

## **ANTAM and Hartadinata Abadi Launch EmaskITA and Kencana**

**Jakarta, June 22, 2021** - PT Aneka Tambang Tbk (ANTAM; IDX: ANTM; ASX: ATM), member of MIND ID Mining Industry Holding SOE's, with its subsidiaries PT Abuki Jaya Stainless Indonesia (AJSI) and PT Hartadinata Abadi Tbk (Hartadinata) launch two innovative gold products, EmaskITA and Kencana. EmaskITA (Emas Kecil Investasi Terpercaya dan Aman) offers an affordable 99.99% micro fine gold available in 0.1 gram and 0.25 gram to the domestic market, while Kencana (Keindahan Terpercaya dan Bermakna) is the Indonesia's first and only 99.99% pure gold jewelry collection.

ANTAM's Operations and Business Transformation Director Risono said that the collaboration between ANTAM, AJSI, and Hartadinata is part of the Company's strategy to delve into the domestic micro fine gold and jewelry market." This initiative provides an opportunity for everyone in Indonesia to start investing in fine gold. Beforehand, gold investment was only attainable for the middle-upper communities. Through EmaskITA, we aim to reach out of all domestic gold market segment to invest in quality gold products, securely and affordably."

This collaboration also delivers another product, named Kencana, a jewelry collection made of 24-carat golds with magnificent beauty for a stylish look, also a perfect choice for a profitable long-term investment.

"Kencana is a jewelry collection made of 24-carat golds. ANTAM chose Hartadinata as a partner with extensive experience leading the domestic gold jewelry market. With Kencana, our customers can put on 99.99% pure gold jewelry equivalent to fine gold for the first time," Risono said.

ANTAM's in Indonesia's only precious metal processing and refinery unit with London Bullion Market Association (LBMA) accreditation. ANTAM will supply the fine gold material (999.9) from the Precious Metal Processing and Refinery Business Unit in this partnership. Hartadinata will process the material to produce micro gold bar and jewelry product on its refinery in Bandung, West Java. The production process will be directly supervised by PT Abuki Jaya Stainless Indonesia (AJSI) as ANTAM's subsidiary.

AJSI's President Director Bambang Wijanarko said that the supervision is conducted to ensure that every product meets ANTAM's gold standard." In addition, to ensure the quality of each product meets the ANTAM's standard, AJSI will be closely working with Hartadinata. We use fine gold from ANTAM and standardize our work procedures while prioritizing quality and ensuring the weight accuracy of each product. Furthermore, as an assurance of product

authenticity, EmaskITA and Kencana equipped with small Holograms and QR Codes that able to scan directly through the official website [www.emaskita.id](http://www.emaskita.id)," Bambang said.

Hartadinata's President Director Sandra Sunanto said that ANTAM is the most reputable gold producer in Indonesia, and Hartadinata is the leader in the micro fine gold and gold jewelry market. We hope the collaboration between ANTAM, AJSI, and Hartadinata can expand the domestic gold industry's growth while providing safe and reliable gold products for our buyers."

Sandra further explained, "EmaskITA comes in 16 gift series and one premium collection for the customers' investment or a special gift for the loved ones. Kencana gold jewelry comes in a collection of elegant and intricately designed wedding rings for a memorable wedding day, along with bracelets, pendants, and necklaces. With Kencana, customers can collect a 24-carat gold jewelry collection, equivalent to a fine gold bar. Thus, Kencana is also a perfect choice for a profitable investment."

The customer can directly verify the authenticity of EmaskITA by scanning the QR code embedded on the back of its box. When scanned, the QR code will direct buyers to the official website, [www.emaskita.id](http://www.emaskita.id). When scanning the QR code, the website will show an 'Original Product' notification, along with detailed information for the genuine product. However, counterfeit ones will lead to a 'Not Original' notification.

"EmaskITA and Kencana products are now available at Hartadinata's official offline stores, our official online store at Shopee and Tokopedia, and our partnered merchants across Indonesia. In addition, customers can also exchange one gram of Emaskita (in 0.1 gram and or 0.25 gram denominations accumulatively) for one gram of ANTAM's gold bar at the TB Simatupang Precious Metals Gold Boutique, Hartadinata gold shop chains, or online," said Sandra.

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### **About ANTAM**

ANTAM as a member of MIND ID, Mining Industry Holding SOEs, is a leading natural resources based diversified and vertically integrated Company with nickel ore, ferronickel, gold, silver, bauxite, alumina, and precious metal processing and refinery services as its main products and services. With over 50 years of experience, ANTAM owns vast high-quality nickel and bauxite reserves. ANTAM's Precious Metal Processing and Refinery Services is Indonesia's only precious metal processing and refinery unit with London Bullion Market Association (LBMA) accreditation.

### **About AJSI**

AJSI is ANTAM's subsidiary appointed to standardize the manufacturing processes and products of EmasKITA & Kencana. In addition, AJSI is responsible for the accuracy of the purity and weight of these gold products. To carry out these activities, AJSI has put together a team experienced in supervising fine gold products at ANTAM to ensure that the manufacturing processes of EmasKITA & Kencana follow good manufacturing practices for gold and jewelry industries as well as global best standards.

### **About Hartadinata Abadi**

Hartadinata is the leading gold jewelry producer and provider in the Indonesian market, gaining the trust of its stakeholders for more than 28 years. With an integrated business, Hartadinata operates four manufacturing facilities, wholesale and retail sale services, and online Hrta.store, and its own gold pawn network. Our integrated business has given us the upper hand in the market, with guaranteed market availability. Since its establishment, Hartadinata has partnered with more than 800 gold shops throughout Indonesia. For more information, please visit [www.hartadinata.co.id](http://www.hartadinata.co.id) or our official Instagram account @hartadinata.abadi.

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