

Buy

Bumi Serpong Damai (BSDE IJ) FY24 Pre-sales In-Line with Our and Company's Expectations

Last Price (Rp)	910
Target Price (Rp)	1,550
Upside/Downside	+70.3%
No. of Shares (mn)	19,247
Mkt Cap (Rpbn/US\$mn)	17,514/1,073
Avg, Daily T/O (Rpbn/US\$mn)	23.6/1.4

- FY24 core pre-sales grew 20%yoy to Rp9.15tr driven by higher-than-expected achievements in residential and commercials segment
- Overall achievements reflect BSDE's ability to offer distinct value from its well-connected township. FY25F focus will remain in Greater Jakarta.
- We maintain our Buy rating on BSDE with TP of Rp1,550; current price attractively trades at 81% disc.to RNAV vs. its 5-yr. historical avg. of 71%.

Key Financials:

	2024F	2025F	2026F
EPS (Rp)	182.4	185.3	177.6
PER (x)	5.0	4.9	5.1
PBV (x)	0.5	0.4	0.4
EV/EBITDA (x)	3.2	2.4	2.3
Dividend yield (%)	0.0	0.0	0.0
ROAE (%)	10.0	9.2	8.1

Core Marketing Sales Driven by Outperformance in Residential and Commercials: BSDE booked marketing sales of Rp2.9tr in 4Q24 (+44% qoq; +5% yoy), bringing its FY24 achievement to Rp9.72tr (+2% yoy), which is relatively in line with our/company's FY24F target of Rp9.5tr (102% of FY24). Excluding the land sales to the JV company between BSDE-Mitbana (PT Sinar Mitbana Mas) for the Hiera project in 2Q24 (Rp565bn), FY24 core marketing sales stood at Rp9.15tr (+20% yoy). The outperformance of Residential (Rp5.4tr, +8% yoy, 107% of co's guidance of Rp5.0tr) and Commercials, which include Lots, Apartments, and Shophouses (Rp3.7tr, +43% yoy, 127% of co's guidance of Rp2.9tr), enabled the company to achieve its FY24 pre-sales target despite the lower realization of JV land sales (Rp565bn vs. co's guidance of Rp1.5tr).

Product, Pricing, and Location Mixes: The overall segment contribution for FY24 remained dominated by landed residential at 56%, followed by shophouses at 24%, commercial lots at 8%, apartments at 7%, and JV land sales at 6%. Pricing mixes remained dominated by Rp2-5bn products (45%), followed by >Rp5bn (40%) and <Rp2bn (15%). Both product and pricing mixes were relatively unchanged compared to 9M24. Location-wise, pre-sales from projects in the BSD City township contributed approximately 67% of total pre-sales in 2024. Meanwhile, Grand Wisata Bekasi (GWB) and Kota Wisata Cibubur (KWC) contributed 13% and 6%, respectively, to total pre-sales. GWB and KWC contributions increased compared to FY23 at 8% and 2%, respectively, reflecting the impact of improved connectivity to reliable public transport, particularly LRT Jabodebek, which enhances the appeal of the surrounding townships.

Payment Scheme, VAT: Mortgages contributed 80% to the total payment term, and the rest financed by hardcash (10%) and installments (10%). VAT pre-sales contribution recorded at Rp1.86tr in overall FY24 (19% to total pre-sales), slightly lower than 9M24 at 23% contribution.

Summary: Overall, BSDE's FY24 pre-sales achievements were relatively healthy amid markets affordability challenges, which shows the company's ability to offer distinct value to its customers through well-connected townships to major highways and transport hubs. We currently have a Buy rating for BSDE with TP of Rp1,550 based on our 67% disc.to RNAV, implying 0.7x FY25F P/BV. The current price reflects an attractive 81% disc.to RNAV vs. its 5-yr. historical avg. of 71%, while marketing sales have been better vs. pre-pandemic. BSDE has yet to announce its FY25F marketing sales target, yet it expects another potential ~Rp1tr from JV land sales to Mitbana; our estimation stands at Rp9.7tr (with ~Rp1.1tr in JV land sales).

