



# Building Better Lives

PT ALAM SUTERA REALTY TBK

*Alam*  *Sutera*  
RESIDENTIAL & LIFESTYLE COMMUNITY









# Building Better Lives

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PT ALAM SUTERA REALTY TBK

# Introduction

Established in late 1993, the corporation now known as PT Alam Sutera Realty Tbk has steadily made a name for itself through exceptional township development.

First incorporated as PT Adihutama Manunggal, under the leadership of Haryanto Tirtohadiguno, in 2007 the Company changed its name and conducted a public offering on the Indonesia Stock Exchange.

The Company is now an integrated property developer focusing on the construction and management of residential and commercial areas, industrial zones, and also the management of shopping centers, leisure centers and hospitality.

Sharing the goal of steadily increasing investment value, the highly committed management team place an emphasis on detailed planning and timely completion of developments. Their first independent township at Alam Sutera has become a pioneer in green living and a dynamic icon of urban development.

Today, PT Alam Sutera Realty Tbk is a trusted developer committed to building a better quality of life and delivering products in a timely manner and to the highest quality. The Company focuses on creating long-term business growth and sustainability through a commitment to quality and consistent excellence.

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“ If we simplify this company’s vision and mission, first we want to give value that can increase the quality of life of our customers. We want to create a project that improves the current condition, to create a product that can raise the quality of life. ”

HARYANTO TIRTOHADIGUNO

# Our Story

# 01





PT Alam Sutera Realty Tbk has followed the vision of being the best property developer in Indonesia, using innovation to enhance people's quality of life, continually improving the competence of its human resources, utilizing the latest developments in information technology, and developing a strong business network to ensure continued strength and growth.

The journey towards becoming a leading property developer in Indonesia began with the creation of an integrated development on 800 hectares of land in Serpong, known as Alam Sutera. Starting with a small, young team with big dreams, and through consultation with international experts, a masterplan for the project was developed that was the first of its kind in Indonesia, taking into account environmental factors, security, connectivity, and long term sustainability. The market responded with an unprecedented degree of enthusiasm for a district that was, at that time, relatively unknown. Today Alam Sutera has become a destination not only for residents but also for businesses, entrepreneurs, students, and those simply wishing to take a break from urban congestion while enjoying the best of urban facilities, in the midst of green surroundings and fresh air.

It is a core belief that all development activities should prioritize environmental factors. This is a commitment that goes beyond a mere marketing strategy; it is a serious obligation that is consistently implemented across all projects, from townships to office towers and apartment buildings.

The Company's excellent performance in building comfortable, healthy, and safe communities has strengthened its position as one of the leading property developers in Indonesia, incorporating in every development project the concept of one-stop, comfortable living that is also environmentally friendly.



# Haryanto Tirtohadiguno

P R E S I D E N T   C O M M I S S I O N E R



Haryanto Tirtohadiguno joined the group in the late 1980s, working first with Argo Manunggal, one of the leading textile companies in Indonesia. Through a joint venture with a Japanese corporation, he gained his first development experience building an industrial complex in Bekasi, while also absorbing lessons about Japanese management and implementation. He then proposed the transformation of the group's landbank in Serpong into a residential district, and he led the development of Alam Sutera from then on, today serving as the company's President Commissioner.

"I was inspired by the possibility of developing a township even though we didn't have a background in property. Of course trial and error did happen, but from my previous experience I had more confidence to take on the project. The area at the time was about 150-200 hectares - it was enough to design and develop a district that could attract customers with our ideas. So we started to build a team, at that time it was just four people.

I understood that the challenge was extraordinary, from the technical perspective, from the community perspective. I was lucky at that time that the majority of the team that I created were under 30 years old. So we all had a shared vision and the spirit to create a good residential district.

In 1993 we started with the question, what will our ideal customer need? We managed to translate the needs and profile of our ideal customer. The answer to our success lies in our customers. We used a world-calibre master planner, their role was to translate our way of thinking into a masterplan. We wanted to create a marriage of local knowledge with world-calibre consultants.

If we simplify this company's vision and mission, first we want to give value that can increase the quality of life of our customers. We want to create a project that improves the current condition, to create a product that can raise the quality of life. To do this, innovation is needed...through this innovation we hope to improve the quality of life of the public."

“ I think our company still has this yearning for quality, the belief that delivering a quality product is important, that customers' interests should come first. This is a company that will continue to renew itself so that our customers, our partners, all will benefit from what we do in the future. ”

HARYANTO TIRTOHADIGUNO





## Tony Rudiyanto

CORPORATE SECRETARY /  
CORPORATE FINANCE DIVISION HEAD



Tony Rudiyanto spent almost fifteen years in the banking industry before joining Alam Sutera in 2011. Already a resident of Alam Sutera, he had experienced first-hand the company's commitment to quality. Today he fulfils two roles within the company, Corporate Secretary and Corporate Finance Division Head.

"Alam Sutera owns and controls a large, well located and valuable land bank. This provides an advantage for the Company in terms of flexibility. It means we can create value in the township with a lot of facilities and we can also offer a wide range of high quality real estate products for sale or lease. The products consist of landed houses, shophouses, apartments, offices, retail properties, and commercial land lots which the buyer can purchase to develop their own properties.

We call ourselves as a mixed-use developer. The composition of mixed-use products depends on market conditions. The product mix is quite dynamic, we can diversify and scale the product to match market needs. The Company's expertise in township development has also become a significant competitive advantage.

The Company is committed to ensuring business continuity and corporate reputation in the long term. We have to maintain trust with shareholders and all stakeholders including the employees, the investors, and the government. To keep this trust we have to implement Good Corporate Governance (GCG) in every business activity. The implementation of GCG in the company is based on 5 basic principles: Transparency, Accountability, Responsibility, Independence, and Fairness. That's the key."

20,186,131  
MILLION IDR  
TOTAL ASSET VALUE

1,757  
EMPLOYEES

36  
AWARDS  
RECEIVED

DEC 2016

DEC 2016

DEC 2016



# Milestones

1994



The Alam Sutera Residential Estate was launched. More than 1,100 houses were sold within 2 weeks.

1998

The Company made it through the financial crisis in Indonesia.

2002

Acquired rights to develop more extensive areas in Serpong.

2007

The company name was changed to **PT ALAM SUTERA REALTY TBK (ASRI)** and listed on the Indonesia Stock Exchange.

2008



Serial launches of residential clusters and shophouses.

2009

Toll road access from Jakarta-Merak to Alam Sutera was officially opened.



2010

- The opening of Pasar 8, a traditional market complex with a modern concept.
- First groundbreaking of T8, a multi-purpose warehouse zone.
- Initial development of Mall @ Alam Sutera, Silkwood Residences, and Synergy Building.



2011

- Suvarna Padi (Pasar Kemis) super cluster project in Pasar Kemis, Tangerang, was officially launched.
- The Company acquired 6 (six) hectares of land in Sanur, Bali.

2012

- Issued 1,786,310,000 new shares with non-preemptive mechanism at IDR 440/share.
- Issued first global bonds of USD 150m maturing in 2017.
- Completion and official opening of Mall @ Alam Sutera and the first office tower, Synergy Building, in Alam Sutera.
- Launch of 4 (four) residential clusters in Alam Sutera and 2 (two) residential clusters in Suvarna Padi, Pasar Kemis.
- Crystal Lane shophouses in Alam Sutera launched.
- Acquired 90.3% share of PT Garuda Adhimatra Indonesia, which held the land rights for the Garuda Wisnu Kencana Park in Bali.
- Signed an agreement to acquired 2 projects in Jakarta's Central Business District.

