

# PRESS RELEASE

## PT ANTAM Tbk

For immediate release

### **ANTAM Receives Two Marketeers Youth Choice Award 2024**

**Jakarta, May 30, 2024** – PT Aneka Tambang Tbk (ANTAM; IDX: ANTM; ASX: ATM), member of PT Mineral Industri Indonesia (Persero) (MIND ID) – the State-Owned Enterprise of Mining Industry, is pleased to announce that the Company has received Marketeers Youth Choice Award 2024, a Gold predicate for the gold product category and Silver predicate for the State-Owned Enterprise Dream Workplace category. Marketeers Youth Choice Award 2024 was presented on May 16, 2024, based on voting results involving more than 2,000 college students of Gen Z from well-known university collages in JABODETABEK, Serang, Bandung, Malang, Madura, Padang, Surabaya, Makassar, Yogyakarta, Medan, Lampung, and Sumba.

**ANTAM Corporate Secretary, Syarif Faisal Alkadrie said:**

**“As a leading natural resources management company, ANTAM is committed to continuous product innovation and adaption in accordance with the development and necessity of the society, including the youth or Gen Z. The Marketeers Youth Choice Award 2024 proves that ANTAM’s gold product is acceptable to Gen Z as young investors and consumers that understood the value of the gold investment as a safe haven instrument. In addition, as a company that fully believes that human resources are the main pillar of the business, We always create an inclusive work climate with the principle of equality to continue to develop the employee's potential.”**

The precious metals industry in Indonesia has a broad customer segmentation, with a culture of storing gold passed down from previous generations. As generations evolve, Gen Y and Gen Z, who will become the majority generation in the next few years, have a much better awareness of investing in precious metals. Therefore, ANTAM, through the Precious Metals Processing and Refinery Business Unit, continues to be committed to providing product-added value and excellent customer services, including Gen Z.

ANTAM also constantly improves to align with the latest marketing practices and strategies, especially in gold products. Our products and services continuously evolve (technology, security features, design) to innovations that provide added value to customers. The trust given by Gen Z not only reflects the quality of the product but also reflects the relationship between the brand and the user. For ANTAM, this award is not only a recognition of past achievements, but also motivates the Company to continue improving the quality of our products and services.

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