industry in Indonesia on 22 ha land area, located in main boulevard of BSD City 2<sup>nd</sup> phase
- Spacious indoor and outdoor exhibition area, 100,000 sqm
- Divisible convention hall, 4,000 sqm, into rooms or meeting rooms
- 12,000 sqm convenient pre-function lobby
- Comprehensive services for wide variety of events including musical concerts, large scale wedding, gala dinner, graduation, product launch, religious service and sport tournament
- Jointly with Kompas Gramedia Group
- Managed and operated by Duetsche Messe, Hannover, Germany





# Phase II – AEON Mall

- 1<sup>st</sup> Aeon Mall in Indonesia, Japanese theme shopping center
- On 10 hectares land area, 177,000 sqm of GFA, 77,000 sqm of NLA
- Jointly develop with AEON Co. Ltd
- Grand opening on 30<sup>th</sup> May 2015
- Anchor tenants : Aeon Department Store, Aeon Supermarket, H&M, Uniqlo, XXI, Muji, Food Culture, and Food Carnival
- 100% occupancy rate





# Phase II ~ Nava Park



- Jointly developed with Hong Kong Land
- 68 hectares premium residential area, landed, low rise and mid rise housing
- LANCEWOOD Launched on 28<sup>th</sup> October 2014, 100 landed bungalows sold out, ranging price from IDR 4.8 to 12 bn each.
- Marigold launched on 28<sup>th</sup> March 2015, currently three out of six towers of low rise condominium has been launched, 270 units, ranging price from IDR 1.3 to 5 billion per unit.
- LAKEWOOD introduced in December 2016 with price ranging from IDR 7.7 to IDR 17 bn per unit.



An iconic mixed use resort development that celebrates waterfront lifestyle surrounded by nature.



# Education Center



## Prasetya Mulya Business School



## Unika Atma Jaya



- Integrated education center
- Located at near by residential area BSD City
- Two universities :
  - Prasetya Mulya Business School (10 Ha)
  - Unika Atma Jaya (20 Ha)
- Various international and well known local schools:
  - Jakarta Nanyang International School
  - Sinarmas World Academy
  - Santa Ursula Catholic school
  - Al-Azhar Islamic School
  - Binus International School
  - Yayasan Bina Eksekutif
  - Bina Sarana Informatika
  - Stella Maris
  - Cendekia Abditama
  - Deutsche Schule
  - Ora Et Labora
  - Insan Cendikia
  - Cikal Harapan
  - Saint Mary
  - St. John School
  - St. Antonius
  - Solideo



# Jakarta CBD Project : The Elements



- Situated Jakarta CBD, golden triangle, Jl. HR. Rasuna Said, South Jakarta
- 5.5 ha commercial land plot, divided into 3 plot land parcels, Lot 16, 17 and 18
- Surrounded by mall, office towers, apartments and mixed use development
- The Elements condominium for sales is on Lot 16, 6,000 sqm land area, comprising two towers condominium and serviced apartment, launched in 4Q 2015, two and three bedrooms type



# SOUTHGATE TB Simatupang



- Located in Tanjung Barat, Lenteng Agung, South Jakarta. Land area 5.4 ha
- Plan to develop mixed use development i.e. Aeon mall, office, serviced apartment, hotel and condominium for sale. Aeon Mall will be operating in 2020 with NLA 56,000 sqm
- One tower of condominium for sale, 27-floor tower, 300 units available, middle to upper segment market
- one bedroom type (49 and 51 sqm), one bedroom plus type (72 sqm), and two bedroom plus type (101 sqm). Starting price at Rp 1.2 to 3.5 billion





# KLASKA RESIDENCE SURABAYA



- Located in central of Surabaya, East Java with 3.2 hectares of land area
- Plan to develop mixed-use development including retail arcade, 6 towers condominium for sales for middle segment market, 1,000 units per tower
- Surrounded by various universities
- Starting price at IDR 400 million :
  - Superior (26 sqm) : IDR 494 mn
  - Deluxe (35 sqm) : IDR 672 mn
  - Suite (52 sqm) : IDR 989 mn
  - Loft (133 sqm) : IDR 2.4 bn
- Product : studio to 2BR type





