



PRESS RELEASE

PT ANTAM Tbk

For immediate release

ANTAM Launches Sales of Gold Minted Bar with Hello Kitty Design to Japan

Jakarta, December 22, 2017 - PT ANTAM Tbk (IDX: ANTM; ASX: ATM; ANTAM) through the Precious Metal Processing and Refinery Business Unit (UBPP LM) officially expands the gold market distribution to Japan through new product innovation of Hello Kitty character (minted-bar Hello Kitty) gold bars. The ceremony of the first delivery of the Hello Kitty minted-bar product from ANTAM to MKK Co.Ltd (MKK) was held on Wednesday, December 20, 2017 at PT ANTAM Tbk's UBPP LM office in Pulogadung, East Jakarta.

Marketing Director ANTAM, Tatang Hendra said :

"ANTAM through its Precious Metals Processing and Refinery Business Unit continues product innovation initiatives to enhancing the added value of LM gold products. The effort is inline with the our commitment to strengthen export and domestic market penetration of LM gold products. Previously, ANTAM has successful launch of the gold minted-bar with Batik motifs for domestic market. Today's ceremony marks the successful strategic partnership with our Japanese partner in the sales of Hello Kitty minted-bar to Japanese market."

ANTAM's Hello Kitty minted-bar is world's first of gold bar with Hello Kitty design. ANTAM is confident of the positive potential of the Japanese market for the sales of Hello Kitty minted-bar inline with the growth of gold demand in Japan. The partnership also signifies the first distribution of ANTAM's gold to Japanese market. The Hello Kitty minted-bar will be sold with the weight of 1, 5, 10 and 25 grams. The front design of the minted-bar features Kitty's face while the rear side uses ANTAM's gold standard face.

MKK Co.Ltd (MKK) is the subsidiary of Mirai Kagaku Co.Ltd, the license holder of Sanrio Co.Ltd. MKK opts for ANTAM's LM products due to ANTAM's status as ASEAN's only precious metal processing and refinery unit with London Bullion Market Association (LBMA) accreditation. The accreditation ensures the purity and weight of each product as well as the acceptance of sales in the international market.

For the domestic market, ANTAM through its UBPP LM develops minted-bar with Batik motifs, Christmas edition, Eid al-Fitr as well as jewelry products.

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