



PROPERTI

*Beyond Space*

# COMPANY UPDATE PT PP PROPERTI Tbk

November 2019

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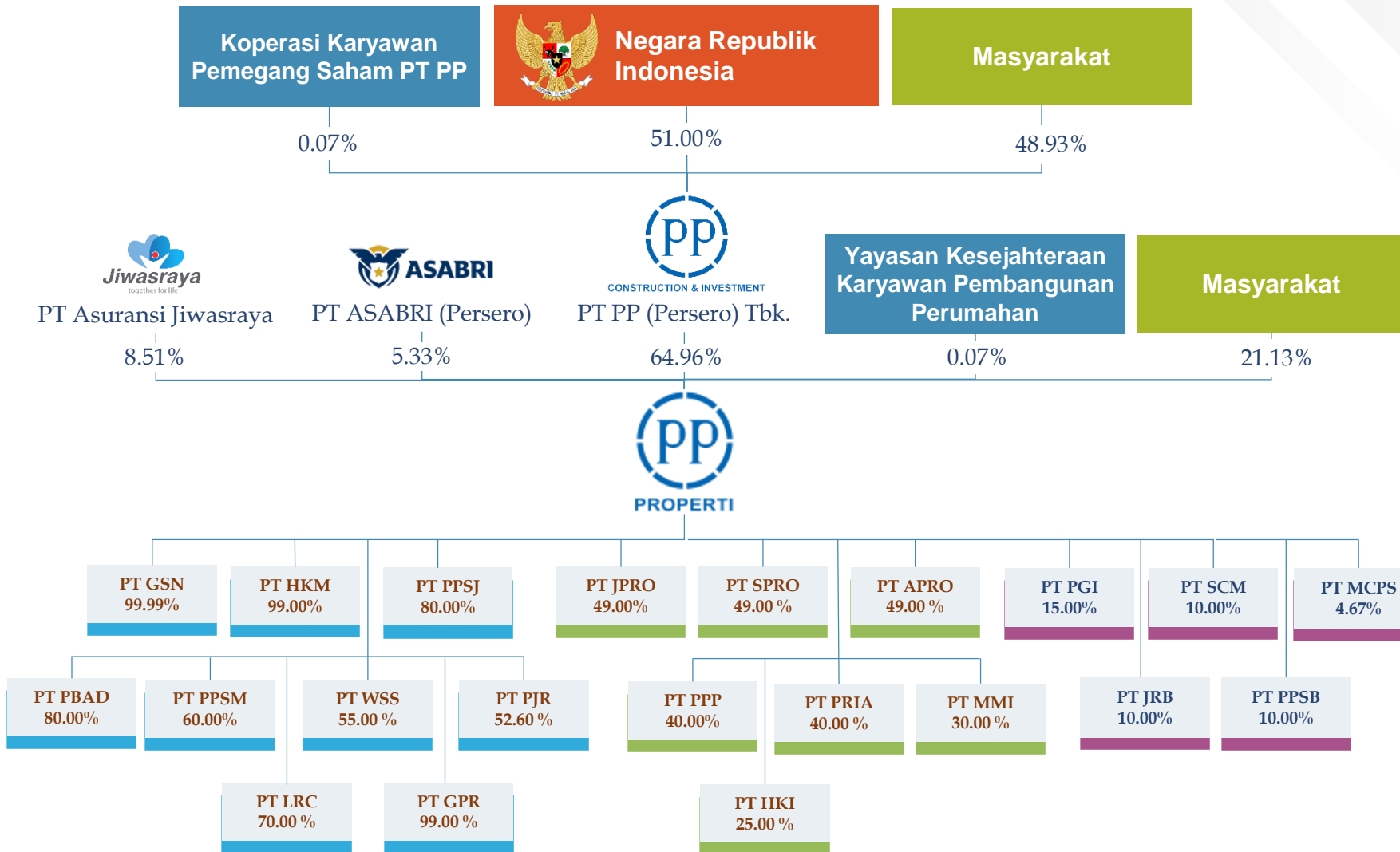
# SEKILAS PERUSAHAAN



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# STRUKTUR PERUSAHAAN



## SUBSIDIARIES

1	PT GSN	:	PT Gitanusa Sarana Niaga
2	PT HKM	:	PT Hasta Kreasimandiri
3	PT PPSJ	:	PT PPRO Sampurna Jaya
4	PT PBAD	:	PT PPRO BIJB Aerocity Development
5	PT PPSM	:	PT PP Properti Suramadu
6	PT WSS	:	PT Wisma Seratus Sejahtera
7	PT PJR	:	PT PP Properti Jababeka Residence
8	PT LRC	:	PT Limasland Realty Cilegon
9	PT GPR	:	PT Grahaprima Realtindo