# Financial Overview



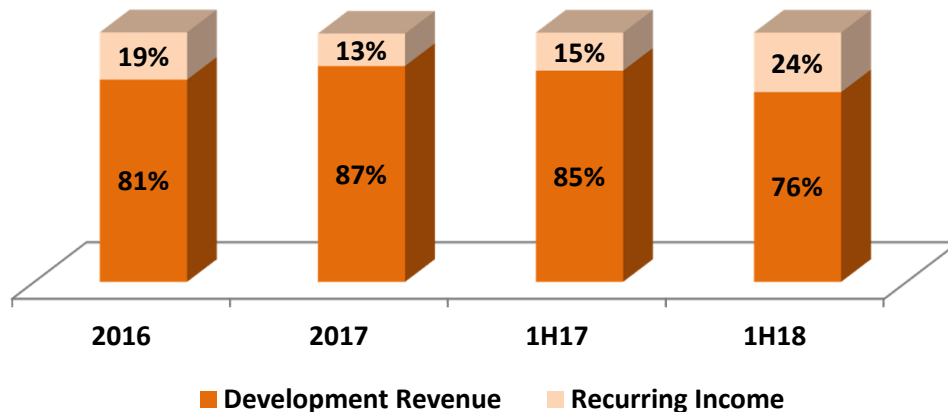
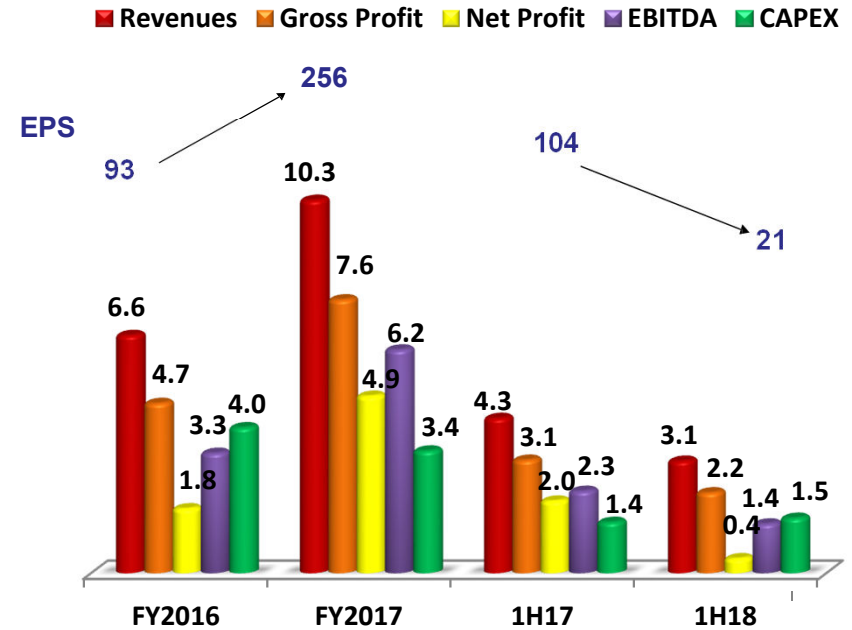
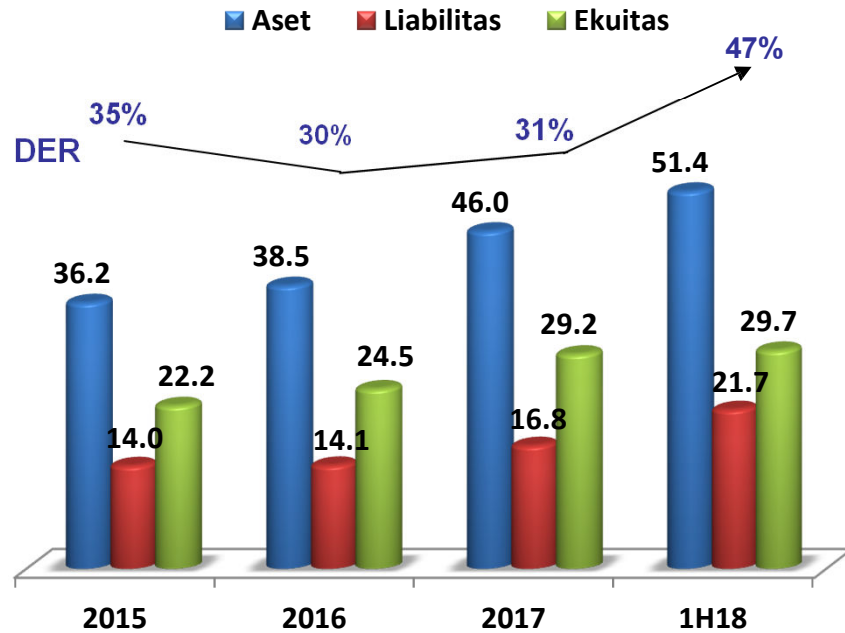
**DAMAI INDAH GOLF COURSE, 18 HOLES, BSD CITY**



