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## Intiland Sukses Pasarkan Fifty Seven Promenade Intiland Successfully Markets Fifty Seven Promenade

**Jakarta (28/08)** – Pengembang properti PT Intiland Development Tbk (Intiland;DILD) sukses meluncurkan proyek baru Fifty Seven Promenade. Proyek pengembangan *mixed-use & high rise* terpadu yang berlokasi di jantung kawasan bisnis Jakarta ini mendapat sambutan sangat baik dari masyarakat.

Pada acara peluncuran yang berlangsung di Jakarta pada 26 Agustus 2017, perseroan berhasil memasarkan 302 unit atau 94 persen dari total unit yang ditawarkan. Perseroan meraih pendapatan penjualan (*marketing sales*) sekitar Rp1,6 triliun, jauh melampaui target penjualan awal sebesar Rp520 miliar.

Archied Noto Pradono Direktur Pengelolaan Modal dan Investasi Intiland menjelaskan sambutan positif dari pasar terhadap proyek kondominium ini menjadi indikasi bahwa minat belanja dan investasi para konsumen tetap ada. Produk-produk properti dengan kualitas yang baik, lokasi strategis dan berada di kawasan yang nyaman akan tetap diminati oleh pasar.

“Kami mengharapkan kesuksesan ini mendorong pasar properti secara umum kembali bergairah. Daya beli konsumen di segmen atas tidak turun, mereka hanya cenderung bersikap *wait and see*. Kita membutuhkan *milestone* atau kisah sukses dalam pemasaran untuk lebih menyakinkan pasar bahwa saat ini adalah waktu yang tepat untuk kembali berinvestasi properti,” ujar Archied lebih lanjut.

Mempertimbangkan hasil penjualan dan masih tingginya minat konsumen, perseroan merencanakan untuk segera meluncurkan unit-

**Jakarta (28/08)** – The national property developer, PT Intiland Development Tbk (Intiland;DILD) has successfully launched its newest project, Fifty Seven Promenade. The mixed-use & high-rise project located in the heart of Jakarta’s busiest business hub has garnered very good response from customers.

At the launching event held in Jakarta on August 26, 2017, the company successfully sold 302 units or 94 percent of the total launched units. The company achieved marketing sales of Rp1.6 trillion, far exceeding the initial sales target set at Rp520 million.

Executive director of Capital and Investment Management, Archied Noto Pradono said the market’s positive response to the condominium project was indicative of the prevailing interest from customers in property purchasing and investment. Good quality property products with strategic location located in convenient area will always be in demand.

“We hope that this success help boost the property market in general, so that the sector continues to bounce back and grow. The consumer purchasing power in the high-end segment remains strong; they just tend to wait and see. So, we need a milestone or a success story in marketing to further convince the market that the time is ripe for investing in property,” Archied explained.

Considering the sales result and the consumers’ high demand, the company has decided to advance the launch of the condominium units in Sky57 tower which the

unit kondominium di tower Sky57 yang belum dipasarkan, yang terdiri dari tipe 1 *bedroom* dan 2 *bedroom*. Sementara unit-unit tipe 3 *bedroom* seluruhnya sudah terjual (*sold out*). Para konsumen yang belum mendapat unit pada saat peluncuran perdana, masih memperoleh kesempatan yang lebih baik lagi untuk mendapatkan unit pilihan dalam waktu dekat ini.

Fifty Seven Promenade merupakan kawasan *mixed-use & high rise* terpadu dengan area pengembangan seluas 3,2 hektar. Proyek ini meliputi dua tower kondominium, satu tower apartemen servis, satu tower perkantoran *strata title*, satu tower perkantoran sewa, dan ritel promenade.

