

Bumi Serpong Damai Tbk (BSDE IJ)

Andalkan Program Promo untuk Dongkrak Penjualan

Company Update | May 11, 2021

BSDE membukukan *marketing sales* 1Q21 sebesar Rp2,5 triliun atau telah menyumbang 35% dari target 2021. Berdasarkan perolehan yang apik tersebut, kami lihat dapat mempermudah BSDE untuk memenuhi target *marketing sales* tahun ini. Selain itu, didukung oleh program "Wish for Home" milik BSDE, tren turun suku bunga dan berbagai macam insentif pemerintah di sektor properti, kami yakin BSDE mampu meningkatkan kinerja pada tahun ini.

Membuka 2021 dengan Pertumbuhan Kinerja

- BSDE membukukan pendapatan 1Q21 sebesar Rp1,67 triliun (+11,6% YoY vs Rp1,49 triliun 1Q20).
- Sebesar 42% total pendapatan dikontribusikan oleh penjualan rumah tapak di BSD City, Grand Wisata Bekasi, Kota Wisata Cibubur, dll. Meskipun begitu, penjualan rumah tapak pada 1Q21 turun 15% YoY akibat rendahnya angka rumah yang dapat diserahkan ke konsumen.
- Di sisi lain, penjualan tanah naik 73% YoY, dan *recurring income* turun 10% YoY.
- BSDE mampu mencatatkan kenaikan pada seluruh margin, yaitu GPM, OPM dan NPM menjadi 73,2%, 44,7%, dan 35,2% dari 1Q20. Di dorong oleh rendahnya beban penjualan tanah dan bangunan yang turun 21% YoY.
- BSDE meraih laba sebesar Rp588 miliar atau naik signifikan 126,6% YoY (vs Rp260 miliar 1Q20)
- Meskipun harus melunasi utang obligasi sekitar Rp4,9 triliun pada 2Q21, kami yakin BSDE masih memiliki neraca yang kuat dengan estimasi DER FY21 pada level 0,5x.

Perolehan Marketing Sales Cemerlang

- BSDE menargetkan perolehan *marketing sales* tahun 2021 sebesar Rp7 triliun atau naik 8% dari capaian *marketing sales* tahun 2020. Pada 1Q21, BSDE mampu meraih *marketing sales* sebesar Rp2,5 triliun (+40% YoY) atau tercapai 35% dari target.
- Segmen rumah tapak berkontribusi 69% dari total *marketing sales* atau senilai Rp1,7 triliun yang didapatkan dari proyek eksisting di BSD City, Kota Wisata dan Legenda Wisata.
- Sejak Maret hingga Desember 2021, BSDE meluncurkan program "Wish for Home" bagi konsumen. Program ini memberikan keringanan pembayaran baik untuk pembelian dengan tunai maupun KPR.

Rekomendasi BUY dengan TP Rp1.450

- Selain program promosi internal, pemulihan penjualan properti bagi BSDE untuk tahun ini juga didukung oleh insentif yang dikeluarkan pemerintah seperti pelonggaran LTV dan subsidi pajak. Untuk itu, kami estimasi kenaikan pendapatan FY21E dapat mencapai 12,7% YoY.
- Kami mempertahankan rating BUY dengan TP Rp1.450 menggunakan estimasi *discount to NAV* 79% (+0,47 SD rata-rata 3 tahun terakhir) sebagai basis valuasi. Saat ini, BSDE ditransaksikan dengan *discount to NAV* 81%
- Risiko yang mempengaruhi perubahan TP kami yaitu: 1) penurunan daya dan minat beli properti, 2) kenaikan tingkat suku bunga, 3) terhambatnya vaksinasi yang dapat berimbas pada lambatnya pemulihan ekonomi, 4) merebaknya virus covid-19 varian baru di Indonesia.

