



sinar mas land

Building for a better **future**

www.sinarماسland.com



Sinar Mas Land



@sinarماس_land

A Glance of Sinar Mas

Shared Corporate Values

Integrity

Positive Attitude

Commitment

Continuous Improvement

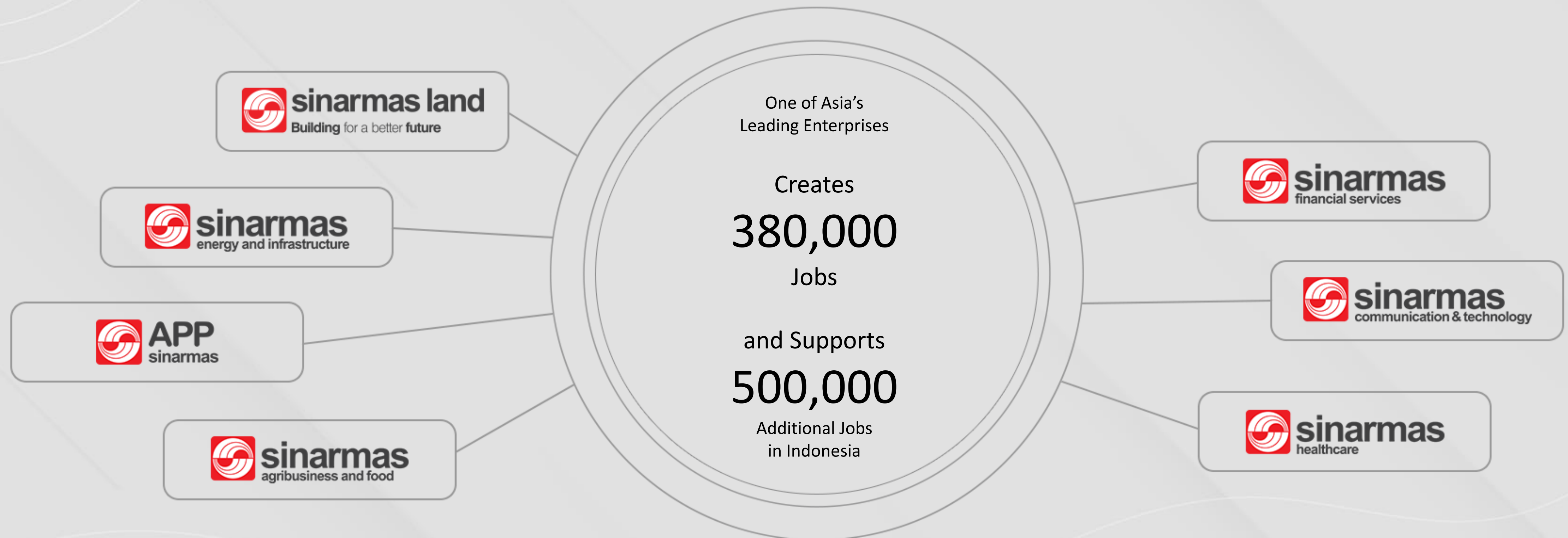
Innovative

Loyal

“Be a man of integrity, be responsible to your family, job and society.”
— Eka Tjipta Widjaja / Founder

A Glance of Sinar Mas

Sinar Mas Business Pillars



Our Vision

To be the leading property developer in South East Asia,
trusted by customers, employees, society and other stakeholders.

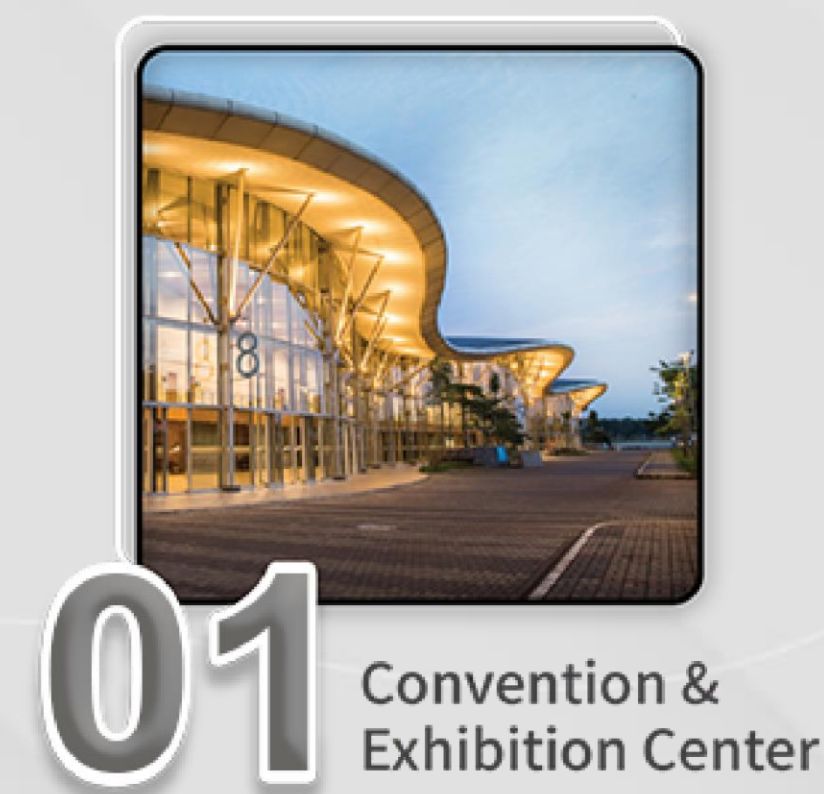
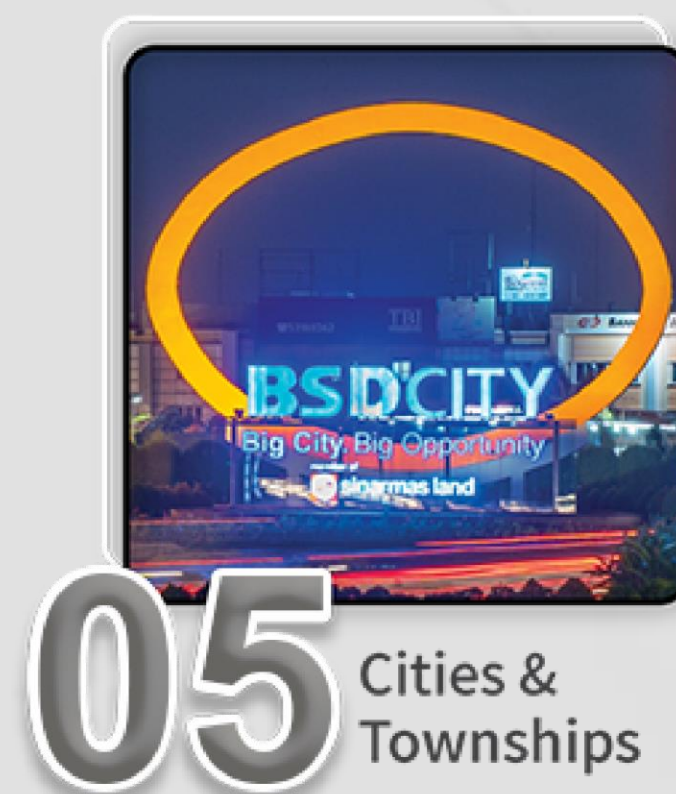
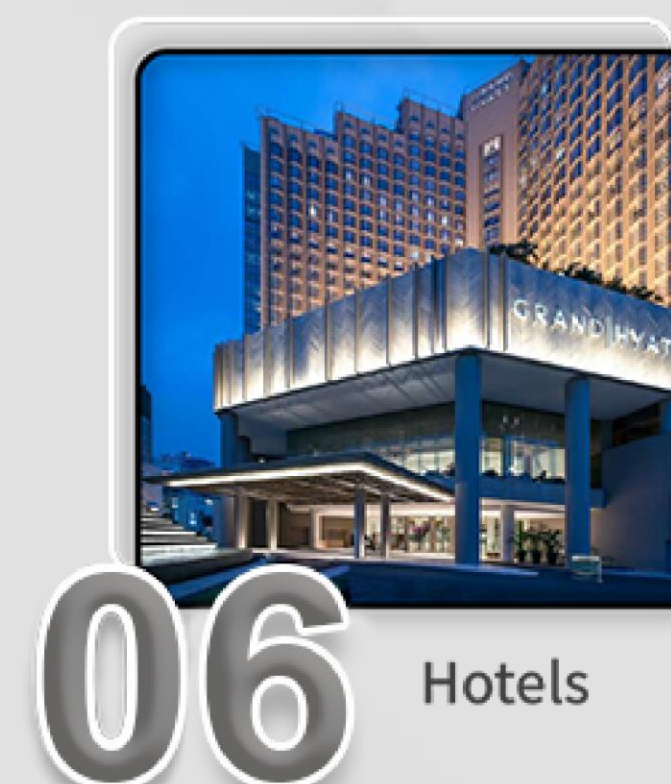
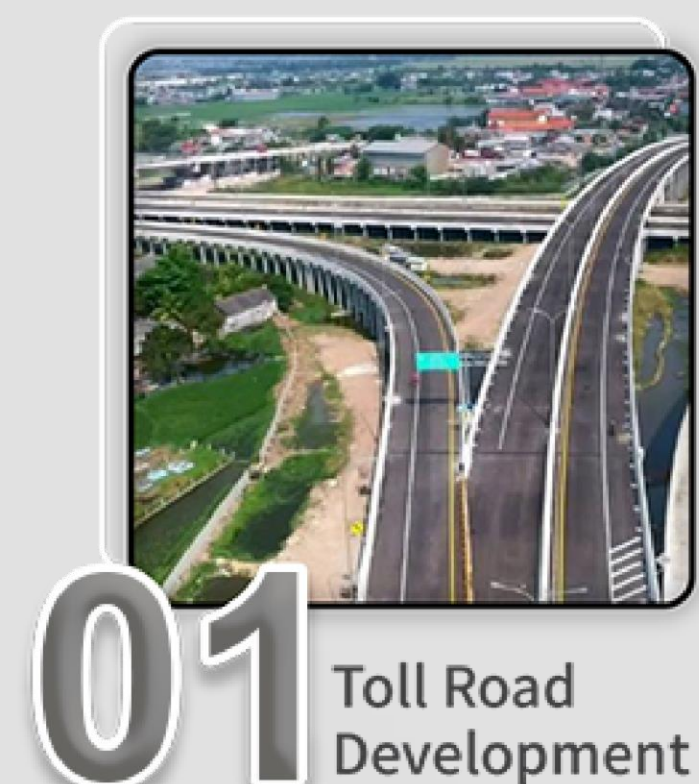
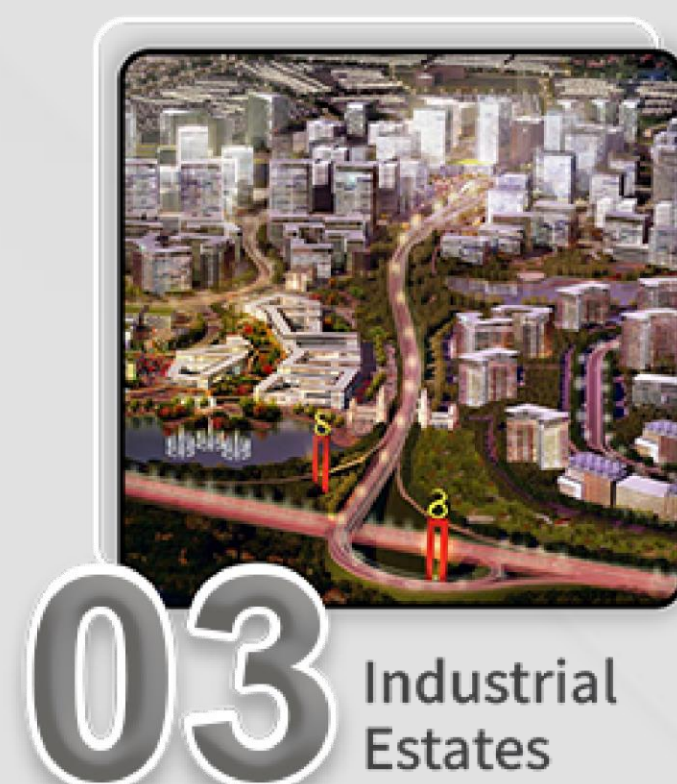


