

MSIN Acquires Strategic Stake in RAAM, Initiating a Synergistic Entertainment Powerhouse

PT MNC Digital Entertainment Tbk (“MSIN” or the “Company”) has successfully completed a strategic investment in PT Tripar Multivision Tbk (“RAAM”). This acquisition underscores the Company’s confidence in the future of entertainment and dedication to expanding its presence in key market segments. Together with RAAM, MSIN looks forward to exploring new opportunities, enhancing synergies, and continuing to deliver unparalleled entertainment experiences to local and international audiences.

▶ Key Strategic Collaboration/Synergy Post-Acquisition :

- **Content Production:** Combined expertise will enable both companies to dominate content creation and delivery across all media platforms: free-to-air (FTA) TV, Pay TV, social media, OTT, and cinemas.
- **Cost Efficiency:** Utilizing Movieland as a production hub will significantly reduce production costs.
- **Shared Expertise:** MSIN and RAAM are respected leaders in FTA TV and cinema, respectively. By sharing expertise, both companies will enhance the quality of their offerings moving forward.
- **Diversified Monetization:** As part of MNC Media & Entertainment, MSIN will offer additional monetization opportunities for RAAM's content across FTA TV, Pay TV, OTT, and social media. Conversely, RAAM's cinemas in Indonesia will provide MSIN with more opportunities to monetize its films through cinematic releases.
- **Other Collaborative Initiatives:** Further collaborations in marketing, promotion, and operations will yield mutual benefits for MSIN and RAAM.

▶ MNC Digital Entertainment (MSIN)

MSIN stands within the realm of content and digital entertainment, distinguished by its robust content portfolio spanning diverse genres including drama, infotainment, reality shows, and animation. Renowned for its prolific FTA content production, MSIN also makes significant strides in producing cinematic films and original programming tailored for OTT platforms.

Content & Production Market Share



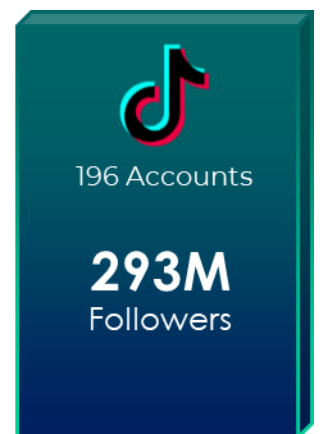
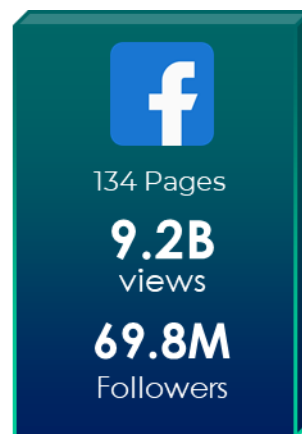
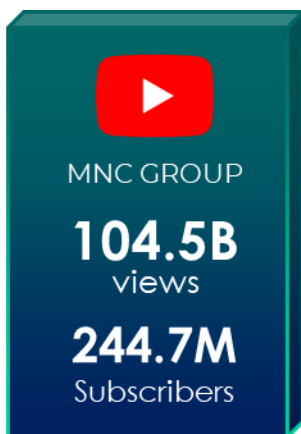
Complementing its content prowess, with Movieland, a sprawling 21-hectare outdoor production compound situated in SEZ MNC Lido City. The state-of-the-art facility will not only elevates on-screen quality but also enhances production efficiencies, underscoring MSIN's commitment to a sustainable innovation and excellence.



Production Infrastructure



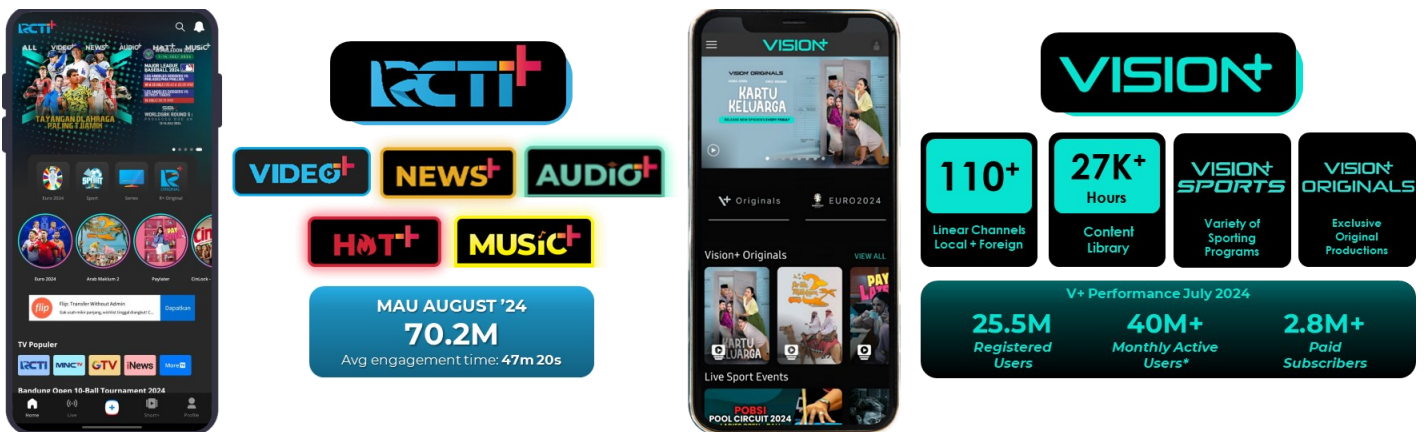
Furthermore, MSIN's expansive footprint in social media, spanning prominent platforms such as Facebook, YouTube, and TikTok through various channels, including multi-channel network (MCN), solidifies its status as a frontrunner in the digital entertainment landscape. As of August 2024, the Company has 607.5 million subscribers/followers and 113.7 billion views, with an average of 1.5 billion views every month.



