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Intiland Jalin Kerjasama Strategis Pengembangan Poins Square Intiland Forges Strategic Alliance for the Development of Poins Square

Jakarta, (11/04) – Pengembang properti PT Intiland Development Tbk (DILD;Intiland) melalui anak perusahaannya PT Inti Sarana Ekaraya menjalin kerjasama strategis dengan PT Menara Prambanan untuk proyek pengembangan *mixed-use & high rise* Poins Square Jakarta Selatan. Lingkup kerjasama kemitraan yang dituangkan lewat skema *joint venture* ini meliputi aspek kepemilikan, pengelolaan, dan pengembangan Poins Square ke depan, khususnya pada fasilitas dan area ritel serta komersial. Penandatanganan nota kerjasama dilaksanakan pada Kamis, 11 April 2019 di Grand Whiz Poins Square Jakarta Selatan.

Archied Noto Pradono direktur pengelolaan modal dan investasi Intiland memaparkan bahwa kerjasama kemitraan ini bersifat mutual bagi kedua belah pihak. Kedua perseroan sepakat untuk membentuk PT Inti Menara Jaya sebagai perusahaan patungan yang akan bertindak selaku entitas pengelola Poins Square dengan komposisi kepemilikan masing-masing 50 persen.

“Kami optimis kolaborasi ini memberikan nilai tambah bagi Poins Square. Lokasinya sangat strategis, di samping stasiun MRT (*Mass Rapid Transit*) Lebak Bulus, sehingga akan menjadi simpul pertemuan utama bagi warga yang memanfaatkan moda transportasi tersebut,” ujar Archied lebih lanjut.

Menurutnya, kerjasama *joint venture* ini meliputi pengembangan, pengelolaan, penjualan atau penyewaan unit-unit *strata title* maupun area-area komersial yang terdapat di Poins Square seluas kurang lebih 36,2 ribu meter persegi.

Sebagai pengembang properti, Intiland memiliki beragam segmen pengembangan, seperti

Jakarta (11/04) – The property developer, PT Intiland Development Tbk (DILD, Intiland) via its subsidiary, PT Inti Sarana Ekaraya, forged a new strategic partnership with PT Menara Prambanan for the development of mixed-use and high rise project, Poins Square, in South Jakarta. The scope of the alliance manifested as a joint venture includes the ownership, management, and future developments of Poins Square, especially as regards its facilities, retail area, and commercial area. The signing of the agreement was held on Thursday, 11 April 2019, at Grand Whiz Poins Square, South Jakarta.

Archied Noto Pradono, Intiland’s director of capital management and investment, stated that this partnership is mutually beneficial for both parties. The two companies have agreed to establish PT Inti Menara Jaya as a joint venture company that will act as the entity that manages Poins Square, and it is to be owned by both parties at a 50% ownership each.

“We are optimistic that this collaboration will provide an added value for Poins Square. It is very strategically located, next to the MRT Lebak Bulus station, and thus it will serve as a meeting point for people that use this transportation mode,” said Archied.

He further stated that the joint venture arrangement includes the development, management, sale, and rental of strata title units and commercial spaces situated in Poins Square, which has a total area of about 36.2 thousand square meters.

As a property developer, Intiland boasts a range of development segments, such as residential areas, mixed-use and high rise, industrial estates, and investment property. This

kawasan perumahan, *mixed use & high rise*, kawasan industri, dan properti investasi. Kerjasama ini merupakan salah satu strategi pertumbuhan utama Intiland, selain pertumbuhan yang dilakukan secara organik.

PT Menara Prambanan selaku mitra dari kerjasama ini merupakan pengembang yang membangun Poin Square. Mulai dikembangkan sejak 2005, Poin Square merupakan proyek *mixed use & high rise* terpadu seluas 2,5 ha di Jalan RA Kartini, Lebak Bulus, Jakarta Selatan.

Poin Square selain merupakan *one stop shopping* yang meliputi pusat perbelanjaan, ritel, dan hotel, juga dilengkapi dengan apartemen 15 lantai. Saat ini pusat perbelanjaan tersebut dikenal sebagai salah satu pusat elektronik, ponsel, komputer dan kamera yang berada di kawasan Jakarta Selatan. Sementara hotelnya dikelola oleh jaringan Whiz hotel melalui *brand* Grand Whiz Poin Square untuk kelas hotel bintang empat.

