



PT CIPUTRA DEVELOPMENT TBK

Newsletter – May 2011

PT Ciputra Development Tbk (“CTRA”) is One of the Top Ten Developer in Indonesia

Jakarta, 03 May 2011 – On the night of 3 May 2011, CTRA was recognized as one of the ten most influential Indonesian developers in the industry by the receipt of the BCI Asia Top 10 Awards 2011. Recipients of the award were invited to an exclusive networking event among local and international elite architectural firms, developers, manufacturers and service providers.

According to BCI Asia’s analysis, architects and developers are required to develop projects with environmental design in line with the changing global environment. At a press release on the day of the awards, BCI Group CEO Matthias Krup stated that “through BCI TOP 10 awards, the property industry has a mean to know the top architectural firms and developers in Indonesia, South East Asia and Hong Kong, as well as understanding the importance of these companies in shaping the environment we live in and the community.”

<http://www.bisnis.com/infrastruktur/properti/22331-20-pengembang-dan-arsitek-raih-bci-asia-top-10>

Ciputra World Surabaya Tenant Gathering



Jakarta, 5 May 2011 – On the night of 5 May 2011, Ciputra World Surabaya held a gathering to recognize the future tenants of the project’s mall, due to open on 22 July 2011. The gathering was attended by retailers due to occupy the mall. These retailers include

reputable names such as Metro Department Store, Trans Mahagaya Fashion Group, MAP Sports and Kids division, Cinema XXI, Hypermart, and Funworld.

CitraLand Samarinda Hosted an Extravaganza Fashion Night



Jakarta, 7 May 2011 – On Saturday, 7 May 2011, CitraLand Samarinda hosted an exclusive fashion night event, showcasing night gowns and cocktail dresses by Ivan Gunawan, a renowned Indonesian fashion designer. At the event, a traditional East Kalimantan clothes

fashion show competition was also organized. The event was sponsored by Aston International and Kaltim Post.

Kids’ Activities at CitraGarden City to promote “Flourish”

Jakarta, 7 May 2011 – CitraGarden City, PT Ciputra Development’s first project held a marketing event featuring various Children’s games and activities to promote its product named “Flourish” in the Yellow Chrysanth cluster.

Autovaganza at CitraLand Celebes Makassar

Jakarta, 8 May 2011 – On Sunday, 8 May 2011, the team at CitraLand Celebes Makassar organized an event titled “Autovaganza – Let’s Drive & Act With Us.” This event was to promote its product, “Cedar” at its fifth cluster, Brown Cordovan.

The event, sponsored by Ford and GT Radial, consisted of the “Auto Angel Photo Contest” and a modification competition completed with a local band’s live performance.

At the event, customers entering into a transaction to purchase a “Cedar” house were gifted with a Daihatsu Xenia car.



This product has three size variations which are as follows:

- 2-Storey structure with 143 m² building area on 180 m² land area consisting of a living room, family room, dining room, 3 bedrooms, 3 bathrooms (the master bedroom is equipped with an *en suite* bathroom and a wardrobe), and a carport.
- 2-Storey structure with 157 m² building area on 180 m² land area consisting of a living room, family room, dining room, 3 bedrooms, 3 bathrooms, a carport and a garage.
- 2-Storey structure with 184 m² building area on 180 m² land area consisting of a living room, 2 family rooms, 3 bedrooms (a master bedroom equipped with an *en suite* bathroom and wardrobe), a carport and a garage.

Monthly Medal Tournament at Ciputra Golf Surabaya



Jakarta, 8 May 2011 – On the first Sunday of May, Ciputra Golf Surabaya held its monthly golf tournament through its Lake & Valley course. The next tournament will be held on 26 June 2011 on the same course.

The Sofita, CitraLand Banjarmasin’s Newest Product

Jakarta, 13 May 2011 – CitraLand Banjarmasin, CTRA’s second project in Banjarmasin, launched the Sofita, a part of the cluster The Peak. Units are priced between IDR 1.2 – 1.5 million (inclusive of tax), and the concept for this product is unique and exclusive. Elements of the exterior are inspired by geometry, designed with great care to create a perfect proportion of elements that provide an interesting focal point. This is paired with a cleverly arranged interior which gives a sense of comfort. Overall, these elements contribute to the dramatic design of this product.