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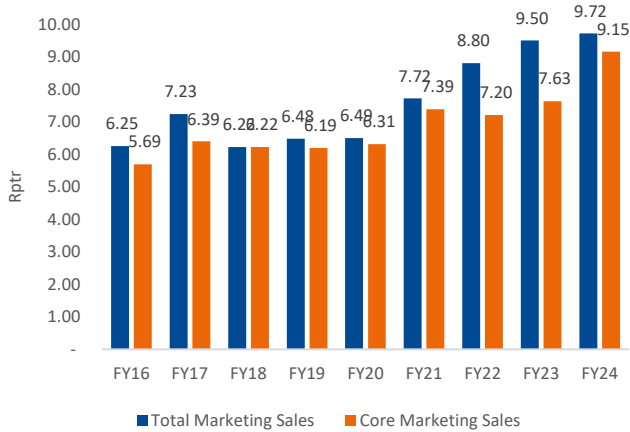
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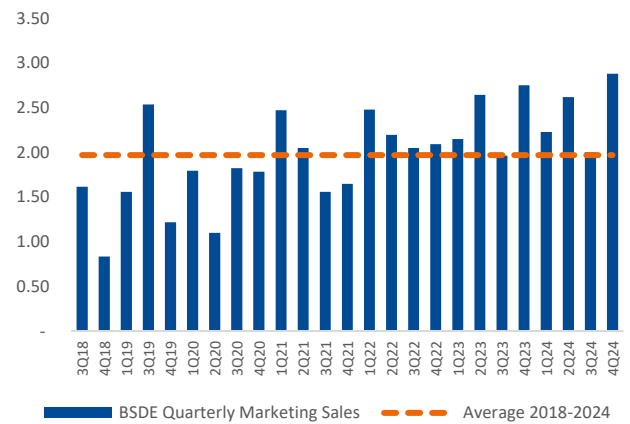
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Exhibit 1. BSDE's Cumulative Marketing Sales (Rptr)



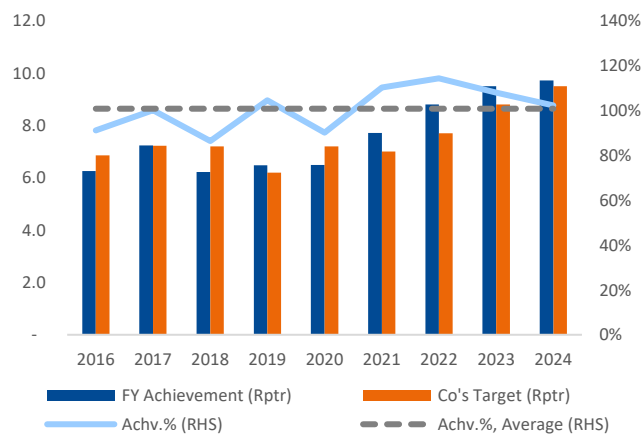
Source: Company, BRIDS

Exhibit 2. BSDE's Quarterly Marketing Sales (Rptr)



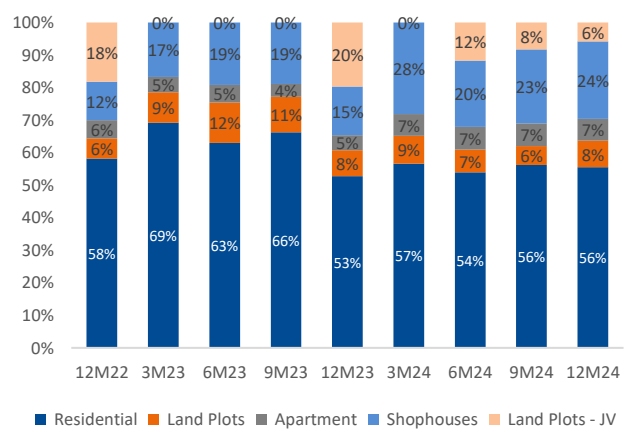
Source: Company, BRIDS

Exhibit 3. Historical Achievement. vs. Co's Target



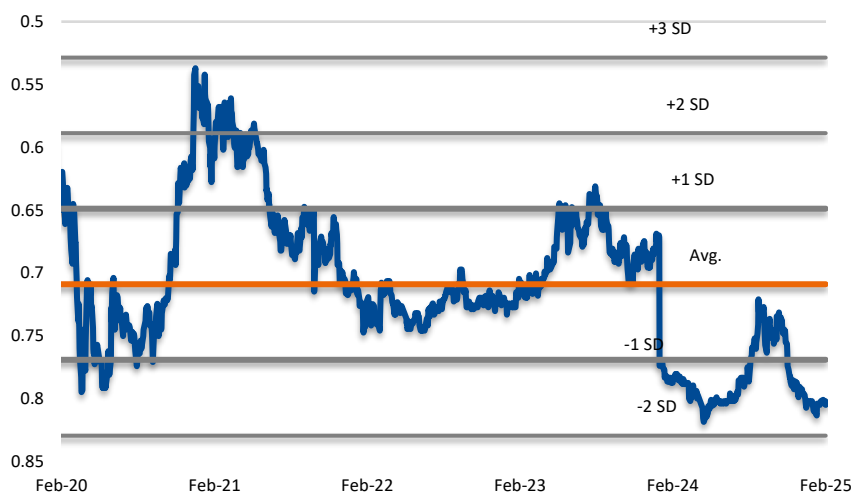
Source: Company, BRIDS

Exhibit 4. BSDE's Marketing Sales Contribution



Source: Company, BRIDS

Exhibit 5. Disc. to RNAV BSDE



Source: Bloomberg, BRIDS Estimates

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INVESTMENT RATING

BUY	Expected total return of 10% or more within a 12-month period
HOLD	Expected total return between -10% and 10% within a 12-month period
SELL	Expected total return of -10% or worse within a 12-month period

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