Bumi Serpong Damai Tbk | Summary

	2020A	2021F	2022F	2023F
Revenue	6,181	6,968	7,570	8,012
Growth	-12.8%	12.7%	8.6%	5.8%
Net Profit	276	1,405	1,627	1,960
Growth	-90.1%	409.5%	15.8%	20.4%
EPS (IDR)	14	73	85	102
P/E	85.5x	19.9x	17.2x	14.2x
P/BV	0.7x	0.8x	0.8x	0.7x
EV/EBITDA	11.5x	10.6x	10.0x	9.5x
ROE	0.8%	4.0%	4.5%	5.2%
DER	0.5x	0.5x	0.5x	0.5x
Net Debt	3,693	4,170	3,825	3,338

Unit: IDR bn, %, x

Source: Company Data, Bloomberg, NHKSI Research

Please consider the rating criteria & important disclaimer

Buy

Target Price (IDR)	1,450
Consensus Price (IDR)	1,478
TP to Consensus Price	-1.9%
vs. Last Price	+25.0%

Shares data

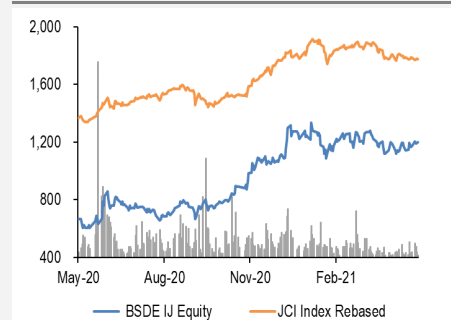
Last Price (IDR)	1,160
Price Date as of	May 10, 2021
52 wk Range (Hi/Lo)	1,360/585
Free Float (%)	38.6
Outstanding sh. (mn)	21,171
Market Cap. (IDR bn)	25,088
Market Cap. (USD mn)	1,769
Avg. Trd Vol - 3M (mn)	24.99
Avg. Trd Val - 3M (bn)	30.38
Foreign Ownership	51.9%