# Financial Performances (in trillion IDR)



**sinarmas land**



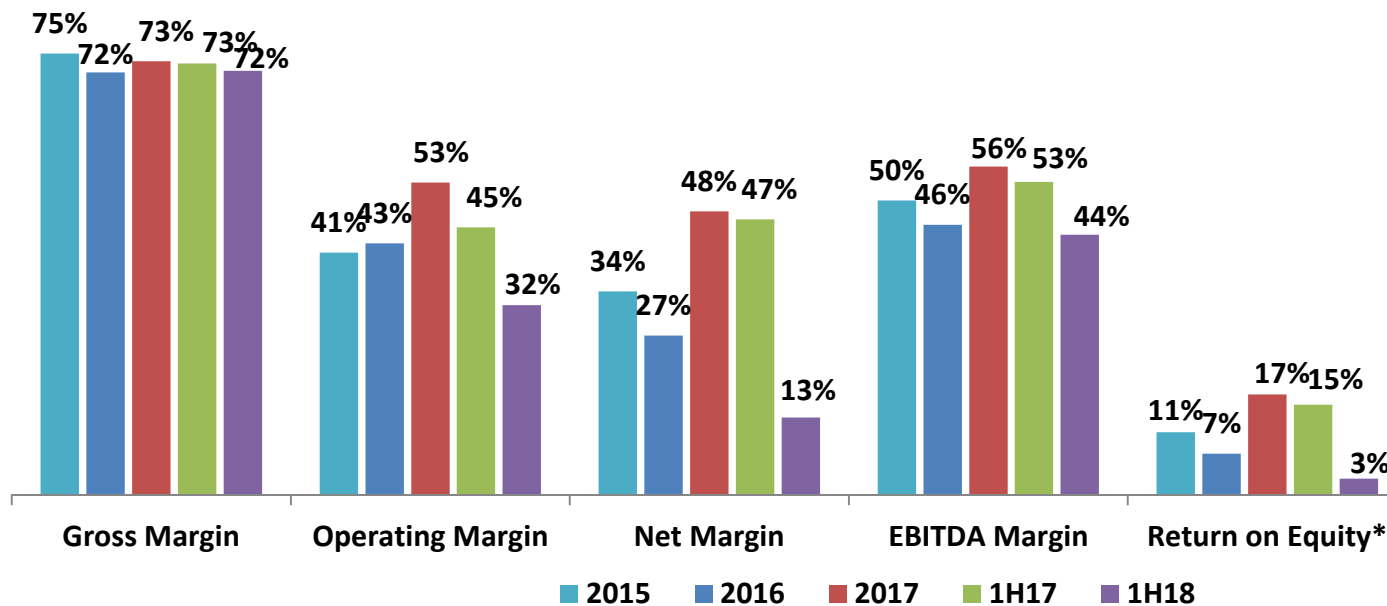
• Approaching **80 : 20** proportion of sales development income and recurring income



