



# PT CIPUTRA DEVELOPMENT TBK

## Newsletter – September 2011

### CitraLand Exhibition at Galaxy Mall



Jakarta – On the week following Eid ul – Fitr, CitraLand Surabaya held an exhibition at Galaxy Mall, Surabaya. This exhibition attracted a lot of visitors, especially those who have come home to Surabaya for the holidays.

At this exhibition, CitraLand Surabaya launched a product named “Cassandra” within Stamford

Place cluster, a premium complex with 24 - hour security, environmental maintenance and complete facilities. Along with “Cassandra”, three other products; “Camilla”, “Conrad” and “Charlotte” were marketed. These products are all two-storey residential units with five bedrooms including one maid’s bedroom, a kitchen and garage. The units’ building area range from 115 – 328 m<sup>2</sup> and their land area range from 135 – 330 m<sup>2</sup>.

Aside from the wonderful products offered, CitraLand Surabaya’s team attracted visitors by cooperating with BCA to offer special financing rates; a low deposit rate of 5% and mortgage rate of 5.4% during the exhibition.

### Donut and Gelato Time at CitraSun Garden Semarang

Jakarta – For their open house on 11 September 2011, CitraSun Garden chose a “Donut and Gelato” theme. Throughout the event, visitors to the open house were treated with those sweet treats.

To enliven the event, a coloring competition for children in Kindergarten up to third grade as well as an RC (remote-controlled-toys) competition were also held during the day. These competitions attracted the participation of around 100 and 50 contestants respectively.

### Fun Bike at CitraGarden City Jakarta



Jakarta – To promote an eco-conscious and healthy lifestyle, CitraGarden City Jakarta supported by insurance company, Garda Oto, held a fun

bike event for residents of the project and its surrounding areas on 17 September. 150 participants of the event cycled through a 10Km route around the township, through Citra 7, the project’s most recently developed area with a green concept and featuring a catchment lake as well as cycling lanes throughout the area.

The organizing team hopes that this event awakened more residents’ awareness about the deteriorating environment and to adopt a more environmentally friendly and healthy lifestyle.

### Ciputra Mall Jakarta Celebrated Korean and Japanese Cultures through Student Mart “Antara Jepang & Korea, I’m in Love”

Jakarta – Between 15 and 25 September, Ciputra Mall Jakarta, in cooperation with the Korean Cultural Center, *Tabloid Keren Beken* and STP Trisakti are celebrating both cultures through a series of events packaged as Student Mart “Antara Jepang & Korea, I’m in Love”.

At this event, Ciputra Mall Jakarta held a bazaar of student necessities as well as a Korean and Japanese culinary bazaar. Also featured at the events are performances such as: Korean *Samul* and *Pungmulnori* show, Korean style dance, *Harajuku* Fashion Show and Indies band concerts.

As well as celebrating Korean and Japanese cultures, which have gained popularity among Indonesian youth, Ciputra Mall Jakarta hoped that through the featured performances, the event was able to provide an occasion for Indonesian youths can showcase their creativity and talent through this trend in a positive way.

## Joint Launch of Fawn Garden and CitraGarden Shop Houses in Makassar



Jakarta – On 23 September 2011, CitraLand Celebes and CitraGarden Makassar held a joint launching event of a new residential cluster, Fawn Garden and the second batch of CitraGarden's Flavour

Walk shop houses at Makassar's Grand Clarion Hotel.

Fawn Garden, the 6th cluster at CitraLand Celebes, is designed to house artistic, natural and lush residences, creating an atmosphere that cannot be easily found in the area.

CitraGarden Flavour Walk shop houses are launched to respond to the high demand of the product as shown by the selling out of the previous batch (launched at the end of July) at launching.

The highly successful event was attended by 700 potential customers, some of whom entered into transactions, taking up the amount of sales made by both projects this month to Rp 69.7 billion.

## CitraRaya Tangerang to be a Green Community



Jakarta – On its 17<sup>th</sup> Anniversary, CitraRaya Tangerang is repositioned into a "Green Community". To spread the word about the change as well as to celebrate its anniversary, the project is holding a series of events designed around Eco Culture until 23 October.

The first event in this occasion was titled "EcoBike" and was held on 25 September 2011. This fun bike event received participation from residents of CitraRaya and the surrounding areas, this event was held to make CitraRaya's cycling lanes known, so as to maximize its usage as well as to encourage participants to adopt a healthier lifestyle. At this event, participants may also learn about other exercise activities such as: aerobics, capoeira, dance or just enjoy live music provided at the event.

According Budiarsa Sastrawinata, CEO of the project, this is the right time to initiate the "EcoCulture" movement as it is crucial in the effort to save the earth's state from further deterioration. Especially as a large scale township development, it is important for CitraRaya to work towards self sustainability.