Direktur utama PT Menara Prambanan Kiki Hamidjaja yakin kolaborasi dan kerjasama dengan Intiland memberikan nilai tambah bagi Poin Square maupun bagi para penyewa, konsumen, hingga masyarakat secara luas. Kerjasama ini mensinergikan dua pengalaman dan keahlian di bidang pengembangan properti dan pengelolaan ritel.

“Sinergi ini akan melahirkan sebuah konsep baru Poin Square sebagai pusat pertemuan dan *hub* modern bagi masyarakat di kawasan Jakarta Selatan dan sekitarnya,” ujar Kiki Hamidjaja.

Konsep Pengembangan

Mempertimbangkan letak dan lokasi yang sangat strategis, Poin Square berada di kawasan *Transit Oriented Development* (TOD) Lebak Bulus, Jakarta Selatan. TOD merupakan kawasan *mixed use* terpadu yang ditetapkan Pemerintah Provinsi DKI Jakarta yang pengembangannya berbasiskan kombinasi transportasi masal seperti *Bus Rapid Transit* (BRT), *Commuter Line*, *Light Rapid Transit* (LRT), Kereta Rel Listrik (KRL), dan *Mass Rapid Transit* (MRT).

Permadi Indra Yoga direktur pengembangan bisnis Intiland menegaskan kerjasama pengembangan Poin Square merupakan bagian dari strategi pengembangan proyek Intiland di

collaboration therefore is one of Intiland’s major growth strategies, in addition to growing organically.

PT Menara Prambanan, as the partner in this collaboration, is a developer that built Poin Square. Commencing construction in 2005, Poin Square is an integrated mixed-use and high rise project with a total area of 2.5 hectares, located on Jalan R. A. Kartini, Lebak Bulus, South Jakarta.

Poin Square is a one-stop shopping complex, offering shopping area, retail area, and hotel, as well as a 15-floor apartment building. Currently the shopping area is known as one of the city’s centers for electronics, mobile phones, computers, and cameras, in South Jakarta. Its hotel is managed by Whiz hotel chain through its 4-star hotel brand Grand Whiz Poin Square.

Kiki Hamidjaja, president director of PT Menara Prambanan, strongly believed that collaboration and cooperation with Intiland will provide an added value for Poin Square as well as its tenants, customers, and the public at large. This cooperation synergizes two entities rich in experience and expertise in property development and retail management.

“This synergy will engender a new concept for Poin Square as a meeting point and a modern hub for the population in South Jakarta and the surroundings,” said Kiki Hamidjaja.

Concept of Development

Poin Square is strategically located at the Transit Oriented Development (TOD) zone of Lebak Bulus, South Jakarta. TOD is an integrated mixed-use zone designated by the DKI Jakarta Provincial Government, to be developed in accord with the mass transportation projects such as Bus Rapid Transit (BRT), Commuter Line, Light Rapid Transit (LRT), Light Rail (KRL), and Mass Rapid Transit (MRT).

Permadi Indra Yoga, Intiland’s director of business development, stated that the cooperation agreement for the development of Poin Square is part of Intiland’s project development strategy that encompasses three TOD zones. Currently, Intiland has four development projects in the TOD zones, including Fifty Seven Promenade project in TOD Dukuh Atas, Intiland Tower in TOD Bendungan

tiga lokasi TOD. Saat ini Intiland memiliki empat proyek pengembangan di kawasan TOD meliputi proyek Fifty Seven Promenade yang berada di kawasan TOD Dukuh Atas, Intiland Tower di kawasan TOD Bendungan Hilir, serta Pains Square di jantung kawasan TOD Lebak Bulus, Jakarta Selatan serta kawasan South Quarter yang hanya berjarak sekitar 500 meter dari stasiun Fatmawati.

“Khusus untuk MRT setelah hampir 20 tahun menunggu, akhirnya kita memiliki satu jenis moda transportasi yang *reliable* dari sisi waktu, keamanan, dan kenyamanan,” ujarnya.

Yoga menjelaskan dengan mengusung konsep #LivingConnected, Intiland berusaha fokus mengembangkan proyek-proyek di kawasan TOD. Kawasan TOD terbukti memiliki nilai yang tinggi karena mengedepankan konsep *connectivity*, *accessibility* dan *walkability* yang menjawab kebutuhan masyarakat urban untuk meningkatkan kualitas hidup. Kerjasama ini juga akan memfokuskan rencana interkoneksi langsung antara Pains Square dengan stasiun MRT Lebak Bulus.