# Profitability Highlights



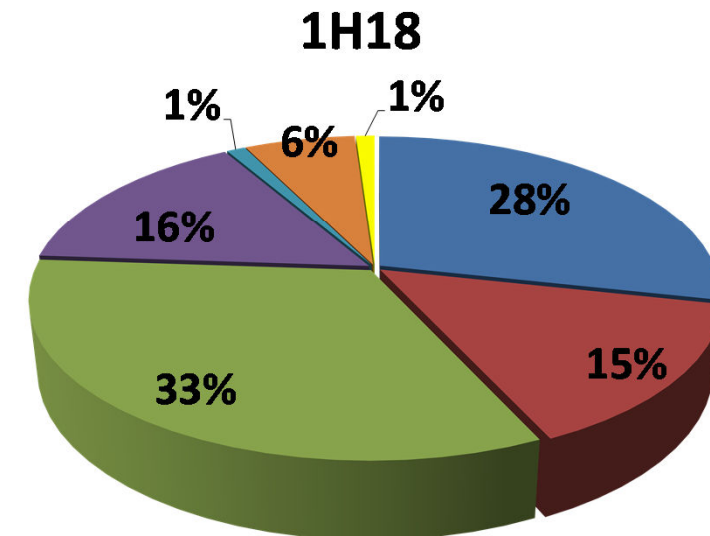
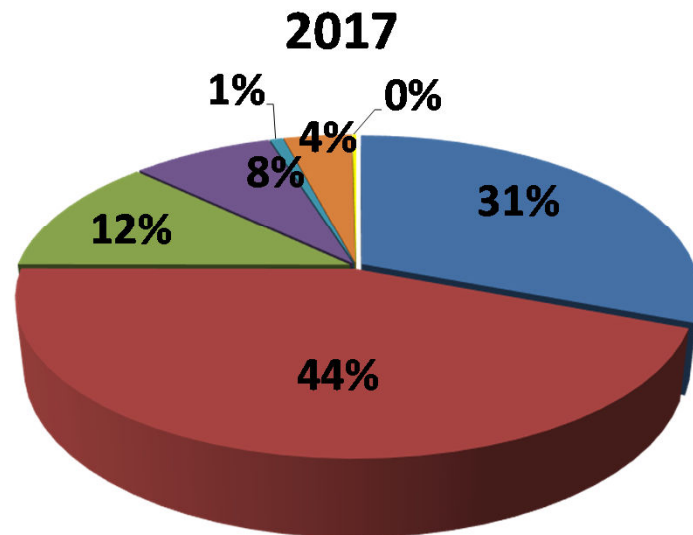
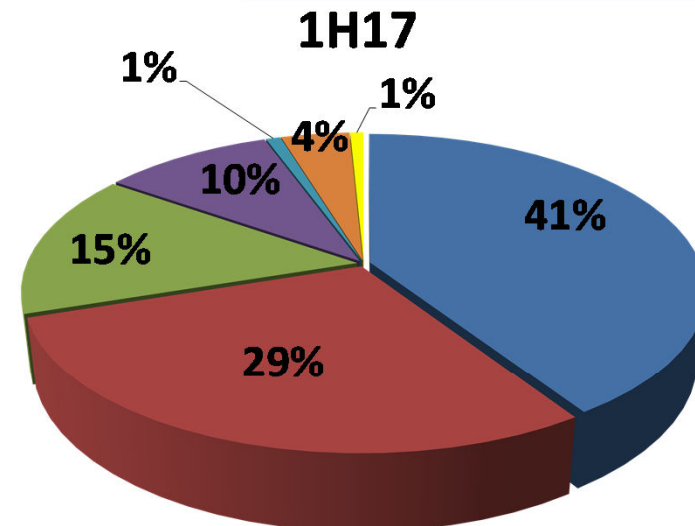
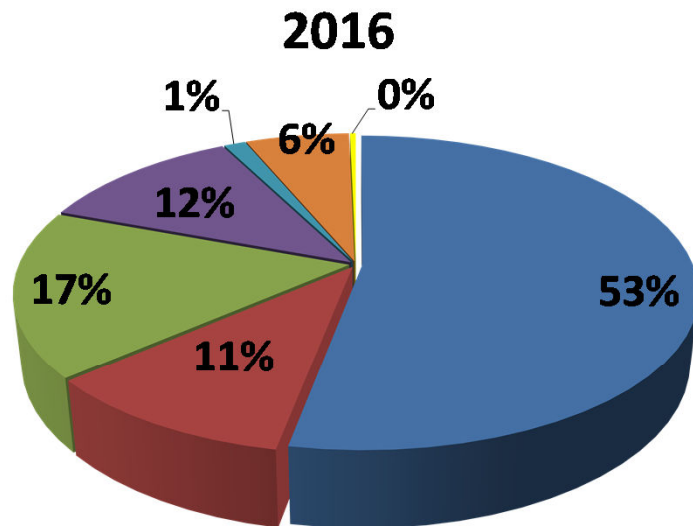
Gross Margin	2014	2015	2016	2017	1H18
Residential	61%	64%	67%	66%	63%
Land	90%	90%	83%	82%	89%
Commercial	54%	68%	60%	51%	61%
Recurring Income	88%	88%	88%	84%	79%