Property

Real Estate Owner & Developer

Bloomberg	BSDE IJ
Reuters	BSDE.JK

Share Price Performance



	YTD	1M	3M	12M
Abs. Ret.	-5.1%	1.7%	2.6%	79.1%
Rel. Ret.	-2.9%	2.2%	5.5%	49.6%

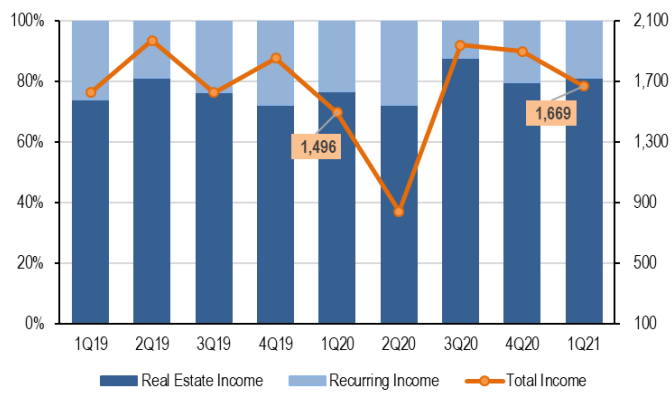
Ajeng Kartika Hapsari

(021) 5088 9130

ajeng@nhsec.co.id

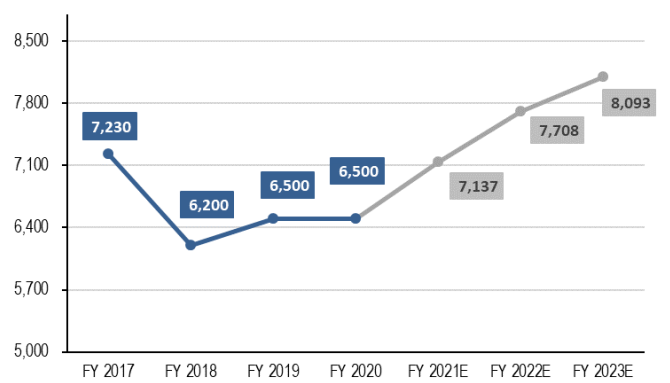
Performance Highlights in Charts

BSDE Quarterly Income (IDR bn) | 1Q19 - 1Q21



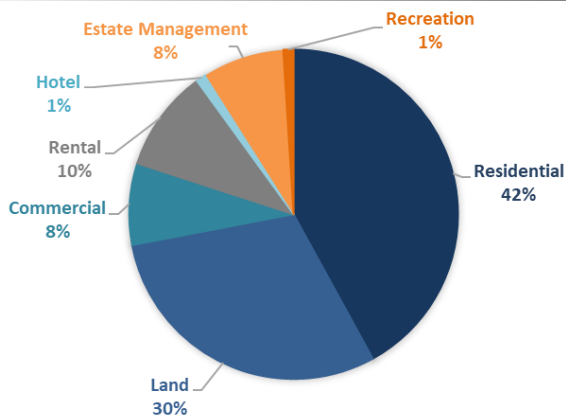
Source: Company Data, NHKSI Research

BSDE Marketing Sales | 2017 - 2023E



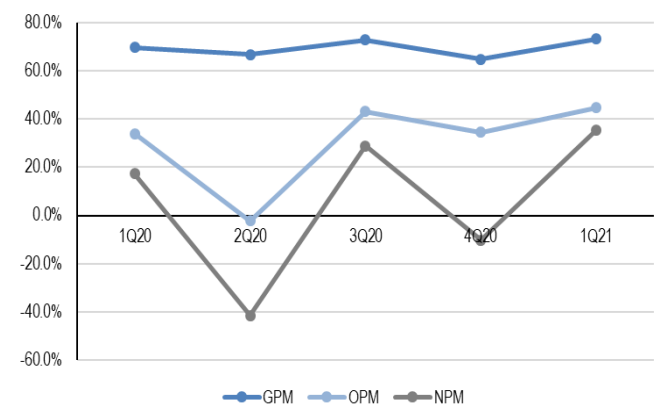
Source: Company Data, NHKSI Research

3M21's Revenue Breakdown



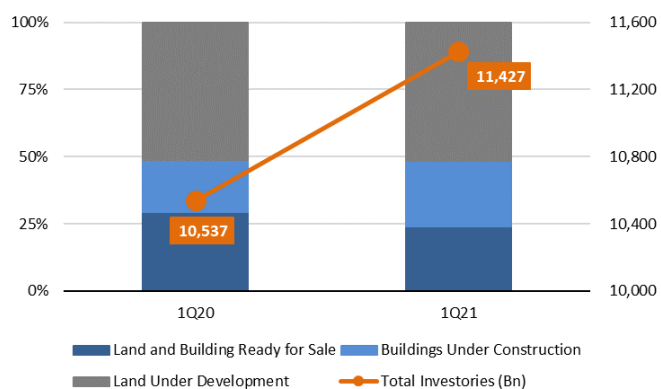
Source: Company Data, NHKSI Research

Margin Ratio



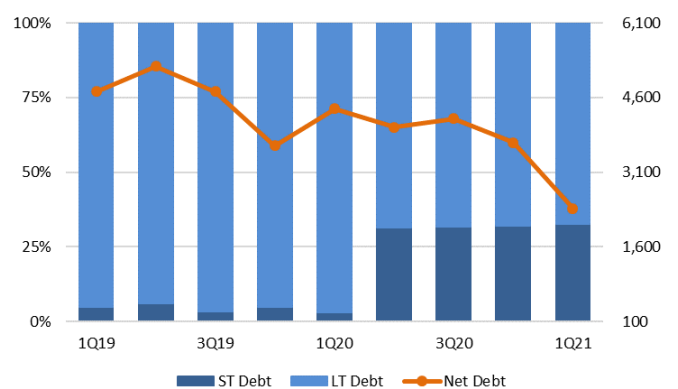
Source: Company Data, NHKSI Research

BSDE's Inventories



Source: Company Data, NHKSI Research

Debt Portion | 1Q19 - 1Q21



Source: Company Data, NHKSI Research

Company Overview

PT Bumi Serpong Damai Tbk (BSDE) didirikan pada tahun 1984 oleh konsorsium pemegang saham untuk mengembangkan BSD City sebagai kota satelit di barat daya Jakarta. BSDE mulai beroperasi sejak tahun 1989 dan telah berkembang menjadi pusat ekonomi baru di pinggiran selatan Jakarta.



