

Plaza Festival, The Metamorphosis of Pasar Festival

Pasar Festival undertook a dynamic change as time progresses Jakarta,

11 May 2012

Pasar Festival of the Rasuna Epicentrum, the largest integrated superblock in Jakarta central business district and the flagship of the City Property business unit of PT. Bakrieland Development, Tbk. (Bakrieland) has dynamically undergone a complete change with a new spirit, namely into the Plaza Festival.

Historically, Pasar Festival has been a witness to the dynamism of Jakarta. Pasar Festival was opened to the public on 1 September 1994 as the supporting facilities to the Soemantri Brodjonegoro Students' Sports Center (Gelanggang Mahasiswa Soemantri Brodjonegoro/GMSB), following an agreement between the Government of DKI Jakarta and PT Bakrie Pesona Rasuna in terms of the arrangement, construction, management of GMSB (including the Pasar Festival) as well as the Cultural Arts compound and the H. Usmar Ismail Film Center.

Agus J. Alwie, Managing Director / CEO of Bakrieland's City Property Business Unit said "In line with the dynamics of the people's lifestyle, Pasar Festival felt the need to make a change in stages in order to meet the convenience and satisfaction of visitors and the need for sports infrastructure equipped with the best facilities that we have".

Aninditha Bakrie, Managing Director Deputy of Bakrieland's City Property Business Unit added, "After 18 years of operation, we have made some steps for continuous and vigorous improvement, such as through altering the façade and increasing in tenancy mix in order to create a new atmosphere in the Plaza Festival. And we will continue to improve the quality of existing facilities at Plaza Festival".

The change in the name into Plaza Festival will be followed by a series of exciting events, carrying on the theme of "Dynamic Metamorphosis" including: Stand Up Comedy, Ladies Bazaar, B-Boy Competition, Flying Lantern, Instagram Competition and Media Article Competition.

"In addition, we are also proud to bring the anchor tenant with a unique concept, namely Passer Koeningan, a dining area commonly known as food court, that carries the concept of past Jakarta Batavia with a modern architecture," said Rudiarmo, General Manager of Plaza Festival.

"We hope that with a new name, Plaza Festival will complement and support Rasuna Epicentrum with the best facilities that heightens its attraction to the community to come and feel a unique experience here. We can not wait to welcome the entire community to be part of Rasuna Epicentrum" Ditha added.

"Through various events held at the Plaza Festival, we are optimistic to giving new colors of activities to its visitors, such as in culinary, sports and entertainment in Jakarta," closed Agus.

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About Rasuna Epicentrum

Rasuna Epicentrum, one of City Property Business Unit product of PT. Bakrieland Development, Tbk., is the largest and integrated superblock in Jakarta Central Business District, that meets the needs of residential facilities and infrastructure complete with a range of amenities including Epiwalk, Epiwalk Office Suites, Bakrie Tower, Aston Rasuna , Rasuna Office Park, Taman Rasuna Apartments, Plaza Festival, Elite Club Epicentrum and other projects currently under construction such as The Grove Suites condotel, The Masterpiece, and The Empyreal (luxurious condominium) as well as the Wave Rasuna Epicentrum apartments.

About PT. Bakrieland Development, Tbk .

PT. Bakrieland Development, Tbk. is an integrated property developer in Indonesia (code: ELTY) which has 4 (four) Business Unit; City Property, Landed Residential, Hotels & Resorts, and Property-Related Infrastructure

City Property Projects:

1. Wisma Bakrie 1
2. Wisma Bakrie 2
3. Superblok Rasuna Epicentrum
4. Sentra Timur Residence

Landed Residential Business Unit Projects:

1. Bogor Nirwana Residence, Bogor
2. Ijen Nirwana Residence, Malang
3. Batam Nirwana Residence, Batam
4. Sentul Nirwana, Sentul

Hotels & Resorts Business Unit Projects:

1. Pullman Bali Legian Nirwana,Bali
2. Nirwana Bali Resort, Bali
3. Ubud Nirwana Villas, Bali
4. Krakatoa Nirwana Resort , Lampung
5. Grand Elty Singgasana, Tenggara

6. Elty Suites Lesong Batu, Tenggaraong

Property-Related Infrastructure Business Unit Projects

1. Kanci-Pejagan Toll Road
2. Pejagan-Pemalang Toll Road
3. Ciawi-Sukabumi Toll Road
4. Batang-Semarang Toll Road
5. Pasuruan-Probolinggo Toll Road

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