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**BUILDING A BETTER INDONESIA**

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## **Marked its First Anniversary, Umana Bali, LXR Hotels & Resorts Hosts a Three-Day Celebration**

**Jakarta, 18 November 2024** - Umana Bali, an LXR Hotels & Resorts property, recently marked its first anniversary with an unforgettable three-day celebration. From November 15 to 17, Umana Bali hosted an exclusive event spanning three days and two nights, filled with epicurean adventures, artistic showcases, and wellness offerings. Guests enjoyed an array of experiences, including a culinary journey led by renowned chefs, a fashion showcase, and immersive wellness activities.

Umana Bali, LXR Hotels & Resorts is an exclusive resort (previously called Jumana Bali Ungasan Resort) as part of PT Surya Semesta Internusa Tbk (SSIA)'s hospitality business unit which is located at the southern tip of Bali in Ungasan. 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. A hand-selected collection of hotels and resorts located in some of the world's most captivating destinations. Whether you seek tranquil serenity or dynamic urban energy, each property invites you to craft memorable journey. "We uncover the legends; you create the stories" tagline with just 14 exclusive hotels worldwide, your journey is uniquely yours.

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, LXR Hotels & Resorts strives to deliver a new experience in luxury vacation on the Island of the Gods through its strategic location and exclusive position.

"We are excited to celebrate this milestone and to reflect on the incredible journey Umana Bali has had over the past year," said Serpil Guney, General Manager of Umana Bali, LXR Hotels & Resorts "Our vision was to create a destination that offers both luxury and authenticity, and it is wonderful to see that vision come to life with the support of our partners and our dedicated team."

With 72 luxuriously curated villas, perched on the island's southernmost tip at Ungasan, Umana Bali, LXR Hotels & Resorts boasts stunning direct sea views of the Indian Ocean. 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 will offer a unique distillation of Bali's *Tri Hita Karana* philosophy, which emphasizes the harmonious relationship among humans, nature, and the divine, and the belief that well-being and happiness will come naturally when all three pillars are balance.

"Besides its stunning beauty, our hotel guests can easily access Uluwatu Temple, one of the most sacred and revered locations on the island of Bali which be reached in a short time from

this resort. Our resort also has a very strategic location, only 45 minutes from Ngurah Rai International Airport," said Johannes.

"With its very strategic location and exclusive position, we believe Umana Bali, LXR Hotels & Resorts can continue to provide new experiences with luxurious travel on the Island of the Gods, Bali. In addition, we are optimistic about increasing occupancy rates, thus being able to further improve the company's performance in the hospitality segment," he continued.

The occupancy rate at Umana Bali, LXR Hotels & Resorts (LXR) was 47.2% in 9M24, up from 18.0% in 9M23. The ARR for 9M24 was Rp9,165K, up from Rp7,988K in 9M23. The SSIA hospitality business unit generated a revenue of Rp821.4 billion in 9M24, a 23.3% increase compared to Rp666.4 billion in 9M23. SSIA reported Rp3,861.7 billion in consolidated revenue for 9M24. Revenue increased by 27.9% from Rp3,020.4 billion booked in 9M23.

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 and Lampung.

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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, LXR Hotels & Resorts, 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](http://www.suryainternusa.com).

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