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BSDE Raih Prapenjualan Rp5,12 Triliun pada Semester I – 2026

Capai 51% Target Tahunan, Ditopang Kinerja Produk Residensial dan Komersial

Tangerang, 29 Juli 2026 - PT Bumi Serpong Damai Tbk (BEI: BSDE), salah satu pengembang kota mandiri terkemuka di Indonesia dengan proyek unggulan BSD City, membukukan prapenjualan sebesar Rp5,12 triliun pada semester pertama tahun 2026. Realisasi tersebut setara dengan sekitar 51% dari target prapenjualan tahun 2026 yang sebesar Rp10 triliun atau meningkat 1% dibandingkan periode yang sama tahun sebelumnya sebesar Rp5,08 triliun.

Di tengah kondisi pasar yang masih dipengaruhi oleh dinamika suku bunga, BSDE mampu mempertahankan pertumbuhan prapenjualan melalui strategi peluncuran produk yang selektif, portofolio produk yang beragam, serta kekuatan *township* yang telah berkembang secara matang.

Kontribusi terbesar berasal dari segmen residensial sebesar Rp2,44 triliun atau sekitar 48% dari total prapenjualan semester pertama 2026. Sementara itu, segmen komersial, yang meliputi *commercial lot*, apartemen dan ruko, membukukan hasil sebesar Rp2,32 triliun atau sekitar 45% dari total prapenjualan semester pertama 2026. Adapun segmen lain-lain memberikan kontribusi sebesar Rp364 miliar atau sekitar 7% terhadap total prapenjualan semester pertama 2026.

Secara kuartalan, kinerja prapenjualan pada Kuartal II-2026 mencapai Rp2,58 triliun, meningkat sekitar 2% dibandingkan kuartal sebelumnya. Hal ini menunjukkan bahwa pertumbuhan BSDE tetap ditopang oleh penjualan produk residensial maupun komersial.

Kawasan BSD City kembali menjadi kontributor terbesar dengan menyumbang sekitar 66% terhadap total prapenjualan selama semester pertama tahun 2026. Kontribusi tersebut terutama berasal dari proyek-proyek unggulan seperti Nava Park, Hiera, Armont Residences, Eonna, Terravia, Vireya dan Izzi. Sementara itu, proyek Dovia di Grand Wisata Bekasi, Orlens di Kota Wisata Cibubur, serta El Como di Grand City Balikpapan juga mencatatkan prapenjualan yang positif.

Kinerja BSD City didukung oleh semakin matangnya pengembangan kawasan terpadu dengan fasilitas pendidikan, pusat bisnis, pusat gaya hidup, serta infrastruktur dan konektivitas yang terus berkembang. Kelengkapan tersebut memperkuat daya tarik BSD City sebagai kawasan hunian dan aktivitas ekonomi sehingga mampu mempertahankan permintaan di tengah dinamika pasar properti.

BSDE Records IDR5.12 Trillion in Marketing Sales in the First Half of 2026

Achieves 51% of Full-Year Target, Supported by Residential and Commercial Product Performance

Tangerang, July 29th, 2026 *– PT Bumi Serpong Damai Tbk (IDX: BSDE), one of Indonesia's leading township developers with its flagship project BSD City, recorded marketing sales of IDR5.12 trillion in the first half of 2026. The result represented approximately 51% of the full-year 2026 marketing sales target of IDR10 trillion and was 1% higher than the IDR5.08 trillion recorded in the corresponding period last year.*

Amid market conditions that continue to be influenced by interest-rate dynamics, BSDE maintained its marketing sales growth through a selective product launch strategy, a diversified product portfolio and the strength of its well-established township developments.

The residential segment remained the largest contributor, generating IDR2.44 trillion or approximately 48% of total marketing sales in the first half of 2026. Meanwhile, the commercial segment, comprising commercial lots, apartments, and shophouses, recorded IDR2.32 trillion, representing approximately 45% of total marketing sales in the first half of 2026. Other segments contributed IDR364 billion or approximately 7% of total marketing sales in the first half of 2026.