2013

- Issued USD 235m bonds, maturing in 2020.
- Launched Suvarna Jati super cluster in Pasar Kemis (7 clusters).
- Launched Puri Agung cluster in Suvarna Padi, Pasar Kemis.
- Groundbreaking of Prominence Office Tower, a 30-storey strata title office building.
- Launched Paddington Heights apartments.
- Launched the Sutera Victoria cluster in Alam Sutera.
- Groundbreaking for pedestal construction for the Garuda Wisnu Kencana Statue in Bali.
- Groundbreaking of The Tower office building in Jakarta's Central Business District.



2014



- Commemoration of the Company's 20th anniversary.
- Issued a US\$ 225 million worth of bonds with a tenure five years.
- Launched four towers in Kota Ayodhya apartment complex.
- Groundbreaking of Kota Ayodhya development project.
- Launched 2 residential clusters in Suvarna Jati and 1 residential cluster in Suvarna Padma, Pasar Kemis

2015



- Launched Andara and Bahana clusters as part of the Suvarna Sari super cluster in Pasar Kemis.
- Launched Terrace 8, first shophouses in Pasar Kemis.
- Launched North Tower of Paddington Heights apartment.
- Launched Ayodhya Square shophouses at Kota Ayodhya.
- Completed the construction of The Prominence Office Tower.
- Installed the first module of GWK Statue.

2016



- Completed construction of The Tower.
- Topped-off the Garuda Wisnu Kencana statue's pedestal.
- Signed cooperation agreement with China Fortune Land Development (CFLD) to co-develop Pasar Kemis.
- Completed the construction of Coral Tower located in Kota Ayodhya.



35,962 M  
ROADS BUILT

136,275 M<sup>2</sup>  
OFFICE SPACE BUILT

ALAM SUTERA  
37 HOUSING CLUSTERS  
150-300 UNITS EACH

3 APARTMENTS  
150-300 UNITS EACH

SUVARNA SUTERA  
272.64 Ha | 12,477 M  
LAND DEVELOPED | ROADS BUILT

KOTA AYODHYA  
2.76 Ha | 1,132 M  
LAND DEVELOPED | ROADS BUILT

ALAM SUTERA  
655.383 Ha | 24,654 M  
LAND DEVELOPED | ROADS BUILT

THE PROMINENCE  
50,882 M<sup>2</sup>

THE TOWER  
56,491 M<sup>2</sup>

SYNERGY  
28,902 M<sup>2</sup>

PASAR KEMIS  
20 HOUSING CLUSTERS  
150-300 UNITS EACH

DEC 2016 / DEC 2016

# Our Philosophy

“ We create living space. We create human living, *kehidupan*. So people are the most important thing for us. If people are happy and healthy and feel the benefit of living in our projects, our goal has been achieved. ”

LILIA SETIPRAWARTI SUKOTJO





## VISION

To become the best property developer in Indonesia, focusing on innovation to improve quality of life.

## MISSION

- 1 Provide excellent service and an innovative product of excellent quality in developing comfortable, safe and healthy environments for customers.
- 2 Provide employees with an opportunity to develop and create a corporate culture and a value-based professional working environment in which all employees can realise their potential and thus improve the productivity of the company.
- 3 Implement prudent governance, allowing sustainable growth of the company for shareholders.
- 4 Establish beneficial and continuous working relationships with business partners.
- 5 Maximise the potential of each property being developed by adopting integrated development to give high returns for stakeholders.



According to President Director Joseph Sanusi Tjong: “We want to keep contributing to all our stakeholders. The most important stakeholders of ours are of course our customers, so we try to deliver the best value to our customers. Then we also look at our employees, they are the ones who deliver all the services, all the quality, so they are a very important part of us. Shareholders will come after that. We also see our suppliers, vendors, as very important partners of the company. Many of them have worked with us for many many years, so we tend to have this very long-term relationship. Of course we also have to look after the society around us. Sometimes in our projects they can be affected, whether positively or negatively, so we have to reduce the negative impact to the people around us.”

This sense of responsibility is integrated within the overall business strategy of the Company, with a focus on creating a level of business growth that is proportional to the increase in the quality of life and environmental conservation. The Company also has a commitment to improving welfare by becoming a partner for economic development in the local communities where it operates.



# Joseph Sanusi Tjong

P R E S I D E N T   D I R E C T O R



Joseph Sanusi Tjong has been with the company for close to 24 years, starting as a Project Manager and moving on to become Finance Manager, Technical Director, Finance Director, and today, President Director.

“It’s a long journey, so I’ve experienced various phases of this project. In the beginning, Alam Sutera was mostly rubber plantation, but gradually we have seen this project transform into a good township, as you see it today.

One of the things that has kept many of us working together is the close relationship among all the management team. We’ve been growing together and now we are growing old together actually! I think it’s more than friendship, you know each other so well that you feel that it’s becoming your family now.

Respect is a very important part of our culture here. We let everybody say whatever they want with the belief that everybody has a positive intention, we respect their views. We can differ in a lot of things, we can debate a lot of things, but we try to respect each other as much as possible. We don’t hide secrets from each other and we are very committed. When we say we want to do something, we deliver. We’ve gone through all the ups and downs and even in bad times we stick together.”

“ When investors come here, I keep asking them ‘why do you choose Alam Sutera?’. We have big players who come to Indonesia and they choose Alam Sutera. They just believe basically in the concept. Our concept is clear, the zoning is also clear, we have a good hierarchy of roads and so on. So those strata are also proof that we understand the planning essence of community living. ”

LILIA SETIPRAWARTI SUKOTJO



# Lilia Setiprawarti Sukotjo

MARKETING DIRECTOR



Lilia Setiprawarti Sukotjo joined PT Alam Sutera Realty Tbk in 1993 after 4 years working as a consultant. With a bachelor degree in architecture and a masters in landscape architecture and regional planning, she was involved closely in planning the development at Alam Sutera. She is currently Marketing Director of the company.

“Our vision is to be the best developer by emphasising innovation to improve human life. That has a very deep meaning. Our group started business in textiles so that’s why we use the name Sutera. Silk represents the best quality of textile, it is a product of nature and it is colourful, it is soft...we wanted to create a natural space for people to live and to really experience the essence of living.

This company treats everybody as a family member. That’s why I have stayed here for all of this time, because I feel we are all a big family. But to be professional, we need to have a measurement of performance. So we have the balanced scorecard, the KPI, applied in the company. We need to measure ourselves against competitors and we measure ourselves also through customer satisfaction.

We are not a company that only talks rigidly about the company. We create living space. We create human living, *kehidupan*. So people are the most important thing for us. If people are happy and healthy and feel the benefit of living in our projects, our goal has been achieved.”

# Soelaeman Soemawinata

COMMISSIONER



Soelaeman Soemawinata joined PT Alam Sutera Tbk in 1994. Today, in addition to his role as Commissioner in the company, he is president of Real Estate Indonesia (REI), representing the interests of almost 3,000 members across the country.

“When I joined, four or five of us in our early thirties were given a big project, nearly 1,000 hectares in size. We had no experience but we had spirit, and enough of a technical background to get it done. We worked day and night, every day of the week, we learned, we hired foreign consultants and learned from them, how to create a long term project, a financial system. I was responsible for permits and some other legal aspects. I worked day and night because we were a good team and good friends, and that’s why we’re still here.

