

## Marketing Sales

For the Full Year of 2012, the Company recorded marketing sales of IDR5,809. billion. This achievement is a 38% increase compared to IDR4,225.7 billion in FY 2011. The growth was driven primarily by the Green Bay Superblock with a share of 37%, followed by Podomoro City including its extension with 25% share, and the acquisition of Parahyangan Residence in Bandung which contributes 12% of marketing sales.

## Grand Opening Kuningan City Mall

On 12 December 2012, Kuningan City has its Grand Opening Ceremony entitled “LIFESTYLE PLAYGROUND”. The 12 hours nonstop event, started from 3.00 pm to 3.00 am, with full live entertainment for public customers, local and international VIP guests and media. The event was intended to create public awareness of Kuningan City image as Lifestyle Playground for urban living people.

Kuningan City Mall is targeted to middle segment market and the mall is positioned as an ideal meeting point for business or leisure and a perfect lifestyle playground for young professionals.



On January 12, 2013, PT Alam Hijau Teduh, a subsidiary of APLN, conducted Ground Breaking Ceremony for Manhattan and Milan Towers, in the Metro Park Residence project.



For inquires, please contact:

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