



PRESS RELEASE

Supported by Strategic Projects, APLN Recorded Marketing Sales of IDR 445 Billion Up To April 2025

Jakarta, May 22, 2025 - PT Agung Podomoro Land Tbk ("ticker: APLN" or the "Company") recorded marketing sales of IDR 445 billion (excluding VAT) up to April 2025, reflecting solid performance amidst market challenges in the first quarter. APLN's marketing sales during this period came from its flagship project Podomoro Park Bandung, followed by Bukit Podomoro Jakarta and Podomoro City Deli Medan, confirming the strategic position of APLN's portfolio in major cities with high growth potential.

APLN Corporate Secretary Justini Omas stated that this achievement reflects the resilience and competitiveness of APLN projects amidst the dynamics of the property market which tend to slow down during the month of Ramadan, but APLN still managed to maintain sales momentum.

"This achievement shows that our strategy in designing projects that meet market needs, both as housing and investment instruments, has succeeded in answering consumer demand, especially in rapidly developing areas such as Bandung, Medan, and Karawang," said Justini in an official statement on Thursday (22/5).

Furthermore, Justini emphasized that the reduction in the benchmark interest rate by Bank Indonesia is a positive signal that the Company will maximize. As known, Bank Indonesia lowered the benchmark interest rate (BI Rate) by 25 basis points to 5.50% on May 21, 2025. This policy provides a breath of fresh air for the property industry, because it also encourages increased purchasing power and opens up greater opportunities to encourage transactions, both in the residential and commercial segments.

This optimism is also reinforced by the projection of growth in the national property sector. The Chairperson of the Indonesian Retail Entrepreneurs Association (APRINDO) stated that investment in the residential and commercial property sector is expected to grow by 15-18% throughout 2025. The contribution from this sector, to Gross Domestic Product (GDP) is predicted to increase from 10% in 2024 to 11.5% this year. On the other hand, demand for Mortgage (KPR) is also projected to grow by up to 20% annually (year-on-year), driven by more competitive interest rates, easy access to financing, and various government incentives.

"This momentum is an opportunity for the Company to accelerate sales through various marketing programs and special offers tailored to people's purchasing power. We believe that market sentiment will strengthen along with the easing of monetary policy. Our strategy will focus on optimizing every existing momentum to drive significant growth in the following quarters," said Justini.

Not only focusing on residential sales, APLN also strengthens the contribution from recurring revenues such as malls, rentals, and hotels. This is part of the company's long-term strategy to create a sustainable business model that is resistant to market fluctuations.

"Revenues diversification is an important pillar in our long-term strategy. By developing and managing commercial assets professionally, APLN ensures the sustainability of growth and the company's value in the future can be maintained," Justini explained.

With a combination of adaptive marketing strategies, a portfolio of projects in strategic locations, and positive momentum from the government's monetary policy, APLN optimist that those can drive and accelerate property sales in 2025 and strengthen its position as a trusted developer that is relevant to the needs of modern society.

About PT Agung Podomoro Land Tbk

PT Agung Podomoro Land Tbk has 41 (forty one) subsidiaries, 12 (twelve) entities through indirect ownership by subsidiaries and 7 (seven) associates in the property sector in Jakarta, Bogor, Karawang, Bandung, Bali, Balikpapan, Batam, Makassar, and Medan. With more than 50 years of experience as part of the Agung Podomoro Group, Agung Podomoro Land has a solid foundation to become the leading developer in developing property business in Indonesia.

Within 10 (ten) years, Agung Podomoro Land has completed more than 50 property projects, with the majority targeting the middle-class segment, with projects ranging from low-cost apartments to high-end apartments in South Jakarta, upscale neighborhood malls, shophouses, hotels and office towers.

With a motto to be part of its stakeholders' futures and providing a harmonious lifestyle, Agung Podomoro Land believes to continuously growing rapidly in Indonesia, where local knowledge meets international standards.

For further information, please contact:

F. Justini Omas

Corporate Secretary

Tel: 62-21-290 34567

Mobile: 62 812 8888279

Fax : 62-21-290 34556

E-mail : justini@agungpodomoroland.com

Wibisono

Investor Relations

Tel: 62-21-290 34567

Mobile: 62 855 1000535

Fax : 62-21-290 34556

E-mail : wibisono@agungpodomoroland.com

Website : www.agungpodomoroland.com

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