

**SIARAN PERS
PRESS RELEASE**

No. 001PR/Intiland/CC/TVR/I/2019

DAPAT DISIARKAN SEGERA
FOR IMMEDIATE RELEASE**Intiland Bukukan Marketing Sales 2018 Senilai Rp2,28 Triliun
Intiland Books Rp2.28 Trillion Marketing Sales in 2018**

Jakarta (1/22) – Perusahaan pengembang properti PT Intiland Development Tbk (Intiland;DILD) mencatatkan pendapatan penjualan (*marketing sales*) sebesar Rp2,28 triliun atau lebih rendah sekitar 22,1 persen dibandingkan perolehan tahun 2017 yang mencapai Rp2,93 triliun. Namun demikian, perseroan berhasil meningkatkan kinerja pendapatan berkelanjutan (*recurring income*) yang tercatat mencapai Rp595,7 miliar, atau melonjak 12,8 persen dibandingkan tahun 2017 senilai Rp528,2 miliar.

Direktur Pengelolaan Modal dan Investasi Intiland, Archied Noto Pradono menjelaskan bahwa perolehan nilai *marketing sales* tersebut setara 67,5 persen dari target perseroan 2018 sebesar Rp3,38 triliun. Penurunan *marketing sales* ini terutama disebabkan kondisi pasar properti yang kurang baik serta turunnya minat beli konsumen.

“Pertumbuhan pasar properti sepanjang 2018 belum seperti yang dihadapkan para pelaku pasar. Minat beli konsumen dan investor turun signifikan dan cenderung mengambil sikap *wait and see* serta selektif dalam melakukan pembelian. Faktanya adalah pasar menunggu momentum terbaik untuk kembali melakukan transaksi pembelian dan investasi,” ungkap Archied lebih lanjut.

Perseroan mencermati bahwa pemerintah telah meluncurkan sejumlah stimulus untuk mendorong pertumbuhan pasar properti sepanjang tahun lalu. Namun pada kenyataannya, kebijakan-kebijakan tersebut tidak langsung berpengaruh dan belum mampu mendorong minat beli konsumen. Gejala tersebut terjadi pada semua segmen properti, seperti produk hunian maupun komersial dan segmen properti lainnya.

Jakarta (1/22) – Property developer PT Intiland Development Tbk (Intiland; DILD) recorded a marketing sales of Rp2.28 trillion, down 22.1 percent compared with Rp2.93 trillion recorded in 2017. Nevertheless, the Company increased its recurring income to Rp595.7 billion, up 12.8 percent compared with Rp528.2 billion booked in 2017.

Intiland’s Director of Capital and Investment Management, Archied Noto Pradono explained that the marketing sales figure was equivalent to 67.5 percent of the Rp3.38 trillion that the Company aimed to achieve in 2018. The drop in marketing sales was caused mainly by a weak property market and decline in consumer purchase interest.

“The growth of the property market throughout 2018 has not met the expectations of market players. Consumer purchase interest and investor interest dropped significantly; both consumers and investors tend to adopt a wait-and-see attitude and were more selective with their purchases. The fact is that the market is waiting for the best momentum before making purchases and investments,” added Archied.

The Company observed that throughout last year, the Government has launched a number of stimulus packages to support growth of the property market. However, the policies did not directly lead to growth of the property market and are yet to improve consumer purchase interest. The tendency is apparent in all segments of the property market, such as residential and commercial products as well as other property segments.

The Company observed that sales of projects in Jakarta amounted to Rp1.39 trillion or 60.8 percent of the overall marketing sales figure achieved in 2018. On the other hand, sales of

Perseroan mencatat dari perolehan *marketing sales* 2018, penjualan yang berasal dari pengembangan proyek-proyek di Jakarta mencapai Rp1,39 triliun, atau 60,8 persen dari keseluruhan. Sementara, hasil penjualan dari pengembangan proyek-proyek di Surabaya mencapai Rp893,7 miliar atau memberikan kontribusi sekitar 39,1 persen.

Kontribusi *marketing sales* terbesar masih berasal dari segmen pengembangan *mixed-use and high rise yang* mencatatkan penjualan sebesar Rp1,21 triliun, atau 53 persen dari keseluruhan. Perolehan ini menurun sekitar 37 persen dibandingkan tahun 2017 yang mencapai Rp1,92 triliun.

Archied menjelaskan bahwa kontribusi dari segmen pengembangan *mixed-use & high rise* terutama berasal dari penjualan proyek Fifty Seven Promenade yang diluncurkan sejak triwulan ketiga 2017. Penjualan dari proyek apartemen yang berlokasi di kawasan pusat bisnis Jakarta ini mendapat sambutan sangat baik dari pasar dan memberikan kontribusi sebesar Rp780,9 miliar sepanjang 2018.

Kendati pun pasar properti kurang kondusif, perseroan justru berhasil meningkatkan penjualan dari segmen pengembangan kawasan perumahan. Pada segmen ini perseroan membukukan *marketing sales* Rp569,2 miliar, atau melonjak 17,8 persen dibandingkan tahun 2017 senilai Rp483 miliar.

