

PT CIPUTRA DEVELOPMENT TBK

Newsletter – October 2011

CitraGarden City's Residents are Being Healthy and Green



Jakarta – To kick-off the month and to educate residents on healthier living, CitraGarden City's team invited residents of Red Scarlett cluster to join their "be Healthy, be Green" event. The Sunday morning event started off with an aerobics session followed by fruit tree planting and a fruit party at the cluster. Following the event, CitraGarden City's team hopes that participating families will continue to nurture planted trees to be able to enjoy its fruits in the future.

Ciputra Mall Semarang Celebrated National Batik Day with "Batik, I Love It" Movement

Semarang – To Celebrate National Batik Day on 2 October 2011, staff of Ciputra Mall Semarang started "Batik, I love it" campaign. Throughout the day, our staff handed out roses to those donning the national patterns and provided them with the chance to enter a prize draw of 85 prizes in the form of shopping vouchers and Tupperware containers whose result was announced on the next day (3 October 2011).

Promotion Manager of the project, Catur Agus Joko Widodo said that this campaign was started to "educate visitors about the celebration of National Batik Day and that batiks can be worn on both formal and casual occasions," as well as show appreciation and support for batik preservation by acknowledging those who care to wear batik to the mall.

The event was received positively by the public. One visitor, Lydia, stated that she is grateful that the mall has held this campaign, for without it, she would not have known that the National Batik Day is celebrated every 2 October.

Eco Day at CitraRaya Tangerang



Tangerang – The second event in CitraRaya's Eco Culture series is Eco Day held on 9 October 2011. The full day event consisted of a creative plastic recycling competition between local schools, educational games revolving environment preservation and rubbish processing demonstration, where visitors are educated on how to separate organic from inorganic rubbish and to make compost out of organic rubbish. CitraRaya's team hopes to educate visitors to the events about self sustaining lives so as to encourage the adoption of it.

CitraLand Surabaya Promotes Cassandra



Surabaya held open houses and an exhibition at Gramedia Expo this month.

The open houses, held on Sunday, 9 and 16 October are held to give potential customers the chance to experience living in the CitraLand Community for a day while the project participated in "Rumah Ideal" exhibition to get words out about the project's newest products. At this exhibition, CitraLand Surabaya's team in cooperation with a partner bank offered a 5% deposit rate and a 5.4% interest rate mortgage.

Surabaya – To promote the newly launched product, Cassandra and three other products, Camilla, Charlotte and Conrad located at the project's latest cluster, Stamford Place, CitraLand

CitraSun Garden Semarang's October Activities



Semarang – Between 13 and 24 October 2011 CitraSun Garden Semarang held an exhibition at Ciputra Mall Semarang. The marketing activity concluded with a “Sakura Blossom”

themed open house. At this Japanese themed open house, visitors enjoy entertainment by a Japanese band, dance performances such as cabaret, a cosplay competition, kite parade and a sushi cooking show by Ciputra Hotel Semarang's chef. Throughout the event, customers entering into a transaction may enjoy 5% deposit and 5.5% mortgage rate as well as 2 free air conditioning units and free landscaping. The events were attended by 320 visitors.

Ciputra World Jakarta hosted Beyond photography



Jakarta – As part of Ciputra Group's 30th anniversary and Ir. Ciputra's 80th birthday celebration, Ciputra Artpreneur Center hosted an art and photography exhibition titled “Beyond Photography” between 22 October and 6 November 2011. Through this exhibition, Ciputra Group

shows its passion and commitment to Indonesia's art industry, therefore the group hopes that through this exhibition, Indonesia's art scene is stimulated to further develop.

For this exhibition, 77 photographers' works were hand-picked to portray Indonesia's art scene development, including the use of digital technology in editing photographic work of featured artists. Participating photographers come from various line of work such as commercial and journalistic photography, featured artists are: Jerry Aurum, Evelyn Pritt, Hengki Koentjoro, Glenn Prasetya, Darwis Triadi, Julius Bramantyo, Gerard Adi, Indra Leonardi, Wok The Rok, Anton Ismael, Agan Harahap.