“Kami akan merenovasi serta mengkonsep ulang area dan fasilitas ritel dan komersial, sehingga akan ada perubahan konsep dari sebelumnya berupa *trade center* menjadi *transit mall*,” kata Yoga lebih lanjut.

Sebagai *transit mall*, Pains Square diposisikan menjadi *hub* dan *meeting point* baru bagi ribuan orang per hari yang berada di area ini. Penyediaan fasilitas *food & beverage* baru yang nyaman seperti area restoran dan kafe serta berbagai jenis makanan yang berkonsep *grab and go*.***

- Selesai -

Hilir, Pains Square at the heart of the TOD Lebak Bulus in South Jakarta, and South Quarter, which is 500 meters away from Fatmawati Station.

“Finally, after a long, 20-year wait, we have the MRT, a reliable mode of transportation in terms of time, security, and convenience,” he said.

Yoga explained that by embracing the #LivingConnected concept, Intiland is focusing on the development of projects in the TOD zones. TOD zones have been proven to possess an extraordinary value as they boast the concepts of connectivity, accessibility, and walkability, thus addressing the urban people’s need for improving their quality of life. This collaboration will also focus on creating a direct interconnection between Pains Square and the Lebak Bulus MRT Station.

“We shall renovate and reformulate the concept of the area as well as the retail and commercial facilities, and therefore there will be a conceptual change, from what it was previously, as a trade center, into a transit mall,” Yoga explained further.

As a transit mall, Pains Square will serve as a meeting point and hub for thousands of people that will commute through the area. Also on offer will be a vast selection of grab-and-go food and beverage options, an extra convenience to enjoy from the restaurants and cafés in the complex.***

- End -

Tentang Intiland

Intiland adalah pengembang properti terkemuka di Indonesia dengan pengalaman lebih dari 45 tahun. Mencatatkan saham di Bursa Efek Indonesia sejak 1991, Intiland dikenal sebagai inovator dan penggagas tren di industri properti Indonesia. Dalam beberapa tahun, Intiland mengembangkan banyak gedung yang menjadi ikon nasional, melalui Intiland Tower dua gedung kebanggaan di Jakarta dan Surabaya

About Intiland

Intiland is a leading property developer in Indonesia with more than 45 years of experience. Listed on the Indonesia Stock Exchange since 1991, Intiland has been known as an innovator and trendsetter in the Indonesian property industry. Within a few years, Intiland has developed buildings that quickly became national landmarks: the Paul Rudolph-designed Intiland Towers in Jakarta



yang dirancang oleh Paul Rudolph dan The Regatta, kondominium tepi pantai yang mewah di Pluit, Jakarta Utara yang dirancang oleh Tom Wright (perancang Burj Al Arab). Pengembangan kawasan pemukiman utama di Surabaya, Graha Famili telah menjadi salah satu kawasan perumahan paling prestisius. Saat ini, Intiland memiliki portofolio produk properti beragam, termasuk kawasan pemukiman, gedung perkantoran, apartemen, pengelolaan gedung, kawasan industri, serta pengelolaan sarana olah raga dan golf. Selain sukses membangun sejumlah proyek prestisius, Intiland juga proaktif dalam upaya pengembangan industri dan komitmen sosial. Perseroan saat ini merupakan salah satu *corporate founder* dari Green Building Council Indonesia, serta menjalankan program Intiland Teduh untuk membantu masyarakat berpendapatan rendah memiliki hunian yang layak. Intiland telah menjadi pengembang properti dengan konsep gaya hidup yang terkemuka.

and Surabaya, and The Regatta, a luxury beachfront development in Pluit, North Jakarta designed by Tom Wright (designer of Burj Al Arab). Graha Family, a main residential development in Surabaya, has become one of the most prestigious residential areas. Intiland currently has a diverse portfolio of property products, including residential areas, office buildings, apartments, building management, industrial areas, and management of sports and golf facilities. In addition to successfully building a number of prestigious projects, Intiland is also proactive in industrial development and social commitment efforts. The Company is one of the corporate founders of the Green Building Council Indonesia and also responsible for Intiland Teduh, a program to help people with low-income to own decent homes. Intiland has become a leading *lifestyle* property developer.

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