

Press Release

SAVASA Smart Township First Handover Unit of Cluster ASA To Consumer

- After successfully launching the ASA cluster in 2018, this time SAVASA project is doing handover unit for the first time.
- SAVASA will hand over to about 20 customers in a couple month later, the total hand over will be 65 units by the end of march 2021.
- SAVASA is providing the more valuable homes with improving air quality with Panasonic Air technology.

Jakarta, 21st July 2020 – Sinar Mas Land, through its subsidiary PT. Puradelta Lestari, Tbk. (PDL) together with PT. Panasonic Homes Gobel Indonesia (PHGI), realized this by forming a joint venture company called PT. PanaHome Deltamas Indonesia (PHDI) and develops SAVASA, Smart Township with Japanese quality in the city of Deltamas - Cikarang, Bekasi. This time SAVASA is starting handover unit from July.

SAVASA is a residential project that covers a total planned area of 37 hectares. The development of SAVASA is divided into 3 phases. The first phase of development consists of 750 houses and 33 shop houses which is divided into 4 clusters: Asa, Niwa, Hana, and Yuta. SAVASA presents the best home and life solutions. With the tagline "Smart Lifestyle," SAVASA is based on four basic concepts: 1) Smart Township; 2) Smart Security; 3) Smart Home and 4) Smart Community. In 2030, we will build a city with a population of around 10,000 living in around 2,500 housing units.

The consumer who did the handover looked so enthusiastic and excited. The procession began with giving of symbolic key from **Takaya Motooka, Director of PT PanaHome Deltamas Indonesia (PHDI)** to the consumer on 6th July. Then after signing the Minutes of Handover (BAST), the consumer and his wife headed to their dream home.

"Today is a very happy day for us, because we can carry out the handover process. And, we are happy because there is no complain (zero complain) from customer, because we use high quality materials with the tight quality control, so that our customers can live at SAVASA comfortably and secure," Motooka said.

"I choose SAVASA because I was interested with the PURETECH technology, which was very beneficial for my health and family. Furthermore, the location what close to the toll gate is very helpful for our mobility ", said the customer.

Panasonic's PURETECH technology is ventilation system which is a device that can filter 90%* of any PM10, dirt and harmful particles that enter the house. SAVASA Homes are designed with a cross ventilation system that increases air circulation and makes the house cooler and healthier.

*Test Condition



Key ceremony with the customer
Right side: Takaya Motooka Director



The customer and his wife took a picture in front of their dream home

PHDI has opened a new demo room that due to approach the concept of "Quality Air for Life" to customers in the SAVASA Marketing Gallery on February 2020. The concept of "Quality Air for Life" which consists of various solutions and technologies embedded in air conditioning, ventilation, and Panasonic air purifiers. Under the COVID-19 crisis, people's awareness become to more sensible for indoor air than before.

ASA phase 2 that was launched on February 2020 is equipped with the latest Panasonic Air solutions. PHDI will boost to sell these valuable homes.

About SAVASA's Smart Home

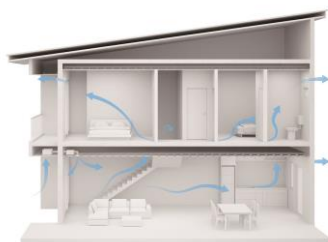
1. WPC construction method

The WPC (Wall Pre-cast Concrete) construction method unique to Panasonic, POWERTECH, is used to increase the safety of houses. This meets the anti-quake criteria required for shop and office buildings in Indonesia, thereby offering houses in which people can lead secure lives in quake-prone Indonesia.

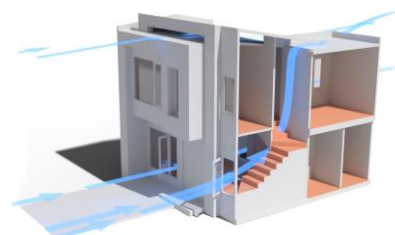


The construction site at SAVASA

2. PURETECH technology



Ventilation system



Wind pathways

■ "QAFL" demo room at SAVASA's Marketing Gallery

The concept of "Quality Air for Life" at SAVASA Homes is the best living solution for the people of Indonesia in getting ideal housing, by utilizing several technologies such as:
the ERV (Energy Recovery Ventilation) tool
nanoe™ technology
Air Conditioning Technology



About Sinar Mas Land

Sinar Mas Land is a property developer in Indonesia with more than 40 years of experience. Sinar Mas Land is listed on the Indonesian stock exchange on behalf of PT. Bumi Serpong Damai Tbk, (BSDE). Beginning in 2011, BSDE completed the acquisition process of affiliated companies namely PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. This acquisition is expected to improve BSDE's performance, especially its revenue portfolio and BSDE's business diversification.