BSDE merupakan pengembang BSD City, kota mandiri terbesar di Indonesia dan flagship project Sinar Mas Land seluas 5.950 ha terdiri atas Kawasan perumahan dan Kawasan niaga terpadu. BSDE telah melakukan pengembangan di Jabodetabek dan Kalimantan, berkembang ke Semarang, Surabaya, Manado, Palembang dan Makassar. Pada tahun 2011, BSDE telah merampungkan proses akuisisi perusahaan terafiliasi yakni PT Duta Pertiwi Tbk, PT Sinar Mas Teladan dan PT Sinar Mas Wisesa.

Analysis of Asia-Pacific Peers

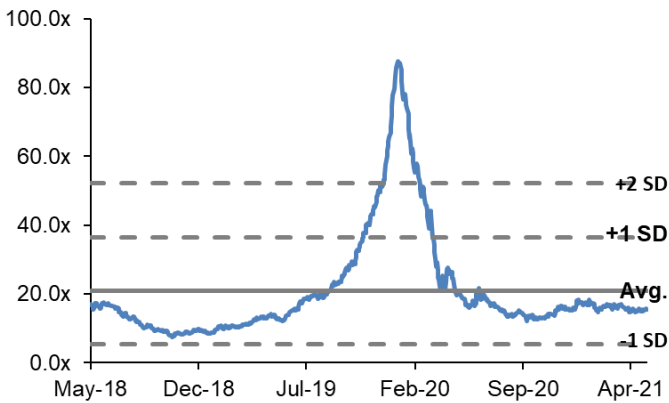
	Market Cap (USD mn)	Asset (USD mn)	Sales Growth	Net Profit LTM (USD mn)	Net Profit Growth LTM	Net Profit Margin	ROE (LTM)	P/E LTM	P/BV
Indonesia									
PT Bumi Serpong Damai Tbk	1,769	4,371	437	42	-74.91%	9.6%	2.1%	43.6x	0.8x
PT Ciputra Development Tbk	1,479	2,819	555	91	14.06%	16.4%	8.6%	15.8x	1.4x
PT Pakuwon Jati Tbk	1,749	1,900	273	64	-65.81%	23.4%	6.3%	26.9x	1.7x
PT Summarecon Agung Tbk	951	1,790	346	12	-65.08%	3.6%	2.5%	75.0x	2.0x
Singapore									
Capitaland Ltd	14,166	63,854	4,739	(1,142)	-	-24.1%	-6.89%	-	0.8x
Malaysia									
SP Setia Bhd	1,047	7,556	769	(76)	-	-9.9%	-3.23%	-	0.4x
IOI Properties Group Bhd	1,784	7,679	539	115	-29.58%	21.3%	2.54%	15.2x	0.4x
Thailand									
Land & Houses PUB Co Ltd	3,089	4,086	949	229	-28.73%	24.1%	13.96%	13.5x	1.9x
WHA Corp PCL	1,574	2,754	221	81	-21.85%	36.5%	8.66%	19.4x	1.7x
Philippines									
Megaworld Corp	2,033	7,825	792	199	-44.87%	25.2%	5.43%	10.0x	0.5x

