



## Press Release

**ANTAM RECEIVES  
THE 1ST CHAMPION OF  
INDONESIA ORIGINAL  
BRANDS 2017**

### For Immediate Release

**Jakarta, 2 August 2017** - PT ANTAM (Persero) Tbk (ANTAM; ASX – ATM; IDX – ANTM) is pleased to announce it has received The 1st Champion of Indonesia Original Brands 2017 at the Indonesia Original Brands Appreciation Award 2017 for the Company's "LM" Brand in the Precious Metal Product Category.

**ANTAM's President Director, Arie Prabowo Ariotedjo said:**  
**"The award reflects customers' trust to ANTAM's gold products. It marks the solid satisfaction, loyalty, support and competitiveness level of the LM brand. The award also encourages us to continue to improve the LM brand value and product quality to meet customers' need."**

The Indonesia Original Brands Appreciation Award 2017, organized by SWA Magazine, recognized brand owners and brand management with excellent reputation in local, regional and international market.

ANTAM through its Logam Mulia Precious Metal Processing and Refinery Business Unit has implemented several innovative initiatives, including the creation of "blazer" gold packaging to ensure the provide safety to the gold product and authenticity certificate. The packaging also ensures the purity of the gold product. Another innovation initiatives were the launch of gold with batik motifs and cooperation with PT Pos Indonesia (Persero) for wider gold sales distribution.

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**FOR FURTHER  
INFORMATION PLEASE  
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