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BUILDING A BETTER INDONESIA

SSIA and Hilton Debuts Umana Bali, the First LXR Hotels & Resorts in Southeast Asia

Denpasar, 23 November 2023 – PT Surya Semesta Internusa Tbk (SSIA) announced today the launch of Umana Bali, LXR Hotels & Resorts, the first resort in Southeast Asia managed by Hilton luxury brand, LXR Hotels & Resorts; a brand and hotel chain leading company situated in Beverly Hills, California.

President Director of PT Surya Semesta Internusa Tbk, Johannes Suriadjaja stated, "We are pleased to work with Hilton to introduce the first LXR property in Southeast Asia in Bali, a destination loved by domestic and international tourists and important for tourism in Indonesia and the wider region." Umana Bali strives to deliver a new experience in luxury vacation on the Island of the Gods through its strategic location and exclusive position.

Umana Bali, LXR Hotels & Resorts is an exclusive resort previously called Jumana Bali Ungasan Resort which is located at the southern tip of Bali in Ungasan. Perched on the island's southernmost tip at Ungasan, Umana Bali boasts stunning direct sea views of the Indian Ocean. With 72 luxuriously curated villas, the resort is laid out in cascading terraces atop limestone cliffs, reminiscent of uma, or ancient rice paddy fields, after which it is named.

Umana Bali is 45 minutes from Ngurah Rai International Airport and stands 70 meters above sea level on the spectacular limestone cliffs of Uluwatu in the south of the island of Bali. Uluwatu Temple, one of the most sacred and beloved locations on the island of Bali that was founded in the 11th century, can be reached in a short time from this resort and is not far from Uluwatu Temple.

Umana Bali joins an exclusive group of 12 independent properties globally that celebrate the ongoing quest of personal adventure in the world's most enchanting destinations, providing travellers with a new luxury experience distinguished by distinctive and engaging local experiences.

"LXR Hotels & Resorts presents tremendous opportunity for Hilton's luxury growth in Asia Pacific. Following the brand's successful Asia Pacific launch in Kyoto, welcoming yet another stunning LXR resort in Bali underscores our commitment to expanding our world-class luxury brands in the most sought-after destinations in the region. With its coveted location and exclusive positioning, Umana Bali is set to shape a new generation of luxury travel in Bali," said Alan Watts, president, Asia Pacific, Hilton.

LXR is known for enduring luxury and one-of-a-kind experiences, and has drawn from Balinese Tri Hita Karana philosophy and its three pillars, Nature, People and Spirituality, to create a meaningful, modern vision for Umana Bali. Authentic connections with lesser-known nature, living crafts and rejuvenating holistic wellness rituals bring the Island of

the Gods to life for guests. Each unique experience is inspired by traditional Balinese culture, then developed to delight today's modern explorers in pursuit of their own personal adventure.

According to the Colliers 3Q23 Bali hotel report, hotel conditions in Bali continue to improve, with a steady increase in the number of tourists, both foreign and domestic. Simultaneously, hotel performance in Bali is good, with fairly limited room availability. By the fourth quarter of 2023, it is expected that current conditions in the Bali's hospitality sector would remain steady, Bali will also experience an increase, especially due to the winter holidays in Australia and summer holidays in Europe.

SSIA reported consolidated revenue of IDR 3,020.4 billion in the nine month of 2023, as previously reported. This revenue increased by approximately 22.3% from IDR 2,469.0 billion in 9M22. This growth was mostly attributable to the company's excellent and consistent success in the hotel sector, which climbed by 76.7% (Rp. 289.4 billion), accounting for 22% of total revenues.

Apart from Umana Bali, LXR Hotels & Resorts, SSIA has other hotels, namely Gran Melia Jakarta (GMJ), Melia Bali Hotel (MBH), and the BATIQA Hotels network which operates in Karawang, Jababeka, Cirebon, Surabaya, Pekanbaru, Palembang, Lampung, and Jayapura.

Johannes concluded, "We are optimistic that the hotel segment performance will be significantly improved by the rebranding of Umana Bali, LXR Hotels & Resorts in collaboration with Hilton."

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About PT Surya Semesta Internusa Tbk (SSIA)

SSIA, previously known as PT Multi Investments Limited, was established on 15 June 1971. The company name was later changed to PT Surya Semesta Internusa (SSIA) in 1995. SSIA's main businesses are industrial estate & real estate development, construction, and hospitality.

SSIA's investment portfolio is diverse, including Suryacipta City of Industry, Subang Smartpolitan, Edenhaus Simatupang, Graha Surya Internusa (to be rebuilt as SSI Tower), Hotel Gran Melia Jakarta, Melia Bali Hotel, UMANA Bali (formerly Jumana Bali), and BATIQA Hotels.

For more than 50 years in the business, SSIA has strengthened its recognition and brand position as one of the strongest development companies in Indonesia. Cementing its status as a leading company, SSIA listed its shares on the Indonesia Stock Exchange and became a public company on 27 March 1997. For more information, visit www.suryainternusa.com.

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Untuk informasi lebih lanjut, silahkan menghubungi:

Erlin Budiman

VP Head of Investor Relations

erlin.budiman@suryainternusa.com

Office: +62215262121