PURADELTA LESTARI

A group of 4 listed companies both in Singapore and Indonesia

About Sinar Mas Land

Our Portfolio



About Sinar Mas Land

Our Portfolio



Alphabeta Building
London, UK



TAICANG
Yue Jiang Nan



La Grandeur Palm Resort
Johor Malaysia



Li Shui Jin Yang
Shenyang, China

MEDAN
Office - SML Plaza Medan

BATAM
Residential - Nuvasa Bay, Taman Duta Mas
Golf Course & Recreation - Palm Springs
Golf & Country Club

SEMARANG
Retail - DP Mall Semarang
Hotel - Rooms Inc - Semarang

SURABAYA
Office - SML Plaza Surabaya
Retail - ITC
Residential - Wisata Bukit Mas,
Villa Bukit Mas, Klaska Residence

BALIKPAPAN
City & Township – Grand City
Residential - Balikpapan Baru
Retail - Mall Balikpapan Baru

JABOTABEK
City & Township - BSD City,
Kota Deltamas, Grand Wisata,
Kota Wisata

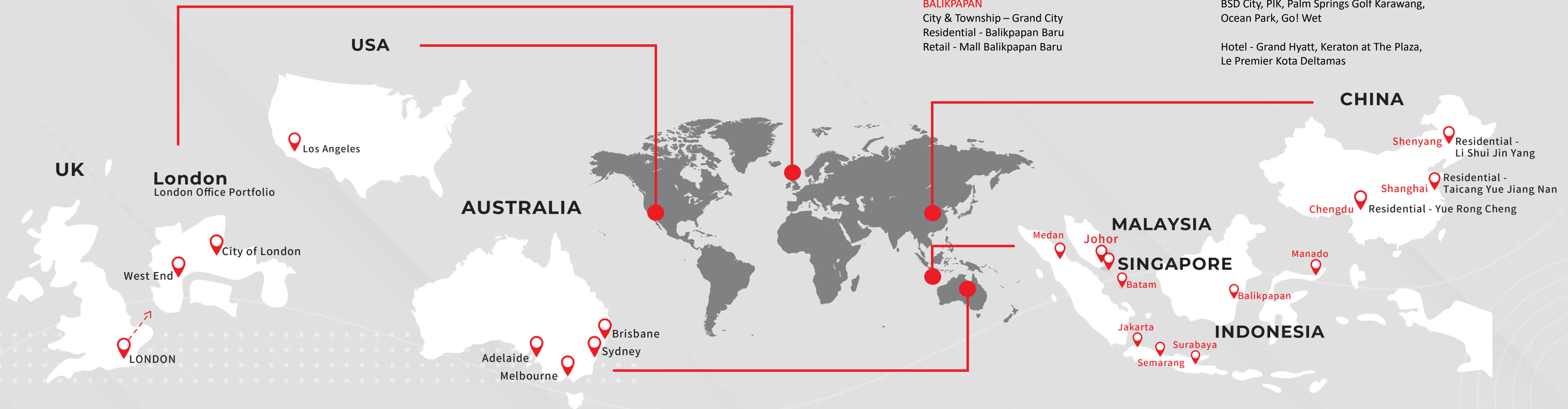
Retail - Plaza Indonesia, ITCs, The Breeze, QBig,
Epiwalk, Mall Mangga Dua, Mall Ambassador,
Pasar Modern

Office - SML Plaza Thamrin, SML Plaza BSD City,
Green Office Park, Wisma Eka Jiwa, MSIG Tower

Residential - Taman Permata Buana, Aerium Apartment,
Southgate Residence, The Elements, Kizo Residence
Legenda Wisata, Telaga Golf Sawangan,
Taman Banjar Wijaya, Bale Tirtawana

Golf Course & Recreation - Damai Indah Golf
BSD City, PIK, Palm Springs Golf Karawang,
Ocean Park, Go! Wet

Hotel - Grand Hyatt, Keraton at The Plaza,
Le Premier Kota Deltamas



About Sinar Mas Land

Established market leader
with strong track record of JV partners

							
Residential JV	Residential JV	Retail JV	Industrial JV	Industrial JV	Residential JV	Residential JV	TOD-Residential JV
Joinly develop a residential estate with a sustainable smart town concept within Kota Deltamas	JV for mixed use residential project with Japanese investors led by Mitsubishi Corporation	JV for retail mall with AEON Japan	JV for industrial estate in Karawang with Itochu Japan	JV for industrial estate in Deltamas with Sojitz Japan	JV for high-end residential project with Hong Kong Land	JV for mixed residential project of 2 apartment towers and town houses with Itochu and Shimizu Japan	Mitbana works with Sinar Mas Land to transform more than 100ha of greenfield land in BSD City into TODs comprising residential units, commercial properties, living amenities and public transport nodes apartments
Project Development up to 2026 with a total development value of IDR 3 trillion	± 750 houses and 150 commercial units to be developed in ± 19 ha BSD City	150.000 sqm mall to be developed over 10 ha in BSD City and 2nd mall to be developed in Kota Deltamas	Major Indonesian, Japanese and other MNC's in the automotive, electronics and FMOG sectors	Home to major Japanese and other MNCs in the automotive, electronics and FMOG sectors	JV project to be developed over 68ha in BSD City Launched in 2014	1.8 Ha project site and 366 units of apartments	

JV Partnership with the right partners to entrench SML Group's market leadership position in Indonesia.