There is one thing that is very specific to Alam Sutera, and that is the question of chemistry, chemistry between the top management. It has a family-like quality, but we are professionals. If we weren’t professionals it wouldn’t be possible for Alam Sutera to become this big. But that chemistry

is extraordinary here, it has never broken. Office politics here almost don’t exist.

There are three things: mutual respect, mutual understanding, and mutual trust. If we have these three things we can create a strong chemistry and a dream team. We work shoulder to shoulder, help each other, and that becomes a strength of ours here. I feel that there are not many companies, even in other industries who work like that.”



“ The values of the company can be seen from the customers who are satisfied with the properties that we have produced, and from the employees that work here, who are professionals and create products with high standards. ”

FRANKY A DWIPUTRO

# Our People & Corporate Culture





Realizing that employee competence is key to building competitive advantage, the Company carefully selects its employees and places an emphasis on continuous learning and development within the organisation. In order to help employees remain conscious of their role in achieving the vision and mission of the company, a set of five values has been put in place to represent the company culture:

- INTEGRITY** This value represents the individual's ability to consciously and consistently act in accordance with the values, rules and policies applied when conducting their duties, responsibilities and authorities, as well as maintaining and promoting them in every activity both inside and outside the Company.
  
- RESPECT** Awareness of the need to understand and appreciate existing differences, maintaining good, open interactions with other parties or working groups, always thinking positively, building trustworthiness, and having the ability to adapt in order to create harmony.
  
- PASSION FOR EXCELLENCE** Setting challenging targets to achieve and striving to exceed them through persistence, innovation and creativity.
  
- COMPETENCE & CONTINUOUS LEARNING** Having a mastery of the work in terms of knowledge, skills and attitudes, and being motivated to teach, develop and share with colleagues.
  
- DELIGHTING CUSTOMERS** Building and maintaining relationships with customers as well as trying to understand their needs and provide solutions that can meet and even exceed customer expectations.

The Company carries out various internal activities to enhance both awareness and implementation of the values. Alam Sutera Quality Improvement (ASQI), is an initiative designed to develop excellence and support the accelerated growth of the Company through innovation and continuous quality improvement. Through this initiative, the Company intends to internalize the spirit of innovation and quality improvement as part of the corporate culture.

## Business Units

- [ Estate Management ]
- [ Flavor Bliss ]
- [ Mall @ Alam Sutera ]
- [ Pasar 8 ]
- [ GWK Cultural Park ]
- [ Office Tower ]
- [ Apartments ]
- [ Residential ]
- [ Shophouses ]
- [ Sport & Leisure ]

“ Corporate culture can't be developed quickly, it's a journey. It can't be separated from the attitude of the leaders. If we look at the Fortune 500 companies around the world, in most cases the core team doesn't change much. Even if there is a new CEO, for example, in general new personnel are still controlled by the core team.

The important thing for me is that the people in my team have the same spirit and synergy to achieve the goals or targets. The way individuals run the company can be different, and everybody can be a success, but inside the team I want all of them to have one way of thinking that can create a synergy to reach the goal. We have to have mutual understanding, mutual trust.

I want to maximise everyone's potential. We are always open to all ideas about the developments; if the potential is there, we will give people a chance to develop their career with us. I feel that young people who want to join Alam Sutera, if they want to learn and benefit from this, they are going to learn a lot, and quickly. ”

HARYANTO TIRTOHADIGUNO



# Franky A Dwiputro

TECHNICAL DIRECTOR



With experience in developing iconic projects in Jakarta such as the Nikko Hotel, Gandaria City, and Equity Tower, after joining PT Alam Sutera Realty Tbk Franky A Dwiputro was entrusted with the role of Technical Director for the company.

“My role is to translate the company goals and the vision of the marketing director into a building or a property that we sell to the client; starting with permits, then planning the design, then calculating costs, and finally delivering the property through construction. So, my position is to transform the goals of marketing into a property in terms of quality, time, and cost, keeping in mind the principle of using innovation to improve quality of life.

The values of the company can be seen from the customers who are satisfied with the properties that we have produced, and from the employees that work here, who are professionals and create products with high standards.

At Alam Sutera, anyone can have the opportunity as long as their achievements are good. Those who are in the company are like family to each other, are supported by each other. So there are no company politics. That’s what I like. Because of this we can improvise, we can innovate how to create our products or perform our duties better.”







## Mira Rani Naga

PLANNING DIVISION HEAD



With a background in architecture, Mira Rani Naga's first position with Alam Sutera was as project architect, building St Laurensia school and creating interiors for the project's first show houses. Today her role as Planning Division Head extends across all the company's projects, with the responsibility for planning, designing and reviewing all property products.

"I fell in love with the name Alam Sutera even before I joined Alam Sutera. I was still at university at that time, but when I heard the name Alam Sutera I thought wow, this name is very good! At that time developers used many English names and so Alam Sutera sounded very nice.

I watched it grow and I am proud because I am part of it. I know what the difficulties were when we were designing, how we had to solve the land problems and so on. Some of the older employees are still here right now and we are very attached to this development, we really care about it. Sometimes when we want to sell land to others, we start questioning who is this, what are they going to build, do they have the same vision as us. We still, even the board of directors, go into the details of every new project.

If you have an opinion, you will be heard. If you want to work hard, people know what you achieve. I think that's enough for me because I know that I am listened to and I learn a lot. I feel like I own this also; that's what I want to give to my subordinates right now, so they can have this sense of belonging."



“ We want to give a better quality of life to people; to work, to live, to play, all their activities inside here. And I think that’s one thing that we are very proud of. ”

MIRA RANI NAGA

# Key Developments

# 04





### Wisma Argo Manunggal

JL JEND. GATOT SUBROTO  
CENTRAL BUSINESS DISTRICT  
JAKARTA

### The Tower

JL JEND. GATOT SUBROTO  
CENTRAL BUSINESS DISTRICT  
JAKARTA



### Garuda Wisnu Kencana Park

BADUNG  
BALI



### Alam Sutera Township

TANGERANG  
BANTEN



### Suvarna Sutera Township

CIKUPA-TANGERANG  
BANTEN



### Kola Ayodhya

TANGERANG  
BANTEN



### Ayodhya Garden

TANGERANG  
BANTEN



# Alam Sutera Township

The Company's core line of business is the development and management of residential areas. Starting with the integrated township at Alam Sutera, the Company has gone on to develop apartments, malls, modern markets, and office buildings, in addition to a second and larger township project at Suvarna Sutera.

“ We came with a new concept; we were in fact the first developer to introduce the cluster system. In Indonesia we did not have the terminology for cluster at that time so we needed to keep reinforcing it in the advertisements. We explained that the benefit of having cluster is that we have privacy, we have security and you can live your life effectively, making the best use of your time.

The name Alam Sutera Residential and Lifestyle Community is a positioning statement. We are not only creating a living space but also creating a lifestyle. We do behavioural analyses of people who spend time in Alam Sutera, what do they need, how do they run their lives.