Pengembangan kawasan perumahan yang bersumber dari penjualan tujuh proyek hunian ini tercatat memberikan kontribusi *marketing sales* sebesar 24,9 persen dari keseluruhan. Gejala ini menegaskan bahwa untuk pasar properti hunian, kinerja penjualan perseroan masih baik serta ditopang oleh masih adanya tingkat permintaan di jenis properti tersebut.

Pada segmen pengembangan kawasan industri, Intiland membubuhkan *marketing sales* sebesar Rp505 miliar, atau 22,1 persen dari keseluruhan. Penjualan yang berasal dari kawasan industri Ngoro Industrial Park di Mojokerto, Jawa Timur ini lebih rendah sekitar 4,9 persen dibandingkan perolehan 2017 yang mencapai Rp531 miliar.

Archied menjelaskan bahwa perseroan telah menempuh sejumlah strategi untuk mempertahankan kinerja penjualan di sepanjang 2018. Pada semester kedua tahun lalu, misalnya, perseroan sukses meluncurkan Smart Deals Fest, sebuah program promosi

projects in Surabaya contributed Rp893.7 billion or 39.1 percent to the overall figure.

The largest contributor to marketing sales was the mixed-use and high-rise development segment, contributing sales valued at Rp1.21 trillion or 53 percent of the total. The figure is 37 percent lower compared with Rp1.92 trillion recorded in 2017.

Archied noted that the largest sales contributor in the mixed-use and high-rise development segment was the Fifty Seven Promenade, a project launched in the third quarter of 2017. , Located in Jakarta's business centre, the apartment was received warmly by the market and contributed Rp780.9 billion in sales throughout 2018.

Despite the property market being less than conducive, the Company has improved sales in the landed residential segment. The segment contributed marketing sales valued at Rp569.2 billion, an increase of 17.8 percent compared with Rp483 billion booked in 2017.

Through seven residential projects, the landed residential development segment contributed 24.9 percent to the total marketing sales. This indicates that the Company's performance in the landed residential market remains satisfactory and is supported by existing demands for such type of properties.

In the Industrial Estate development segment, Intiland booked Rp505 billion in marketing sales or 22.1 percent of the total. Sales from the Ngoro Industrial Park in Mojokerto, East Java is 4.9 percent lower compared with Rp531 billion generated in 2017.

Archied said that the Company has deployed a number of strategies to maintain marketing sales in 2018. In the second half of last year, for instance, the Company launched the Smart Deals Fest, an integrated promotion campaign to improve sales performance.

"The programme was held from 1 September to 30 November 2018 and returned Rp938 billion in sales. The largest sales were still from industrial estates and residential products, such as houses and apartments," said Archied.

The Company's management believes that the level of demand for residential property products remains reliable and will continue to grow. Currently, the Company has a number landed residential development projects in Jakarta and Tangerang, such as Serenia Hills,

terpadu untuk meningkatkan kinerja penjualan.

“Program ini berlangsung sejak 1 September hingga 30 November 2018 ini dan berhasil meraih penjualan sebesar Rp938 miliar. Hasil penjualan terbesar masih berasal dari kawasan industri dan produk-produk hunian seperti perumahan dan apartemen,” ungkap Archied.

Manajemen perseroan percaya tingkat kebutuhan produk-produk properti hunian masih bisa diandalkan dan akan terus meningkat. Perseroan saat ini memiliki sejumlah proyek pengembangan hunian seperti kawasan perumahan Serenia Hills, Talaga Bestari, Magnolia Residence, dan South Grove yang berlokasi di Jakarta dan Tangerang, serta perumahan Graha Famili dan Graha Natura di Surabaya.

Sementara untuk produk hunian bertingkat, perseroan mengandalkan penjualan dari beberapa proyek di Jakarta seperti apartemen Fifty Seven Promenade, 1Park Avenue, dan Regatta. Di Surabaya, perseroan memasarkan Graha Golf, The Rosebay, dan Praxis.

Recurring Income Meningkat

Di luar perolehan *marketing sales*, perseroan juga melaporkan peningkatan hasil *recurring income* yang bersumber dari pengembangan segmen properti investasi. Di tahun lalu perseroan membukukan *recurring income* sebesar Rp595,7miliar, atau melonjak 12,8 persen dibandingkan tahun 2017 yang mencapai Rp528,2 miliar.

Peningkatan ini, menurut Archied, terutama bersumber dari pendapatan sewa perkantoran dan kawasan industri. Peningkatan ini secara langsung memberikan pengaruh positif terhadap pencapaian kinerja dan prospek usaha di masa mendatang.

Perseroan mencatat berdasarkan tipe dan sumbernya, pendapatan dari pengembangan (*development income*) memberikan kontribusi sebesar Rp2,28 triliun. Sementara, kontribusi *recurring income* yang bersumber dari penyewaan ruang kantor, ritel, pengelolaan lapangan golf, klub olah raga, pergudangan, dan fasilitas, tercatat mencapai Rp595,7 miliar.