Enhances BSD City's value proposition as a holistic urban center by offering new-to-market concepts and products with leading international players who have specialized skill sets in retail, commercial, etc.

Allows SML Group to draw on its experience in JV's and strategic partnerships for expansion into new markets and mitigate potential execution risks

About Sinar Mas Land

Award winning property developer



FIABCI 2022

Green Office Park 1
(Traveloka Campus)
World Gold Winner
Office Category



**ASIA PACIFIC
PROPERTY AWARDS 2023**

Southgate - Mixed Use Development
Enchanté Résidence - Residential Development
The Elements - Residential High Rise Development
Foresta Business Loft - Retail Development



BCI ASIA 2022

Sinar Mas Land
Top Ten Developers 2023



**INDONESIA PROPERTY
AWARDS 2022**

Sinar Mas Land
Best Sustainable Developer
2022



**ASIA PROPERTY
AWARDS 2022**

Sinar Mas Land
Best Sustainable Developer
Asia



**WORLD BRANDING
AWARDS 2021-2022**

Sinar Mas Land
Brand of The Year
2021-2022



27 awards

Asia Pacific Property Awards

2012, 2013, 2015, 2016, 2017,
2018, 2020, 2021, 2023



11 awards

BCI Asia Awards

2012, 2013, 2015, 2016, 2017, 2018,
2019, 2020, 2021, 2022, 2023



4 awards

MIPIM Asia Awards

2016, 2017, 2018



11 awards

FIABCI Awards

2011, 2012, 2013, 2015, 2017,
2019, 2021, 2022



32 awards

Indonesia Property Awards

2014, 2016, 2018, 2019, 2020,
2021, 2022



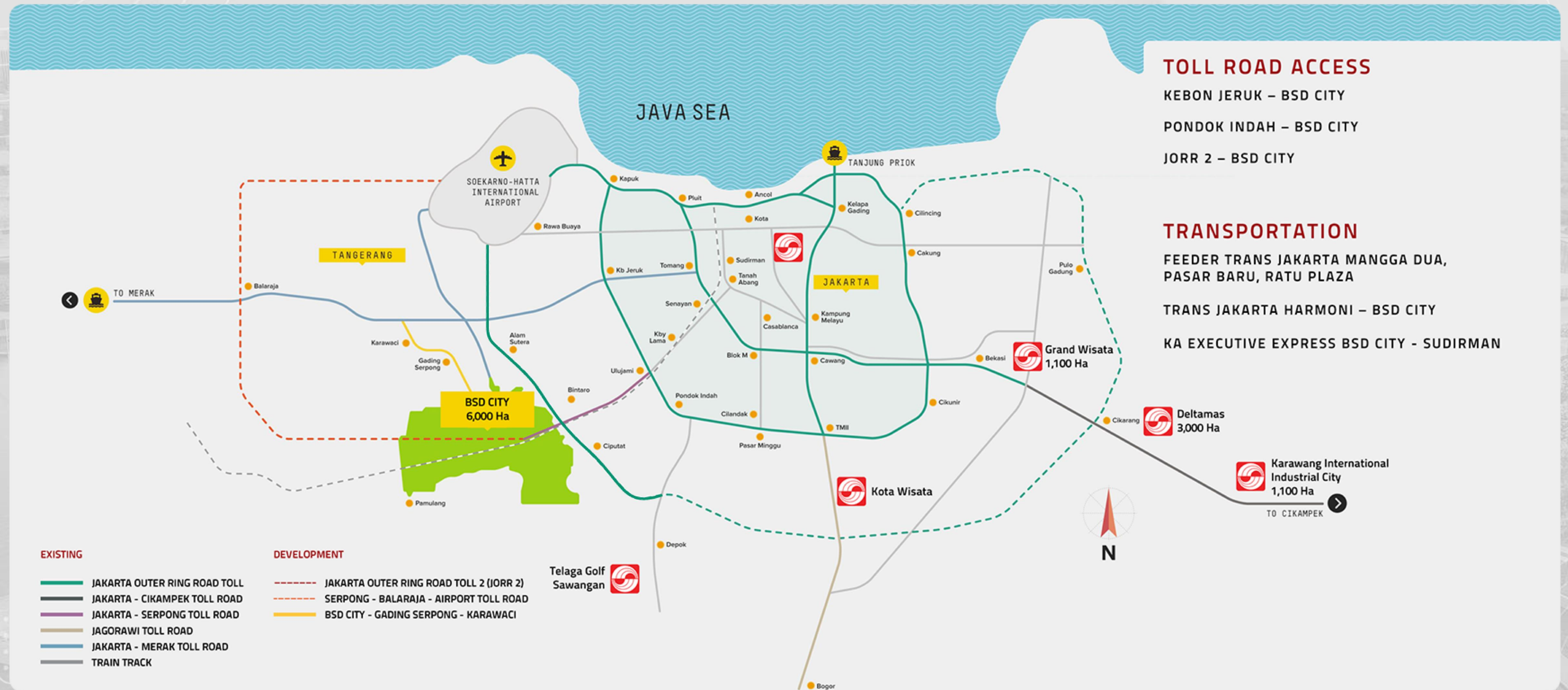
11 awards

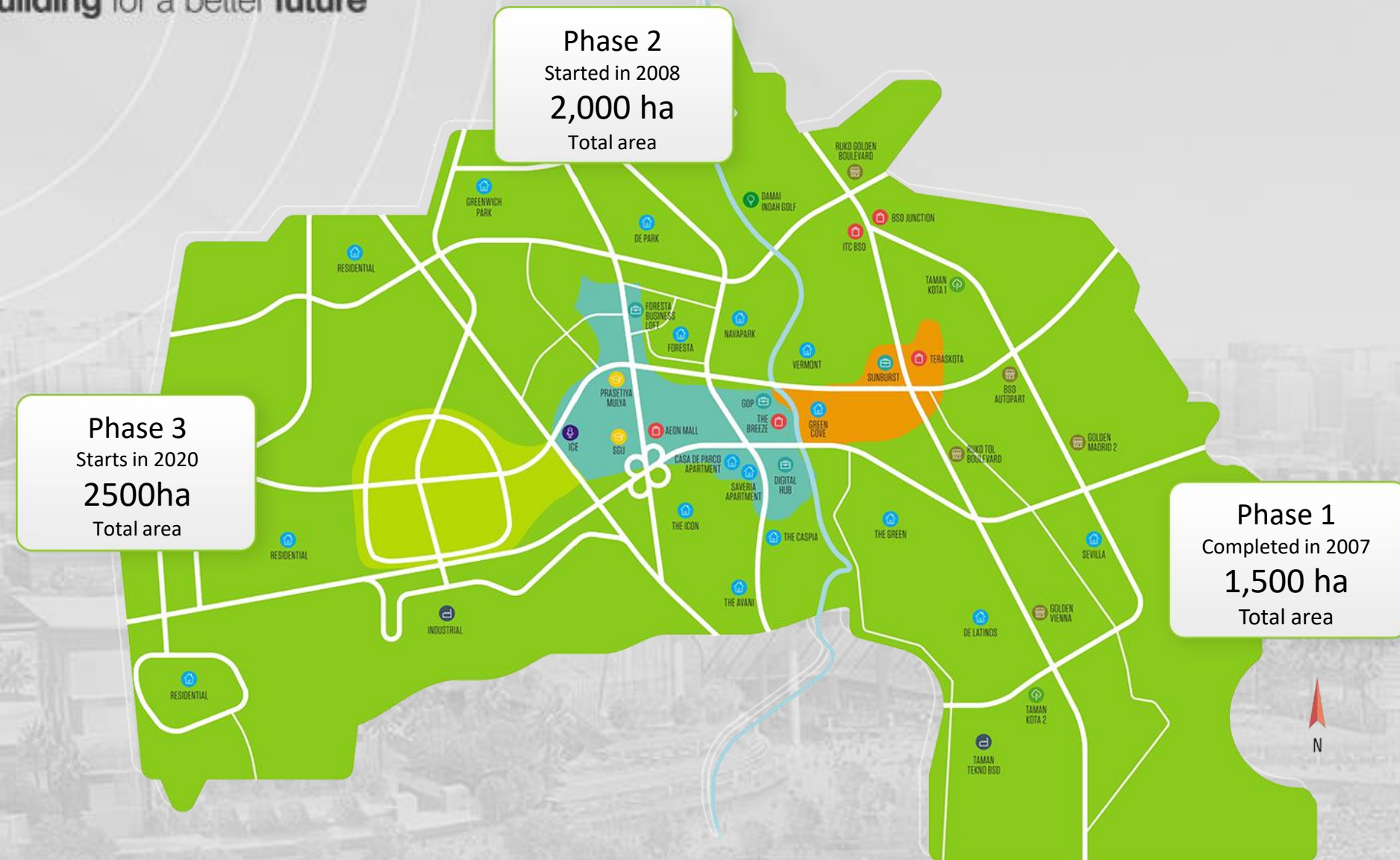
Asia Property Awards

2016, 2018, 2020, 2021, 2022

BSDCITY

Big City. Big Opportunity





BSD Central Business District

Ongoing Development

304 ha
Total Area

Types of Establishment

- Convention & Exhibition
- Education
- Office
- Retail
- Apartment/Condotel

BSD West Business District

Future Development

372 ha
Total Area

Types of Establishment

- Education
- Office
- Retail
- Apartment/Condotel
- Hotel & Leisure

BSD East Business District

Developed

141 ha
Total Area

Types of Establishment

- Office
- Retail
- Apartment/Condotel
- Shophouse



40,000 Houses Built

1,500 Houses Built Every Year

12,000 Apartments Units Built

1,000 Apartments Units Built Every Year

250,000 Business Owners,
Students & Visitors

200,000 Residents

114 Health & Wellness Facilities

51 Religious Facilities

Formal School
145,000 Students
69 Primary / 60 Junior & 71 Senior

9,000 College Students 3 Universities
1,000 Graduates per Year

Tech Focus Education
200 Graduates per Year of
Apple iOS Developer Academy

1,200 Other Graduates per Year
from Several Digital Schools

65 Informal Education institutions

71 Preschool & Daycare Facilities

25 Ha BSD Green Office Park

1st Green District in Indonesia
with 65% Green Area

10,000
Workers Populated 5 Building

Unilever Indonesia Headquarters

26 Ha Digital Hub

ICE
22 Ha, 10 Exhibition Halls,
1 Convention, 29 Meeting Rooms
3.5 Million Visitors Annually

FORESTA Business Lofts

The Breeze
13.5 Ha the First Open Air Entertainment
Center in Indonesia
3 Million Visitors Annually

AEON Mall
15 Ha The First Japanese Mall in Indonesia
12 Million Visitors Annually

QBIG Retail Complex
17.5 Ha Ace Hardware, Lulu Hypermart, etc
3 Million Visitors Annually

8.5 Ha Ocean Park Water Adventure

5 Ha BSD Xtreme Park

1 Ha BRANCHSTO Equestrian Park

Smart City Initiatives

A True Convenient Place to Live, Learn, Work, and Play

01 Automatic Traffic Control System

A smart traffic control system to ensure community convenience driving and travelling within/to/from BSD city

02 Surveillance System

A state-of-the-art surveillance system installed throughout BSD City for traffic control and increased security, accessible by residents via the mobile app.

03 Smart Living

Remote control, access control, intercom, CCTV, panic button, motion sensor, etc.

04 Integrated Command Center

A structural command center dedicated to monitoring BSD City's traffic and transportation systems and security.

05 OneSmile

A Fully integrated one-stop solution mobile app for aiding residents' information access and transaction, featuring: e-wallet, community platform, loyalty programs, and business performance management solutions.

06 Free Public Wi-Fi

Always stay connected wherever you are with free public Wi-Fi, exclusive for residents of BSD City.

07 Global Public Cloud Network

Be a part of the community online: a world – class public cloud network allows residents to stay updated about the matters in their community.

08 Reliable Fiber Optic

All areas of BSD City are outfitted with high quality fiber optics, delivering reliable, high-speed internet access to homes and free public wi-fi.



Sustainability Initiatives

Green District and Green Buildings



BCA GREEN MARK
(Districts)

2011
AWARD

Gold

presented to

BSD Green Office Park

BSD City, Tangerang, Indonesia

Chairman
Building and Construction Authority

Chairman
Green Mark Advisory Committee

Date of Original Issue:
15 April 2011

Date of Expiry:
15 April 2016

Building and Construction Authority
We shape a safe, high quality, sustainable and friendly built environment.

16 Ha Open Space and Green Area
KDB 30%



a 25 ha Green Office Park district
located in the heart of BSD City

Part of 9 low-rise Green
Office buildings

Good accessibility and
transportation systems





a 25 ha Green Office Park district
located in the heart of BSD City

Part of 9 low-rise Green
Office buildings

Good accessibility and
transportation systems

Supported by surrounding
city facilities

Sustainable site development,
Greenship certificate, Greenmark certified
FIABCI Prix d'Excellence Award Gold
Winner in Sustainable Development,
Asia Pacific Property Award