Unit: USD mn, %, X

Source: Bloomberg, NHKSI Research

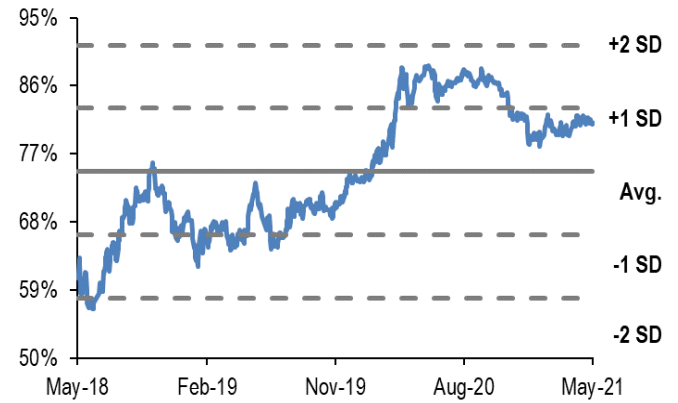
Valuation Highlights in Charts

3-Year Forward P/E Band



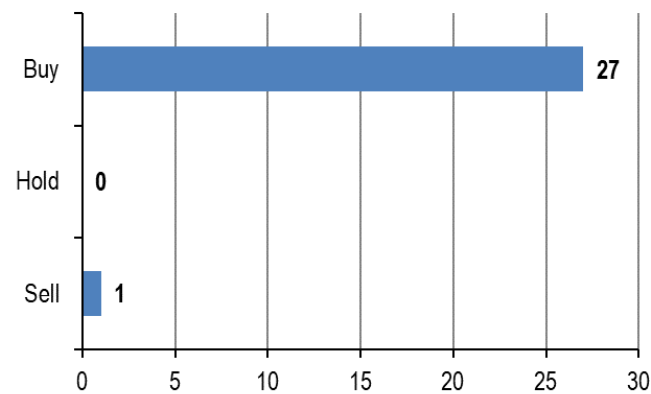
Source: Bloomberg, NHKSI Research

3-Year Discount to NAV Band



Source: Bloomberg, NHKSI Research

Analysts' Recommendation



Source: Bloomberg, NHKSI Research

Closing and Target Price Update



Source: Bloomberg, NHKSI Research

Rating and Target Price Update

Target Price

Date	Rating	Target Price	Last Price	Consensus	vs Last Price	vs Consensus
20/03/2018	Hold	1,850	1,770	2,193	4.5%	-15.6%
07/01/2021	Buy	1,575	1,280	1,253	23.0%	25.7%
10/05/2021	Buy	1,450	1,160	1,478	25.0%	-1.9%

Source: NHKSI Research, Bloomberg

Summary of Financials

INCOME STATEMENT					PROFITABILITY & STABILITY				
(IDR bn)	2020/12A	2021/12E	2022/12E	2023/12E		2020/12A	2021/12E	2022/12E	2023/12E
Revenue	6,181	6,968	7,570	8,012	ROE	0.8%	4.0%	4.5%	5.2%
<i>Growth</i>	-12.8%	12.7%	8.6%	5.8%	ROA	0.5%	2.3%	2.5%	2.9%
Cost of Revenues	(1,929)	(2,081)	(2,162)	(2,379)	Inventory Turnover	0.2x	0.2x	0.2x	0.2x
Gross Profit	4,252	4,887	5,408	5,634	Receivables Turnover	38.7x	46.5x	42.2x	35.0x
<i>Gross Margin</i>	68.8%	70.1%	71.4%	70.3%	Payables Turnover	2.4x	2.5x	2.3x	2.4x
Operating Expenses	(2,270)	(2,305)	(2,660)	(2,796)	Dividend Yield	0.0%	0.0%	0.0%	0.0%
EBIT	1,982	2,583	2,748	2,838	Payout Ratio	0.0%	0.0%	0.0%	0.0%
<i>EBIT Margin</i>	32.1%	37.1%	36.3%	35.4%	DER	0.5x	0.5x	0.5x	0.5x
Depreciation	397	442	426	463	Net Gearing	0.11x	0.12x	0.10x	0.09x
EBITDA	2,379	3,024	3,174	3,301	Equity Ratio	56.6%	56.7%	55.7%	54.6%
<i>EBITDA Margin</i>	38.5%	43.4%	41.9%	41.2%	Debt Ratio	28.1%	26.7%	27.9%	27.3%
Interest Expenses	(1,782)	(1,667)	(1,634)	(1,377)	Financial Leverage	169.5%	176.4%	177.9%	181.3%
EBT	496	1,667	1,930	2,325	Current Ratio	237.0%	356.1%	263.3%	317.1%
Income Tax	(16)	(15)	(17)	(21)	Quick Ratio	147.6%	205.0%	165.6%	183.9%
Minority Interest	(205)	(247)	(286)	(344)	Par Value (IDR)	100	100	100	100
Net Profit	276	1,405	1,627	1,960	Total Shares (mn)	19,247	19,247	19,247	19,247
<i>Growth</i>	-90.1%	409.5%	15.8%	20.4%	Share Price (IDR)	1,225	1,450	1,450	1,450
<i>Net Profit Margin</i>	4.5%	20.2%	21.5%	24.5%	Market Cap (IDR tn)	23.6	27.9	27.9	27.9