- Maintaining > 60% gross margin
- Maintaining > 30% net margin



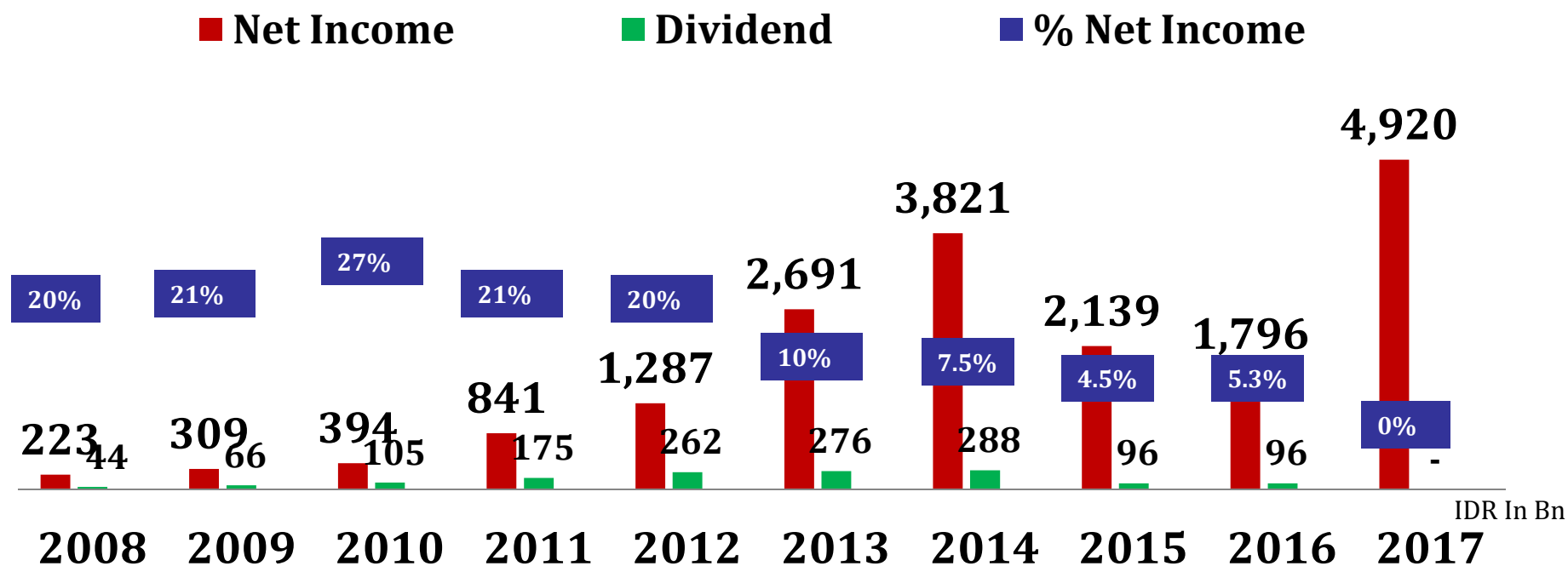
# Revenues Composition



■ Residential ■ Land ■ Commercial ■ Rental ■ Hotel ■ Estate Management ■ Recreation



# Dividend Pay Out



Year books	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of Shares	10,935,633,870	10,935,633,870		17,496,996,592			18,371,846,392		19,246,696,192	
IDR/Share	4	6	6	10	15	15	15	5	5	0



