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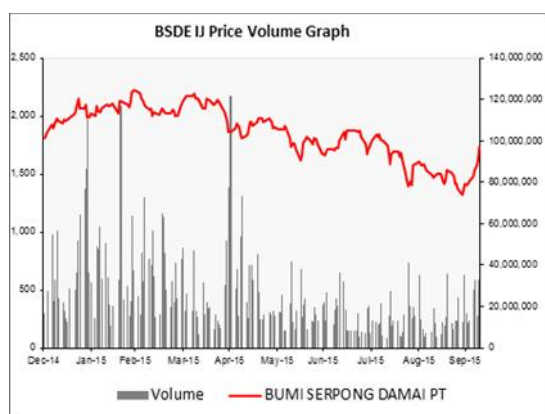
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PT Bumi Serpong Damai Tbk develops real estate including housing infrastructure, commercial, and industrial estates, golf courses, and public facilities.

BSDE IJ

Current Price: IDR 1,680

52-Week Target Price: IDR 1,800


Source: Bloomberg, Sinarmas Investment Research

Share Price Performance

Price (IDR)	1680
52-Week High (27/02/15)	2230
52-Week Low (24/08/15)	1235
YTD Change /%	-125/-6.93%

Stock Information

Market Cap. (IDR bn)	32,334.4
Shares Out./Float. (mn)	19,246.7/7,325
IPO Date	06/06/08

Source: Bloomberg, Sinarmas Investment Research

Company Update
PT Bumi Serpong Damai Tbk
9M15 Marketing Sales Achievement
HOLD
Maintain HOLD rating and TP IDR 1,800/share

We maintain our HOLD rating recommendation and 52-week target price of IDR 1,800/share. As the biggest property company by market capitalization, the company still showed good marketing sales achievement in 9M15.

9M15 Marketing Sales Reached 62% of FY15E Target

Up until now, the company is still targeting its total marketing sales to reach IDR 7.5tn by year-end. With 3Q15 marketing sales of IDR 1.16tn contribution, the company's 9M15 marketing sales has successfully reached a total of IDR 4.6tn (62% of target, -7% YoY).

Two Condominium Projects Postponed

Due to the slow down in economy and also in property sector in general, the company plans to postpone 2 condominium projects in Taman Permata Buana and West Tanjung which were initial planned to launch in 4Q15. Those projects are estimated to contribute to a total marketing sales of around IDR 700bn. Thus, to cover this shortfall, the company plans to push bigger its commercial land plot in BSD City sales proportion from IDR 1tn to IDR 1.7tn in order to achieve its FY15E marketing sales target.

FY15E Marketing Sales

(in trillion of IDR)

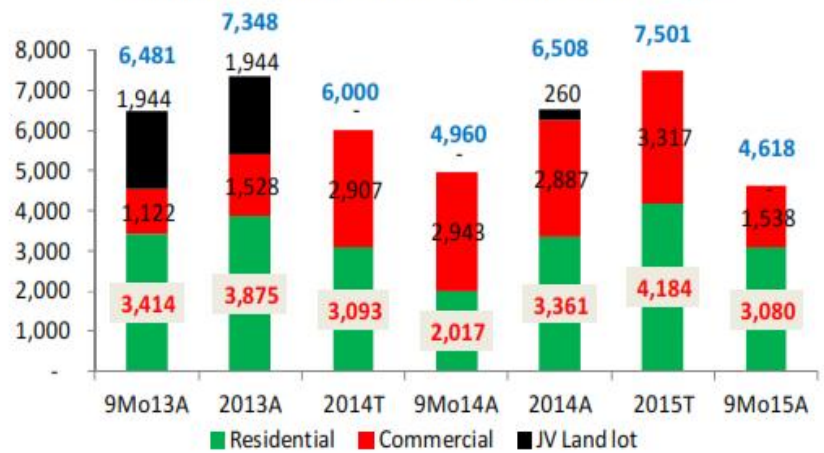
	Initial Target	New Target	Change
Residential	4.2	4.2	-
Commercial			
- Condominium	1.3	0.6	-0.7
- Commercial land plot	1.0	1.7	+0.7
- Shophouses, warehouses	1.0	1.0	-
Total	7.5	7.5	-

Risk

Compare to its initial plan to launch condominium presales, it normally takes longer time to reach deal agreement between 2 parties on selling commercial land plot. Although the management is still optimistic the marketing sales target will be reached by year-end, we cautiously view there is a bigger risk in pursuing to achieve this year-end target due to 4Q15 marketing sales target proportion is by IDR 2.9tn or equal to 38% of the FY15E target.

