



## PRESS RELEASE PT ANTAM Tbk

For immediate release

## ANTAM Launches 3D Thematic Gold Eid Al-Fitr Edition 2023/1444 H

Jakarta, March 17, 2023 - PT Aneka Tambang Tbk (ANTAM; IDX: ANTM; ASX: ATM), member of Mining Industry Indonesia (MIND ID) – the State-Owned Enterprise Holding of the Mining Industry Indonesia announced that the Company through the Precious Metals Processing and Refining Business Unit is introducing the latest product series thematic Eid Al-Fitr 2023/1444 H. The presence of this gold product confirms ANTAM's commitment to presenting quality and innovative products to meet customer needs.

The Eid Al-Fitr 2023 thematic gold product line consists of two categories namely gold bars with a special three-dimensional design weighing 5 grams and a new New Gift Series model weighing 0.5 and 1 gram. After being successfully applied to Chinese New Year gold which was released in January 2023, a special three-dimensional design on the gold surface is again presented to provide added value and product appeal. This Eid Al-Fitr thematic gold is produced exclusively during the moments of Ramadan and Eid Al-Fitr 2023/1444 H, both for the 5-gram Eid Al-Fitr gold bars, as well as the New Gift Series 0.5 grams and 1 gram.

### ANTAM's Director of Business Development, Dolok Robert Silaban, said:

"The presence of thematic gold is one of the product innovations that ANTAM consistently performs. This Eid Al-Fitr 2023/1444 H thematic gold product is the latest product released by the Company to celebrate Ramadan and Eid Al-Fitr moments which are depicted through the design of various activities, warmth and happiness with family during the Holy month of Ramadan and Eid Al-Fitr. We hope this product can add warmth and happiness to the celebration of Muslim holidays this year."

The thematic gold products for the Eid Al-Fitr 2023/1444 H edition come with a special design and deep philosophy. It is hoped that the presence of this Eid Al-Fitr edition of thematic gold will remind you of the warmth of hospitality along with the delicious dishes typical of Eid Al-Fitr and bring back sweet childhood memories just before Eid Al-Fitr. The special design of the thematic gold for the Eid Al-Fitr edition also features a threedimensional visual impression in the form of a handshake that depicts the warmth of the Eid Al-Fitr gathering. While the New Gift Series has an illustration design for children's activities in the month of Ramadan.

For further information please contact Syarif Faisal Alkadrie **Corporate Secretary** Tel: (6221) 789 1234 Fax: (6221) 789 1224

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The thematic Eid Al-Fitr 2023/1444 H gold is also equipped with security features, displays with high aesthetic value, and has product advantages such as Microtext, QR code, Rainbow Effect and 3D Effect on the product surface. Microtext is a very small special code on a gold surface which is produced with a high degree of accuracy making it difficult to counterfeit. The rainbow effect will give a special color effect to the surface of the gold bar when it is exposed to reflected light. Meanwhile, the QR Code feature will make it easier for customers to obtain information about Precious Metals products as well as other information about ANTAM Precious Metals.

The Eid Al-Fitr 2023/1444 H thematic gold products can be purchased starting today (17/3) through ANTAM's network of 15 Precious Metal Gold Boutiques spread across 12 major cities in Indonesia or online through the website www.logammulia.com. This product can also be obtained exclusively at the official Shopee marketplace "Antam Official Gold Boutique" during the 1 week launch period and later at other official ANTAM marketplaces. There will be attractive souvenirs for the first 300 people who purchase the thematic Eid Al-Fitr 2023/1444 H gold products during this launching period, both purchased through ANTAM's Precious Metal Gold Boutiques and online. Free shipping promos will also be given for purchases through the website www.logammulia.com with the option of shipping using JNE expedition services. The promo will be valid from 17-31 March 2023 with limited quota every day throughout ANTAM's Precious Metal Gold Boutiques.

#### ALMIRA (ANTAM Logam Mulia Virtual Assistant)

In order to improve service to customers, along with the introduction of the thematic Eid Al-Fitr 2023/1444 H gold products, the Company also introduced ALMIRA (ANTAM Logam Mulia Virtual Assistant), an automated messaging service that is ready to help provide information and services for ANTAM's Precious Metals products. ALMIRA has been present on several WhatsApp platforms and ANTAM's official social media, Facebook and Instagram, ANTAM Logam Mulia.

Further information regarding the thematic Eid Al-Fitr 2023/1444 H gold bar products can be obtained through the website www.logammulia.com, social media on Instagram @antamlogammulia, e-mail infolm@antam.com, call center 0804-1-888-888, and ALMIRA (ANTAM LM Virtual Assistant) at 0811-1002-002 (chat only).

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Gold Thematic Eid Al-Fitr edition 2023/1444 H



Eid Al-Fitr Gold Bar 5 gr



New Gift Series Eid Al-Fitr 1 gr dan 0,5 gr

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