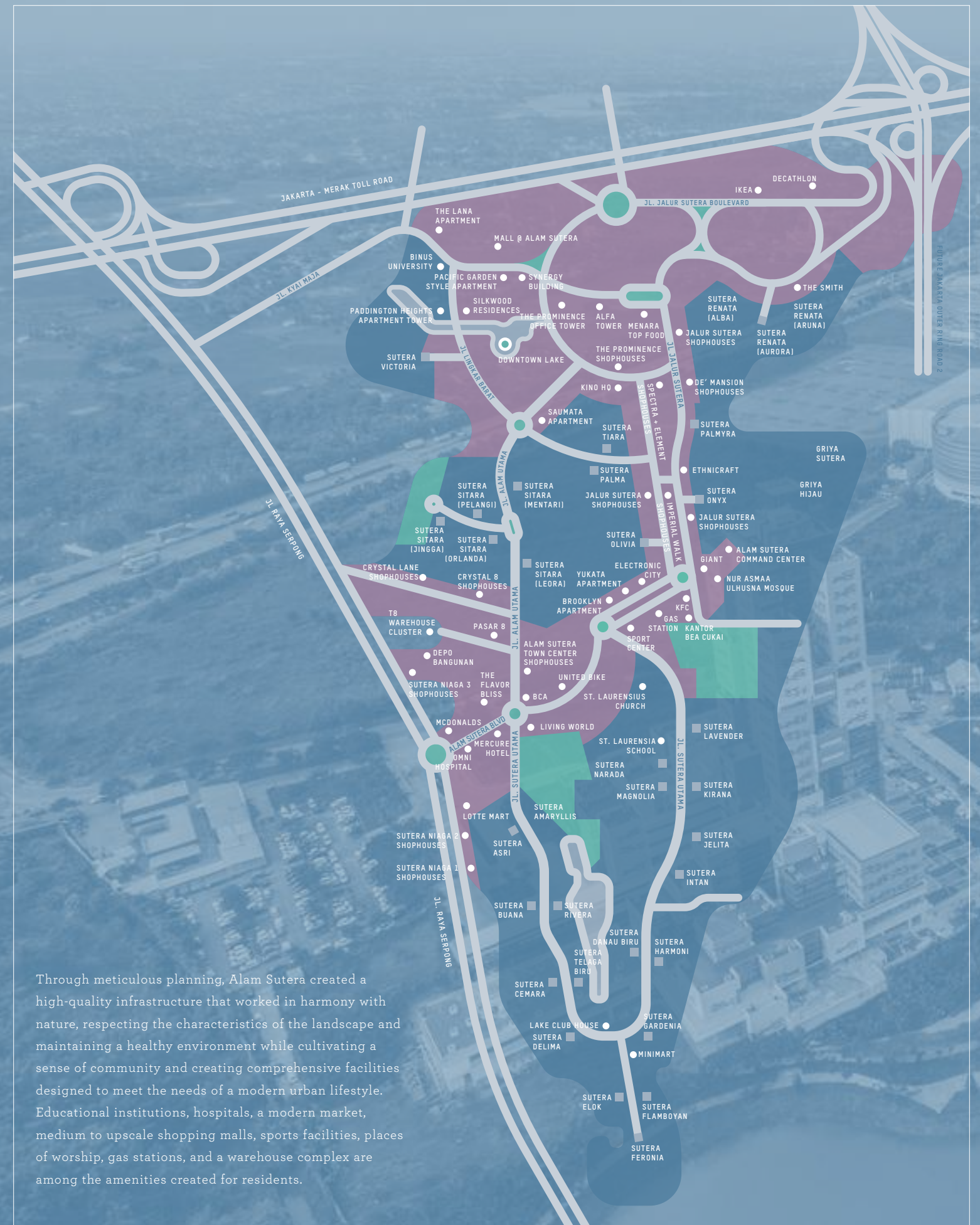
So our products have always looked at the high investment returns, not only in terms of the value of money but in terms of the value of your living experience. It is rather difficult to measure, but we discovered that from the repetition of buying properties in Alam Sutera we can measure it. If people who have bought a house here accumulate more money, they will buy a bigger house, but still here in Alam Sutera. Then their family members also join in. We think that is like a statement that they love Alam Sutera. ”

LILIA SETIPRAWARTI SUKOTJO





In 1994, Alam Sutera township was a pioneering development, not only through its introduction of the cluster system to the Indonesian market, but also through its primary focus on the natural environment and the quality of life of its residents. Today, Alam Sutera is an integrated area of 800 hectares that has been transformed into an independent, prosperous, and dynamic township.



Through meticulous planning, Alam Sutera created a high-quality infrastructure that worked in harmony with nature, respecting the characteristics of the landscape and maintaining a healthy environment while cultivating a sense of community and creating comprehensive facilities designed to meet the needs of a modern urban lifestyle. Educational institutions, hospitals, a modern market, medium to upscale shopping malls, sports facilities, places of worship, gas stations, and a warehouse complex are among the amenities created for residents.



“To be successful, we need to contribute to the welfare of others.”

HARYANTO TIRTOHADIGUNO



Alam Sutera has become a residential area with facilities that are comprehensive, modern and integrated, while offering comfort and security throughout the township with a 24-hour highly-trained security team and constantly monitored CCTV. By the end of 2016, the township had launched 37 residential clusters, two apartment buildings, two office towers, a mall, a wet market, and shophouses at Alam Sutera township. Each cluster is comprised of 150 - 300 houses and is supported by a range of premium facilities, including education, entertainment and healthcare centers as well as shopping centers, providing residents with every modern convenience. The smart clusters utilize technologies such as FTTH (Fiber To The Home), Quadplay (Internet, TV, Telephone, CCTV), Auto Barrier Gates, and panic buttons within all homes. The area is populated by approximately 32,000 people, a number that continues to grow as the area develops.

As a residential and commercial area integrated with supporting facilities, Alam Sutera delivers a level of practicality and convenience that is unrivalled by other areas. The township creates economic value through new investments, boosting the local economy and attracting significant investors such as IKEA, Alfa Group, and Decathlon.

The township management creates social value through finding synergies with the local community, involving them in the economic activities streaming from the development and finding the best mutually beneficial solutions for relocation. This open and collaborative approach has helped to avoid social conflict through the years, creating harmonious relations between all members of the Alam Sutera community.

The residential community has been developed on the principle of creating space for a balanced life; a balance between work and family, between traditional values and modern conveniences. Interaction with neighbours and the development of meaningful relationships is encouraged by the cluster system design, where there are no fences between houses and a level of cooperation and cohesion within the community that is rare to achieve in today's urban existence. 8-meter-wide tree-lined streets offer shaded spaces to rest or walk, with broad sidewalks for pedestrians and dedicated lanes for cyclists. The Suteraloop shuttle bus offers internal transportation connecting key points of the development.

The journey towards becoming a leading property developer in Indonesia began with the creation of an integrated development on 800 hectares of land in Serpong, known as Alam Sutera. Starting with a small, young team with big dreams, and through consultation with international experts, a masterplan for the project was developed that was the first of its kind in Indonesia, taking into account environmental factors, security, connectivity, and long term sustainability. The market responded with an unprecedented degree of enthusiasm for a district that was, at that time, relatively unknown. Today Alam Sutera has become a destination not only for residents but also for businesses, entrepreneurs, students, and those simply wishing to take a break from urban congestion while enjoying the best of urban facilities, in the midst of green surroundings and fresh air.

It is a core belief that all development activities should prioritize environmental factors. This is a commitment that goes beyond a mere marketing strategy; it is a serious obligation that is consistently implemented across all projects, from townships to office towers and apartment buildings.

The Company's excellent performance in building comfortable, healthy, and safe communities has strengthened its position as one of the leading property developers in Indonesia, incorporating in every development project the concept of one-stop, comfortable living that is also environmentally friendly.