Green Office Park



Education



271
#of Schools

1958
#of Teachers

36k
#of Students

71
#of Libraries

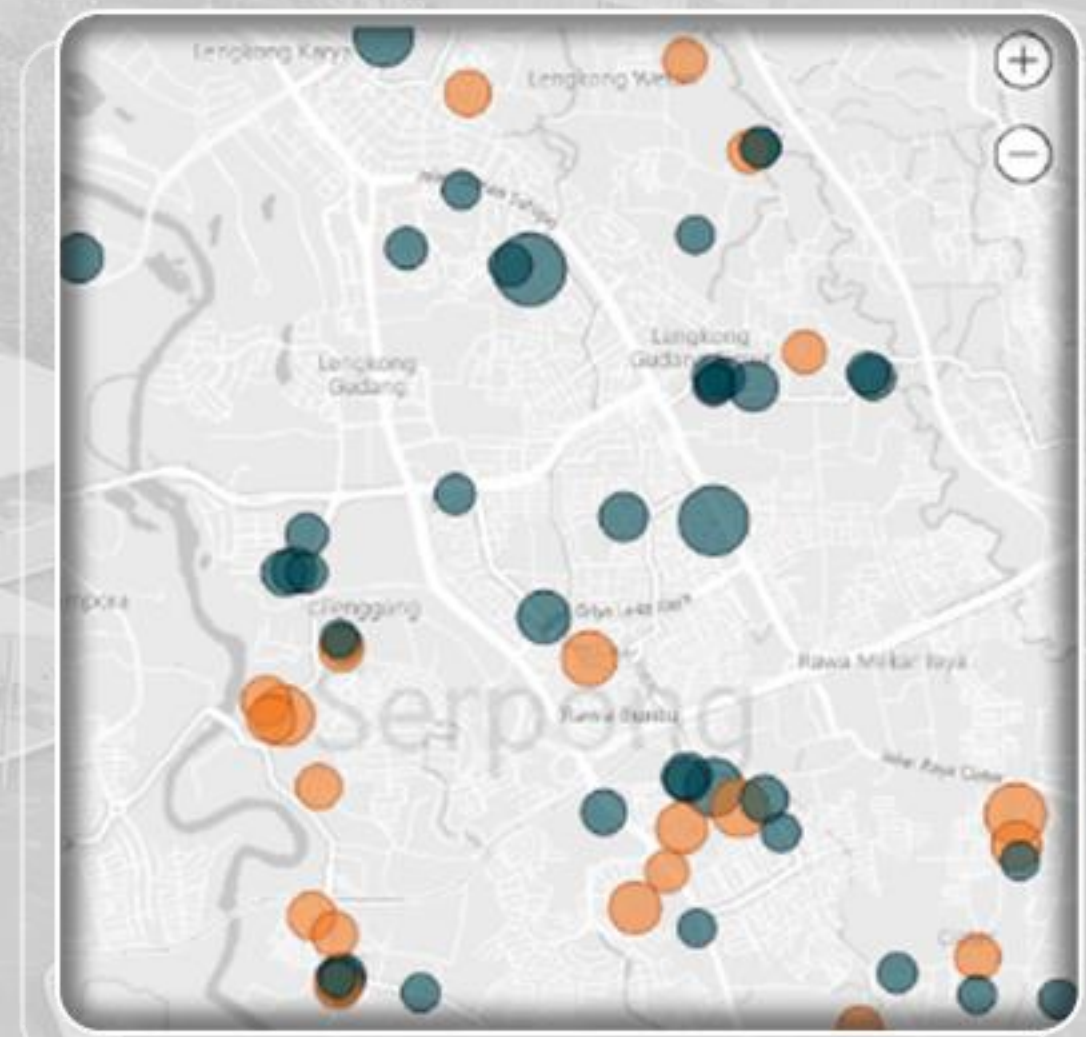
Non Formal School

200

graduates per year of
Apple iOS Developer
Academy

1200

other graduates per year
from
several digital schools