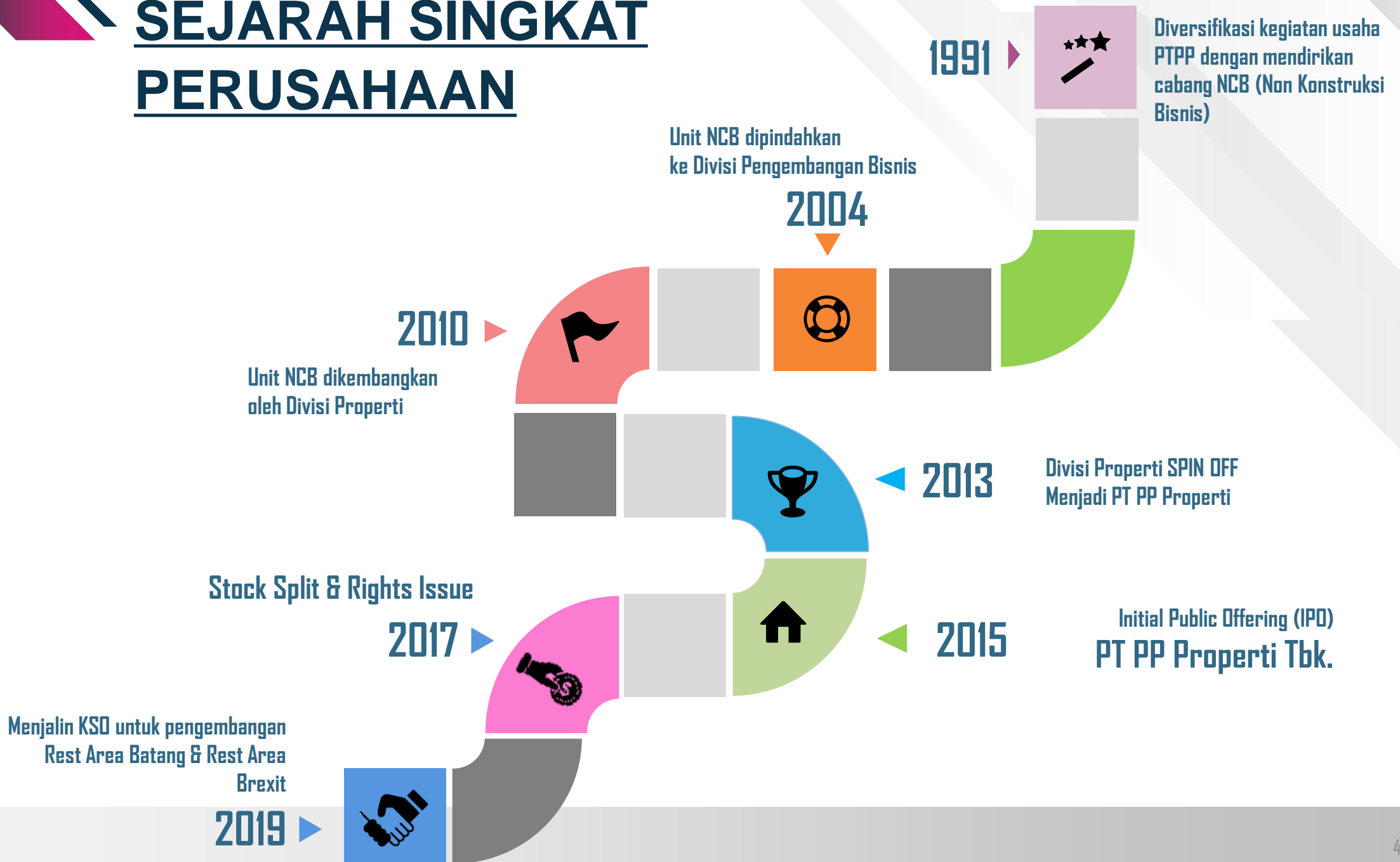
## ASSOCIATES

1	PT JPRO	:	PT Jababeka PP Properti
2	PT SPRO	:	PT Sentul PP Properti
3	PT APRO	:	PT Aryan Pembangunan Perumahan Properti
4	PT PPP	:	PT Pekanbaru Permai Propertindo
5	PT PRIA	:	PT Perusahaan Resort Indonesia Amerika
6	PT MMI	:	PT Menara Maritim Indonesia
7	PT HKI	:	PT Hotel Karya Indonesia

## OTHERS

1	PT PGI	:	PT Pancakarya Grahutama Indonesia
2	PT SC	:	PT Sinergi Colomadu
3	PT MPCS	:	PT Mitracipta Polasarana
4	PT JRB	:	PT Jasamarga Restarea Batang
5	PT PPSB	:	PT Pembangunan Perumahan Sinergi Banjaratma

# SEJARAH SINGKAT PERUSAHAAN



## BOARD OF COMMISSIONER PT PP PROPERTI Tbk.



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**Ir. Abdul Haris Tatang, MSc**  
President Commissioner