CitraRaya Tangerang has started to apply EcoCulture in its operations. These efforts are: increased use of renewable energy, increase the number of greenery in the project to cool down the area, use solar energy for

## CitraGreen Dago Bandung and UOB held an Exhibition

Jakarta – CitraGreen Dago Bandung held an exhibition on the last weekend of September (24 – 25 September) in cooperation with UOB (United Overseas Bank). This exhibition showcased CitraGreen Dago's "Aralia", "Boston Ivy" and "Dorset" units.

In cooperation with UOB, CitraGreen Dago offered customers entering into a transaction 0% interest on their first year of mortgage. The exhibition was proven a success by the large number of visitors attending.

## Pesta Ikan di CitraGarden Sidoarjo

Jakarta – On Sunday, 25 September 2011, CitraGarden Sidoarjo held an open house themed "Fish Party". At the open house, visitors can also get discounts on fish from the vendors available and even get the chef standing by to cook the purchased fish as the customers like. CitraGarden's marketing team also offered 5% deposit rate and free mortgage fees for customers entering into transaction at the open house. This exciting event attracted over 450 visitors to the open house that day.

lake water management and process organic rubbish into compost; whose bi product, methane gas can be used to generate energy for inorganic rubbish processing.

The project is also further applying EcoCulture by designing products that are more eco friendly and energy efficient (focusing in improving efficiency of air circulation and lighting), as well as renovating footpaths throughout the project in hope that this change will encourage residents and visitors to walk.

Through all of these efforts combined, CitraGarden City Jakarta hopes to reach a balance between: social, environmental and economic sustainability of the project as well as its stake holders.

### **CitraGrand City Palembang Held a Meditation Session**



Jakarta – On 25 September, CitraGrand City Palembang, in cooperation with KPR BCA (BCA Mortgage) held a meditation event with expert, Merta Ada from Bali at their show unit complex. As well as leading a meditation session, Merta shared and explained his belief that achieving peace of mind is crucial in maintaining one’s wellbeing, especially in the hectic cities, in his two hour session.

This event received a lot of attention from visitors coming to see the show house of CitraGrand City’s newest product, “PRESTIGE 5”, which was launched on the same day. “PRESTIGE 5” features a mezzanine concept, which is new to the area. It is also designed with a roof garden on the mezzanine floor and greenery surrounding the unit to give a cooling effect.

### **The Taman Dayu participate at BCA’s Largest Luxury Homes Expo**

Jakarta – Between 29 September and 2 October, The Taman Dayu participated in BCA’s Largest Luxury Homes Expo at MOG Malang. This expo featured luxury houses available in Malang and its surrounding areas. At the exhibition, our project showcased their prime resorts which act as popular getaway villas for residents of larger cities such as Malang and Surabaya.

### **Candra Ciputra won CEO of the year**



Jakarta – At the awarding of the 6<sup>th</sup> IPBA (Indonesia Property&Bank Awards) themed “All the best for Customer Satisfaction” on Thursday, 29

September, CTRA received two awards.

For the second consecutive year, CTRA’s CEO, Candra Ciputra was awarded the CEO of the year in the property sector and Ciputra World Jakarta won Most Eco Friendly and Best Modern Living Technology Inspired Superblock for the third consecutive year.

According to Property&Bank Magazine’s Chief Editor, Indra Utama, his team collects information and conducts research on the award candidates for a whole year, and handed their research to a judging panel of property experts such as Prof. Dr. Ir. Danisworo, expert in urban planning from ITB (Institut Teknologi Bandung) and Ir. Irwan B. Wirpranata, Untar (Universitas Tarumanagara)’s real Estate Planning Lecturer.

Indra hopes that these awards will aid the public in deciding on a company to receive property services from

<http://propertynbank.com/berita-173-indonesia-propertybank-award-2011-kembali-digelar.html>

## Project Launches until the End of the Year

As there has been no new project launches on this last month of the third quarter, this leaves 5 more anticipated launches in the last quarter of the year. Those projects to be launched are: CitraLand Tegal, Bizpark CE Banjarmasin, CitraGrand Jogjakarta, Raffles Residence and CWJ2.

CitraLand Tegal and CitraGrand Jogjakarta are both landed residential projects. CitraLand Tegal spans 10ha and is a joint venture project while CitraGrand Jogjakarta spans 9 ha and is a profit sharing project.

BizPark CE Banjarmasin is a warehousing project spanning 12 ha with profit sharing scheme.

Raffles Residence and Ciputra World Jakarta 2 are both parts of Ciputra World's high rise residential development in the heart of Jakarta. Raffles Residence is a project of 88 unit luxury residences atop Raffles hotel on Lot 3 – 5, while Ciputra World Jakarta 2 is of 5 apartment towers most of which will be sold under strata – title.