Ciputra Group's 30th Anniversary and Ir. Ciputra's 80th Birthday Celebration

Jakarta - The year 2011 is a special year for Ciputra Group. This year, Ciputra Group celebrate 30 years of operation and Ir. Ciputra celebrates his 80th birthday. To celebrate both of these events, Ciputra Group held a celebration on Sunday night on 16 October 2011, which also broadcasted on Metro TV on 29 October 2011. 1,500 VIP guests attended the celebration event also consisting of receipt of MURI (Indonesian Museum of World Records) records, partners' appreciation, and handing out of Ciputra Awards.

Throughout its business life, Ciputra Group with its 76 business partners have successfully projects in 30 different locations within and outside of Indonesia.



Understanding that Ciputra Group and Ir. Ciputra's success are relied on the unwavering support of all business partners, Ir. Ciputra and the Group took some time on this night of celebration to acknowledge their partners' hard

work and support. Each partner was called up to stage and given a token of partnerships in the form of “Keluarga Bahagia (Happy Family)” statues. This statue portrays the relationship between Ciputra Group and its partners, in which both parties trust and support each other while enjoying each other's company.

At this occasion, MURI awards Ir. Ciputra and Ciputra group for having a record number of project locations.





At the event, Ir. Ciputra and the group awarded four national figures with Ciputra Awards to acknowledge their efforts in facilitating the emergence of entrepreneurs in the country. The idea for this award came from Ir. Ciputra's strong passion in entrepreneurship and belief that entrepreneurship plays an important role in boosting an economy. The four recipients of the awards are judged to have facilitated the spread of entrepreneurial spirit and the emergence of new entrepreneurs through one of the four crucial channels in society, which is often abbreviated as GABS (Government, Academic, Business, Social) by Ir. Ciputra, who believes that these aspects of the society, when synchronized, has the ability to effectively aid the nation towards achieving Quantum Leap. Recipients of the awards and their efforts to spread and encourage entrepreneurship are as follows.



Acting Minister for Cooperatives and SMEs (Small and Medium - Sized Enterprises), Dr. Syarifuddin Hassan MM, MBA was chosen to receive the award's government category



Mr. Agus Martowardojo, CEO of Bank Mandiri between 2005 and 2010 received the award's business category for initiating "Wirausaha Mandiri" in 2007, which encouraged the emergence of 6545 entrepreneurs in various lines of business such as: culinary, service and creative industry.



Prof. dr. Fasli Jalal, Director General of Tertiary Education between 2007 and 2010, received the award's academic category for pioneering creative programs to build entrepreneurship in Indonesia's tertiary education system with full support from the Ministry of National Education.



Dr. Jakob Oetama, founder of Kompas, signed a letter with Ir. Ciputra in 2009 to President Susilo Bambang Yudhoyono regarding the need for the nation to build its entrepreneurial spirit, which was received positively by the president. For this effort, Mr. Jakob Oetama was awarded the social category of the award.

Through the distribution of this award, Ir. Ciputra and Ciputra Group hope to encourage individuals and organizations to further develop Indonesians' entrepreneurial spirit and ultimately facilitate the emergence of 4 million new entrepreneurs within the next 25 years.

Ciputra Group Inspires Indonesia Through “Ciputra Creating Entrepreneurs”



Jakarta - To Spread the virus of entrepreneurship, every Saturday starting from 22 October 2011, Ciputra Group presents a 12-episode “Ciputra Creating Entrepreneurs” talk show series broadcasted by Metro TV at 15:30. At every talk show session hosted by Farhan, a self-made entrepreneur shares their success story, motivation and innovative ideas. Most entrepreneurs featured are either UCEC training alumni or a trainee of UCEC’s training alumni.

Ideas for this inspirational series came from UCEC’s Dharma Kusuma and Antonius Tanan, who aims to inspire Indonesia’s youth to enterprise so as to help realize Ir. Ciputra’s dream of seeing the emergence of 4 million new Indonesian entrepreneurs in the next 25 years.