“Kontribusi *recurring income* ke depan akan terus meningkat seiring dengan selesainya pengembangan proyek-proyek baru, seperti perkantoran dan ritel. Proyek-proyek yang

Talaga Bestari, Magnolia Residence, and South Grove, as well as such as Graha Famili and Graha Natura in Surabaya.

For high-rise residential products, the Company relies on sales of projects in Jakarta, such as the Fifty Seven Promenade, 1Park Avenue, and Regatta. In Surabaya, the Company’s offering include Graha Golf, The Rosebay, and Praxis.

Recurring Income Increased

In addition marketing sales achievements, the Company also reports an increase in recurring income from the investment properties segment. In 2018, the Company booked Rp595.7 billion in recurring income, a 12.8 percent rise compared with Rp528.2 billion booked in 2017.

According to Archied, the increase was driven mainly by revenues from office rentals and industrial estates. The increase brought a direct, positive effect to performance achievements and business prospects in the future.

The Company noted that in terms of type and sources, development income was the largest contributor to recurring income with Rp2.28 trillion. In addition, a recurring income of Rp595.7 billion was generated from rental of office and retail spaces; management of sports clubs and golf courses; warehouses; and facilities.

“The contribution from recurring income will continue to rise in the future after the completion of new development projects, such as office spaces and retail areas. There are projects that are nearing completion and will be operating this year, such as the Praxis and Spazio Tower in Surabaya,” said Archied.

For this year, the Company continues to focus on existing projects. There is potential in new development projects, but strong considerations must be given to the market’s direction and condition.

New development projects in Jakarta for this year include the Pinang Residence townhouse, a new cluster in the Serenia Hills residential complex, and an apartment development in South Quarter. In Surabaya, on the other hand, the Company plans to commence the development of the Tierra mixed-use and high-

segera selesai dan mulai beroperasi tahun ini seperti Praxis dan Spazio Tower di Surabaya,” kata Archied.

Perseroan tahun ini masih akan fokus pada pengembangan di proyek-proyek yang telah berjalan. Potensi pengembangan proyek-proyek baru dirasa tetap ada, namun sangat mempertimbangkan arah dan kondisi pasar.

Pengembangan baru tahun ini antara lain adalah produk *townhouse* Pinang Residence, klaster baru di kawasan perumahan Serenia Hills, serta pengembangan apartemen baru “SQ Res” South Quarter di Jakarta. Sementara untuk wilayah Surabaya, perseroan merencanakan untuk memulai pengembangan *mixed-use and high rise* Tierra dan kondominium Graha Golf tahap 3.

“Secara umum penjualan tahun ini masih cukup menantang. Kami menargetkan perolehan *marketing sales* sekitar Rp2,5 triliun atau relatif sama dengan pencapaian tahun lalu,” ungkapnya lebih lanjut.

Mempertimbangkan rencana perkembangan dan potret pasar properti ke depan, Archied optimistik Intiland mampu mempertahankan dan menjaga kinerja. Perseroan telah menyiapkan sejumlah strategi utama untuk menjaga stabilitas keuangan dan tingkat pertumbuhan usaha.

Perseroan juga membuka peluang menjalin kerjasama strategis dalam bentuk *partnership* atau *join venture* untuk pengembangan proyek-proyek baru. Kerjasama *partnership* ini sebagai strategi untuk mempercepat pertumbuhan kinerja, menjalankan manajemen risiko, serta untuk meningkatkan nilai investasi secara jangka panjang.

Intiland juga akan fokus pada upaya memasarkan inventori atau sisa stok produk dari proyek-proyek yang saat ini berjalan. Strategi berikutnya yakni melepas aset-aset yang bukan masuk kategori inti dan kurang produktif. Langkah-langkah strategis ini diyakini akan memperkuat kinerja usaha.***

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rise project as well as the 3rd phase of the Graha Golf condominium.

“In general, sales in this year remain challenging. We are aiming to achieve about Rp2.5 trillion in marketing sales or a relatively similar figure to last year,” he added.

Considering the development plans and property market snapshot in the future, Archied is optimistic that Intiland would be able to maintain its performance. The Company has prepared a number of primary strategies to maintain its financial stability and level of growth.

The Company is also open to strategic collaboration opportunities through partnerships or joint ventures for new development projects. As a strategy, collaborative partnerships are aimed to accelerate performance growth, implement risk management, and improve long-term investment value.

Intiland is also focused to market the remaining inventory of its existing projects, followed by disposal of non-core and low earning assets. These strategic measures are believed to be able to strengthen its business performance. ***

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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 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 pro-aktif 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

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 and Surabaya, and The Regatta, a luxury beachfront development in Pluit, North Jakarta designed by Tom Wright (designer of Burj Al Arab). Graha Famili, 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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