**Ir. Betty Ariana, MT**  
Commissioner



**Kelik Wirawan Wahyu Widodo, S.Sos**  
Independent Commissioner



**Graha Yudha AP Pratama**  
Independent Commissioner

## BOARD OF DIRECTOR PT PP PROPERTI Tbk.



**Ir. Taufik Hidayat, M.Tech**  
President Director



**Ir. Galih Saksono, MBA**  
Director of Realty



**Drs. Indaryanto, MSM, Akt**  
Director of Finance



**Ir. Nanang Siswanto, M.Si**  
Director of Business  
Development & HCM



**Ir. Sinurlinda Gustina M**  
Director of Commercial

# PORTOFOLIO BISNIS



*Residensial*

**Realti**



*Hospitality*



*Mall & Kantor*

**Komersial**

# STRATEGI PERUSAHAAN



Membentuk Manajemen yang solid yang didukung langsung oleh Induk Perusahaan



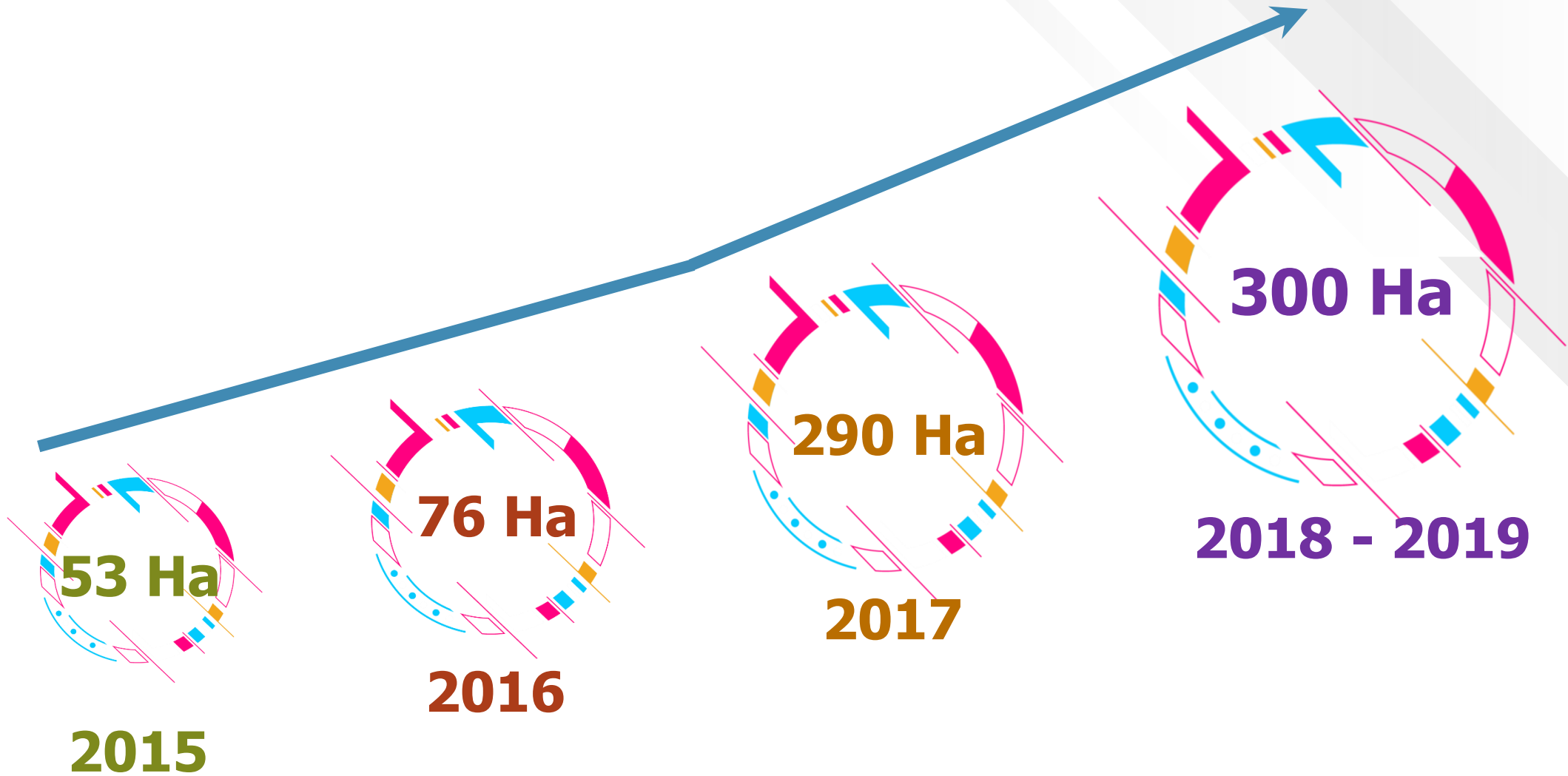
Mengutamakan Pasar kelas menengah dengan Secara Selektif melihat peluang pasar kelas atas