From the start of the broadcast, this series has been proven to be an effective inspirational tool. UCEC has received a number of training requests from various parties, which hopefully will be able to encourage the emergence of more new entrepreneurs.

CTRP is planning a 10% share buy back

Jakarta – On 21 October 2011, PT Ciputra Property Tbk published an invitation to an Extraordinary General Meeting to be held on 23 November 2011 to discuss a 10% or 615,000,000 share buyback from the market.

This share buyback, along with the commencement of Ciputra World’s operations have the potential to improve the firm’s performance , especially its earnings per share.

Bought back shares will be kept as treasury stocks. These stocks may be kept by corporations as well as used in corporate actions such as: sold back to the market, used to settle corporate debt, used to barter with other investment options, cancelled as part of a capital reduction action.

Durian Festival at The Taman Dayu



Pandaan - To invite buyers, prospective buyers and to enjoy the ambience of the area upon the opening of The Taman Dayu’s Golf Mansion Display house, the project held a durian festival on 23 October 2011.

Golf Mansion is the project’s premium cluster bordering an international golf course designed by jack Nicklaus. The most luxurious villas enjoy a view of the golf course’s hole 3

and 4 and is equipped with a private swimming pool at an area surrounded by views of the hill.

For the 231 attending visitors, The Taman Dayu’s team provided durian flavoured and themed food. Thousands of fruits were also sold to visitors and given away to home/villa buyers at the event.

Ciputra Property to build W hotel Jakarta

Jakarta - On 25 October 2011, Starwood management signed a management contract for the W hotel to be built in PT Ciputra Property’s Ciputra World II development, consisting of two strata-title apartment towers, the Cedar and the Residence; one serviced apartment tower managed by Frasers Suites; and a leased office tower. This 5 star, 300 room hotel is budgeted to use up one third of the development’s total Rp 3 trillion investment.

With this expansion, W hotel hopes to change the landscape of Jakarta, making it comparable to other major cities around the globe. W will bring in its outstanding signature programming to the heart of Jakarta.

Starwood’s W hotel is a robust and innovative hotel chain operating 41 hotels worldwide. This hotel chain aim to provide a refreshing, welcoming and comfortable environment for hotel guests and visitors by marrying forward thinking design elements.

At the signing, PT Ciputra Property’s CEO, Candra Ciputra stated his gratefulness for the opportunity to work with a group that has built a reputation for operating the best star accommodations in the world. He also shared his vision of developing a standard-setting-world-class-hotel custom designed for Jakarta’s vibrant lifestyle.

CitraLand Banjarmasin's I-Walk Commercial area launch



Banjarmasin – At the last Saturday of October, CitraLand Banjarmasin launched a batch of 45 shop houses located by a business hotel located within the projects commercial area, Icon walk (I-walk). The launching event was held at Banjarmasin's Grand Restaurant and featured national artist, Dewi Sandra.

During the launch all 45 shop house units were successfully sold. Launched were 2 storey units priced from Rp 1 billion and 3 storey units priced from Rp 1.4 billion. CitraLand Banjarmasin's team believes that the performance of the area rooted from the innovative design of the integrated commercial area allowing easy acces for hotel visitors to the shopping area and for shop owners to the hotel's facilities eg. swimming pool and fitness center. Shops anticipated to be opened at the complex are: cafe, restaurant, bakery, boutique office, beauty salon, convenience store.

CitraGreen Dago's exhibition marathon

Bandung – On this month's weekends, CitraGreen Dago Bandung held a marathon of exhibitions in cooperation with banks such as: BCA, BRI, OCBC NISP, BII and Bank Permata. At these events CitraGreen Dago's marketing team and its bank partners provided special mortgage rates for customers entering into a transaction at each of the exhibitions.

Recap on Project Launch

With no new project launch in October, PT Ciputra Development, PT Ciputra Surya and PT Ciputra Property is preparing for the launch of two more residential projects: CitraLand Tegal and CitraGrand Jogjakarta; two more strata-title apartment projects: Ciputra World II and Raffles Residence; and one warehousing project, BizPark CE Banjarmasin until the end of 2011.