

SIARAN PERS UNTUK DITERBITKAN SEGERA

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**) unofficial translations*

<p>Kuartal I – 2025, BSDE Bukukan PraPenjualan Rp2,43 Triliun</p> <p>Capai 24% dari Target Tahunan, Segmen Hunian Jadi Kontributor Utama</p> <p>Tangerang, 25 April 2025 - PT Bumi Serpong Damai Tbk (BEI: “BSDE”), anggota kelompok properti Sinar Mas Land, mencatatkan pencapaian positif pada Kuartal I – 2025 dengan membukukan prapenjualan sebesar Rp2,43 triliun.</p> <p>Hermawan Wijaya selaku Direktur BSDE menyatakan “Angka tersebut setara dengan 24% dari target tahunan 2025 yang ditetapkan sebesar Rp10 triliun.”</p> <p>Ditambahkan angka tersebut mencerminkan pertumbuhan 9% dibandingkan dengan pencapaian Kuartal I - tahun sebelumnya sebesar Rp2,22 triliun. Hal tersebut memberikan awal yang baik bagi BSDE di awal tahun.</p> <p>Segmen Hunian Tetap Dominan</p> <p>Dari total prapenjualan Kuartal I – 2025, segmen residensial memberikan kontribusi tertinggi sebesar Rp1,28 triliun atau 53% dari total. Produk-produk unggulan seperti Nava Park, Hiera dan Armont Residence di BSD City menjadi penopang utama, diikuti oleh Kaia Yara di Grand Wisata Bekasi dan Richmond di Kota Wisata Cibubur.</p> <p>Hermawan menyampaikan “Capaian ini menunjukkan bahwa permintaan terhadap produk-produk BSDE tetap kuat, khususnya di segmen hunian. Dengan strategi peluncuran produk yang selektif, kampanye promosi yang agresif, dan dukungan insentif PPN DTP, kami optimis dapat merealisasikan target tahun ini.”</p> <p>Sementara itu, segmen komersial menyumbang Rp1,03 triliun atau 42%, yang terdiri dari prapenjualan ruko sebesar Rp747 miliar, lot komersial Rp135 miliar dan unit apartemen Rp149 miliar. Produk komersial baru seperti Nava Park Business Suites dan Xlane Community Complex di BSD City turut menyumbang capaian signifikan.</p> <p>Untuk segmen apartemen, penjualan berasal dari proyek The Elements, Southgate, dan Aerium di Jakarta, serta Akasa dan Upper West di BSD City.</p> <p>Berdasarkan lokasi, kawasan BSD City tetap menjadi tulang punggung prapenjualan dengan kontribusi sekitar 68%, Nava Park menyumbang 20% dan Hiera 5% dari total prapenjualan Kuartal I - 2025. Kawasan Grand Wisata Bekasi dan Kota Wisata Cibubur masing-masing berkontribusi sebesar 15% dan 6%.</p>	<p>First Quarter of 2025, BSDE Posts IDR2.43 Trillion in Marketing Sales *)</p> <p><i>Achieves 24% of Full Year Target, Residential Segment Leads the Growth</i></p> <p>Tangerang, April 25th, 2025 – PT Bumi Serpong Damai Tbk (IDX: “BSDE”), a member of the Sinar Mas Land property group reported a strong performance in the first quarter of 2025, recording marketing sales of IDR2.43 trillion.</p> <p><i>According to Hermawan Wijaya, Director of BSDE, “This figure represents 24% of the Company’s full-year 2025 target of IDR10 trillion.”</i></p> <p><i>He further added that this reflects a 9% increase year-on-year, compared to the first quarter of 2024, where BSDE booked IDR2.22 trillion. This provides a solid start to the year.</i></p> <p>Residential Segment Continues to Lead</p> <p><i>Out of the total marketing sales booked in the first quarter of 2025, the residential segment contributed IDR1.28 trillion, accounting for 53% of the total. Key contributors included popular products such as Nava Park, Hiera and Armont Residence in BSD City, followed by Kaia Yara in Grand Wisata Bekasi and Richmond in Kota Wisata Cibubur.</i></p> <p><i>“This performance demonstrates that demand for BSDE’s residential offerings remains strong, particularly in residential segment,” said Hermawan. “Supported by selective product launches, aggressive promotional campaigns and the government’s VAT (PPN DTP) incentive, we are optimistic about achieving this year’s target”.</i></p> <p><i>Meanwhile, the commercial segment contributed IDR1.03 trillion or 42% of the total, comprising shophouses of IDR747 billion, commercial lots of IDR135 billion and apartment units of IDR 149 billion. New launches such as Nava Park Business Suites and Xlane Community Complex in BSD City significantly supported commercial performance.</i></p> <p><i>Apartment unit sales were primarily driven by projects like The Elements, Southgate and Aerium in Jakarta, along with Akasa and Upper West in BSD City.</i></p> <p><i>From a location-wise, BSD City continued to be the primary revenue driver, contributing approximately 68% of total marketing sales, with Nava Park accounting for 20% and Hiera for 5% of the total marketing sales in the first quarter of 2025.. Meanwhile, Grand Wisata Bekasi and Kota Wisata Cibubur contributed 15% and 6%, respectively.</i></p>
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Dukungan Promo dan Insentif

BSDE meyakini hasil di Kuartal – I ini, ditambah strategi peluncuran produk yang hati-hati, jaringan pemasaran yang luas, serta kampanye “Move in Quickly” yang menawarkan berbagai promo menarik, ditambah dengan insentif PPN dari pemerintah menjadi fondasi kuat dalam pencapaian target Rp10 triliun pada tahun 2025.

“Dengan momentum ini, kami akan terus menjaga kepercayaan pasar dan memperkuat posisi sebagai salah satu pengembang kota mandiri terbesar di Indonesia,” tutup 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. Teranyar, BSDE juga telah merampungkan proses akuisisi PT Suryamas Dutamakmur Tbk di tahun 2024. Dengan langkah strategis ini, BSDE berupaya memperluas diversifikasi portofolionya dan memperkuat posisinya sebagai salah satu pengembang properti terdepan di Indonesia.

Dengan 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, BSDE juga membuka peluang berkolaborasi dengan berbagai kemitraan strategis baik mitra nasional maupun internasional yang dapat memberikan nilai tambah bagi para pemangku kepentingan.

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 Rp17,04 triliun per 27 Maret 2025 serta nilai ESG 22,16 (sumber www.idx.co.id/id/perusahaan-tercatat/nilai-esg).

Untuk informasi lebih lanjut, silahkan menghubungi:
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Promotional and Incentive Support

BSDE believes its strong performance in the first quarter of 2025 was reinforced by a prudent product launch strategy, extensive marketing network and the “Move in Quickly” sales campaign offering attractive promotions. Together with ongoing government VAT incentives, these initiatives form a strong foundation to reach its IDR10 trillion marketing sales target in year 2025.

“With this positive momentum, we remain committed to maintaining market confidence and reinforcing our leadership as one of the Indonesia’s largest township developer,” Hermawan concluded.

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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. Most recently, BSDE has also completed the acquisition process of PT Suryamas Dutamakmur Tbk in 2024. This strategic move aims to enhance portfolio diversification and strengthen its position as one of the prominent property developers in Indonesia.

Through this 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, BSDE also creates opportunities for collaboration with a range of strategic partnerships, both at the national and international levels, which can provide added value for stakeholders.

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 IDR17.04 trillion as of March 27th, 2025, as well as ESG score at 22.16 (source www.idx.co.id/id/perusahaan-tercatat/nilai-esg).

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