Mengutamakan pengembangan produk *highrise building* dengan konsep

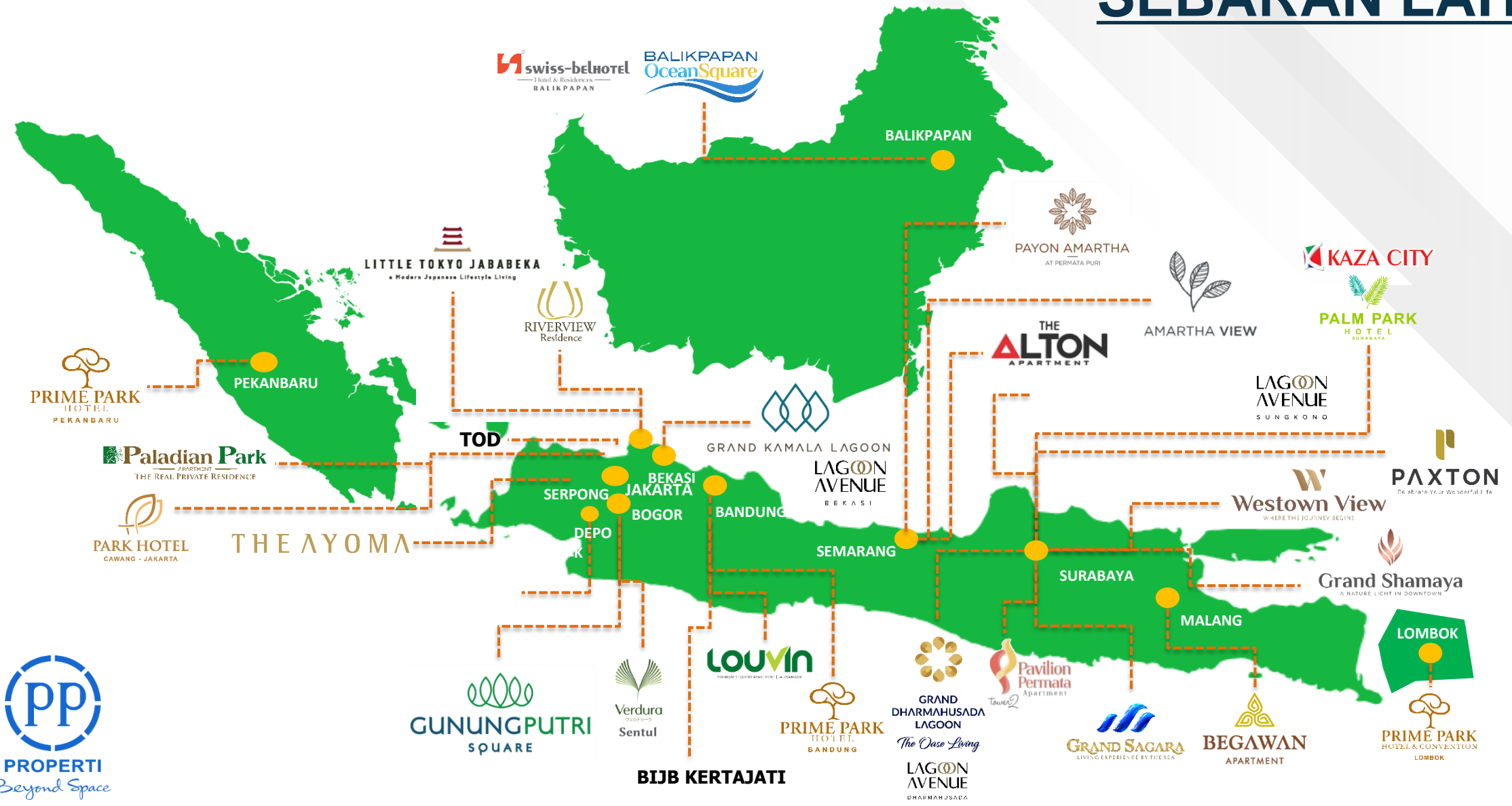
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# PERKEMBANGAN LANDBANK





