

PT CIPUTRA DEVELOPMENT TBK

Newsletter – January 2015

Annual Marketing Conference of CitraRaya Tangerang



Tangerang – Entering 2015, CitraRaya organized Annual Marketing Conference, an event which is held yearly to give outlook of Indonesia property in 2015, as well as the prospect of CitraRaya and CitraMaja Raya for the whole year. The event was also packed with motivation briefing and was closed with the distribution of awards to top performer of sales people and agents.

Attended by all the Directors of CitraRaya and a total of more than 350 invitees, property outlook and prospect of CitraRaya and CitraMaja Raya was presented by Mr. Agussurja Widjaja, Director of PT Ciputra Residence, a subsidiary which operates

CitraRaya and CitraMaja Raya, together with Ms. Vivin Harsanto, Executive Director of Jones Lang LaSalle and Mr. Ali Tranggada, Executive Director of Indonesia Property Watch. They all gave their outlook on overall property prospect and growth of CitraRaya as a new township development in West of Jakarta.

The conference was then continued with motivation briefing by Mr. James Gwee, Indonesia's favourite trainer and speaker and was closed with distribution of rewards and awards to the outstanding in-house sales and lead agents for year 2014 who have succeeded in marketing CitraRaya products. In 2014, pre-sales of CitraRaya was recorded at Rp 1.1 trillion, while CitraMaja Raya booked Rp 700 billion for its pre-sales.

CitraGarden Sidoarjo Held Open Houses

Sidoarjo – In early February, CitraGarden Sidoarjo held an open house at the marketing office with the theme of "January Prosperity". This is also to celebrate Chinese New Year, which will fall on 19 February 2015. Various promotion were offered during the month of January, such as, among others, subsidize in fee for stamp duty (*Biaya Perolehan Hak atas Tanah dan Bangunan*), free for fees including mortgage (*KPR*), deed of sale and purchase (*Akta Jual Beli/AJB*) and transfer from developer's name to customers' name (*Bea Balik Nama/BBN*) and bonus of *Hypermart* shopping voucher with value of millions Rupiah and discount for house selling price up to Rp 70 million.



The festivity of this time event was also supported by Auto 2000, which provided free test drive of Yaris-Agya, check-up and emission test and cute gimmick for every consumer visiting the show unit of Beverly, Grand Cavanal and Patine.

Fun Craft at CitraGarden City



Jakarta – On 17 January 2015 CitraGarden City held a creative program for kids called Fun Craft. The program, which took place at Marketing Gallery of Citra 6, was opened for public starting from 11 a.m. Included in the series of activities to promote kids' creativity were competition of painting on ceramic plates as well as painting ornament on tin wares.

Kids with kindergarten and elementary school ages came and joined the Fun Craft at the marketing gallery. They were expected to be creative in creating their own art of painting by mixing the colours on the media. After the competition finished, kids were entertained with acrobatic attractions and also story telling.

Open House of Muirfield Show Unit at The Taman Dayu Pandaan

Pandaan – The Taman Dayu again invited modern families and Surabaya society to attend the open house of its show unit of Muirfield at The Taman Dayu on 17 to 18 January 2015, from 9 a.m. to 4 p.m. In this time's open house, apart from getting update information on the products, there was also promotion package including free on fees, such as deed of sale and purchase (*Akta Jual Beli/AJB*), transfer from developer's name to customers' name (*Bea Balik Nama/BBN*) and stamp duty (*Biaya Perolehan Hak atas Tanah dan Bangunan/BPHTB*), as well as no interest on instalment for down payment for 3 months.



With the plan of the opening of Surabaya – Pandaan toll road on 15 February 2015, The Taman Dayu will gain an advantage that it will be easier to be reached, in only 30 minutes for people living in Surabaya. At the end this will create value added for people to invest in The Taman Dayu.

Milky Day at CitraSun Garden Semarang



Semarang – CitraSun Garden Semarang entered the changing of year 2015 by organizing an open house event for its show unit. It was the newest type, Amazonite and was a new type in Ruby Hill cluster. This time's open house was held on 25 January 2015 at the marketing gallery and took Milky Day as the theme.

During the open house, guests and customers were treated with various flavours of milk and other dishes. They could also take picture with the decorated photo booth. After taking pictures and enjoying the food, together with house advisor, guests and customers were taken to go around the location of CitraSun Garden development. And especially on this open

house, CitraSun Garden also launched its newest show unit, so customers could directly see and feel the real product of Amazonite, the newest type in CitraSun Garden, a two-storey house with land area of 264 sqm and net building area of 291 sqm.

CitraGrand City Palembang Launched the Last Block of Ecohome



Palembang –Having succeeded with the sales of Ecohome type houses which was started since end of 2014, CitraGrand City again offered the last block of Ecohome to public. The official launch was held on 25 January 2015 at the marketing office of CitraGrand City. Deputy of General Manager of CitraGrand City, Mr. Andi Lala said that houses were offered at very affordable price, which was Rp 300 million, with down payment started at Rp 16 million and instalment at Rp 2 million per month.

With very good price, consumers could have owned their home in the real estate complex which has complete and best facilities. “The price was so suitable for both young executives and new families. But we only offered twenty units. That’s why we invited people who were interested in”, added Mr. Andi Lala.

He also confirmed that although were sold at low price, it didn’t mean that Ecohome houses dismissed their owners’ facilities and comfort. With area started from 72 sqm to 105 sqm, Ecohome still has the same facilities just like other variants in CitraGrand City. Standard facilities included underground installation, 24 hours checkpoints, Amanzi waterpark, fresh environment and close to city center. He then continued, “And we believed the 20 units would be sold in very short time. This was based on our experience in the first and second phase of selling the products, which only took 1 week time. In the first phase a total of 28 units were sold and in the second phase we sold 50 units.”

Project Director of CitraGrand City, Mr. Gunadi Wirawan added that average price for one unit in CitraGrand City was quite high, around Rp 500 million. But currently, with Ecohome type, which was packaged as basic or growing house, public society could feel living at an elite complex with affordable price. In that way, all levels of society could also take it as long-term investment.

According to Mr. Gunadi, CitraGrand City has development plan of around 250 hectare areas and is targeted to have 8,000 unit residential houses and commercial. As for Ecohome, it will occupy around 13 hectares from total development plan.

Mr. Gunadi also confirmed that all residents of CitraGrand City could enjoy the advantages offered by Ecohome, such as its strategic location at center of CitraGrand City, so residents could just walk to feel the beauty of EcoPark, the park with four times bigger than Kembang Iwak. Apart from that, various facilities such as Aquatic Driving Range Golf were also available. For the access, residents need only 5 minutes walking to reach the shopping center. “We opened Ecopark last November and we were sure that Ecopark would become a fresh and healthy park to enjoy” said Mr. Gunadi as he closed the explanation to the media.