



PT CIPUTRA DEVELOPMENT TBK

Newsletter – June 2011

Barbecue Day to Celebrate the Long Weekend at *The Taman Dayu*



Jakarta, 6 June 2011 – A long weekend is the perfect time for families living in the cities to make a trip to resort/villa areas. Therefore, our project *The Taman Dayu* utilized this timing by throwing a “Barbecue Day” themed open house at its villa show unit, attracting holiday makers to include a trip to *The Taman Dayu* in their trip itinerary.

This day time event, conducted to give potential customers a taste of holidays at *The Taman Dayu*, was held at one of our villa show units with beautiful views of valleys and mountain surrounding the area. Completed with an acoustic guitarist to serenade according to requests, the atmosphere at the event was serene and relaxing. Visitors were also treated to various barbecued meat, fruit punch and fruits.

Citra Bukitindah Balikpapan Hosts a Japanese Food Party

Jakarta, 6 June 2011 – To enliven its open house event on 5 June, Citra Bukitindah Balikpapan invited renowned chef Mickhael Bong to cook some of his specialty dishes which included tuna tataki, salmon skin salad and super crunchy roll. The open house, sponsored by Nobuzen, was held to promote Citra Bukitindah’s

products, “Amethyst” and “Alexandrite”. Customers entering into a purchase transaction during the event were gifted with a free 32” TV and shopping vouchers at hypermart.

Indonesian Eye: Fantasies & Realities Shows at Ciputra Artpreneurship Center



Jakarta, 10 June 2011 – On 9 June, “Indonesian Eye: Fantasies & Realities” opened at Ciputra Artpreneurship Center in South Jakarta. The exhibition, which is sponsored by Prudential, features 41 pieces (paintings, sculptures and installations) from 18 up-and-coming Indonesian artists and was opened until 10 July. From there, the exhibition will be on display across Europe, starting at London’s Saatchi Gallery.

Some of the artworks displayed at this exhibition are: Angky Purbandono’s photography exhibit “Brush,” featuring photographs of used toothbrush heads; Haris Purnomo’s “Waiting for the Signal,” an installation of baby in cocoons with knife blades pointing out the bottom; and Wyoga Muhandanto’s old fashioned type writer encased in an Apple brand shell.

<http://blogs.wsj.com/scene/2011/06/10/indonesian-artists-step-onto-world-stage/#>

Grand Bazaar 2011 at CitraGarden City



Jakarta, 12 June 2011 – To celebrate Jakarta’s 484th

anniversary, CitraGarden City organized Grand Bazaar 2011, a celebration of Indonesian culture. Spanning two days, Grand Bazaar filled CitraGarden City with an arts and culture fair themed “Jakarta Tempo Doeloe” organized by students of Citra Kasih school, live music performances, fashion shows and stands. Shoppers and residents were able to enjoy live entertainment while shopping.

CitraSun Garden Semarang Hosts “Starry Night at the Hill”



Jakarta, 20 June 2011 - CitraSun Garden Semarang, currently the most exclusive housing area in Semarang, hosted a promotional event during the weekend of 17 June named “Starry Night on the Hill.” During the event, five house types of various sizes named, “Agate”, “Adelaide”, “Amethyst”, “Azurite” and “Alexandrite” were promoted. Special pricing and lower mortgage interest rates were offered to customers during this pre-launch event.

Along with an open house of its show units, “Azurite” and “Alexandrite” throughout the weekend, CitraSun Garden also held a sale of branded items from noted brands such as Charles and Keith, Harley Davidson and The Executive. Family and women health events, such as aerobics courses and cooking competitions, were held all day on Saturday. Sunday was dedicated to the promotion of the pet community. The weekend was concluded with a show titled “Starry Night on The Hill,” featuring a guest star, Delon.

National Downhill Cycling Championship Held at The Taman Dayu



Jakarta, 20 June 2011 – Over the weekend starting 17 June 2011, The Taman Dayu hosted the fourth leg of the Annual National Downhill Cycling Championship, organized by ISSI UKDI (Association of Cycling Sports Indonesia - Downhill Cycling Community) and Wim Cycle, at Adrenaline Bike Park, the project’s ISSI certified cycling track. The 1.75 km track, with views of surrounding pine forests and mountains was nominated and chosen to host the competition in March 2011.