“ When we made the masterplan basically there were two big groups to be overlaid. First were all the planning factors, the regional regulations. The region has its own masterplan that we are part of, so we have to go with the regional infrastructure plan. Then we had the natural factors, the geological factors, the ecology of course and then the vegetation, the soils, hydrology, hydromorphology. We mapped each of those factors and for each map we created zoning, based on the hydrological map, based on the topographical map. ”

LILIA SETIPRAWARTI SUKOTJO



**ECOLOGICAL  
PLANNING  
METHOD**

The Ecological Planning Method is a means of analysis of land use first proposed by the landscape architect, planner, and teacher Ian McHarg, designed to facilitate assessment of the consequences of any new development. A key principle derived from the method is that urban design should take its ‘rules’ from nature, taking into account factors such as climate, vegetation, hydrology, geology, topography, socio-demography as well as land use and access. Once the essential characteristics of the land have been discovered, areas are then zoned according to their appropriateness for residential, commercial, or public use.

The use of this method goes deeper than providing Alam Sutera residents with green lawns and shady avenues; it creates a sustainable environment that allows residents to enjoy nature at its best.

Features that contribute to this sustainability include a water treatment plant that is used to maintain water quality and preserve the supply of ground water, a 7-hectare lake used as a water reservoir, the thousands of trees that were planted and preserved across the area of Alam Sutera, construction of dry wells in the residential areas, photovoltaic panels used for renewable energy. These are complemented by an efficient road network within the development, an internal transportation system, a quality sewerage system, systems of responsible waste collection and disposal. One evidence of the overall success of this approach is the air quality of the area, which is consistently better than other urban zones in Jakarta and surrounding areas.

Opening the Jakarta-Merak toll road exit in 2009 was the catalyst to the development of the commercial area at Alam Sutera, as it offered easier connectivity to BSD, Tangerang, Jakarta and other areas. The commercial area continued to grow due to this location and access, with visibility from the toll road also proving an attractive incentive for investors such as IKEA and Alfaband Group. Property owners in the commercial areas of Alam Sutera have enjoyed not only expected returns but also an increase in investment value.





## Mall @ Alam Sutera

Mall @ Alam Sutera opened in December 2012 and represents a focal point of the development. Situated on five storeys, it has a total leasable area of over 60,000 square metres, and offers a variety of food and beverage, retail, and lifestyle facilities, providing the community with both convenience and entertainment. The mall will later be integrated with a theme park and will become an integrated recreational center with a total combined area of 23 hectares.

## Flavor Bliss

Situated on 7.7 hectares of land, Flavor Bliss serves as a culinary and entertainment center for families in Alam Sutera, with many well known food and beverage brands on site.



## Shophouses

To meet market demand, the Company has developed shophouses that are strategically located along the main roads, such as Ayodya Square Shophouses and Terrace 8 Shophouses.

## Pasar 8 & T8 Warehouse

Operating since 2010, Pasar 8 is a modern market consisting of 149 shophouses, 238 kiosks, and 304 stalls, providing an extensive variety of goods for the public at an economical price. To support the activities of Pasar 8, the Company also developed the T8 multi-purpose warehouse complex, with 26 warehouses and 16 land lots around Pasar 8.





## Apartments

Silkwood Residences is an apartment complex built on an area of 3.5 hectares, with two towers, each with 20 floors and 459 units. Its strategic location and comprehensive facilities have positioned Silkwood Residences as a popular residence, especially for students of Bina Nusantara University.

The more exclusive Paddington Heights apartments, offering more than 500 units in a 30-storey structure, was completed in 2016. These smart apartments enjoy optimal connectivity through FTTB (fiber to the building) as well as the Quadplay network of Internet, TV, telephone and CCTV, and offer views of both lake and city and proximity to the mall, university, lake, and jogging track.



## Office Buildings

Synergy Building, a modern 20-storey office tower, began to operate in 2013. The launch of Synergy Building completed the first super block developed in Alam Sutera, comprised of Mall @ Alam Sutera, Bina Nusantara University, Silkwood Residences, and Paddington Heights.

Opened in 2016 and developed with a green office concept, utilizing double-glazed windows and a VRV/VRF AC system, the 30-storey The Prominence office building has comprehensive facilities, including a helipad.





Over the years, Alam Sutera has also created partnerships to provide such key facilities as Rumah Sakit Omni, St Laurensia school, BINUS University, IKEA, and others.



“ Alam Sutera started as a community development, but we aimed to give a better quality of life to the people who live here. We became bigger and bigger and became a self-sustained township. But we still maintain that goal, we want to give a better quality of life to people; to work, to live, to play, all their activities inside here. And I think that’s one thing that we are very proud of.

We tend to work together with the government and then we also work together with our tenants, we do help them if they have problems with their permits. So we work together as one company and we aim to give them a sustainable development, I think that’s what I like from Alam Sutera; it’s not just a commercial plan that we have but we really want to make a good township.

What we learned early on is that good infrastructure is a key factor for the success of the development because if you just build buildings, later on you can demolish and build again. For the roads, the drainage, it’s very hard if you have to change them if the road is not wide enough then we don’t have any land to make it wider. So good infrastructure and a good master plan is something that we’re very concerned with. ”

MIRA RANI NAGA



# Suvarna Sutera Township



In 2012, the company started to develop Suvarna Sutera, a second township development located 16km to the west of Alam Sutera and with a land area three times the size, at approximately 2,600 hectares. Within the first five years on the market, more than 5,000 homes were sold.

Designed by US-based Sasaki, Walker & Associates (SWA Group), a renowned firm that also collaborated on Alam Sutera, this township will adopt the same values of environment, security, and community within an integrated residential, commercial, retail and office area, featuring good township governance and a planned street hierarchy, all designed to provide an excellent quality of life for residents.

By the end of 2016, the Company had launched four super clusters with a total of 19 sub-clusters. Supporting facilities include educational facilities, prayer facilities, shophouses, retirement center, modern market, business centre, shuttle bus, golf

and country club, swimming pools, basketball courts, bicycle lanes and jogging tracks, a 24-hour security system, and, as with Alam Sutera, the township will benefit from a strategic location and direct access to the toll road.

A smart township, Suvarna Sutera will also utilize FTTH and the latest security technology. Clean, orderly, and spacious, electrical cables are installed underground and all houses have ample frontage ensuring that parking does not interfere with pedestrian accessibility. Above all, at this stage of development Suvarna Sutera offers both high affordability and a high investment return.



“ At Suvarna Sutera, our land is almost three times that of Alam Sutera, so there are many things we can do to create a good environment. It’s rare for land that big to be in the possession of one developer, so that’s an extraordinary strength. If we can take everything we have learned in Alam Sutera over nearly 25 years and apply it better there, I am sure it will be an excellent development. Suvarna Sutera will spearhead the next technology, the next innovations. ”

HARYANTO TIRTOHADIGUNO



The Company also develops office building projects within Jakarta's Central Business District.

# The Tower



Launched in 2013 and completed in 2017, The Tower is a 50-storey strata title office building with five basement levels, featuring comprehensive facilities, including a helipad. The building is specifically designed to accommodate the need for advanced and modern office space within Jakarta's central business district and has been constructed in compliance with green certification requirements, using technology to create cost efficiencies.

# Wisma Argo Manunggal



The Company also has another office building, Wisma Argo Manunggal, within the same area. This building has a gross floor area of 18,165 square meters and a leasable area of 13,809 square meters. The tower's current occupancy is at a level of 90%. The potential exists for demolition of the building in order to build a new high-rise grade A office building.