BALANCE SHEET					VALUATION INDEX				
(IDR bn)	2020/12A	2021/12E	2022/12E	2023/12E		2020/12A	2021/12E	2022/12E	2023/12E
Cash	13,428	12,610	14,584	16,159	Price/Earnings	85.5x	19.9x	17.2x	14.2x
Receivables	139	161	198	260	PE/EPS Growth	6.0x	0.3x	0.2x	0.1x
Inventories	10,697	12,595	11,201	14,982	Price/Book Value	0.7x	0.8x	0.8x	0.7x
Total Current Assets	28,364	29,684	30,192	35,664	EV/EBITDA	11.5x	10.6x	10.0x	9.5x
Net Fixed Assets	21,325	21,816	22,921	23,626	EV (IDR bn)	27,270	32,077	31,733	31,246
Other Non Current Assets	11,174	11,437	12,932	12,133	Revenue CAGR (3-Yr)	-15.8%	1.7%	2.2%	9.0%
Total Non Current Assets	32,499	33,253	35,853	35,759	Net Profit CAGR (3-Yr)	-61.8%	2.8%	-16.5%	92.3%
Total Assets	60,863	62,937	66,045	71,424	Basic EPS (IDR)	14	73	85	102
Payables	934	751	1,157	810	BVPS (IDR)	1,791	1,855	1,913	2,026
ST Debt	5,512	1,007	4,970	1,170	DPS (IDR)	-	-	-	-
Total Current Liabilities	11,966	8,336	11,465	11,246					
LT Debt	11,609	15,773	13,439	18,327					
Total Liabilities	26,392	27,236	29,227	32,429					
Capital Stock + APIC	8,336	8,336	8,336	8,336					
Retained Earnings	21,026	22,430	24,058	26,017					
Shareholders' Equity	34,471	35,701	36,818	38,995					

CASH FLOW STATEMENT					OWNERSHIP				
(IDR bn)	2020/12A	2021/12E	2022/12E	2023/12E					
Operating Cash Flow	1,104	1,487	2,684	2,108	Shareholders				%
Investing Cash Flow	(1,785)	(1,832)	(1,829)	(1,838)	PT Paraga Artamida				31.4
Financing Cash Flow	4,447	(777)	1,119	1,305	PT Ekacentra Usahamaju				25.6
Net Changes in Cash	3,766	(1,122)	1,974	1,575	PT Sereasi Niaga Sakti				2.8
					Norges Bank				2.1
					PT Simas Tunggal Centre				1.8
					By Geography				%
					Indonesia				47.5
					United States				46.7
					Norway				2.9
					United Kingdom				0.6

Source: Company Data, NHKSI Research

NH Korindo Sekuritas Indonesia (NHKSI) Stock Ratings

1. Based on a stock's forecasted absolute return over a period of 12 months from the date of publication.
2. Rating system based on a stock's potential upside from the date of publication
 - Buy : Greater than +15%
 - Overweight : +5% to +15%
 - Hold : -5% to +5%
 - Underweight : -5% to -15%
 - Sell : Less than -15%

DISCLAIMER

This document is strictly confidential and is being supplied to you solely for your information. The recipients of this report must make their own independent decisions regarding any securities or financial instruments mentioned herein. This document may not be quoted, reproduced, exhibited, redistributed, transmitted, edited, translated, or published, in whole or in part, for any purpose without notice. Any failure to comply with this restriction may constitute a violation of civil or criminal laws.

This report and any electronic access hereto are restricted and intended only for the clients and related entities of PT NH Korindo Sekuritas Indonesia. This report is only for information and recipient use. It is not reproduced, copied, or made available for others. Under no circumstances is it considered as a selling offer or solicitation of securities buying. Any recommendation contained herein may not be suitable for all investors. Although the information hereof is obtained from reliable sources, its accuracy and completeness cannot be guaranteed. PT NH Korindo Sekuritas Indonesia, its affiliated companies, employees, and agents are held harmless from any responsibility and liability for claims, proceedings, action, losses, expenses, damages, or costs filed against or suffered by any person as a result of acting pursuant to the contents hereof. Neither is PT NH Korindo Sekuritas Indonesia, its affiliated companies, employees, nor agents are liable for errors, omissions, misstatements, negligence, inaccuracy contained herein. All rights reserved by PT NH Korindo Sekuritas Indonesia.