The Sofita has easy access to green pathways connected to the East and West nodes, which are recreation areas complete with a children’s playground, BBQ area, and mini golf area. These areas are perfect for exercising, relaxing and socializing.

Equipped with excellent facilities, this product proved to be a hit at its launching event, where 25 out of the 39 units offered were successfully sold.

Groundbreaking at CitraGreen Dago Receives Media Attention



Jakarta, 16 May 2011 – A piece on the Groundbreaking at CitraGreen Dago Bandung, which took place on 21 April 2011, was published on Pikiran Rakyat newspaper’s Photo Biz section on 16 May 2011. To mark Green Hill cluster’s first Catalina unit’s pile driving,

directors of PT Ciputra Bukit Bandung and PT Dam Utama Sakti broke a *kendi* (clay water jug) on the jacking equipment used at the project. The event was attended by representatives from financial institutions, contractors, purchasers, and residents of the project.

Catalina units offered at the project has been sold out since last August (2010).

CitraLand Surabaya Wins Sustainable Development Runner-Up at the FIABCI Prix d'Excellence Awards



Jakarta, 23 May 2011 – In its annual FIABCI Prix d'Excellence Awards, the “Federation Internationale des Administrateurs de Bien-Conselis Immobiliers,” or FIABCI for short, awarded PT. Ciputra Surya Tbk. with the prize of runner-up in the category of Sustainable Development for its property CitraLand Surabaya.

FIABCI is a French acronym that, when translated into English, means “The International Real Estate Federation.” It holds a Special Consultative Status with the United Nations, and has the privilege to make recommendations to them regarding property rights, housing for the poor, and money laundering. The FIABCI Prix d'Excellence Awards recognize real estate that best embodies the FIABCI ideal of “providing society with the optimal solution to its property needs.” The Awards are judged by an elite panel of international real estate professionals and experts.

In describing CitraLand Surabaya, FIABCI says that the development achieves “dynamic growth in economic

values as well as in a better quality living environment for today and tomorrow.” With this acknowledgement, PT. Ciputra Surya Tbk. is now part of an elite network of past winners that span 60 countries and over 120 professional organizations worldwide.

Full of Love Blood Drive Held at Ciputra Mall Jakarta



Jakarta, 23 May 2011 – Working closely with sponsors: PMI (Indonesian Red Cross), Radio Sonora, Ciputra Mall Jakarta held its annual Full of Love Blood Drive. The event took place at the Center Court, LG floor of the mall, and was supported by the tenants of the mall. 991 people attended the event, with 846 people successfully donating blood. Each successful donor was given a complimentary meal and gifts.

18th Shopping Surprize at Ciputra Mall Jakarta



Jakarta, 24 May 2011 – In keeping with Mal Ciputra Jakarta’s commitment to visitor satisfaction, Mal Ciputra Jakarta held its 18th Shopping Surprize in its LG

floor Center Court. Hosted by MC Dave Hendrik, visitors of Mal Ciputra were given the chance to win a new Nissan March S and one of four Honda Revo motorcycles. This drawing was the first of 4 draw periods. Minister of Social Affairs was in attendance for legitimacy.

CitraLand Kendari Holds an Inspiring Night for Shop Owners



Jakarta, 28 May 2011 - On 28 May 2011, CitraLand Kendari - Lifestyle City Center hosted an event called Gypsy Night at the Swiss-BelHotel Kendari. Completed with a dance hosted Albert & Yohana, winners of All-Indonesia Dance Sport, and a talk about “Clever Ways to Choose a Franchise.”

The event held two purposes. First, it was to provide the buyers and customers of CitraLand Kendari with a progress report of the development of houses on the project. Second, it was to provide buyers who have already purchased CitraLand Kendari shop-houses at Spazia Arcade with ideas for developing businesses; many people who have previously purchased a Kendari shop had only done it for investment, without intention of opening a business. With the franchise talk show, customers were given ideas for businesses for these purchased shop-houses.