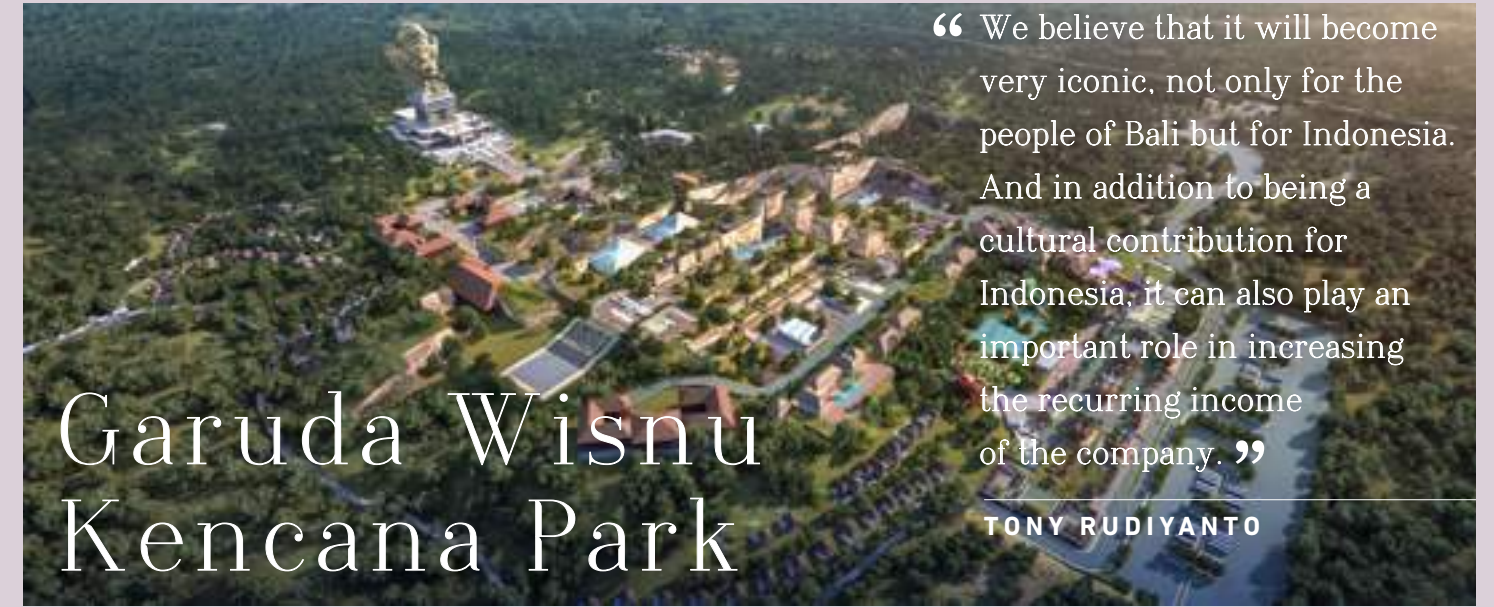
## Kota Ayodhya

Launched in 2014, the Kota Ayodhya project in Cikokol is a mixed-use development on 16 hectares in the center of Tangerang city, consisting of an apartment complex, shophouses, and a mall, with easy access to a toll road gate and to the international airport at Soekarno-Hatta, and an internal shuttle bus connecting residents to the facilities of Alam Sutera. The four towers of the development contain a total of 3320 units and represent an affordable residential offering with no compromise on quality.



## Ayodhya Garden

Launched in 2017, Ayodhya Garden is a townhouse development project in Tangerang on an area of 2.5 hectares, with a dedicated garden of approximately 4,900 square meters. These modern, smart urban homes also offer the convenience of technology and security such as the automatic gate cluster system and boom gate.



## Garuda Wisnu Kencana Park

“ We believe that it will become very iconic, not only for the people of Bali but for Indonesia. And in addition to being a cultural contribution for Indonesia, it can also play an important role in increasing the recurring income of the company. ”

TONY RUDIYANTO



In 2012, the Company acquired 90.3% shares of PT Garuda Adhimatra Indonesia, and thereby acquired Garuda Wisnu Kencana Park (GWK), a private cultural park on the Bukit peninsula in Bali. This will be incorporated in a 60-hectare integrated development zone with residences, hotels, and other commercial areas.

GWK is designed to be an iconic tourist attraction. The Garuda Wisnu Kencana statue depicts the Hindu God of Wisdom, Vishnu riding the mythical bird Garuda. Designed by one of Indonesia's prominent sculptors, I Nyoman Nuarta, the statue will have a height of 75 meters and will be installed on a 50-meter-high pedestal, with a wingspan of 64 meters. At a total height of 250 meters above sea level, the Garuda Wisnu Kencana statue will be assembled from 3,000 tons of copper and brass.

Already popular as a prestigious wedding venue and for international events, GWK will in future have several other attractions for domestic and foreign tourists, with supporting facilities such as the Lotus Pond, Festival Park, Amphitheater, Street Theaters, Exhibition Hall, restaurants and souvenir shops.

I Nyoman Nuarta is a renowned Indonesian sculptor and one of the pioneers of the art movement Gerakan Seni Rupa Baru (1976). He is especially known for Monumen Jalesveva Jayamahe in Surabaya and Monumen Proklamasi Indonesia in Jakarta. The biggest and most ambitious project of his career is the Garuda Wisnu Kencana statue in Bali, which commenced in 1997 and can now finally be completed with the support of PT Alam Sutera Realty Tbk.

04 KEY DEVELOPMENTS

PT ALAM SUTERA REALTY TBK  
04 KEY DEVELOPMENTS



“ Finding synergies with all sectors has become a principle of ours...synergy with financial, synergy with environment, with government, even with local communities, that has become our philosophy on an informal level. ”

SOELAEMAN SOEMAWINATA

# Relationships







“ Over time we tend to have a few partners that we continue to do business with, and these tend to be companies that probably have the same values as our company. Because we have the same values we tend to work together, we think of win-win for each party, we can talk about any problem and try to find a solution that would be good for both parties. We try to work well with all these people. I think probably, unwittingly, trust has been built up over many many years, so there is an abundance of trust among us. I think that’s one thing that has helped with all these partnerships.

I think integrity is important. We want our partners to know that we are proper business partners. We don’t do things which are considered to be improper, that would create losses for them. We also demand that they be proper partners to us, we don’t want them to, for example, influence our employees, give them some privilege over time this has been accepted as the norm over here, so if you’ve got someone who has worked with you for many many years you know they are trustworthy. ”

JOSEPH SANUSI TJONG

Relationships built on a strong foundation of trust have made all of the company’s achievements possible to date. The Company is conscious that the achievement of long-term growth requires instilling long-term confidence in both internal and external stakeholders, aided by conscientious adherence to the principles of

Good Corporate Governance – an explicit part of the company’s mission – and a commitment to operating all lines of business with transparency, accountability, responsibility, independence and fairness. The Company is also committed to continuously adding value for all stakeholders.



# Mark Magee

IKEA INDONESIA GENERAL MANAGER



The IKEA store at Alam Sutera is the first IKEA store to open in Indonesia. IKEA Indonesia General Manager, Mark Magee, explains why this was the right location.

“I’m always amazed by the excitement that the opening of an IKEA store can bring in any city, but especially in Alam Sutera - we had people queuing up in the car park, the first lady who came in was from Bandung and she was screaming with delight.