# SEBARAN LAHAN



**Total: 300 Ha**



# REALISASI KINERJA KUARTAL III - 2019



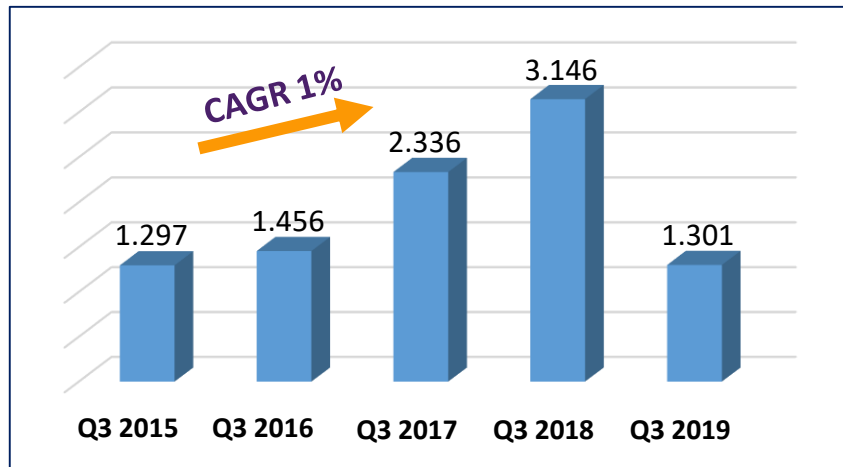
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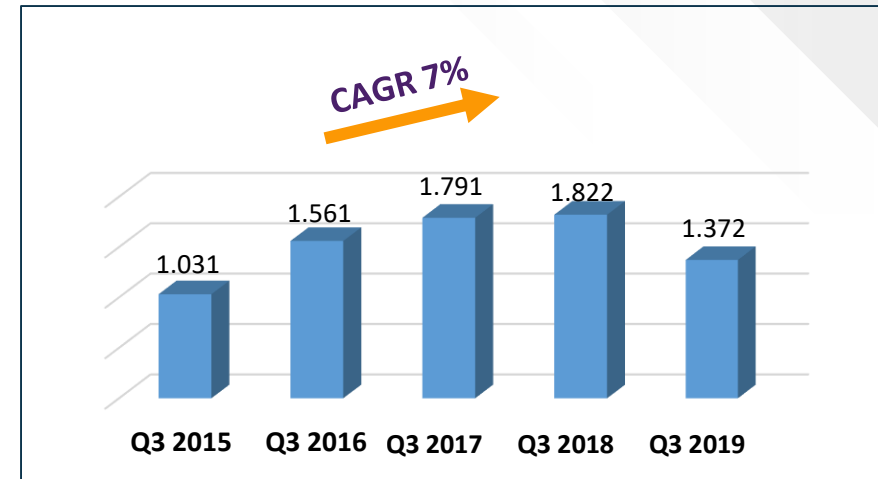
# REALISASI KINERJA KUARTAL III (YoY)