Sales were also conducted during the event. At the event, customers were able to make purchases at a special price.

CTRA Projects Hosts a Culinary Adventure across Borneo to Celebes

Jakarta, 31 May 2011 – Led by Bondan Winarno, an Indonesian culinary show presenter, the Culinary Adventure hosted by Citra Bukitindah Balikpapan, CitraLand City Samarinda, CitraLand Celebes and CitraLand Banjarmasin is being conducted every Sunday from 15 May to 12 June 2011.

At all four venues, a junior chef competition is planned, where children in Kindergarten and Primary School can participate in sandwich, donut or cupcake decorating competitions. At three venues (CitraLand City Samarinda, CitraLand Celebes Makassar, and CitraLand Banjarmasin), there are also cooking competitions with very attractive prizes.

Talk shows titled “Culinary and Health” take place at all four venues, and each venue has an Indonesian food market featuring various regional and local specialties that include: toge goreng Bogor, kerak telur Betawi, sego empal Jogja, and rujak ice cream Jogja

At Citra Bukitindah Balikpapan, CitraLand Banjarmasin and CitraLand Celebes Makassar, consumers entering into a transaction are gifted with either a dinner with Bondan Winarno or a 4-day-culinary trip to Vietnam with Bondan Winarno.

The events received positive reaction from the community as evident by the number of participants at the events.

Program Ciputra Waterpark Award 2011

Jakarta, 31 May 2011 – Ciputra Waterpark, the Largest Waterpark in Indonesia, launched the program Ciputra Waterpark Award 2011, which was held throughout April and May 2011. This program consisted of competitions for children living in the Surabaya municipality. Children are allowed to participate in one of three festival categories, depending on age. Category A is a coloring contest for young children in early childhood. Category B is a coloring contest for children in kindergarten. Lastly, Category C is a recycling competition where students' recycling creativity are tested.

Ciputra World Jakarta's Signing Ceremony of Lease Agreement with Lotte

Jakarta, May 2011 – Ciputra Adigraha, the subsidiary in charge of the development of Ciputra World Jakarta, signed a 20-year lease agreement to manage and lease the 13,000m² shopping mall in the mixed use development.



Lotte Group is a reputable Korean company with businesses in retail, food & beverage, tourism, petrochemical, construction and manufacturing industries. The company has operations in countries such as South Korea, China, Russia, Vietnam and Indonesia. It entered Indonesia by acquiring PT Makro Indonesia, and it is currently managing 21 Lotte Marts in Indonesia. Lotte Group has been included in the Dow

Jones Sustainability Index since 2009, in which only 9 circulating companies worldwide are included. It has also been named as Asia's best retail vendor by FORBES magazine, and is currently ranked the 6th best retail vendor in the world.

Both Ciputra Group and Lotte Group have high confidence in the other party's abilities. Ciputra Group's President Director, Mr. Candra Ciputra stated, "Lotte has a convincing performance and serves the high end market which is suitable for Ciputra World." When speaking about the transaction, Mr. Suh Chang Suk, President Director of PT Lotte Shopping Plaza Indonesia stated, "We are very pleased with the opportunity to open Lotte Department Store in Ciputra World Jakarta, which is one of the best superblock developments in Jakarta."

This confidence is also shared by Jones Lang LaSalle, an international real estate servicing firm specializing in commercial property management. The company's Country Head, Mr. Todd Lauchlan stated, "Jones Lang LaSalle is extremely optimistic of the real estate market in Indonesia, with occupier and investment demand at record levels driven by robust economic growth and rising middle class set against a backdrop of stable political environment. We anticipate more foreign retailers to enter Indonesian market."

CitraLand Kendari Signs MOU with Philtera



Kendari, May 2011– CitraLand Kendari and Philtera signed a memorandum of understanding regarding the provision of fiber optic technology in CitraLand Kendari. Customers will be provided with a 2-line unlimited high-speed internet access and 66-channel cable television

free for the first two years. The MOU also agrees to the provision of CCTV in public areas, to ensure 24-hour security. Signers of the memorandum of understanding include Ciputra Abdi Persada Director, Mr. Eddy Mulyono and Philtera Director, Mr. Song.