Marketing Sales (in billion of IDR)	9M15	% Total	9M14	% Total	Change YoY
Housing	3,079	67%	2,017	41%	53%
Land Plots	337	7%	2,023	41%	-83%
Strata Title	534	12%	77	2%	593%
Industrial	18	0%	79	2%	-77%
Shophouse	647	14%	502	10%	29%
Subtotal	4,617	100%	4,700	95%	-2%
Land Plots - JV	0	0%	259	5%	-
Total	4,617	100%	4,960	100%	-7%

Marketing sales historical data base from year 2013 to YTD



NAV Valuation

We calculate company's valuation using NAV method. The company's target price is at IDR 1,800 per share which reflects 55% discount to its NAV and implies 11.6x PER FY16F and 10.2x PER FY17F.

NAV	Saleable Area	Price	Ownership	Net Value
	ha	IDR '000/sqm	%	IDR bn
<u>Developed Land</u>				
BSD City: Phase II	480	9,500	100%	43,320
Grand Wisata	323	4,000	46%	5,646
Kota Wisata	71	3,000	85%	1,720
Duri Pulo	16	9,000	85%	1,163
Balikpapan Baru	130	1,500	55%	1,019
Lenteng Agung	5	20,000	85%	808
Rasuna Epicentrum	5	17,000	100%	808
Taman Permata Buana	3	14,000	85%	339
Banjar Wijaya	13	1,500	85%	157
M.T. Haryono	1	14,000	100%	133
Legenda Wisata	5	2,500	85%	101
Kota Bunga	7	1,000	85%	57
<u>Landbank</u>				
BSD City Phase III	2,450	400	100%	9,310
Bale Tirta Warna	319	200	100%	606
Lakarsantri	40	1,500	100%	570
Cibubur	160	200	85%	258
Bekasi	83	200	85%	134
Benowo	260	100	85%	210
Tanjung Sari	2	5,500	100%	105
Karawang	107	100	55%	56
Samarinda	35	100	55%	18
Subtotal	4,515			66,537
Recurring Income				10,943
Total				77,480
Less Debt and Advances				6,665
Add Cash				2,967
NAV				73,781
No. of Shares (bn shares)				18
NAV/share (IDR)				4,016
Discount to NAV (%)				55%
Target Price—rounded (IDR/share)				1,800

<i>in billion of IDR</i>	FY13	FY14	FY15E	FY16F	FY17F
<u>I/S</u>					
Revenues	5,741	5,571	5,901	6,480	7,140
Cost of Revenues	1,575	1,440	1,508	1,605	1,795
Gross Profit	4,165	4,131	4,393	4,874	5,344
Operating Expenses	1,256	1,499	1,439	1,662	1,787
Income from Operations	2,909	2,631	2,953	3,211	3,557
Other Income (Expenses)	322	8	-17	9	117
Share in Net Income of Investees	47	1,666	0	0	0
Income Before Tax	3,278	4,306	2,935	3,221	3,674
Current Tax Expense	373	309	211	231	264
Net Income	2,905	3,996	2,724	2,989	3,409
Other Comprehensive Income	3	-2	0	0	0
Total Comprehensive Income	2,909	3,994	2,724	2,989	3,409
Basic EPS (Full Amount)	153.82	211.31	141.77	155.56	177.43
<u>B/S</u>					
Cash and cash equivalents	4,331	2,966	5,677	5,635	6,345
Trade accounts receivable	106	108	96	110	125
Inventories	3,796	5,239	4,931	5,264	6,160
Advances	1,712	2,018	1,636	2,025	2,265
Land for development	7,247	8,038	8,979	9,661	10,328
Property and equipment	437	607	694	775	851
Other assets	4,943	9,158	10,136	11,127	11,908
TOTAL ASSETS	22,572	28,134	32,149	34,597	37,982
Trade accounts payable	95	158	152	145	180
Advances received	3,724	3,778	4,966	4,811	5,520
Rental advances	473	517	605	600	685
Bank Loans	1,362	1,523	1,522	1,488	1,454
Bonds payable	2,730	2,734	2,665	2,665	2,186
Other liabilities	772	951	881	947	1,053
TOTAL LIABILITIES	9,156	9,661	10,791	10,656	11,078
Capital stock	1,749	1,837	1,837	1,837	1,837
Additional paid-in-capital	3,167	4,694	4,694	4,694	4,694
Retained earnings	5,368	8,913	11,798	14,381	17,345
Other equity	3,131	3,029	3,029	3,029	3,029
TOTAL EQUITY	13,415	18,473	21,358	23,941	26,904

Source: Company, Sinarmas Investment Research

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