Dinyatakan Dalam miliar Rupiah

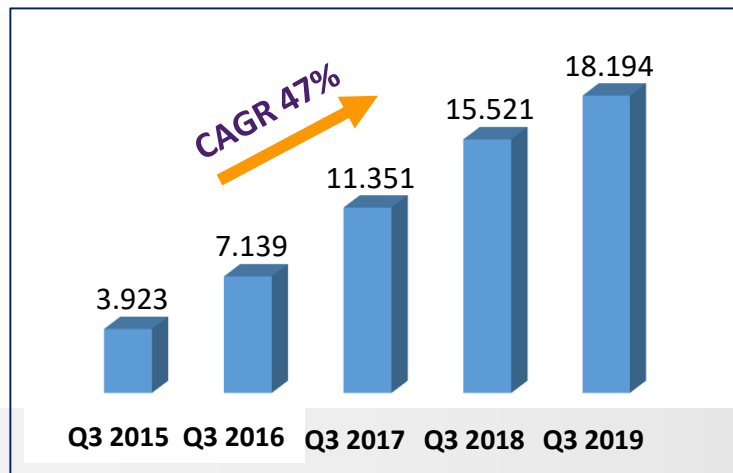
## PEMASARAN



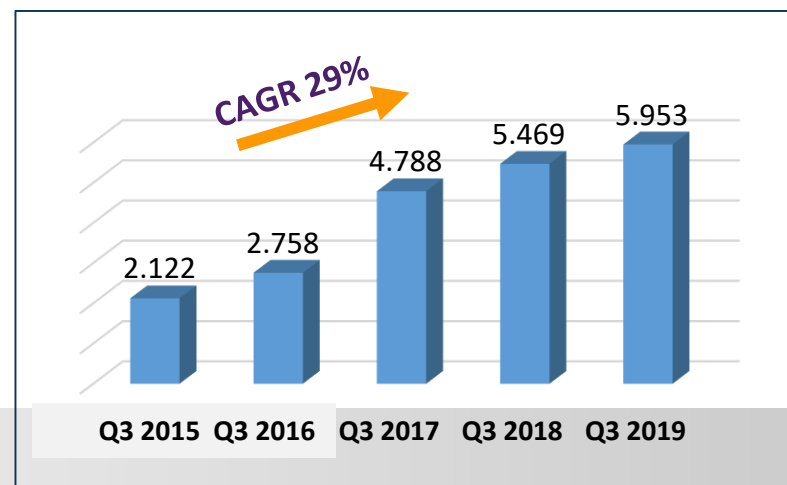
## PENJUALAN



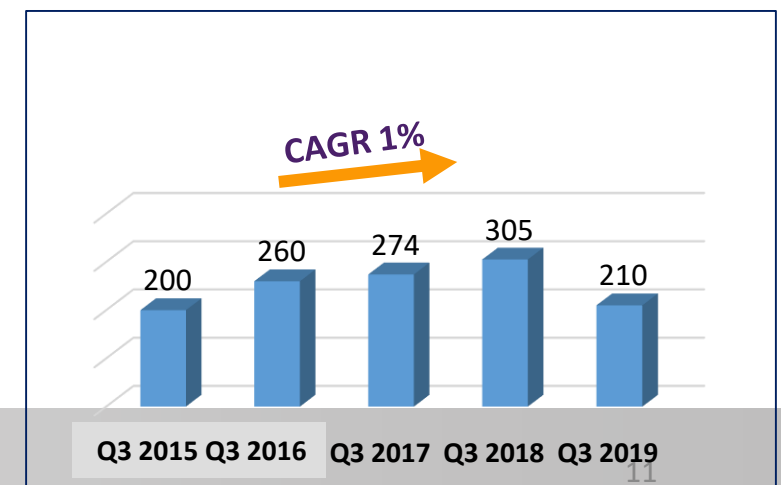
## ASET



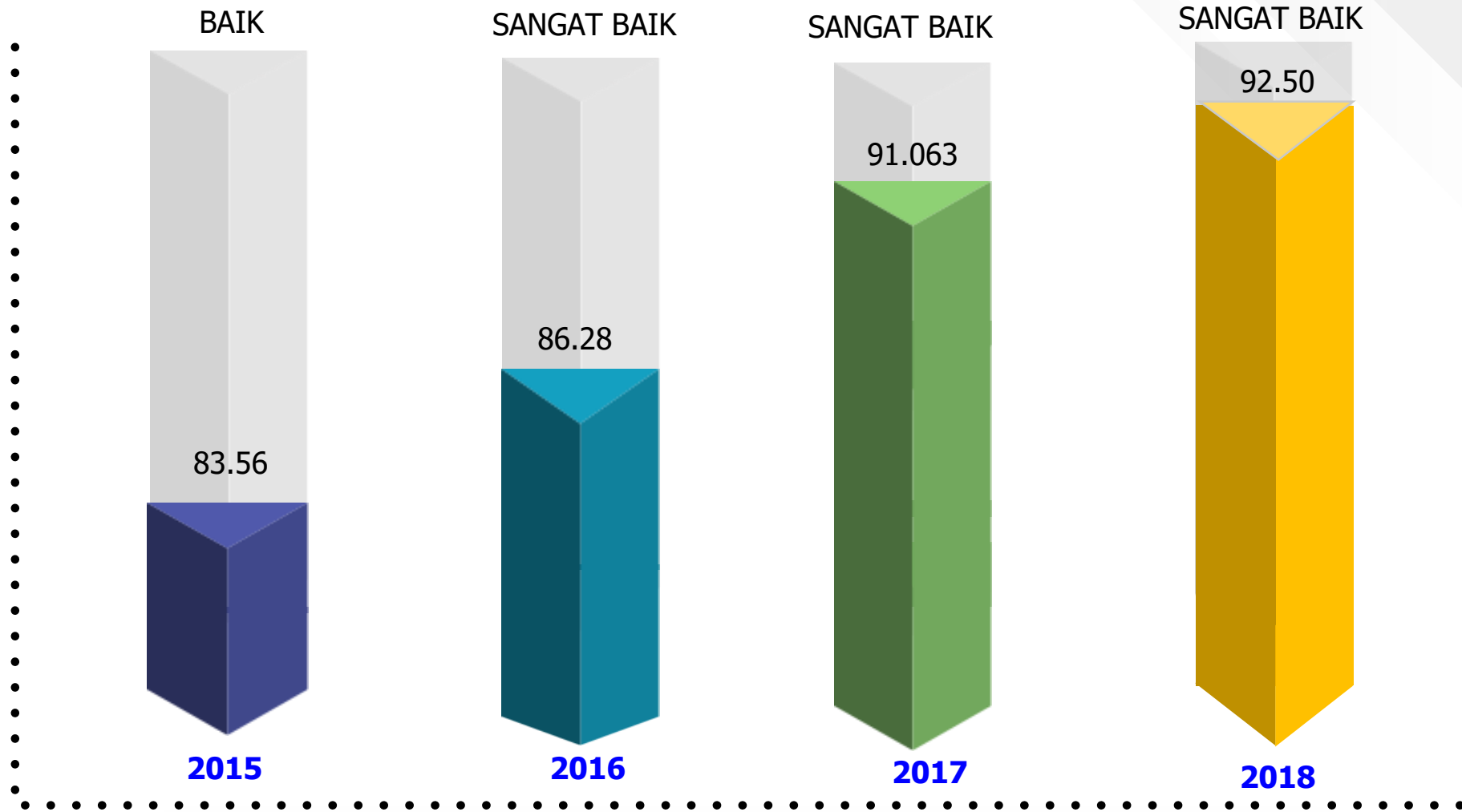
## EKUITAS



## LABA BERSIH



# SKOR GCG



Penerapan GCG pada PPRO

# RATING PERUSAHAAN

Fitch Ratings Indonesia



2017



2018



2019

# PENGHARGAAN



## Asia Pasific Property Awards 2019

“**Grand Kamala Lagoon** as Mixed- Use Development” and  
“**Grand Shamaya** as High Rise Development representing Indonesia”



## Stevie Award 2019

“**EVENCIO** as Gold Stevie Winner Award for category Innovation Consumer Products and Services for Drug Prevention, First in Indonesia and the World” and  
“**DE TJOLOMADOE** as Bronze Stevie Winner Award for category Innovation in Brand Renovation / Re-Branding”



## Real Estate Creative Award 2019

“**Grand Shamaya** Surabaya as the winner of The Best Concept Apartment in Eastern Indonesia”



