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**DAPAT DITERBITKAN SEGERA  
FOR IMMEDIATE RELEASE****Intiland Raih Marketing Sales Rp1,3 Triliun di Semester I 2018**  
Intiland Earns Rp1.3 Trillion of Marketing Sales in the First Half of 2018

**Jakarta (23/7)** – Perusahaan pengembang properti PT Intiland Development Tbk (Intiland;DILD) meraih pendapatan penjualan (*marketing sales*) semester I tahun 2018 sebesar Rp1,3 triliun. Perseroan berhasil meningkatkan perolehan *marketing sales* sebesar 40 persen dibandingkan pencapaian semester I tahun lalu yang mencapai Rp919 miliar.

Archied Noto Pradono Direktur Pengelolaan Modal dan Investasi Intiland menjelaskan peningkatan *marketing sales* terutama masih ditopang oleh penjualan dari proyek baru seperti pengembangan terpadu Fifty Seven Promenade dan dari penjualan unit-unit properti hunian. “Kondisi pasar properti secara umum masih cukup berat dan menantang. Namun, sepanjang triwulan kedua tahun ini kami masih membukukan penjualan cukup baik pada produk hunian, seperti perumahan dan apartemen,” kata Archied lebih lanjut.

Berdasarkan hasil perolehan *marketing sales* di semester I tahun ini, empat proyek hunian tercatat memberikan kontribusi cukup signifikan. Keempat proyek tersebut yakni kawasan perumahan Serenia Hills dan apartemen 1Park Avenue di Jakarta Selatan, apartemen Fifty Seven Promenade di Jakarta Pusat, serta kawasan perumahan Graha Natura di Surabaya. Keempat proyek hunian ini memberikan kontribusi sebesar Rp1,1 triliun atau 87 persen dari keseluruhan.

“Sepanjang triwulan kedua tahun ini, hasil penjualan terbaik lebih banyak ditopang dari proyek-proyek pengembangan perumahan,” ungkap Archied.

Archied menjelaskan bahwa ditinjau dari segmentasinya, pengembangan *mixed-use and high rise* berhasil mencatatkan *marketing sales*

**Jakarta (23/7)** – The property developer company PT Intiland Development Tbk (Intiland, DILD) has earned an IDR 1.3 trillion of marketing sales in the first half of 2018. The company's marketing sales grow 40% within the same period last year that achieved an IDR 919 billion.

According to Archied Noto Pradono, Intiland's Capital Investment and Management Director, the growth is mainly still supported by the sales of new projects such as the integrated mixed use development-Fifty Seven Promenade, as well as the sales of residential project units. "Generally, the property market is still facing a severe and challenging situation. However, in the second quarter of this year, we still book satisfactory sales performance for residential products, such as landed houses and apartments," Archied explained.

Four residential projects noted significant contribution, according to the marketing sales result in the first half of this year. Those four projects are the housing section Serenia Hills and 1Park Avenue Apartment in South Jakarta, Fifty Seven Promenade Apartment in Central Jakarta, as well as the residential section Graha Natura in Surabaya. These four projects have contributed an IDR 1.1 trillion, which is equal to 87 percent of total marketing sales.

"Throughout the second quarter of this year, the best sales performance are mostly supported by residential development projects," Archied said.

Archied explained, based on the segmentation, the development of mix-used and high-rise projects have booked an IDR 969 billion which is equal to 75 percent of total marketing sales. This performance soars 325 percent, compares to the first half of 2017 which was an IDR 220 billion. The biggest contributor in this segment is the

sebesar Rp969 miliar, atau 75 persen dari keseluruhan. Perolehan ini melonjak 325 persen dibandingkan perolehan semester I tahun 2017 mencapai Rp228 miliar. Kontributor paling besar di segmen ini berasal dari penjualan apartemen Fifty Seven Promenade yang mencapai Rp783 miliar.

Kontribusi berikutnya berasal dari penjualan di segmen pengembangan kawasan perumahan. Memiliki tujuh pengembangan kawasan perumahan, segmen ini memberikan kontribusi *marketing sales* kepada perseroan sebesar Rp270 miliar atau 21 persen dari keseluruhan.

Pengembangan kawasan perumahan Serenia Hills tercatat sebagai kontributor *marketing sales* terbesar di segmen ini. Kawasan perumahan yang berlokasi di Lebak Bulus Jakarta Selatan ini memberikan kontribusi Rp140 miliar dari keseluruhan. Sementara, segmen pengembangan kawasan industri tercatat membubuhkan nilai *marketing sales* sebesar Rp45 miliar.

