

**SIARAN PERS  
PRESS RELEASE**

No. 049PR/Intiland/CC/TVR/X/2017

DAPAT DITERBITKAN SEGERA  
FOR IMMEDIATE RELEASE**Intiland Raih Marketing Sales Rp3 Triliun  
Intiland Achieves Rp3 Trillion in Marketing Sales**

**Jakarta (19/10)** – Perusahaan pengembang properti PT Intiland Development Tbk (Intiland;DILD) mengumumkan hasil kinerja penjualan sepanjang periode sembilan bulan yang berakhir 30 September 2017. Perseroan berhasil meraih pendapatan penjualan (*marketing sales*) sebesar Rp3 triliun atau setara dengan 131 persen dari target perolehan *marketing sales* tahun 2017 sebesar Rp2,3 triliun.

Direktur Pengelolaan Modal dan Investasi Intiland, Archied Noto Pradono menjelaskan, melonjaknya nilai *marketing sales* secara signifikan terutama didorong oleh kesuksesan perseroan meluncurkan proyek baru Fifty Seven Promenade, Jakarta. Proyek pengembangan *mixed use & high rise* terpadu ini menorehkan penjualan sebesar Rp1,5 triliun, atau memberikan kontribusi sebesar 51 persen dari total *marketing sales* perseroan.

“Nilai *marketing sales* melonjak sebesar 115 persen dibandingkan perolehan pada periode yang sama tahun 2016 yang jumlahnya sebesar Rp1,4 triliun,” ungkap Archied lebih lanjut.

Ditinjau berdasarkan segmen pengembangannya, kontribusi *marketing sales* terbesar berasal dari pengembangan *mixed-use* dan *high rise* senilai Rp1,85 triliun, atau 61 persen dari keseluruhan. Penjualan dari segmen kawasan industri juga tercatat sebagai kontributor *marketing sales* terbesar berikutnya yang mencapai Rp531 miliar atau 18 persen.

Segmen pengembangan kawasan perumahan tercatat memberikan kontribusi *marketing sales* sebesar Rp343 miliar, atau 11 persen dari keseluruhan. Segmen properti investasi yang merupakan sumber pendapatan berulang (*recurring income*), hingga akhir 30 September 2017 memberikan kontribusi sebesar Rp294 miliar, atau 10 persen dari keseluruhan.

**Jakarta (19/10)** – The national property developer, PT Intiland Development Tbk (Intiland;DILD), has reported the company's sales performance for the nine-month period ending on September 30, 2017. Intiland garnered income from marketing sales of Rp3 trillion, or 131 percent of its 2017 marketing sales of Rp2.3 trillion.

The company's executive director of Capital and Investment, Archied Noto Pradono, explained the marketing sales figure increased significantly following Intiland's success with its new project Fifty Seven Promenade, Jakarta. The integrated mixed use & high-rise development project contributed Rp1.5 trillion, or 51 percent of the total marketing sales.

“The value of the marketing sales jumped 115 percent from the value made in the same period in 2016, which was Rp1.4 trillion,” Archied said.

Based on the segments, the biggest contributor to the marketing sales is mixed-use and high-rise development projects with Rp1.5 trillion, or 61 percent of the total. Meanwhile, the sales from industrial estates contributed Rp531 billion or 18 percent.

The residential development segment contributed Rp343 billion, or 11 percent, to the total marketing sales. Moreover, the property investment segment, which is the source of recurring income contributed Rp294 billion, or 10 percent.

Archied further explained that based on the sources, development income remain the significant contributor with Rp2.7 trillion, or 90 percent of the total income. Meanwhile, recurring income which comes from rentals of office space, retail space, and the management of golf course, sports club, warehouses, and

Archied menjelaskan bahwa berdasarkan jenis sumbernya, pendapatan dari pengembangan (*development income*) memberikan kontribusi sangat signifikan mencapai Rp2,7 triliun, atau 90 persen dari keseluruhan. Sementara, *recurring income* yang bersumber dari penyewaan ruang kantor, ritel, pengelolaan lapangan golf, klub olah raga, pergudangan, dan fasilitas memberikan *marketing sales* sebesar Rp294 miliar atau 10 persen.

“Meskipun kontribusi *recurring income* baru sekitar 10 persen, namun nilainya melonjak 32 persen dibandingkan perolehan pada periode yang sama tahun lalu,” ungkap Archied.

Peningkatan *recurring income* perseroan didorong adanya naiknya kontribusi pendapatan dari penyewaan ruang perkantoran dan fasilitas, terutama yang berasal perkantoran South Quarter di Jakarta Selatan. “Kami melihat prospek *tenant* atau penyewa masih bagus. Saat ini okupansi baru mencapai 58 persen, sehingga berpotensi naik dan akan meningkatkan *recurring income*,” ujarnya lebih lanjut.

Lonjakan nilai *marketing sales* perseroan, sebagian besar ditopang oleh penjualan dari tiga proyek yakni Fifty Seven Promenade, Ngoro Industrial Park, dan kawasan perumahan Serenia Hills, Jakarta. Ketiga proyek ini memberikan kontribusi sebesar 74 persen atau senilai Rp2,2 triliun.