## BCI Asia Awards 2019

**PT PP PROPERTI Tbk**  
“Top 10 Developers”

# PENGHARGAAN



## **Indonesia Properti Expo 2019 PT PP PROPERTI Tbk**

“Juara 1 Pengembang Terbaik Kategori  
Izin Prinsip KPR/KPA Terbanyak”  
dan  
“Juara 1 Kategori Stand Terbaik Hall A”



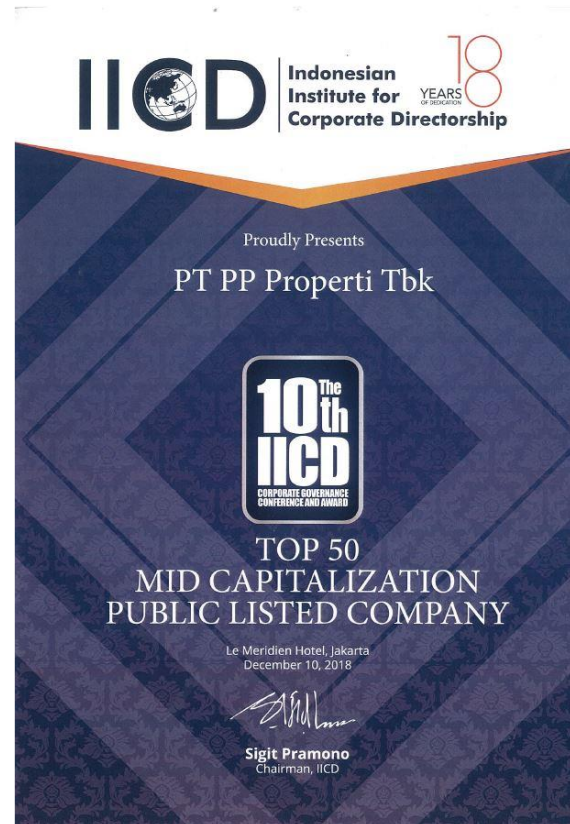
## **Indonesia Properti Expo 2019 PT PP PROPERTI Tbk**

“Juara 1 Pengembang Terbaik  
Kategori Izin Prinsip KPR/KPA  
Terbanyak”

# PENGHARGAAN



**Good Corporate Governance Award 2018**  
**PT PP PROPERTI Tbk**  
"Trusted Company Based On CGPI"



**10<sup>th</sup> IICD Corporate Governance Conference and Award**  
**PT PP PROPERTI Tbk**  
"Top 50 Mid Capitalization Public Listed Company"



**10<sup>th</sup> IICD Corporate Governance Conference and Award**  
**PT PP PROPERTI Tbk**  
"Best Disclosure and Transparency 2018"



# PENGHARGAAN



## **BTN – Indonesia Properti Expo 2018**

**PT PP Properti Tbk**

Juara 1 Developer Non Subsidi Kategori Izin Prinsip Terbanyak dalam Indonesia Properti Expo 2018!



## **Asia Pacific STEVIE AWARDS 2018** **THE AYOMA**

“Innovation in Marketing untuk Test-Living”



## **Properti Indonesia Award 2018**

**PT PP PROPERTI Tbk**

“The Commended State Owned Enterprise Developer”



## **Award dari BNN RI**

PT PP Properti Tbk

Sebagai Developer Pertama yang menerapkan Apartemen bebas Narkoba



# STRATEGI PENCAPAIAN KINERJA SEMESTER II – 2019



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# 1. STRATEGI PERTUMBUHAN TIAP LINI BISNIS



## Residensial

- **Aggressive Optimally**
- Memprioritaskan pengembangan di lahan sendiri
- Menjadi Master developer
- Bulk selling
- Menjual produk High-end
- Penetrasi ke bisnis LANDED HOUSE
- Marketing: Cashflow Leadership
- Inovasi Produk (Smart Super block)
- Inhouse Marketing yang kuat
- Membentuk unit Persewaan



## Hospitality

- *Prudent*
- Mengutamakan pengembangan di lahan milik sendiri
- Inhouse operator yang kuat
- Inovasi Produk (Capsule hotel)
- Strategic partnership



## Komersial

- *Prudent*
- Mendukung pengembangan Kawasan
- Strategic partnership (KidZania, High-Scope)
- Inovasi Produk (Piano Straits, Kamala Love Bridge)
- Mulai Konstruksi, Min LOI 60%



## Kantor

- *Strictly Prudent*
- Strategic partnership dg land owner (Captive Market)
- Marketing: Cashflow Leadership