Ditinjau berdasarkan lokasi pengembangannya, penjualan dari proyek-proyek Jakarta memberikan kontribusi *marketing sales* sebesar Rp1,08 triliun, atau 60 persen dari keseluruhan. Sisanya sebesar Rp199 miliar berasal dari penjualan unit properti di proyek-proyek perseroan di kawasan Surabaya.

Selain kontribusi *marketing sales*, perseroan membukukan pendapatan berkelanjutan (*recurring income*) di semester pertama tahun ini sebesar Rp276,1 miliar.

### Stimulus Pertumbuhan

Archied mengakui bahwa secara umum pasar properti belum bergerak secara normal. Selain kondisinya masih cenderung melemah, pasar properti juga menghadapi sejumlah tantangan, salah satunya tren meningkatnya suku bunga.

Perseroan memberikan apresiasi terhadap kebijakan Bank Indonesia dalam melonggarkan aturan mengenai rasio nilai kredit terhadap aset (*loan to value / LTV*) sektor perumahan. Relaksasi ketentuan ini dapat memberikan angin segar dan dampak positif bagi para pelaku industri properti karena memberikan fleksibilitas bagi konsumen untuk menetapkan uang muka kredit.

sales of Fifty Seven Promenade Apartment that achieved an IDR 783 billion.

The next contribution comes from the sales of residential section development. This segment, which has seven residential sections, contributes an IDR 270 billion or 21 percent of total marketing sales.

The development of Serenia Hills residential section is noted as the biggest contributor to marketing sales in this segment. The residential section, which is located in Lebak Bulus, South Jakarta has contributed an IDR 140 billion of total marketing sales. Meanwhile, the industrial section development notes an IDR 45 billion of marketing sales.

Based on the locations, the sales of projects that developed in Jakarta contributes an IDR 1.08 trillion, which is equal to 60 percent of total marketing sales. The rest, an IDR 199 billion, comes from the sales of property units in Intiland's projects in Surabaya.

Aside than marketing sales contribution, the company books an IDR 276.1 billion of recurring income in the first half of this year.

### Growth Stimulus

Archied admitted the general situation of the property market has not normally moved. Aside than the tend-to-weaken market condition, the property market is also facing some challenges, that include the rising trend of interest rate.

The company appreciates Bank Indonesia's policy in loosening the regulation of loan to asset value (LTV) ratio in the housing sector. The relaxation of this regulation could bring fresh-air and positive impact on the property industry players, as it brings flexibility to the customers in deciding the minimum down payment for the housing loan.

"We appreciate that policy, as it becomes the stimulus for the growth of property market. Certainly, the consumers are really helped by the new policy," Archied said.

The company will keep monitoring every change in the macroeconomic situation, as well as the business sector. This step becomes important to expect the impact of changes and to prepare the appropriate anticipation strategy.

"Kami mengapresiasi kebijakan tersebut karena bisa menjadi stimulus untuk pertumbuhan pasar properti. Konsumen tentunya sangat terbantu dengan keluarnya aturan tersebut," kata Archied.

Perseroan akan terus memantau setiap perubahan yang terjadi baik secara makro maupun sektoral. Langkah ini menjadi penting untuk memperkirakan dampak perubahan dan menyiapkan strategi yang tepat untuk mengantisipasinya.

"Kami akan bekerjasama lebih jauh kembali dengan pihak perbankan selaku pemberi kredit untuk memberikan penawaran menarik bagi konsumen, sekaligus dalam rangka meningkatkan kinerja penjualan tahun ini," ungkap Archied lebih lanjut.

Kendati belum ada perubahan yang cukup positif di pasar properti, perseroan optimistik pada semester kedua tahun ini kondisi akan membaik. Perseroan tengah menyiapkan sejumlah pengembangan proyek baru yang akan diluncurkan tahun ini.

Namun demikian, perseroan tetap mengambil langkah hati-hati untuk setiap ekspansi peluncuran proyek baru. Kendati memiliki sejumlah rencana pengembangan strategis, namun perseroan akan selalu memperhitungkan setiap risiko yang bisa terjadi dari setiap langkah ekspansi. \*\*\*

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"We will continue to partner with banks as lenders, to provide interesting offers to our customers, as well as to increase the company's sales performance in this year," Archied continued.

The company is optimistic about a better market condition in the second half of this year, although there have been no positive changes. Intiland is preparing to develop some new projects, which will be launched in this year.

However, the company keeps taking prudent steps in order to expand and to launch new projects. Despite having some strategic development plans, the company will always consider every potential risk that might happen at every step of its expansion plan. \*\*\*

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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

## 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



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, anggota eksklusif dari Indonesia Health Fund 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.

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 and 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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