

PRESS RELEASE

Celebrating National Customer Day, MNC Vision and MNC Play Launched Loyalty Program Platinum Club

Jakarta, 4 September 2019 – Coinciding with National Customer Day, MNC Vision, the leading pay TV pioneer in Indonesia and MNC Play, a provider of high speed broadband internet services based on 100% fiber optic & Interactive IPTV, launched a loyalty program for loyal customers through Platinum Club. Through National Customer Day 2019, MNC Vision and MNC Play are committed to provide more than customers could imagine, including with the Platinum Club loyalty program which is present to answer customer demands for priority and quality services. In addition to launch the Platinum Club loyalty program, MNC Vision and MNC Play also treat loyal customers with a series of events held on September 2-4, 2019.

The Platinum Club Loyalty Program is specifically presented by providing various privileges through Platinum Best Deal, Platinum Bonus, Platinum Privilege and Platinum Care. This special loyalty program is offered to customers who have been using MNC Vision services for more than 1 year with a minimum bill of Rp. 3,000,000 per year (approximately Rp. 250,000 - per month) and customers who have been using MNC Play services for more than 1 year with a minimum bill of IDR 4,800,000 per year (approximately IDR 400,000 per month).

"We are very happy to be able to launch Platinum Club to all MNC Vision and MNC Play customers right on National Customer Day. With the Platinum Club, customers can enjoy many benefits and special offers from various merchants such as playgrounds, hotels, restaurants and others, free Open All Channel for one month, special packages pay 3 months free 3 months subscription, free exclusive concert tickets, free unforgettable holidays for the whole family, direct service by Customer Care and VIP technicians as well as many other benefits," said **Adita Widyansari, Subscriber Management, Product, and Marketing Director, PT MNC Kabel Mediacom.**

A series of privileges that are presented through Platinum Club are offered in several segments; **Platinum Best Deals**, special offers at various selected merchants to be enjoyed by customers with the whole family. **Platinum Bonus**, special surprise to enliven special moments, such as birthdays, anniversaries, and holidays. Also many other attractive subscription promos.

In addition, there is a **Platinum Privilege**, with a variety of unforgettable experiences to win free tickets to concerts, films, special events, family vacations and device upgrades. Priority services also take part in the **Platinum Care** program, presented exclusively by reliable technicians and selected customer care representatives.

"Platinum Club Loyalty Program is a form of appreciation from MNC Vision and MNC Play to our loyal customers from the Platinum category. We want to provide a memorable experience through a variety of attractive offers and the best services so that customers feel comfortable to always enjoy their favorite TV programs and qualified internet services with

their beloved family," said **Fransisca Soeprapto, Director of Subscriber Management, PT MNC Sky Vision Tbk.**

Before the launch of the Platinum Club loyalty program, the management and directors of MNC Vision and MNC Play also treat customers directly by visiting customers' houses on September 2-3 to share stories and listen to their inputs. In addition, on September 4, coinciding with National Customer Day, MNC Vision and MNC Play management also welcome and serve customers at the Walk in Center and Call Center to thank the visiting customers.

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About MNC Vision:

PT. MNC Sky Vision Tbk (MNC Vision) is a pioneer in the pay television industry in Indonesia under the MNC Media Group. It is a Direct-to-Home (DTH) satellite service launched in 1994 and offers more than 135 free-to-air and international premium channels across a variety of genres. MNC Vision is currently the largest DTH operator in Indonesia and presence across Indonesia with 101 branches nationwide. Using the S-Band frequency satellite, MNC Vision is suitable for tropical regions like Indonesia. MNC Vision service offerings include *Multi Decoder*, *High Definition (HD)*, *Dolby Audio*, and TV Anywhere via the MNC Now app. For more details, please visit www.mncvision.id.

About MNC Play:

PT MNC Kabel Mediacom (MNC Play) is a leading high-speed broadband Internet provider based on an advanced 100% fiber optic/fiber-to-the-home technology, offering speeds up to 1 Gbps with a more stable connection and symmetrical upload and download capabilities. MNC Play also offers an IPTV service with more than 180 pay TV channels including 54 HD channels and 29 exclusive channels, with interactive services such as Catch-up TV and Time Shift with the ability to Pause, Play and Rewind, MNC Play subscribers can also enjoy TV Anywhere service via the MNC Now app, for further information please visit our website on www.mncplay.id.

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