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BSDE Bukukan Prapenjualan Rp2,54 Triliun pada Kuartal I - 2026

Tangerang, 4 Mei 2026 - PT Bumi Serpong Damai Tbk (BEI: BSDE), pengembang kota mandiri terbesar di Indonesia dengan proyek unggulan BSD City, mengawali tahun 2026 dengan kinerja positif dengan mencatatkan prapenjualan sebesar Rp2,54 triliun pada Kuartal I - 2026 atau setara dengan 25% dari target tahunan sebesar Rp10,00 triliun. Pencapaian ini juga tumbuh 5% secara tahunan (*yoy*), dibandingkan periode yang sama tahun sebelumnya sebesar Rp2,43 triliun. Hal ini mencerminkan daya tahan sektor properti residensial nasional.

Kinerja tersebut didorong oleh kontribusi kuat dari segmen residensial sebesar Rp1,23 triliun (49%), diikuti segmen komersial sebesar Rp944,14 miliar (37%), serta lain-lain sebesar Rp364,39 miliar (14%).

Direktur BSDE, Hermawan Wijaya, menilai bahwa kinerja awal tahun ini menunjukkan bahwa minat pasar tetap terjaga, terutama pada proyek-proyek dengan lokasi strategis dan konsep terintegrasi.

“Kami melihat bahwa permintaan properti, khususnya di segmen residensial, masih cukup resilien. Hal ini didukung oleh kebutuhan hunian yang tetap kuat serta kepercayaan konsumen terhadap kawasan mandiri terintegrasi seperti BSD City,” ujar Hermawan.

Menurutnya, strategi BSDE dalam menghadirkan produk yang tepat sasaran serta program pemasaran yang adaptif menjadi faktor kunci dalam menjaga momentum penjualan.

Segmen residensial tetap menjadi pendorong utama, didukung oleh proyek-proyek unggulan di BSD City seperti Nava Park, Hiera, The Armont Residences, Eonna, Terravia, Vireya, serta peluncuran klaster baru “Izzi”. Selain itu, proyek di Grand Wisata Bekasi, Kota Wisata Cibubur dan Grand City Balikpapan juga memberikan kontribusi positif terhadap prapenjualan.

Sementara itu, segmen komersial, penjualan ruko mendominasi dengan kontribusi Rp584,60 miliar, diikuti kavling komersial Rp246,67 miliar dan apartemen Rp112,87 miliar. Penjualan apartemen didukung oleh proyek seperti The Elements, Southgate dan Aerium di Jakarta, serta Akasa dan Upper West di BSD City.

Secara geografis, BSD City tetap menjadi tulang punggung dengan kontribusi sekitar 71% terhadap total prapenjualan, menegaskan daya tarik kawasan mandiri yang terintegrasi dan terus berkembang.

BSDE Records IDR2.54 trillion in Marketing Sales in the First Quarter of 2026

Tangerang, May 4th, 2026 – *PT Bumi Serpong Damai Tbk (IDX: BSDE), Indonesia’s leading township developer with its flagship project BSD City, began 2026 on a positive note by recording marketing sales of IDR2.54 trillion in the first quarter of 2026, equivalent to 25% of its full-year target of IDR10.00 trillion. This achievement also represents a 5% year-on-year (yoy) increase, compared to IDR2.43 trillion in the same period last year, reflecting the resilience of Indonesia’s residential property sector.*

This performance was driven by strong contributions from the residential segment amounting to IDR1.23 trillion (49%), followed by the commercial segment at IDR 944.14 billion (37%), and others at IDR 364.39 billion (14%).

BSDE Director, Hermawan Wijaya, stated that the early-year performance demonstrates sustained market interest, particularly in projects located in strategic areas with integrated township concepts.

“We see that property demand, especially in the residential segment, remains relatively resilient. This is supported by strong housing needs as well as continued consumer confidence in integrated township developments such as BSD City,” said Hermawan.

He added that BSDE’s strategy in delivering targeted products, along with adaptive marketing programs, has been key to maintaining sales momentum.

The residential segment remained the main growth driver, supported by flagship projects in BSD City such as Nava Park, Hiera, The Armont Residences, Eonna, Terravia, Vireya, as well as the newly launched cluster “Izzi”. In addition, projects in Grand Wisata Bekasi, Kota Wisata Cibubur and Grand City Balikpapan also contributed positively to marketing sales.

Meanwhile, in the commercial segment, shophouses dominated with IDR584,60 billion, followed by commercial lots at IDR246.67 billion and apartments at IDR112.87 billion. Apartment sales were supported by projects such as The Elements, Southgate and Aerium in Jakarta, as well as Akasa and Upper West in BSD City.

Geographically, BSD City remained the key contributor, accounting for approximately 71% of total marketing sales, underscoring the strong appeal of its integrated township concept.