IKEA has some fairly hard and fast rules about location of its stores. We need excellent visibility and we need excellent accessibility for the many thousands of customers who want to come to an IKEA store. Especially in the context of Jakarta, we want to get them here with as little traffic problems as possible. So what we found in Alam Sutera was a site immediately next to the toll road exit, but not only that, we have 360,000 vehicles passing this blue box every day. So that in itself is a huge advertisement for the IKEA brand. This site in my view is one of the best sites that we’ve ever looked at in Jakarta.

As you can imagine in my job I speak to a lot of property owners and many people are interested for IKEA to come to their neighbourhood or their township. What was good about Alam Sutera was they first of all understood IKEA and that’s not just from a shopping perspective, they understood the business model. The second thing that we appreciate from Alam Sutera is that they listened when we talked about potential issues, rather than reacting in a balance-sheet-cost way.

When working with Alam Sutera, they have a very can-do mentality. When you’re setting up a business and have so many other problems, it’s good to have a safe pair of hands behind you. So I had a lot of confidence that the commitments and promises given, over and above the contractual elements that we have, I’ve always found that once Alam Sutera have given their word, then I consider it done.



IKEA is quite a values-driven company. We appreciate simplicity, we appreciate honesty, transparency, and we appreciate cost-consciousness and value for money. But one of our greatest values is togetherness, that we are together as a team. And that was clear when we met the team from Alam Sutera, so we could immediately see that we were talking to like-minded people. I think that’s very important when you’re building relationships. And relationships are often tested when you’re in a stress situation, an emergency situation. I can remember some issues with getting trucks onto the site, which was actually delaying the building process. One phone call, ten minutes later, problem solved. So that’s the sort of partner we like to work with.”



## Hanto Djoko Susanto

PRESIDENT DIRECTOR OF  
ALFALAND GROUP



“We are quite proud to have the Alfa Tower in Alam Sutera. We hope that we can contribute to making Alam Sutera even better and that more investors will join us. I am convinced that Alam Sutera can become even bigger and better. Our hope is that we and our sister companies can continue to work together and work more efficiently at our new headquarters at Alam Sutera. We also hope to have external tenants join with us and create a stronger brand awareness through this tower, which is visible from the toll road.”

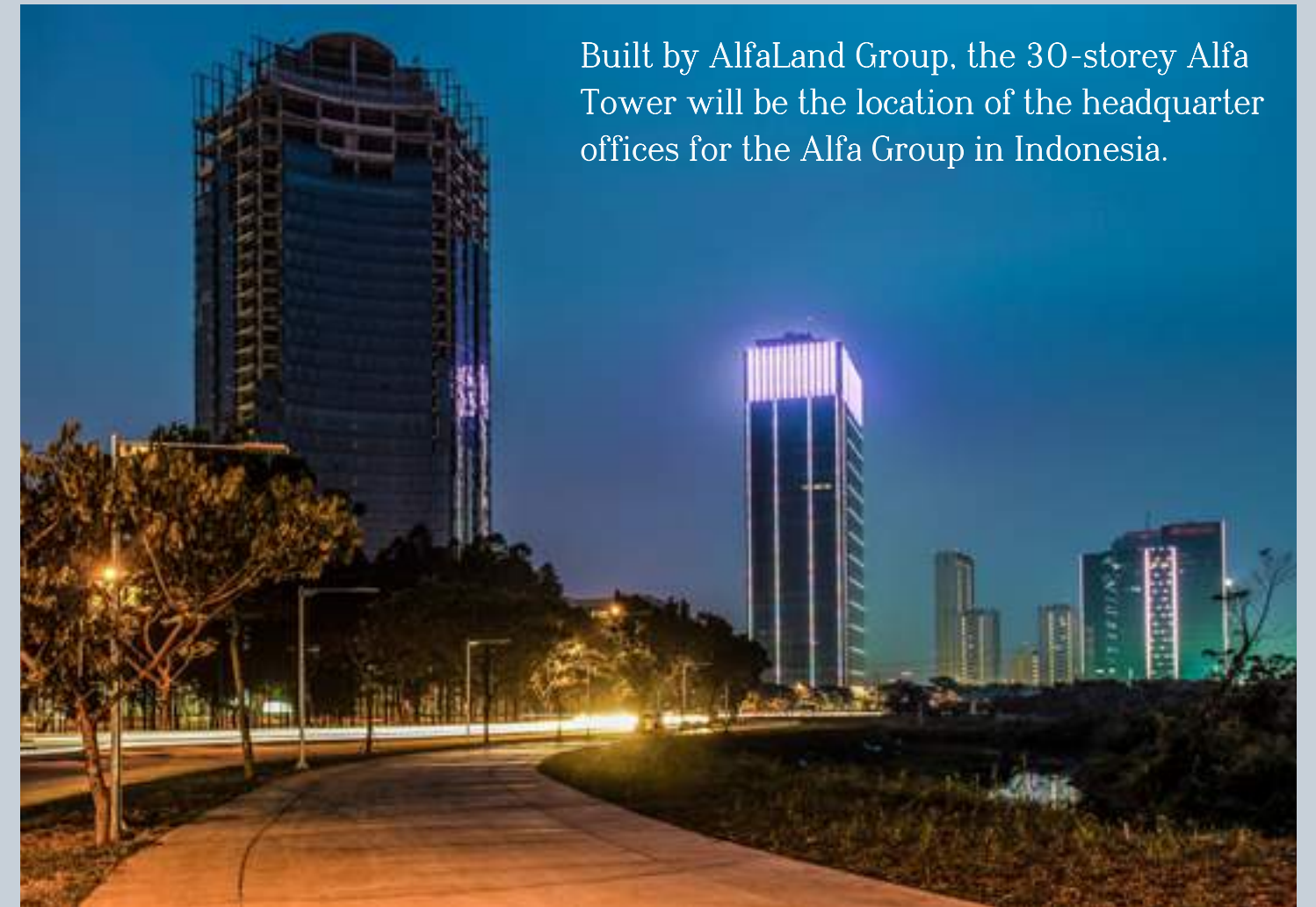
## Kurnia Sukrisna

MANAGING DIRECTOR OF  
ALFALAND GROUP



“Before we decided on the location of our group headquarters in Alam Sutera, we had looked at various places that we thought might suit the needs of our group and employees. The reason we chose Alam Sutera was that we could find the right area and configuration of the land to be able to accommodate our needs when building the tower. Then, Alam Sutera itself has a strategic location, with access to various parts of Jakarta via the toll road. Then we looked at who the developer is - we knew that Alam Sutera would continue to develop and flourish and we trusted that the township management would be ready to deal with the growth, the increase in traffic that will come to the CBD area here.

From the beginning we felt that the team at Alam Sutera was very helpful in terms of sharing information, helping us with various things including permits, construction processes, and so on. Today we still keep in touch with the township and they give us good support. That is important.”



Built by AlfaLand Group, the 30-storey Alfa Tower will be the location of the headquarter offices for the Alfa Group in Indonesia.

“ Basically we are a master developer, as we cannot do everything by ourselves. Sometimes different elements of this township are not our core business, so that’s why we need to invite people to develop these. The speed of the development is thus better than if we do it by ourselves. ”

LILIA SETIPRAWARTI SUKOTJO



# Judi Arto

MARKETING DIRECTOR OF BINUS GROUP



Judi Arto is Marketing Director of BINUS Group, responsible for marketing admissions to all programs from preschool to doctorate level, as well as managing corporate marketing communications. Established over 35 years ago, BINUS Group currently has 17 campuses in Indonesia, including two at Alam Sutera: BINUS University and BINUS ASO School of Engineering (BASE), a joint venture with a Japanese partner.