On a quarterly basis, marketing sales in the second quarter of 2026 reached IDR2.58 trillion, an increase of approximately 2% compared with the previous quarter. This performance demonstrates that BSDE's growth continued to be supported by sales of both residential and commercial products.

BSD City once again remained the largest contributor, accounting for approximately 66% of the total marketing sales during the first half of 2026. The contribution was primarily generated by flagship projects including Nava Park, Hiera, Armont Residences, Eonna, Terravia, Vireya and Izzi. Meanwhile, Dovia in Grand Wisata Bekasi, Orlens in Kota Wisata Cibubur, and El Como in Grand City Balikpapan also recorded positive marketing sales performance.

BSD City's performance was supported by the continued maturity of its integrated township development, which offers educational facilities, business centers, lifestyle destinations, as well as continuously improving infrastructure and connectivity. These comprehensive facilities reinforce BSD City's appeal as a residential and business destination, enabling it to maintain demand amid dynamic property market conditions.

Selain segmen residensial, produk komersial juga memberikan kontribusi yang signifikan terhadap kinerja prapenjualan BSDE. Penjualan ruko mencapai sekitar Rp1,28 triliun, diikuti *commercial lot* sebesar Rp789 miliar dan apartemen sebesar Rp247 miliar.

Penjualan tersebut terutama berasal dari proyek Nava Park Business Suites, Blueprint Design & Community Center, Delrey, West Village 2 yang semuanya berada dalam kawasan BSD City. Sementara itu, prapenjualan apartemen berasal dari proyek Aerium, The Elements, Southgate yang berlokasi di Jakarta, serta Akasa dan Upper West yang berlokasi di BSD City.

Berkembangnya aktivitas bisnis, ekonomi dan gaya hidup di berbagai *township* BSDE turut mendorong permintaan terhadap produk komersial. Hal ini menunjukkan bahwa pengembangan kawasan terpadu yang dilakukan BSDE tidak hanya meningkatkan kebutuhan akan hunian, tetapi juga mendorong aktivitas ekonomi yang memperkuat permintaan terhadap ruang usaha dan produk komersial.

"Pencapaian prapenjualan pada semester pertama tahun 2026 menunjukkan bahwa fundamental bisnis BSDE tetap kuat di tengah tantangan suku bunga. Hingga semester pertama tahun ini, BSDE telah mencapai sekitar 51% dari target prapenjualan tahun 2026. Kinerja tersebut didukung oleh kepercayaan konsumen terhadap kualitas produk serta kekuatan BSD City sebagai kawasan terpadu dengan ekosistem, fasilitas, infrastruktur dan konektivitas yang terus berkembang," ujar Hermawan Wijaya, Direktur BSDE.

BSDE melihat bahwa kebutuhan masyarakat terhadap hunian berkualitas dan kawasan terpadu masih menjadi faktor pendukung utama permintaan properti. Selain ditopang oleh kebutuhan pengguna akhir, daya tarik properti sebagai aset jangka panjang juga tetap terjaga, khususnya pada proyek-proyek unggulan di BSD City.

"Memasuki semester kedua tahun 2026, kami akan terus mengoptimalkan peluncuran proyek-proyek yang telah dipersiapkan sesuai dengan kebutuhan pasar serta mempertahankan strategi penjualan yang *prudent*. Didukung oleh portofolio produk yang beragam, kekuatan BSD City sebagai *township* unggulan, serta program pemasaran nasional Royal Key yang kompetitif, kami optimistis dapat mempertahankan momentum pertumbuhan dan mencapai target prapenjualan tahun 2026 sebesar Rp10 triliun," tutup Hermawan.

(*end*)

Sekilas mengenai PT Bumi Serpong Damai Tbk

BSDE merupakan pengembang BSD City, salah satu 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

In addition to the residential segment, commercial products also made a significant contribution to BSDE's marketing sales performance. Shophouse sales reached approximately IDR1.28 trillion, followed by commercial lots of IDR789 billion and apartments of IDR247 billion.