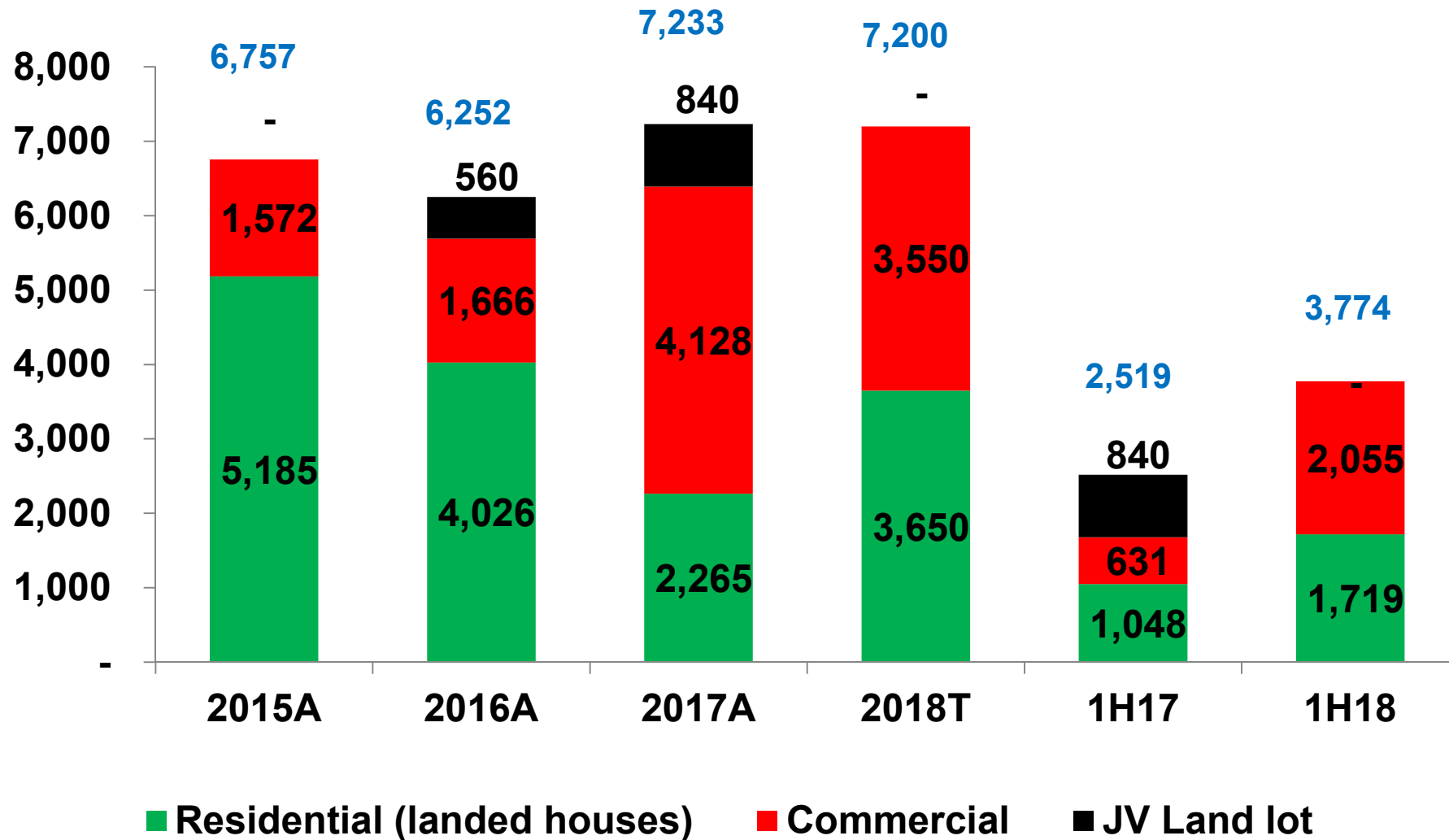
# Financial Highlights



Balance Sheets	2016 (IDR in bn)	2017 (IDR in bn)	% YoY	1H2018 (IDR in bn)	% YoY	
Cash and cash equivalent	3,578	5,793	62%	8,749	51%	
Inventories	7,634	7,910	4%	8,602	9%	
Land for development	10,098	11,124	10%	11,406	3%	
Investment properties	4,001	7,370	84%	7,667	4%	
Investment in shares	5,863	7,205	23%	7,198	0%	
Total assets	38,537	45,951	19%	51,375	12%	
Bonds payable	6,924	7,444	8%	10,245	38%	
Bank loan	455	1,587	249%	3,666	131%	
Sales advances	4,312	3,870	-10%	4,187	8%	
Total equities	24,463	29,197	19%	29,722	2%	
Profit and Loss	FY2016 (IDR in bn)	FY2017 (IDR in bn)	% YoY	1H2017 (IDR in bn)	1H2018 (IDR in bn)	% YoY
Revenues	6,603	10,347	57%	4,307	3,120	-28%
Gross Profit	4,721	7,590	61%	3,146	2,240	-29%
Operating profit	2,447	5,062	107%	1,952	1,002	-49%
Net Income*	1,796	4,920	174%	2,010	409	-80%
EBITDA	3,339	6,201	86%	2,282	1,374	-100%
EPS (full IDR)	93	256	174%	104	21	-80%