“For students and parents, it’s not just about a campus, they need the supporting facilities surrounding the campus too. Number one is usually safety. Second is that it’s a place to live as well as to study. The environment that has been created here is conducive to student life, gathering together, spending time together. Thirdly, we need a place connected to industry where students can see the results of their work.

We met with the Alam Sutera group in 2010 to discuss creating this building and when we heard Alam Sutera’s plans for this township and how it would develop we had no doubts about immediately working with them. We wanted to set up this campus in 2014, with a capacity of 20,000. We were concerned about how many students we would attract initially,

so we spoke to Alam Sutera and said we want to be present there sooner, can you help? The team at Alam Sutera was extraordinary in how they helped us to be able to be present here sooner. In 2011, BINUS was already in Alam Sutera with a bridging campus, a temporary campus until we could move to the larger one. By the time we moved to the big campus in 2014 we already had 4,000-5,000 students, so this big campus didn’t feel empty.

Working with Alam Sutera was not just building a campus and that was it...they made the connection between our students and all the opportunities that exist around us, through their mall, their industry, billboard, publications and LED TV, getting them involved. So it’s holistic, between education, property, industry and the whole living community that is in



Alam Sutera. Alam Sutera increases the quality of life and we offer education for a better life. It’s very connected and we see the results.

We want the campus in Alam Sutera to be a business hub and a creative hub, and also we have the school of engineering which is set to be the best in Indonesia. Those are our goals. So in future we want to be even better and of course with so many students coming from out of town their parents will want a safe place for them to live, a place where their children can develop well, be creative. And for that we need to continue to sit with Alam Sutera and discuss how we will find the best synergy to make that happen.



# Building For The Future

“ My aspiration for the future is that I want to make sure that the company is consistent, keep to the principles of good corporate governance. The company must keep growing in a healthy way. ”

TONY RUDIYANTO



One measure of the success of the Company's activities thus far is the increase in value of the land developed in the decades since PT Alam Sutera Realty Tbk was established. The property values at Alam Sutera are set to increase even further when the JORR 2 toll road access to Soekarno-Hatta international airport is completed.

With the support of a team of qualified professionals with extensive experience in property development and management, the Company's goal is to continue to improve the quality of their products, from the use of high quality building materials to the everyday mission of providing customers with products and service beyond their expectations. The Company will continue to strive to provide high quality infrastructure and easily accessible facilities to ensure high standards of living and working.

Its conscientious risk management, flexibility, and attentiveness to market conditions allow it to create the necessary conditions for long-term business growth sustainability. Looking to the future, finding like-minded partners for strategic cooperations, such as that with China Fortune Land Development (CFLD) for the development of Suvarna Sutera, will allow the Company to extend its reach and solidify its position as a developer committed to quality products and timely completion.

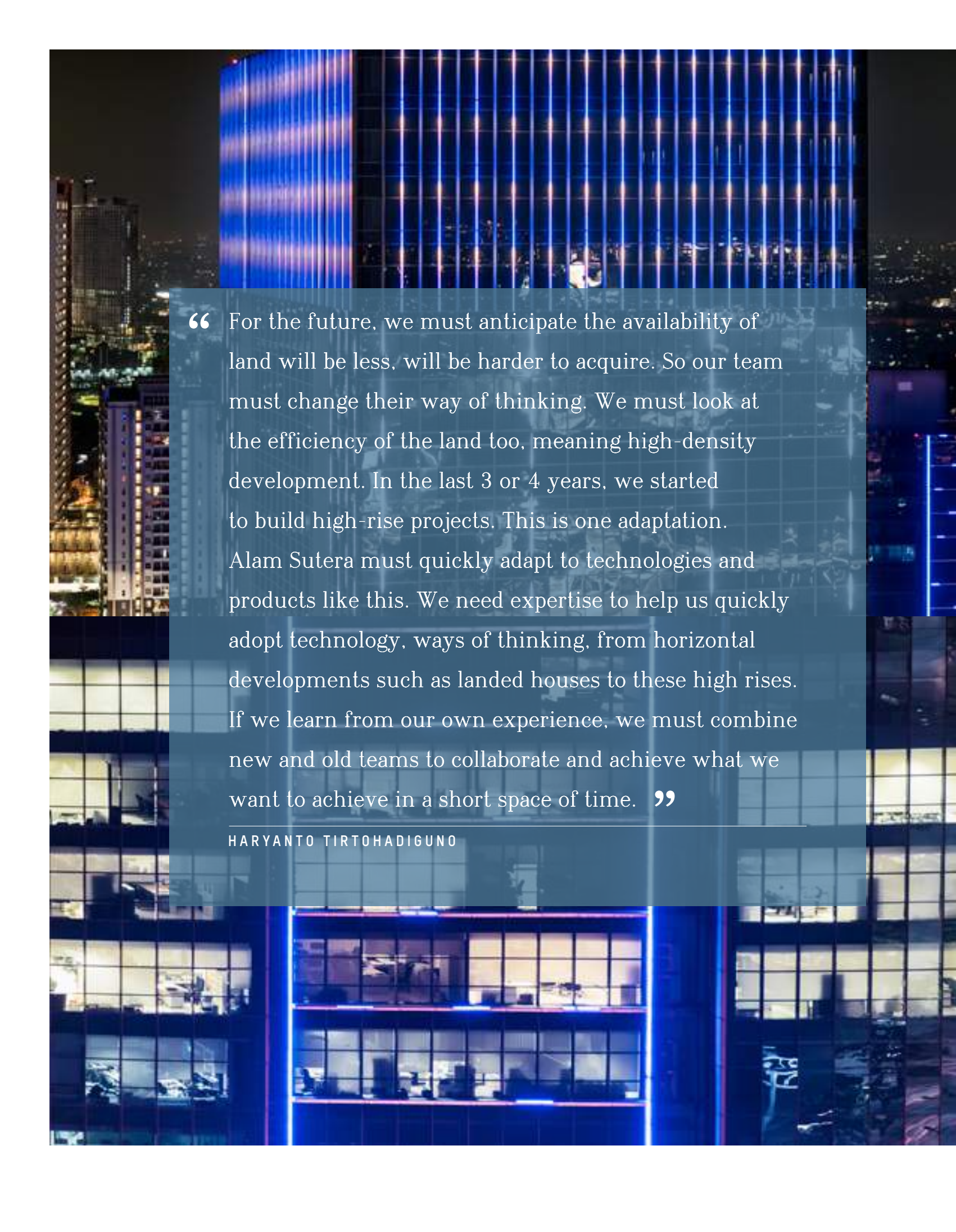
Through the management team's emphasis on detailed planning and drive for fast and timely development, the Company's successful strategies have positioned it as one of the leading developers in Indonesia. Throughout its operations, the company's focus on sustainability has led it to develop quality products, creating a virtuous circle of customer satisfaction and return business.

“Sustainability has to be our concern.”

SOELAEMAN SOEMAWINATA







“ For the future, we must anticipate the availability of land will be less, will be harder to acquire. So our team must change their way of thinking. We must look at the efficiency of the land too, meaning high-density development. In the last 3 or 4 years, we started to build high-rise projects. This is one adaptation. Alam Sutera must quickly adapt to technologies and products like this. We need expertise to help us quickly adopt technology, ways of thinking, from horizontal developments such as landed houses to these high rises. If we learn from our own experience, we must combine new and old teams to collaborate and achieve what we want to achieve in a short space of time. ”

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HARYANTO TIRTOHADIGUNO



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