

## **PRESS RELEASE**

### **MARKETING SALES PERFORMANCE FOR SEPTEMBER 2013 & SUCCESSFUL LAUNCHING OF STA NIAGA COMMERCIAL COMPLEX**

As of the end of September 2013, the Company has booked a total marketing sales of Rp1.76 trillion, or equivalent to 88% of the upgraded marketing sales target for 2013 which is Rp2 trillion. The main contributor of marketing sales in September 2013 is the successful launch of STA Niaga, which sold all 35 available units during the launching day, with marketing sales value of approximately Rp60 billion. The Company's expansion in Serpong through Serpong Natura also leads to positive result, shown by a total marketing sales contribution of Rp64 billion for the whole month of September 2013.

With the remaining three months left in the calendar towards the end of the year, and a total of Rp240 billion of marketing sales target to be achieved, also taking into account the impressive marketing sales performance throughout the whole year, the Company is confident that it would meet the revised target through existing/available residential products and several new products that will be launched in this last quarter of 2013.

#### **About STA Niaga**

September 28<sup>th</sup> 2013 marked the day where the Company successfully launched its latest addition of commercial product within Sentul area, under the name of "STA Niaga". STA Niaga is a commercial complex consists of shop houses strategically located within the Sentul Tower Apartment area in the heart of Sentul City Central Business District. This commercial complex is a designated supporting facility that the Company has committed to deliver to its Sentul Tower Apartment customers.

The Company booked 100% take up ratio for STA Niaga during the launching day. This impressive launching performance of STA Niaga is a solid evidence of the trust in the market towards the commercial prospect in Sentul City.

#### **About PT Sentul City Tbk**

*Sentul City is engaged in Township development including development of residential properties, commercial properties, Hotels, Theme Park, Hospital and Asset management. The Company is licensed to develop 3,100 ha of land. It has a remaining land bank of some 1,400 ha and in addition to Sentul Nirwana's approximately 12,000 ha of land bank. The Company targets various market segments from mid to mid low class up to mid to mid high class, allowing the Company to offer wide range of products.*

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