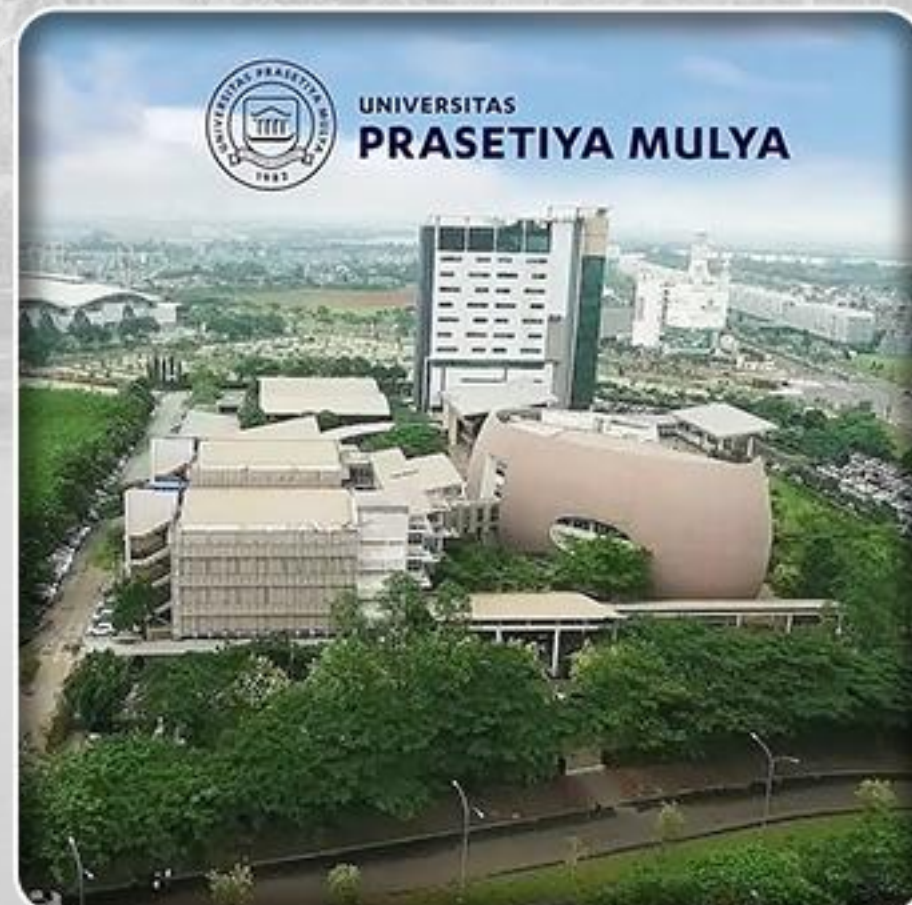


14k

#of Students

8

#of Universities



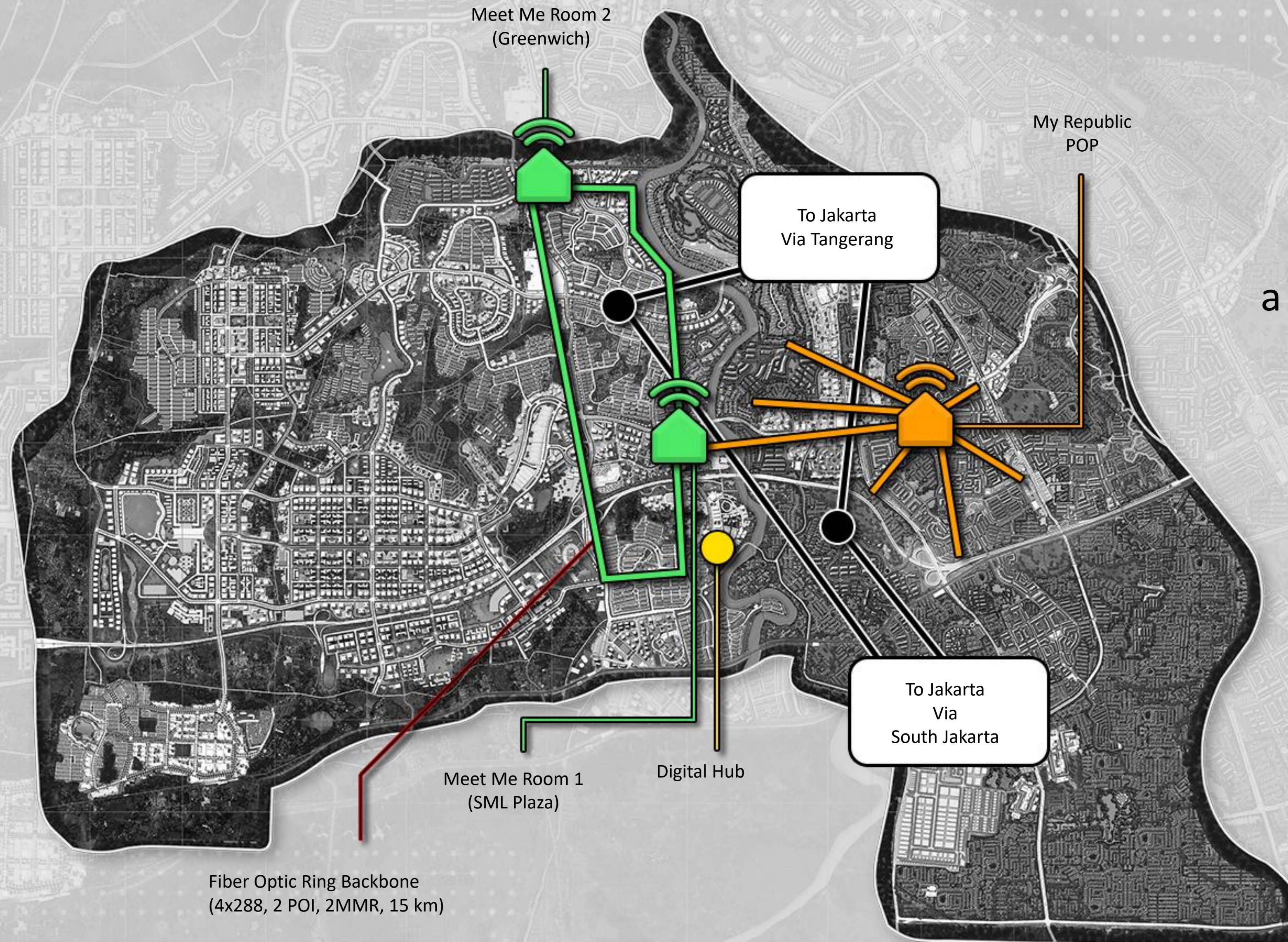
Plus 7 big universities surrounding BSD City







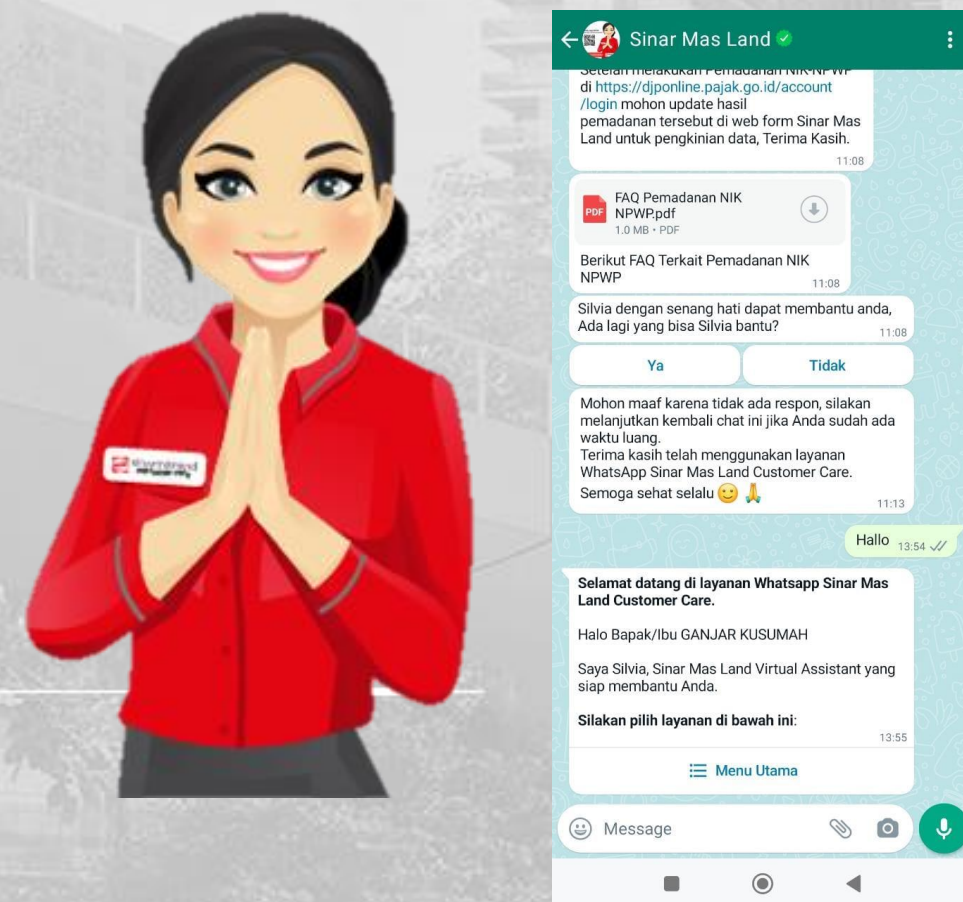
Fiber Optic



BSD is running
a city on information,
powered by a high
resiliencies fiber
backbone