This Annual competition is held in 6 different legs at locations around Java and Bali and is split into several divisions which are: Men Elite, Women Elite, Men Expert, Junior, Women Hobby, Youth, Men Sport, Master A Expert, Master B Expert, Master A, Master B, Master C and Grandmaster. The total number of participating bikers is 214.

The winner for the Men Elite division on this leg is Popo Aria Sejati, The champion of Asia Downhill 2010 as well as National Downhill competition 2010, while the winner of the Women Elite division is Risa Suseanty, winner of several gold medals at SEA Games and the runner up of Asia Downhill competition held in China last month.

Along with the races, Eric Lawreanuk, an international freestyler was invited to perform and a Wim Cycle Photo contest, participated by 86 contestants was held.

This championship increased exposure of The Taman Dayu in the media, which have a positive impact on

visits to show homes and recreational facilities in the project.

CitraGreen Dago Bandung Launches Aralia, Boston Ivy and Dorset



Jakarta, 27 June 2011 – During the week of 20 June, CitraGreen Dago held an exhibition at Istana Plaza to promote the launch of its newest products “Aralia”, “Boston Ivy” and “Dorset.” This was prompted by the selling out of CitraGreen Dago’s “Catalina” units.

At the exhibition, our marketing team offered promotions such as free mortgage provision and notary fees, special interest rates sponsored by BCA, and gift giveaways of iPads, LED TVs, air conditioners, and cash back up to Rp 75 million.

The promotions attracted over 300 visitors throughout the week, resulting in successful sales of units at the project.

Monthly Medal Tournament at Ciputra Golf Surabaya



Jakarta, 27 June 2011 – In the month of June, Ciputra Golf Surabaya held its monthly golf tournament on Sunday the 26th. The competition can be entered by men, women and children regardless of club membership. As the previous competitions, this competition was run through the project’s Lake & Valley course.

DIPO Business Center Made its Debut in the Market



Jakarta, June 2011 – This month, PT Ciputra Property Tbk (CTRP), a subsidiary, started marketing our newest commercial joint operation project, DIPO Business Center. On this property, located on Jl. Letjen Gatot Subroto, CTRP will start constructing an 18 storey office building with SGA of 19,440 sqm and 15 unit shop houses in the third quarter of the year. On its first month of marketing, the project has achieved an outstanding performance of more than Rp 40 billion sales.

The Debut of CitraGarden Pekalongan

Jakarta, June 2011 – Our (CTRA) latest residential project, CitraGarden Pekalongan made its debut in the market this month. This budding 10 ha township is located at a strategic location, 10 minutes away from the city’s train station and near the city’s business and education hubs. CitraGarden Pekalongan is anticipated to introduce a new lifestyle in the city with an integrated township completed with recreational facilities (i.e. a theme park and water park), commercial areas and a well designed security system.

At the debut of this “colorful living” themed project, CitraGarden’s first cluster Redwood was launched. This cluster offers four different products (Crimson, Carmine, Carnelian, Cerise) ranging from 105 to 240 sqm in land area.

Future Project Launches

By the end of the year, we are targeting the launch of six more projects, namely: CitraLand Tegal, Bizpark CE Banjarmasin, CitraLand Denpasar, CitraGrand Jogjakarta, Ciputra World 2 (lot 11) and Raffles Residence.

CitraLand Tegal and Bizpark CE Banjarmasin are projects of PT Ciputra Development Tbk due to be launched this quarter. CitraLand Tegal is a 10 ha joint venture residential project while Bizpark CE Banjarmasin is a 12 ha profit sharing project.

CitraLand Denpasar and CitraGrand Jogjakarta are projects of PT Ciputra Surya Tbk, both are profit sharing residential projects. CitraLand Denpasar, covering an area of 18 ha, is due to be launched this quarter, while CitraGrand Jogjakarta, covering an area of 9 ha is due to be launched next quarter.

Ciputra World 2 (Lot 11) and Raffles Residence are being developed by PT Ciputra Property Tbk and both

are apartment residence projects due to be launched in the next quarter. Ciputra World 2, is located on Lot 11, and is a development of 5 apartment towers with the first phase consisting of apartment towers. Raffles Residence is a luxurious apartment project in Ciputra World's Raffles Hotel tower.