#### **Kepercayaan Pasar**

Manajemen Intiland optimistik kondisi pasar properti nasional akan bergerak membaik tahun ini. Kebutuhan masyarakat terhadap produk properti berkualitas dan lokasinya strategis relatif masih cukup tinggi. Selama ini konsumen maupun investor dinilai cenderung hanya mengambil sikap menunggu (*wait and see*) untuk membeli maupun berinvestasi di sektor properti.

“Respon positif pasar pada peluncuran Fifty Seven Promenade memberikan indikasi bahwa kepercayaan konsumen mulai pulih. Produk properti yang berkualitas, punya keunggulan konsep, serta berada di lokasi strategis tetap memiliki potensi besar untuk terserap pasar,” ungkapnya lebih lanjut.

Memasuki triwulan terakhir 2017, perseroan

facilities, contributed Rp294 billion or 10 percent.

“Even though recurring income contributed only around 10 percent, the value surged 32 percent from the same period last year,” Archied said.

The jump in the recurring income is due to the rising income contribution from rentals of office space and facilities, notably from the South Quarter office complex in South Jakarta. “We see an improving prospect in the number tenants. Currently the occupancy rate is reaching 58 percent, hence, potentially increasing the recurring income,” he added.

The rise in the income from the marketing sales is notably supported by the sales of Intiland’s three projects—Fifty Seven Promenade, Ngoro Industrial Park, and Serenia Hills residential complex in Jakarta. These three projects contributed up to 74 percent or Rp2.2 trillion.

#### **Market Confidence**

The management of Intiland is optimistic that the national property market continues to improve this year, as the public need for quality and strategically-located property products remains high. All this time, consumers and investors tend to wait and see instead of deciding to invest in the property sector.

“The positive response shown by the market to our latest offering, Fifty Seven Promenade, indicates that the customer’s confidence is returning. Property products which offer good quality, a winning concept, and strategic location always have big potentials to be absorbed by the market,” he explained.

Entering the last quarter of the year, the company will focus on marketing its existing projects. The company has also been strengthening its marketing strategies, for example, by holding Intiland Expo’17 which lasted from October 12 to 15 in Jakarta, and Surprise Sundays, which is held every weekend from September 17 to October 22 in Surabaya.

“We continue to monitor the condition of the property sector, paying attention to where it is heading. Right now, we want to focus on our existing projects,” Archied added.

The management believes generally the

akan berfokus pada pemasaran proyek-proyek eksisting. Perseroan juga memperkuat strategi pemasaran, antara lain dengan menggelar pameran properti Intiland Expo'17 pada 12 sampai 15 Oktober 2017 di Jakarta dan Surprise Sundays yang berlangsung tiap akhir pekan mulai 17 September hingga 22 Oktober di Surabaya.

“Kami terus memantau kondisi dan arah pergerakan sektor properti. Saat ini kami berfokus dulu pada proyek-proyek yang sudah berjalan,” kata Archied.

Manajemen perseroan menilai bahwa secara umum iklim pasar properti cukup kondusif. Stabilitas makro ekonomi, tren penurunan suku bunga, penetapan kepemilikan properti untuk warga negara asing, serta iklim investasi yang relatif kondusif, berpotensi menjadi katalis pertumbuhan industri properti nasional di masa depan.\*\*

- Selesai -

#### **Tentang Intiland**

Intiland adalah pengembang properti terkemuka di Indonesia dengan pengalaman lebih dari 40 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, anggota eksklusif dari Indonesia Health Fund dan Jakarta Old Town Revitalization Corporation, serta menjalankan

property market is quite conducive. The stable macroeconomic condition, the downward trend of interest rate, the regulation which enables expatriates and foreigners to own a property, and relatively conducive investment climate are the catalyst for the national property industry to grow in the future.\*\*

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#### **About Intiland**

Intiland is a leading Indonesian real-estate developer with over 40 years of heritage. Listed on the Indonesia Stock Exchange since 1991, Intiland is known to be a trend-setter and innovator in the Indonesian property industry. Over the years, Intiland has developed some of the nation's most iconic buildings such as its two flagship office towers in Jakarta and Surabaya designed by the late Paul Rudolph, and The Regatta, a seafront luxury condominium in Pluit, North Jakarta, designed by Tom Wright (of Burj Al Arab fame). Its main township development in Surabaya, Graha Famili, has become one of the city's most prestigious addresses. Today, Intiland's diversified real estate portfolio includes residential townships, office towers, high-rise apartments, hospitality, industrial estates as well as sports and golf club management. Intiland is also actively involved in various efforts to develop industries and the improvement of the society. The Company is one of the corporate founders of Green Building Council Indonesia, an exclusive member of Jakarta Old Town Revitalization Corporation. Intiland also initiated and has been running Intiland Teduh, a program established to help low-income families to have decent homes. Intiland embarked on a journey to become the



program Intiland Teduh untuk membantu masyarakat berpendapatan rendah memiliki hunian yang layak. Intiland telah menjadi pengembang properti dengan konsep gaya hidup yang terkemuka.

leading lifestyle concept property developer in Indonesia, and is ever closer to achieving this objective.

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