



Highlights

- 9M20 marketing sales reached Rp 642 billion
- Launching of Dandelion cluster in Graha Natura with 70% take up
- FY20 marketing sales target is revised to Rp 1 trillion due to the Covid-19 pandemic

Intiland Announces 9M20 Marketing Sales Achievement

PT Intiland Development Tbk ("DILD" or "the Company") announces its marketing sales performance for the first nine months of 2020.

DILD reports Rp 642 billion marketing sales in 9M20

The Company booked marketing sales Rp 642 billion in 9M20, declined -25% yoy from Rp 862 billion in 9M19. Meanwhile, the recurring income in 9M20 slightly declined to Rp 437 billion, or -5% yoy from Rp 462 billion in 9M19.

The soft result was mainly due to the impact of COVID-19 and the buyers' tendency to maintain the wait-and-see approach in the uncertain situation. However, marketing sales in 3Q20 showed a positive trend, an increase of 31% qoq from Rp 227 billion in 2Q20 to Rp 298 billion in 3Q20.

The main sales contributor came from the landed residential segment, such Graha Natura, Serenia Hills, Talaga Bestari, 1Park Homes, South Grove and Magnolia Residence. On the other hand, the Company booked Rp 862 billion of marketing sales in 9M19, which primarily came from the sales of SQ Res.

Revision of FY20 Marketing Sales Target

The Company revised the FY20 marketing sales target from Rp 2.5 trillion to Rp 1 trillion due to the Covid-19 pandemic.

9M20 Marketing Sales Breakdown

The breakdown of 9M20 marketing sales achievement is as follows:

Table 4: Marketing Sales (in Rp billion)

No	Location	9M20 Results	9M19 Results	% of Change
1	Mixed-use & high-rise	149	574	-74.1%
2	Landed residential	474	288	64.5%
3	Industrial estate	20	-	-
	Total	642	862	-25.5%

The contribution based on location is as follows:

Table 5: Marketing Sales (in Rp billion)

No	Location	9M20 Results	9M19 Results	% of Change
1	Jakarta	296	726	-59.3%
2	Surabaya	346	136	154.6%
	Total	642	862	-25.5%

Project Launching

In September, the Company launched Dandelion, a new cluster in Graha Natura, with 70% units sold. The Company sold 44 units out of 63 units offered with total sales Rp 63 billion. Dandelion has 4 types of houses with price range between Rp 1.2 billion - Rp 1.9 billion per unit. This launching is in line with the Company's strategy to focus on landed residential segment with smaller size and lower price per unit.

The Company is also planning to launch Sierra, a new cluster in Serenia Hills, with price range of Rp 3.5 billion - Rp 3.9 billion per unit. Total unit will be 42 units with two types of houses, Avana (land 104 m2 and building 204 m2) and Brava (land 117 m2 and building 235 m2).

Starting from October, the Company is running a marketing campaign called Intiland Story and Fabulous Friday to promote Intiland's 17 best properties in Jakarta and Surabaya. For detail information about the marketing program can be seen in the Company's website https://www.intiland.com/id/intiland-story/.

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