



## PRESS RELEASE

### First Media Introduced #HealthyFirst and #SafetyFirst Campaign to Support Indonesian Families' Activities and Productivity

**Jakarta, 19 March 2020** – In the current pandemic status of the Corona virus or COVID-19 worldwide, including Indonesia and to support the recent preventive actions advised by the Government, PT Link Net Tbk (LINK) with First Media brand, the industry leader in Cable TV and Fixed Broadband provider in Indonesia, held the **#HealthyFirst #SafetyFirst** campaign as an effort from First Media to support Indonesian family's productivity during home activities.

The Government had advised some preventive actions including studying from home, reducing operational and visiting hours to commercial places, postponing public meetings, reducing meeting schedules, and recommending companies to implement a Work-From-Home policy during this period of time.

"We express our concerns to the Indonesian who are affected by the COVID-19 virus, this **#HealthyFirst #SafetyFirst** campaign is held to support Indonesian families' daily activities and maintain their productivity in the Work-From-Home period. We also want to remind to maintain cleanliness, stay healthy and we hope this situation will recover soon," said Santiwati Basuki, the Deputy CMO of PT Link Net Tbk.

To further add more togetherness moment with family at home, the **#HealthyFirst #SafetyFirst** campaign offers additional **Open TV Channels** that comes with entertainment contents that can be enjoyed by the whole family members, starting from Nickelodeon for kids, FOX for teenagers, FOX Sports, HITS, HITS Movies and tvN Movies for parents and grandparents; which are available until 30 April 2020.

Moreover, to support the productivity of professionals and businesses, First Media partnered with CISCO to present CISCO Webex solution which is an online collaboration tool using Smartphone, PCs, laptops and notebook to enable online meetings to proceed. Currently, one of the features of **CISCO Webex Meetings** is available for free with a maximum of 100 participants, HD video, screen sharing and personal room. To get more premium features, customers can contact First Media Business Sales Representative by calling 021-29536838 or via email at [enterprise.inquiry@linknet.co.id](mailto:enterprise.inquiry@linknet.co.id).

First Media also provide parents who support their children to study at home with online learning platform, **OLLE**, which provides UTBK SBMPTN Try Outs by accessing [www.olle.co.id](http://www.olle.co.id). First Media subscribers can have a special discount up to 55% for **OLLE** study packages.

Furthermore, to fulfill the increasing internet streaming and entertainment needs due to current situation of more activities will be held at home, First Media provides a range of special offers for customers, such as **50% discount Upgrade** package for 3 months, **50% discount** additional **SpeedBoost** package for 3 months, **50% discount** additional **TV Selection** package for 3 months, which available until 30 April 2020.



For non-subscribers, First Media also offers a package with internet speed up to 1 Gbps and various TV channels with special price of Rp234k per month and additional benefits of Free Open TV Channels and Free Speed Upgrade for 3 months.

“Through this **#HealthyFirst #SafetyFirst** campaign, we hope all First Media subscribers maintain their daily activities whether in family entertainment, studying or working from home. So, let us stay healthy, productive and enjoy the family togetherness at our home, **#HealthyFirst #SafetyFirst**,” Santiwati Basuki added.

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### **About PT Link Net Tbk**

PT Link Net Tbk (“Link Net”), established in 1996, is the largest cable service provider in Indonesia, which provides high-quality pay television services, high-speed broadband connections, and data communications under the "First Media" brand.

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.ir.linknet.co.id](http://www.ir.linknet.co.id) or [www.firstmedia.com](http://www.firstmedia.com)

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