Lokasi pengembangan Fifty Seven Promenade sangat strategis berada di kawasan pengembangan yang sudah matang. Selain dekat dengan pusat perbelanjaan terbaik di Jakarta, perkantoran prestisius, fasilitas hotel dan MICE, Fifty Seven Promenade dekat dengan pusat jalur infrastruktur dan transportasi publik terintegrasi, seperti MRT (*mass rapid transit*), LRT (*light rail transit*), kereta ekspres bandara, serta jaringan bus Transjakarta.

“Sebagai superblok dan kawasan terpadu di tengah kota Jakarta, proyek ini punya keunggulan dari sisi lokasi, kenyamanan, aksesibilitas, dan lingkungan yang berkembang pesat. Konsumen menjadikan faktor-faktor ini sebagai dasar pertimbangan untuk membeli kondominium ini,” ungkap Archied.

Pada pengembangan tahap I, perseroan akan membangun dua tower kondominium, yakni tower City57 dengan ketinggian 24 lantai dan tower Sky57 dengan ketinggian 49 lantai. Kondominium ini dilengkapi dengan fasilitas *basement* lima lantai dan memiliki 496 unit hunian.

Tingginya minat pasar terhadap Fifty Seven Promenade tidak terlepas juga dari keunggulan dan keunikan yang dimiliki kondominium ini. Area fasilitas publik ditempatkan pada lantai teratas tower City57 atau berada di lantai 23 dan 24, seperti *sky garden*, *sky lounge*, kolam renang semi *outdoor*, area bermain anak, area *spa* dan *sauna*, *gym*, *entertainment area*, dan *private dining room*.

Fifty Seven Promenade menyediakan pula

company hasn't marketed yet; consisting one-bedroom and two-bedroom types. All three-bedroom units are sold out. The customers who have not gotten the units yet, will have another better opportunity to choose their preferred units soon.

Fifty Seven Promenade is a mixed-use & high-rise development project occupying an area of 3.2 hectares. The project consists of two condominium towers, one serviced apartment tower, one strata title office tower, and lease office tower, and one retail promenade.

Fifty Seven Promenade is very strategically located in a mature and established area. Aside from being near some of Jakarta's best shopping centers, and prestigious office complexes, and hospitality and MICE facilities, Fifty Seven Promenade is also near the city's integrated infrastructure and public transportation lanes, like MRT (*mass rapid transit*), LRT (*light rail transit*), airport skytrain, and TransJakarta bus network.

“As a superblok and a mixed-use area in the center of Jakarta, the project offers advantages in terms of location, comfort, access, and rapidly growing environment. Consumers put these factors into their consideration when they purchase our condominium unit,” Archied said.

In Phase I of the development, the company will develop two condominium towers: the 24-floor City57 tower, and the 49-floor Sky57 tower. The condominium is completed with a five-floor basement area and comprises 496 residential units.

The high demand for Fifty Seven Promenade is due to the condominium's excellence and special features. Fifty Seven Promenade places the public area on the top floor of City57 tower, on the 23<sup>rd</sup> and 24<sup>th</sup> floors, including a sky garden, a sky lounge, a semi outdoor swimming pool, children's playground, spa and sauna facilities, a gym, an entertainment area, and a private dining room.

Fifty Seven Promenade also has a fresco retail facility, adopting the concept of a waterfront as well as a jogging track. There are also 24-hour concierge service, housekeeping, laundry, and shuttle bus to take residents to

fasilitas ritel *alfresco* berkonsep *waterfront* serta *jogging track*. Kemudian guna memberikan kenyamanan dan kemudahan bagi para penghuninya, tersedia beragam fasilitas layanan seperti *concierge 24 jam*, *housekeeping*, *laundry*, dan layanan *shuttle bus* yang akan mengantarkan ke pusat perbelanjaan maupun ke pusat layanan transportasi publik seperti stasiun MRT, LRT, atau Transjakarta.\*\*\*

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### 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 dan Jakarta Old Town Revitalization Corporation, 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.

shopping centers and to public transportation stations and shelters, like MRT and LRT stations, or Transjakarta bus shelters.\*\*\*

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



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