We are focusing our digital transformation agenda in three areas

Improving Customer Journey



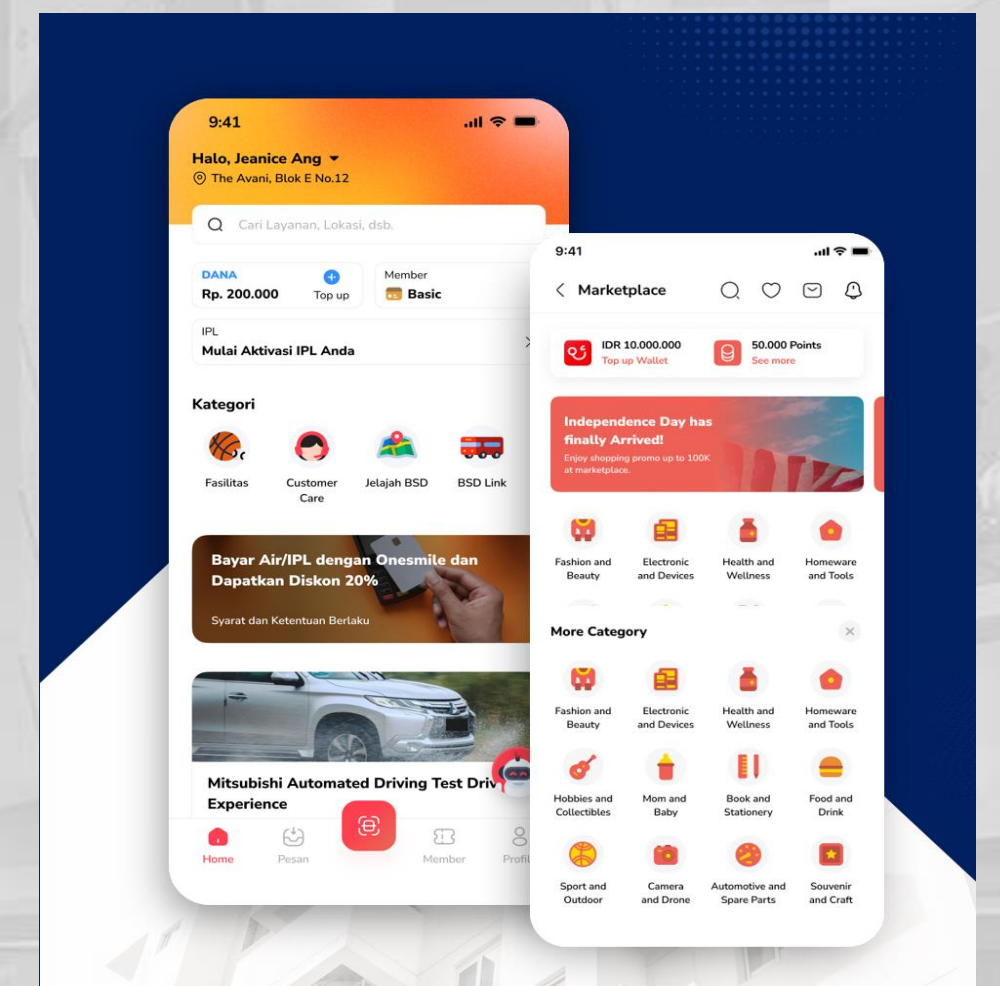
Using ChatGPT to power our omni-channel strategy to serve our customers in robust CRM platform including sentiment analysis

Enhancing Employees Productivity



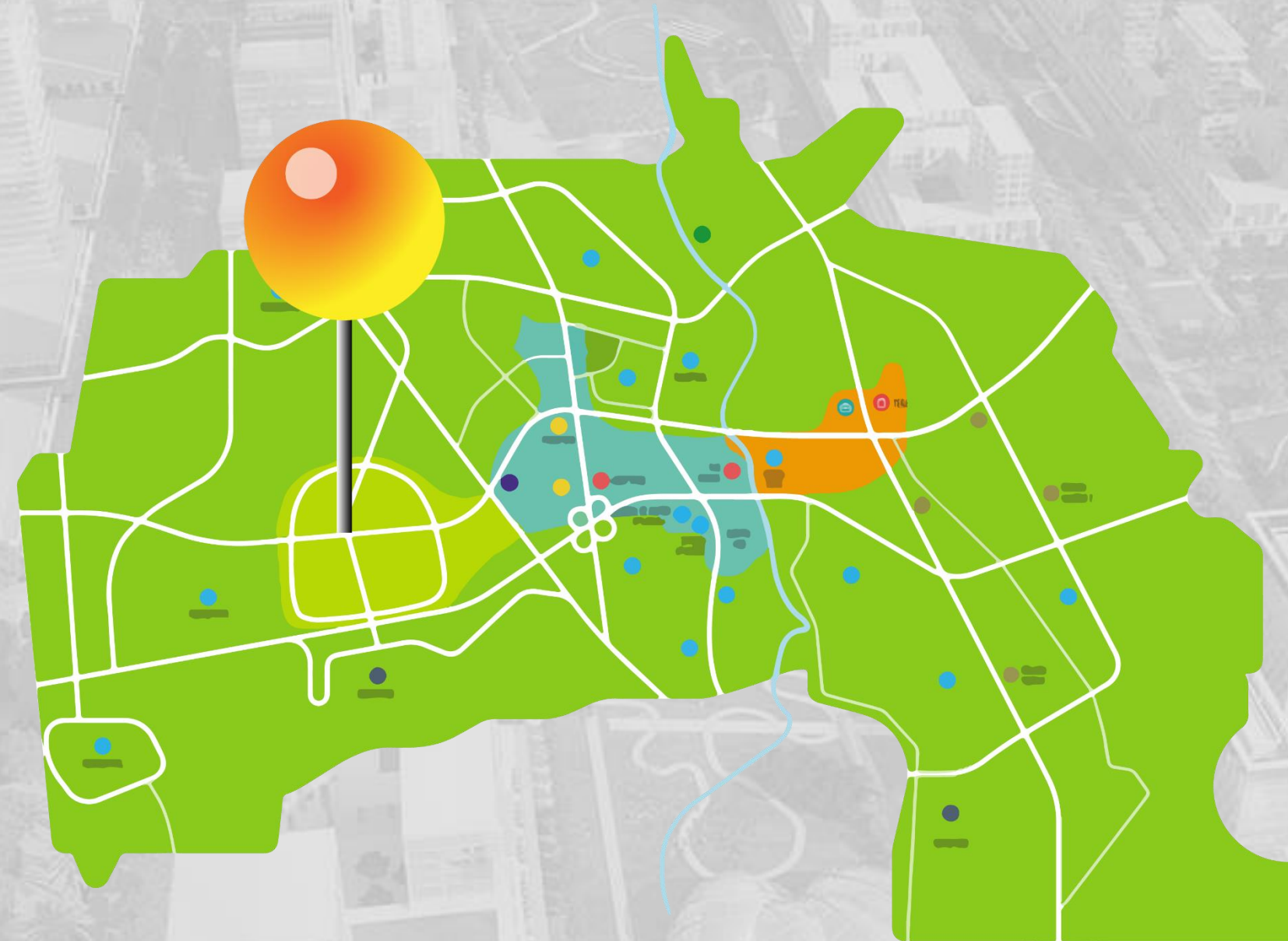
We built application to improve productivity and improve digital literacy of our employees

Integrate Online and Offline Ecosystems



OneSmile allows deep integration and collaboration among online and offline communities

FUTURE DEVELOPMENT



BSD City City of the Future

We are developing a NEW Central Business District (CBD) in West BSD ±335 Ha

- Super blocks
- High-rise residentials
- Office buildings
- Entertainment zones
- Education centers
- Commercial centers
- Public facilities



The Silicon Valley of Indonesia



25 Ha site
Big Tech
Academy
Incubators
Accelerators
Animation Studio

- Home For Digital Communities
- R&D Center
- Hi-Tech Public Amenities
- Up to 100 Gbps Fiber Optic Infrastructure
- Well Established Infrastructure and Ecosystem



Join our fast-growing community



Future Development: Integrated Theme Park



- Water Park
- City Zoo
- Science Park
- City Farm
- F&B Entertainment
- Hotel

Transforming our beautifully designed city into production destination for movie and creative industry with international standard.