These sales were mainly generated by Nava Park Business Suites, Blueprint Design & Community Center, Delrey and West Village 2, all located within BSD City. Meanwhile, apartment marketing sales were mainly generated by Aerium, The Elements and Southgate in Jakarta, as well as Akasa and Upper West in BSD City.

The continued development of business and economy activities also lifestyle across BSDE's townships has also supported demand for commercial products. This demonstrates that BSDE's integrated township developments not only create demand for residential properties but also stimulate economic activity and strengthen demand for business and commercial products.

"The marketing sales achievement in the first half of 2026 demonstrates that BSDE's business fundamentals remain strong amid interest-rate challenges. As of the end of the first half, BSDE achieved approximately 51% of its full-year 2026 marketing sales target. This performance was supported by consumer confidence in the quality of our products and the strength of BSD City as an integrated township with a continuously developing ecosystem, facilities, infrastructure and connectivity," said Hermawan Wijaya, Director of BSDE.

BSDE continues to see demand for quality housing and integrated townships as a key driver of property demand. In addition to demand from end-users, the appeal of property as a long-term asset remains intact, particularly for flagship projects in BSD City.

"Entering the second half of 2026, we will continue to optimize the launch of projects prepared in line with market demand while maintaining a prudent sales strategy. Supported by a diversified product portfolio, the strength of BSD City as a leading township and the competitive nationwide Royal Key marketing program, we are optimistic that we can maintain our growth momentum and achieve our full-year 2026 marketing sales target of IDR10 trillion," Hermawan concluded.

(end)

Overview of PT Bumi Serpong Damai Tbk

BSDE is the developer of BSD City, one of Indonesia's the largest integrated township and Sinar Mas Land's flagship development, spanning approximately 5,950 hectares and compromising integrated residential and commercial areas. In early 2011, BSDE completed the acquisition of several affiliated companies, namely PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. Most recently, BSDE completed the acquisition process of PT Suryamas Dutamakmur

berupaya memperluas diversifikasi portofolionya dan memperkuat posisinya sebagai salah satu pengembang properti terdepan di Indonesia.	*Tbk in 2024. This strategic step has expanded BSDE's portfolio diversification and strengthened its position as one of Indonesia's leading property developers.*
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 kunci penting bagi pengembangan bisnis properti, BSDE juga membuka peluang berkolaborasi dengan berbagai kemitraan strategis baik mitra nasional maupun internasional yang dapat memberikan nilai tambah bagi para pemangku kepentingan.	*Through these corporate actions, BSDE has consistently strengthened its revenue portfolio through both organic and inorganic growth. In addition to acquiring land as a key foundation of its property development business, BSDE continues to pursue collaborations with strategic partners at both national and international levels to create added value for stakeholders*
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 di Bursa Efek Indonesia (BEI), dengan kapitalisasi pasar sebesar Rp11,54 triliun per 30 Juni 2026 serta rating ESG 23,41 (sumber https://sustainability.idx.co.id/sustainalytics).	*Moving forward, BSDE will continue to strengthen its cash reserves to develop and capture potential business opportunities that support sustainable long-term growth. BSDE has been developing and implementing its sustainability vision since 2017 and sustainability has become an integral part of its business operations. BSDE is currently listed on the Indonesia Stock Exchange (IDX), with a market capitalization of IDR11.54 trillion as June 30th, 2026, as well as ESG risk rating of 23.41 (source https://sustainability.idx.co.id/sustainalytics).*
Untuk informasi lebih lanjut, silakan menghubungi: *PT Bumi Serpong Damai Tbk* *Hermawan Wijaya, Direktur* *Email: corporate.secretary@sinarmasland.com*	*For further information, please contact:* *PT Bumi Serpong Damai Tbk* *Hermawan Wijaya – Director* *Email: corporate.secretary@sinarmasland.com*