Sinar Mas Land has developed more than 50 projects in Indonesia. Sinar Mas Land's success in developing property & real estate in Indonesia is also recognized by credible and independent institutions in the world by getting various prestigious international awards such as the FIABCI Golden Award in Andora (2017), MIPIM in Hong Kong (2017), MIPIM Award in France (2018), 2018 Asia Pacific Property Awards in Thailand (2018).

With the support of a solid management team Sinar Mas Land is also known as an independent city developer (through BSD City Development), as well as being a pioneer in the development of the concept of cluster housing / concept-clustered housing (Tourism City, Tourist Legend, Grand Tourism, Grand City Balikpapan, Balikpapan New, etc.). In addition, Sinar Mas Land is also a pioneer / pioneer in developing innovative Strata Mall / Trade Center (ITC) projects in Indonesia.

Sinar Mas Land as a property developer seeks to raise awareness of environmental conservation issues through the application of a green vision in each of its projects. Corporate awareness to be responsible for preserving the environment is realized through various programs, such as the development of the Green Office Park green area, Green Building certification, environmentally friendly mall without walls 'The Breeze', comfortable pedestrian pathways and various events to build public awareness to the importance of protecting the environment, one of which is through the Green Festival which is held every year. So far Sinar Mas Land has planted more than three million trees in commercial areas, pedestrian, median roads, environmental parks, and developed urban parks and urban forests. Initiatives and commitments to social problems also continue to be carried out through CSR programs that provide opportunities for the surrounding community and small businesses to be able to enjoy the development carried out by Sinar Mas Land such as providing business places for 3,000 MSMEs in traditional markets and street vendors and other CSR programs.

Sinar Mas Land cooperates with strong strategic partners such as Itochu (a partnership that has lasted 25 years), Sojitz, AEON MALL, Hongkong Land, Mitsubishi Corporation, and now Panasonic Homes and local partners such as Kompas Gramedia and Kalbe.

About the Panasonic Group in Indonesia

Panasonic Corporation is one of the leaders in the development of electronic technology in the world, both for household consumers, business, industry, and personal equipment. Since its founding in 1918, Panasonic has and has more than 500 consolidated companies worldwide. Committed to providing more value to consumers through technological innovation in all fields, Panasonic supports the creation of a better life and world for its consumers. In Asia Pacific, Panasonic first appeared by establishing its first factory in Thailand in 1961. In Indonesia itself, Panasonic has a very long history and is inherent in the hearts of all the people of Indonesia. Starting with the presence of the radio 'Tjawang' by the late Drs. H. Thayeb Moh. Gobel in 1954, the first TV in 1962, the presence of the National brand in 1970, until finally changing the National name and using the name Panasonic in 2004. Until now, Panasonic in Indonesia remains the most prominent electronic brand with a series of products that are innovative, ranging from audio visual, cameras, air conditioners, refrigerators, washing machines, and more. For information about Panasonic, please visit our website at www.panasonic.com/id or call our Customer Care Center at 0804-1-111-111

About Panasonic Homes

Panasonic Homes Co., Ltd. was founded in 1963 by Panasonic Corp. founder Konosuke Matsushita. For more than 50 years, the company has expanded its housing business in Japan and enhanced expertise and technology in home construction. As of 2019 from 1963, total home sales have reached around 430,000 units and 2019 from 1977, total apartment sales have reached around 380,000 units. This company has become a subsidiary of Panasonic Corp. in October 2017 changed its name from PanaHome to Panasonic Homes in April 2018. Panasonic Homes entered the Taiwan market in 2010, Malaysia 2012, and Indonesia in 2017, and has expanded its housing business from tread houses to condos. The company also expands its services from the interior business to the construction business.