Ecosystem Map

Infrastructure

Availability of different transport mode and good proximity due to well-planned road, toll access, and public transportation.



Leisure

Potential crowd puller of **> 3 mio people/year** from city zoo, city farm and water park.

Convention & Exhibition

The Indonesia Convention Exhibition (ICE) BSD is the biggest venue in Indonesia and **home of many Indonesia big events** (e.g., Trade Shows, Concerts, Weddings, Conferences, etc.)

Retail/Shopping

Different Shopping Mall/Retail Concept:

1. The Breeze – FnB/Culinary (2.7 Mio visitor/year)
2. AEON Mall – Conventional Mall (5 Mio visitors/year)
3. QBig Mall – Big-box Retailer (3.3 Mio visitor/year)
4. Upcoming retail centers: Premium Outlet, Grand Lucky, Nusantara Hebat, etc.

Demographic

BSD City has a population of 450.000 by night & day which consists of people that live, work, study and play in BSD City (mid-upper class). Within 30 min radius, BSD City can be reached by **1,8 mio people (in 30 mins drive)** and **16 mio people (in 60 mins drive)**



Reliable Fiber Optic

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Surveillance System

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Onesmile App

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Global Public Cloud Network

Be a part of the community online, in which a world-class public cloud network allows residents to stay in the know about the happenings in their community.





Integration of :

Commuter Line Train Station
Bus Terminal
Modern Market
Affordable Apartments
Supporting Commercial
University

Our customers:

Business owners
Young Professionals
Young Families
Students



Transportation & Sustainability

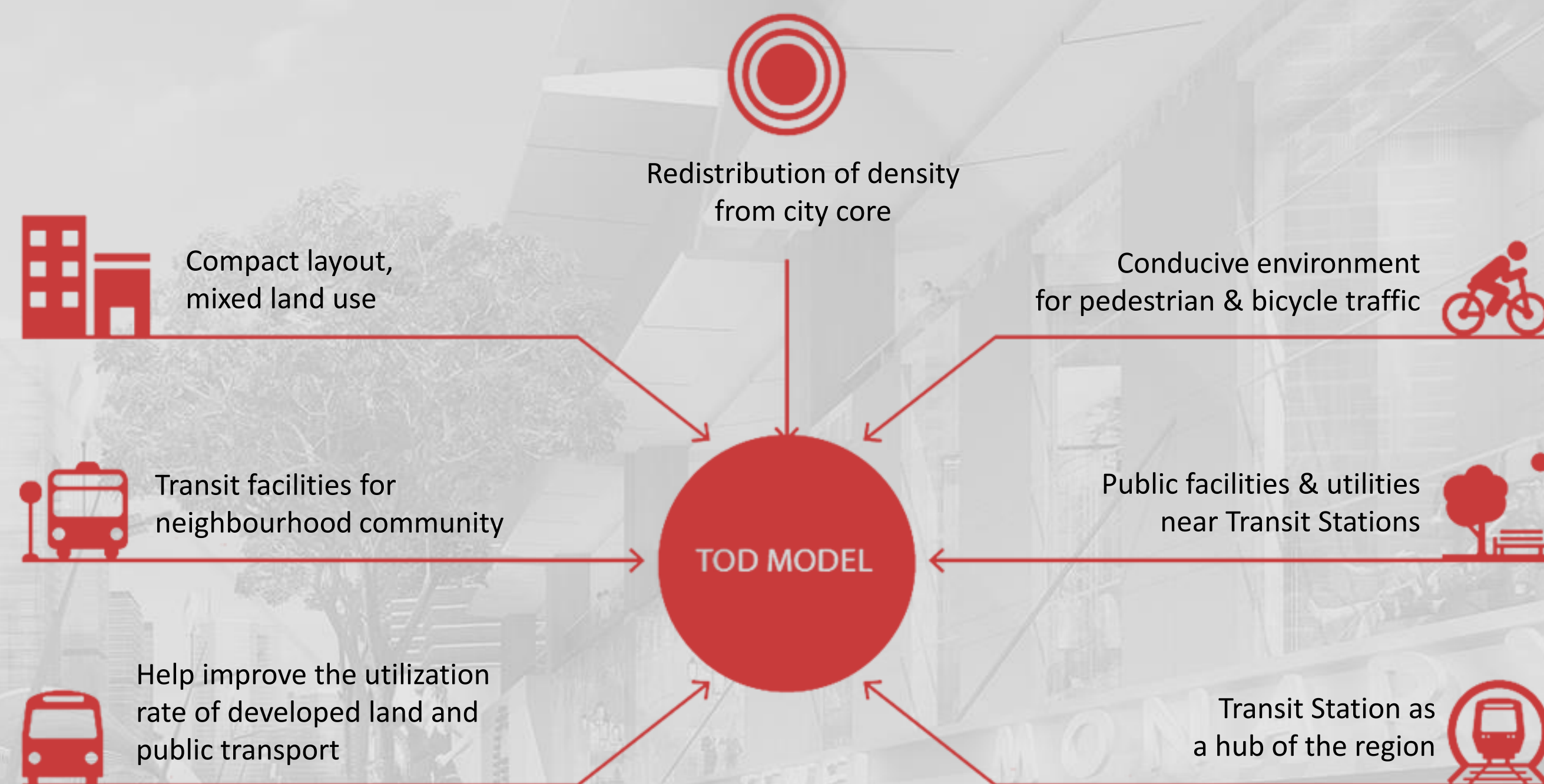
Increased accessibility and travelling is generally associated with raising standard of living. Transport planning objective is not to reduce travel per se but rationalize behavior and favor sustainable choices.

Key planning aspects that can influence travel choices :

Density - Diversity - Design - Destinations

Project Goal

Transit Oriented Development (TOD) is the functional integration of land use and transit through the creation of high intensity, compact, pedestrian friendly, mixed use communities within walking distance of a transit stop or station.