## 2. PERCEPATAN CASH IN

Kerjasama Khusus dengan BTN

**PP**  
PROPERTI  
Beyond Space

**Bank BTN**  
Sahabat Keluarga Indonesia

**BUMN**  
Hadir untuk negeri

**5 GREAT**

**SUKU BUNGA 5%\***

**PP PROPERTI  
BERSAMA BANK BTN**

**BEBAS ADMIN BIAYA\***

**BEBAS APPRAISAL\***

**BEBAS PROVISI\***

**PROSES CEPAT\***

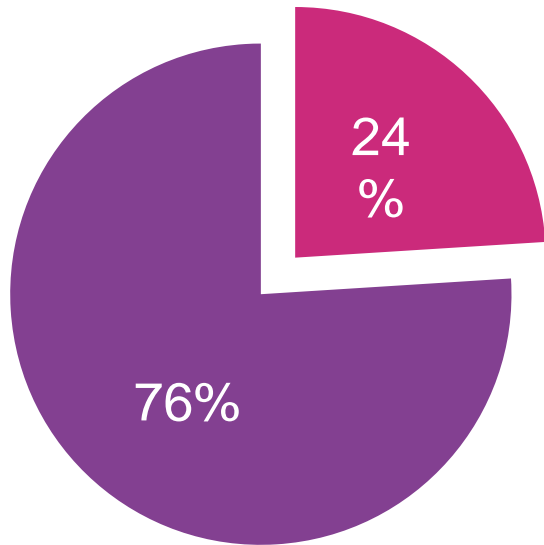
**DISKON ASURANSI JIWA 10%\***

[www.pp-properti.com](http://www.pp-properti.com)

\*SYARAT & KETENTUAN BERLAKU

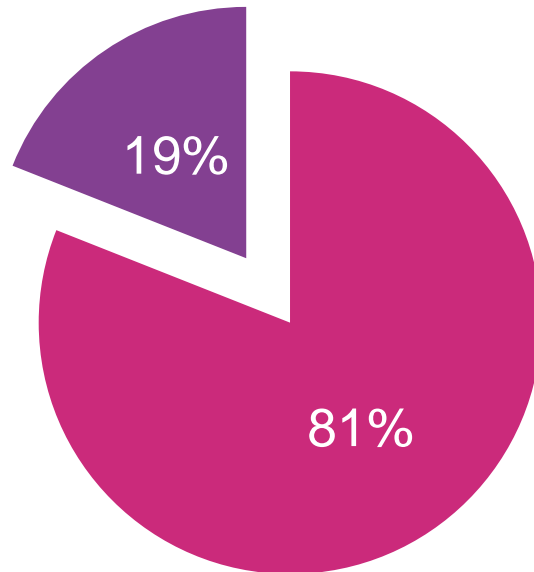
### 3. PENGENDALIAN CAPEX

**2017**



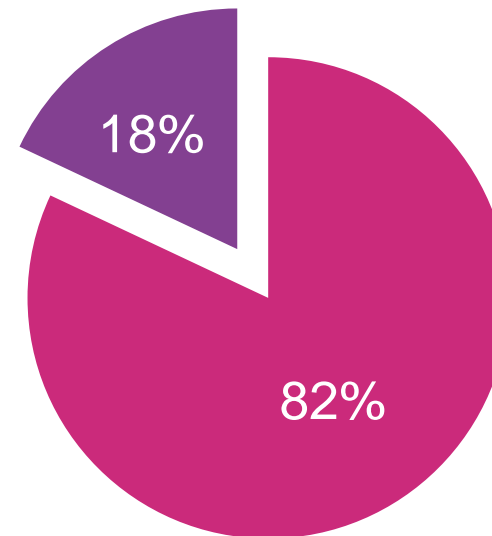
**Real = 2,091 T**

**2018**



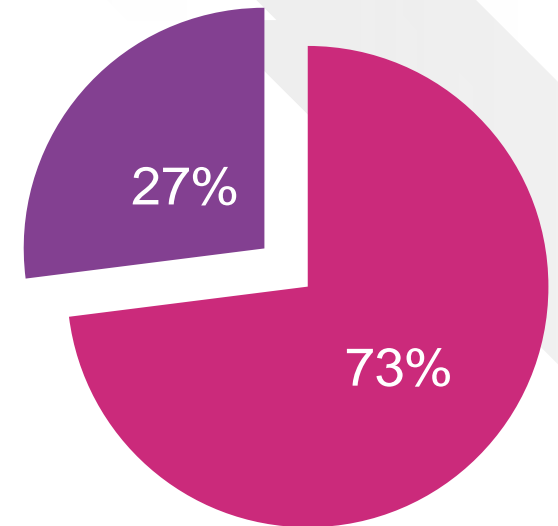
**Real = 1,161 T**

**2019**



**Prog = 1,156 T**

**2020**



**Proy = 1,092 T**

■ Carry Over ■ New Investment

## 4. PENGENDALIAN CASH OUT OPERASI

1

Konstruksi Residensial dimulai setelah mencapai target Marketing 80%

2

Konstruksi Komersial dimulai setelah memperoleh target LOI 60%

3

Pembayaran kepada Kontraktor menggunakan 180 hari SKBDN

4

Uang muka kepada Kontraktor secara parsial (Struktur, Arsitek & MEP), kemudian Pembayaran Kemajuan secara Bulanan

## 5. MARKETING – RETAIL: CASH FLOW LEADERSHIP

1

Konstruksi Residensial dimulai setelah mencapai target Marketing 80%

2

Konstruksi Komersial dimulai setelah memperoleh target LOI 60%



**TERIMA KASIH**