Ke depan, BSDE melihat peluang tetap terbuka seiring potensi stabilisasi suku bunga serta berbagai insentif yang dapat mendorong daya beli masyarakat. "Kami optimistis dapat mencapai target prapenjualan tahun 2026 sebesar Rp10,00 triliun, dengan tetap mengedepankan strategi peluncuran produk yang *prudent*, memperkuat jaringan pemasaran, serta didukung oleh program penjualan nasional kami "Royal Key" yang relevan dengan kondisi pasar," tutup Hermawan. (*end*)	*Looking ahead, BSDE sees continued opportunities amid the potential stabilization of interest rates, as well as various incentives that may support consumer purchasing power.* *"We remain optimistic about achieving our 2026 marketing sales target of IDR10.00 trillion by continuing to implement a prudent product launch strategy, strengthening our marketing network and leveraging our national sales program 'Royal Key', which remains relevant to current market conditions," Hermawan concluded.* *(end)*
Sekilas mengenai PT Bumi Serpong Damai Tbk *BSDE merupakan pengembang BSD City, kota mandiri terbesar di Indonesia dan flagship project Sinar Mas Land seluas 5.950 ha yang terdiri atas kawasan perumahan dan kawasan niaga terpadu. Pada awal tahun 2011, BSDE telah merampungkan proses akuisisi perusahaan terafiliasi yakni PT Duta Pertiwi Tbk, PT Sinar Mas Teladan dan PT Sinar Mas Wisesa. Teranyar, BSDE juga telah merampungkan proses akuisisi PT Suryamas Dutamakmur Tbk di tahun 2024. Dengan langkah strategis ini, BSDE berupaya memperluas diversifikasi portofolionya dan memperkuat posisinya sebagai salah satu pengembang properti terdepan di Indonesia.* *Dengan aksi korporasi tersebut, BSDE secara konsisten dan berkesinambungan memperkuat portofolio pendapatannya dengan tumbuh secara organik maupun anorganik. Selain aktif dalam melakukan akuisisi tanah sebagai backbone perusahaan properti, BSDE juga membuka peluang berkolaborasi dengan berbagai kemitraan strategis baik mitra nasional maupun internasional yang dapat memberikan nilai tambah bagi para pemangku kepentingan.* *Ke depannya, BSDE juga akan aktif dalam memperkuat cadangan kas BSDE untuk mengembangkan dan meraih peluang-peluang bisnis yang potensial guna menjamin pertumbuhan bisnis yang berkelanjutan di masa mendatang. BSDE telah mengembangkan visi keberlanjutannya sejak tahun 2017 dan dalam perjalanannya menjadi elemen integral bagi setiap operasional bisnis. Saat ini, BSDE tercatat sebagai salah satu emiten properti terbesar di Bursa Efek Indonesia (BEI), dengan kapitalisasi pasar sebesar Rp16,30 triliun per 30 April 2026 serta nilai ESG 22,16 (sumber www.idx.co.id/id/perusahaan-tercatat/nilai-esg).* *Untuk informasi lebih lanjut, silahkan menghubungi:* *PT Bumi Serpong Damai Tbk* *Hermawan Wijaya, Direktur* *Email: corporate.secretary@sinarmasland.com*	***Overview of PT Bumi Serpong Damai Tbk*** *BSDE is the developer of BSD City, the largest satellite city in Indonesia and the flagship project of Sinar Mas Land measuring to 5,950ha, consisting of residential areas and the integrated commercial area. In early 2011, BSDE finalized the acquisition of affiliated companies, namely PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. This acquisition is expected to improve BSDE's performance, particularly in revenues portfolio and business diversification. Most recently, BSDE has also completed the acquisition process of PT Suryamas Dutamakmur Tbk in 2024. This strategic move aims to enhance portfolio diversification and strengthen its position as one of the prominent property developers in Indonesia.* *Through this corporate action, BSDE consistently and continuously strengthened its revenue portfolio by growing both organically and inorganically. Apart from being active in land acquisition as a property company backbone, BSDE also creates opportunities for collaboration with a range of strategic partnerships, both at the national and international levels, which can provide added value for stakeholders.* *Moving forward, BSDE will also actively improve its cash reserves to develop and seize potential business opportunities to ensure upcoming sustainable business growth. BSDE developed its sustainability vision since year 2017, which is an integral element of how we do business. BSDE is currently listed as one of the largest property issuers on the Indonesia Stock Exchange (IDX), with a market capitalization of IDR16.30 trillion as of April 30th, 2026, as well as ESG score at 22.16 (source www.idx.co.id/id/perusahaan-tercatat/nilai-esg).* *For further information, please contact:* *PT Bumi Serpong Damai Tbk* *Hermawan Wijaya – Director* *Email: corporate.secretary@sinarmasland.com*