# Pre Sales Summary (in bn Rp)



# Awards



ASIA PACIFIC PROPERTY  
AWARD DEVELOPMENT 2017  
  
Nuvasia Bay  
as Award Winner  
Development Marketing Indonesia



ASIA PACIFIC PROPERTY  
AWARD DEVELOPMENT 2017  
  
Q-Big BSD City  
as Award Winner  
Retail Development Indonesia



TOP TEN DEVELOPER 2017  
  
Sinarmas Land  
as Top 10 Developer



FIABCI WORLD PRIX  
EXCELLENCE AWARD 2017  
  
Indonesia Convention Exhibition (ICE)  
as World Gold Winner  
Purpose Built Category



BTN GOLDEN PROPERTY  
AWARD 2017  
  
BSD City  
as Best Township Development Project

**2017 | The 7th Annual Forbes Indonesia Best of the Best Awards 2017**, PT. Bumi Serpong Damai | **MIPIM Asia Awards**, Kalijodo Park in Best Urban Regeneration Project | **Property Developer Consumer Choice Awards 2017**, The Most Preferred Landed in Cikarang Karawang 300-800 Mio (Kota Delta Mas), The Most Popular Landed in Cibubur > 1,5 Mio (Kota Wisata) | **Property Developer Consumer Choice Awards 2017**, The Most Preferred Landed in Tangerang Cikupa balaraja > 1,5 Mio (Vanya Park BSD City) | **Property Developer Consumer Choice Awards 2017**, The Most Popular Apartment in Bintaro Tangerang > 1,5 Mio (Marigold Nava Park) | **Property Developer Consumer Choice Awards 2017**, The Most Popular Landed in Bintaro Tangerang > 1,5 Mio (Cluster Whelford BSD City) | **Indonesia Wow Brand Awards 2017**, Sinar Mas Land as The Gold Champion, category Residential Property Developer | **The 3rd Outstanding Corporate Innovator Indonesia Award**, The Best Environmental Endeavor | **Indonesia My Home Award IV 2017**, PT BSD as Smart Home For Digital Generation in Serpong | **Best Wealth Creator 2017 (100 Asean Best Public Companies 2017)**, PT BSD as The Best Public Companies, Category Real Estate | **ASEAN Marketing Summit 2017**, Sinar Mas Land as TOP 3 Real Estate | **Golden Property Award 2017**, Bapak Ishak Chandra as The Most Influential Property Professional | **Golden Property Award 2017**, BSD City (Region Banten) as The Best Township Development Project | **Golden Property Award 2017**, Price Amnesty Sinar Mas Land as The Best Innovative Networking Marketing | **Penghargaan Energy Efisiensi Nasional (PEEN) 2017** GOP-9, Category New and Existing Building Winners | **Asean Energy Awards (AEA) 2017** My Republic Plaza (GOP-6), New and Existing Building | **Asean Energy Awards (AEA) 2017** My Republic Plaza (GOP-6), Green Building | **Menteri Energi Dan Sumber Daya Mineral, Penghargaan Subroto** Juara 1 kategori Bangunan Gedung Hemat Energi (Bangunan Gedung Baru) Green Office Park 9 Sinar Mas Land tahun 2017 | **Housing Estate Green Property Awards 2017**, Green Transportation/TOD Concept Commercial Category Mixed Use Project, Kawasan Intermoda BSD City Tangerang Selatan, Sinar Mas Land.



Thank You



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# Contact Info



**sinarmas land**

**PT BUMI SERPONG DAMAI TBK**

**Sinar Mas Land Plaza, Wing B, 3<sup>rd</sup> Floor**

**Jl. Grand Boulevard, BSD Green Office Park BSD City**

**Tangerang 15345**

**Indonesia**

**Phone : +62 21 50 368 368**

**Fax : +62 21 537 3008**

**Website : [www.sinarmasland.com](http://www.sinarmasland.com)**

- **Hermawan Wijaya, Director**  
[hermawan.wijaya@sinarmasland.com](mailto:hermawan.wijaya@sinarmasland.com)
- **Christy Grassela, Head of Investor Relations**  
[christy.grassela@sinarmasland.com](mailto:christy.grassela@sinarmasland.com)