Source: MNC Internal Research – August 2024

Within the digital businesses, the Company has streamlined its online portal operations, collectively drawing approximately 40.8 million monthly active users (MAU), under iNews Media Group to improve synergy and effectiveness among MNC Media & Entertainment's affiliates.

It also operates 2 OTT superapps, RCTI+ (AVOD) and Vision+ (SVOD), which collectively have more than 110 million monthly active users with more than 2.8 million paid subscribers. With the commencement of EURO 2024 at the end of June through July, expect these figures to significantly increase in the near future.



▶ Tripur Multivision (RAAM)

Following its successful listing on the Indonesia Stock Exchange in May 2023, RAAM continued to grow and achieve extraordinary performance to date. It stands as a preeminent force in Indonesia's entertainment landscape, acclaimed for its paramount role as a leading content producer and content distributor. Central to RAAM's reputation is its unparalleled proficiency in crafting cinematic masterpieces that captivate audiences nationwide. Beyond its cinematic endeavours, RAAM also creates compelling web series and engaging drama content tailored for FTA TV.

RAAM continues to set benchmarks in the industry, epitomizing excellence in Indonesian entertainment production. Some notable content produced by RAAM are as follows.



Top 10 Box Office Indonesia





MVP Web Series



MVP TOP Drama Series

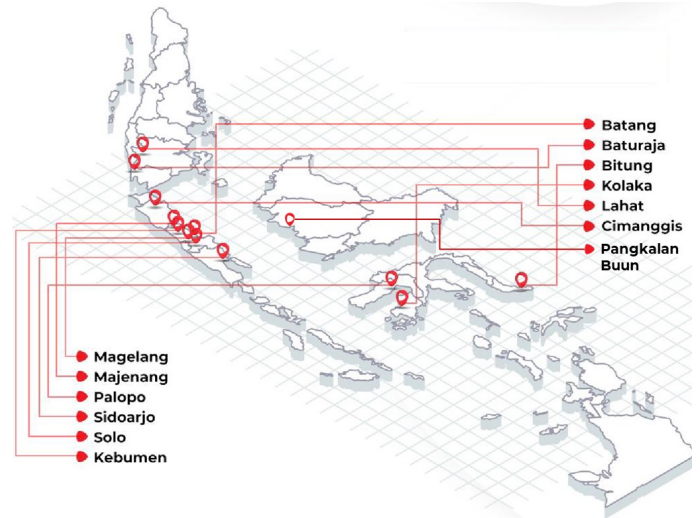


Since its inception, RAAM has forged an impressive legacy in the entertainment space, having produced over 15,000 hours of television series and crafted more than 650 films. This prolific output highlights RAAM's enduring impact on the Indonesian media landscape. With a rich tapestry of narratives spanning various genres and formats, RAAM continues to elevate the cultural and cinematic experience for audiences across the nation and beyond.

In addition to producing and distributing content, RAAM also has a national film screening license that allows the Company to operate in 13 locations across Java, Sumatra, Kalimantan, and Sulawesi.

13
locations of
**Platinum
Cineplex**

in Java,
Sumatera,
Kalimantan &
Sulawesi



▶ Comments from Hary Tanoesoedibjo, Executive Chairman of MNC Group

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MSIN's acquisition of RAAM represents a significant achievement in our efforts to expand our presence in Indonesia's media and entertainment sector. I have had the privilege of collaborating with Raam Punjabi on numerous occasions, building a robust partnership over the years. We are excited to launch this new phase of collaboration with RAAM through this acquisition. Together, our companies will strive to further enhance our market leadership not only in Indonesia but also beyond. RAAM is renowned for setting trends and anticipating the future of entertainment, and we are eager to continue pushing the boundaries of the creative industry alongside them.

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