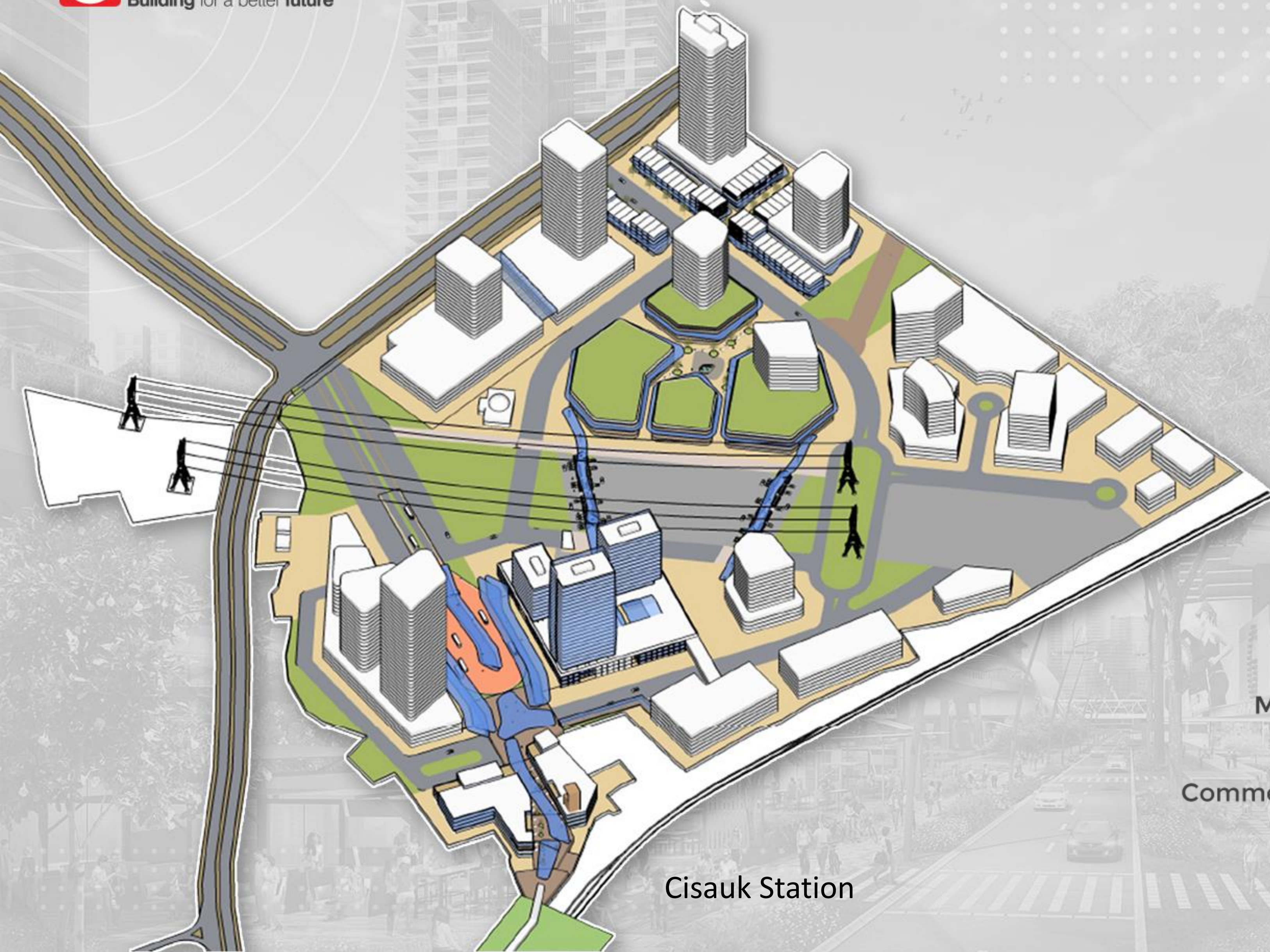
50%



35%



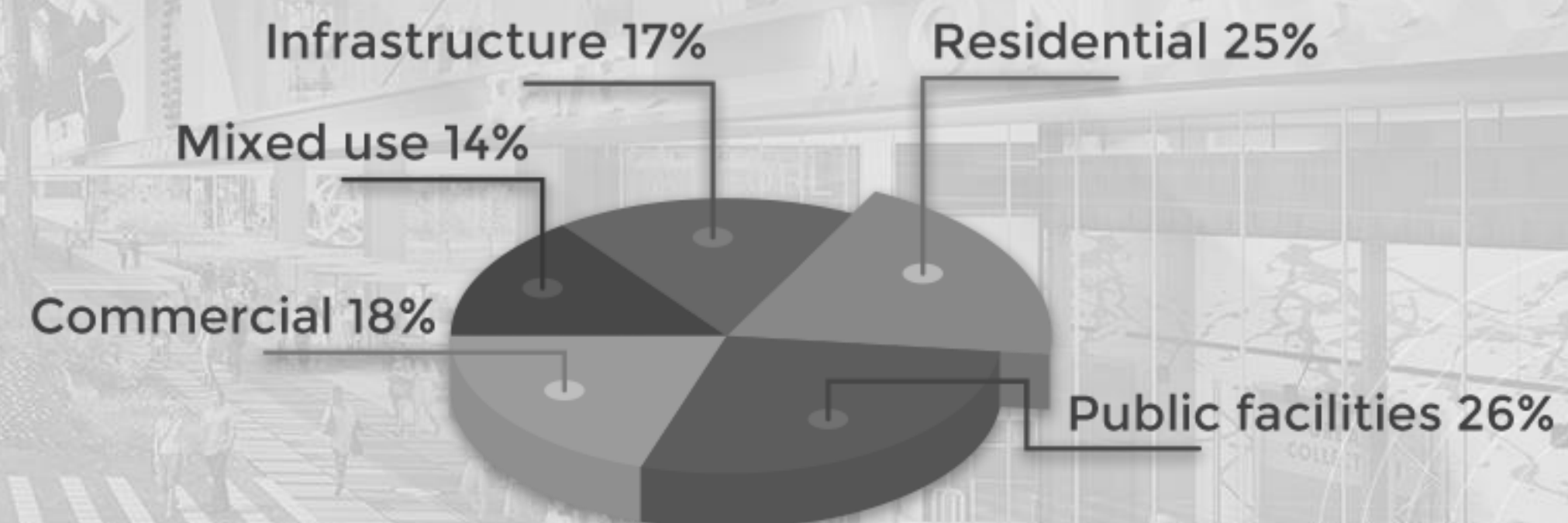
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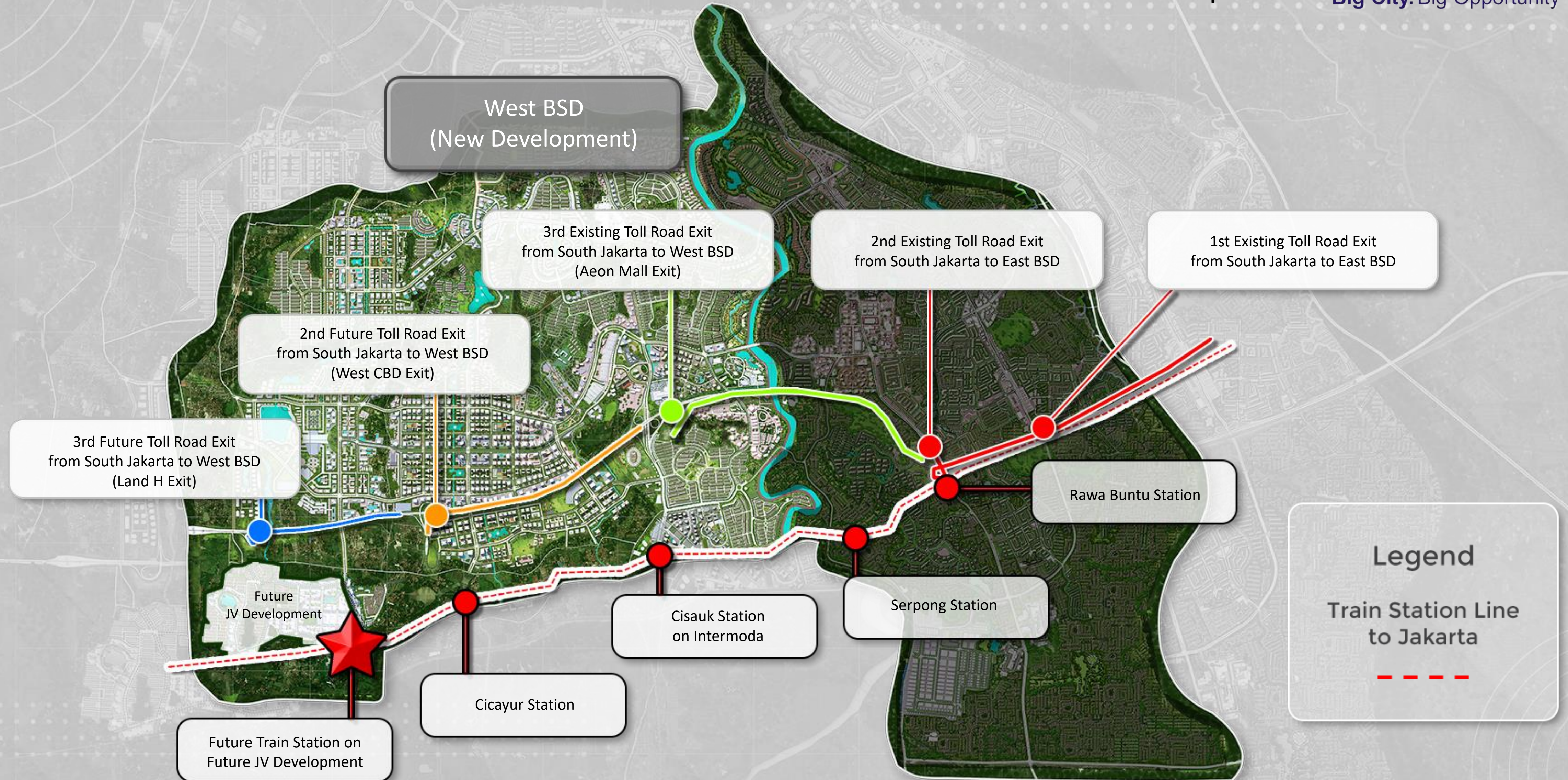


Cisauk Station

30.6 Ha of land (≈91,000 坪)
20.16 Ha developable area (66%)
43% allocated for public facilities and infrastructure

To be directly connected with Cisauk Station
Integrated bus station
Park & Ride facilities
Designated bicycle network paths





SML has prepared 60 ha of Special Economic Zone (SEZ) at BSD City for Education, Digital, and Medical investments.



Well connected roads and toll-ramps



Railway connection to central of Jakarta area



±40 mins to International Airport



Reliable internet network connections



Reliable power supply with massive underground pipes and substation network



Water treatment plant with excess capacity and established distribution network



EDUCATION



DIGITAL



MEDICAL





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Building for a better **future**

THANK YOU

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