



Press Release

PT Link Net Tbk. Enters 100 Companies with the Most Valuable Brand Value in Indonesia Year 2018

Jakarta, May 31, 2018 - PT Link Net Tbk with brand name "First Media", leader and pioneer in cable TV industry and broadband Internet in Indonesia won Indonesia's Top 100 Most Valuable Brands 2018 Award at today's event held in Shangri-La Hotel, Jakarta. Indonesia's Top 100 Most Valuable Brands 2018 is an appreciation of best 100 corporate and product brands that have the highest score in Indonesia. First Media in the Top 100 Most Valuable Brands is a testimony of customers' satisfactions over First Media's commitments to provide only superior service and execution excellence built more than a decade.

Brand Value and ranking are derived from Brand Finance's analysis of Brand Strength Index (BSI) of each company and also researches from various sources, such as: company information, Bloomberg, and annual reports. – Both financial and non-financial qualitative parameters (i.e. brand management, brand presence, brand awareness, functional performance of brand, emotional connection and brand preference. Also, revenue growth, market share, profitability, analyst ratings and S&P ratings).

Liryawati, Chief Marketing Officer (CMO) PT Link Net Tbk. award recipient today, on the occasion said, "Brand is an invisible asset that is valuable and important for a company. This measurement is essential to understand where our company and brands positioned compared to other companies in Indonesia, Asia and Global level. Brand valuations is also critical when acquiring IPO, delisting from the stock market, valuation for the purpose of transfer pricing or strategic things. We would like to extend our gratitude for the cooperation of all stakeholders and loyal customers, because without them we will not be where we are today. There is nothing more humble to end this first semester 2018 with the receipt of this prestigious award."

Brand is a symbol of the economic power of the country. Global 500 Most Valuable Brand 2018 from the top ten, eight of which are controlled by the United States. Korea with Samsung brand is in fourth position with brand value of USD 92.289M and ICBC of China is in tenth position with brand value of USD 59.189M. The rest is from the US starting with the first place Amazon with brand value of USD 150,811M, Apple USD 146.311M, Google USD 120.911M, Facebook USD 89.684M, AT&T USD 82.422M, while Microsoft occupies the seventh position with a value of USD 81.163M, Verizon USD 62.826, and Walmart USD 61.480M. While the 5 strongest brands are Disney with a BSI value of 92.3; Visa 91.6; Ferrari 91.5; Neutrogena 90.0; while Facebook with BSI value of 90.8, Google and Microsoft occupy the position of seventh and tenth with BSI value of 90.6 and 90.4. (source: *Brand Finance Global 500, 2018*).

About Link Net – First Media

PT Link Net Tbk ("Link Net"), established in 1996, is the largest provider of services via cable in Indonesia, providing subscription of high quality television services, high-speed next generation broadband internet, and data communications under the brand "First Media".

Link Net owns and operates a network of Hybrid Fiber Coaxial cable ("HFC") and Fiber-to-the Home (FTTH) that provide high-speed internet access services to retail and business customers. Link Net also operates a subscription television channel in collaboration with PT First Media Television ("FMTV"), its subsidiary.

Learn more at www.firstmedia.com

Media Contact:

Duma Grace

Public Relations

PT Link Net Tbk (First Media)

Tel. (62) 21 527 8811

Email: duma.grace@linknet.co.id