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## **NFCX is Cementing Its Media and Entertainment Exchange through Investment Plan in Ideosource Entertainment**

**Jakarta, 29 August 2019-** PT NFC Indonesia Tbk (NFCX), a subsidiary of PT M Cash Integrasi Tbk (MCAS), announces its plan to invest in Ideosource Entertainment (IDEO), a leading film and entertainment group in Indonesia. The investment is expected to strengthen the NFCX and IDEO value chain, from demand to supply side, in the digital and entertainment landscape.

As a background, Indonesia ranks 15th in the top 20 International Box Office markets with market size of US\$400 million, according to MPAA study. Adding the weight, Indonesia film industry has reached 52 million sales tickets for Indonesian films in 2018. Based on our study, we predict Indonesia film and over the top (OTT) markets will grow by 21% CAGR4Y, from US\$512 million in 2018 to US\$1.1 billion by 2022.

**Andi Boediman, CEO of IDEO**, elaborates, “IDEO has a diverse portfolio of Indonesian feature films. ‘Keluarga Cemara’ is our most successful film investment with its 1.7 million admissions and additional income from sponsorship and digital rights. IDEO also invests in Screenplay Bumilangit film slates, one of them is ‘Gundala’, an original Indonesian superhero comic by the late Hasmi. Directed by Joko Anwar, the film tells the superhero origin. It is one of the most anticipated movies this year.”

However, he also shares a belief that “As part of a global trend, the entertainment business complements the e-commerce business. This model has been proven by Amazon Prime in China and India, as well as Alibaba Pictures in China. For that reason, we are confident IDEO and NFCX can create great synergistic value. Currently, IDEO business covers from film & media investment, to film & media production, a film & media analytics platform, as well as a digital marketing agency. In the future, we would like to scale up our business to IP licensing and merchandising business, offering these services to brands and sponsors.”

Meanwhile, **Abraham Theofilus, CEO of NFCX**, further adds “As a digital exchange hub company, NFCX continues to build disruptive platforms in various areas, including media and advertising space. However, we believe that a strong platform must also be supported with strong content. This will create a natural magnet to the platform. We also view that IDEO film and media analytic platform can also strengthen our programmatic and deep-learning media and advertising infrastructure. With NFCX financial support and vast digital ecosystem, we can help IDEO to grow faster and bigger.”

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**\*IDEOSOURCE ENTERTAINMENT (IDEO)\*** is an entertainment group aiming to become a world-class film studio by focusing on the development of IP for Indonesian and global market. It has four distinctive yet synergistic business models:

- Film & Media Investment
- Film & Media Production
- Film & Media Analytic Platform
- Digital Marketing Agency

The Film and Media Investment model focus on financing a diverse portfolio of Indonesian feature films. Through its partnership with commercially successful Indonesian producers, the investment model is built upon a diversified portfolio of carefully chosen feature films.

The Film & Media Production produces movies for the big screen and series for digital streaming services. Beside the original titles, IDEO is also securing proven IPs (intellectual properties) from other media to be adapted for the big screen.

The Film & Media Analytics Platform is a mobile-first analytic platform that provides moviegoers a rating system for new movie releases, of both local and international films. IDEO gets early traction from filmmakers and hardcore moviegoers. The mainstream market is starting to use it as well.

The Digital Marketing Agency offers end-to-end digital marketing services, such as a creative campaign, performance marketing, and social media analytics. This agency works closely within our group to provide brand sponsorship and film marketing. IDEO is adding a Brand Sponsorship department to create strong synergy with its film investment.

**Further Information, please contact:**

**Stanley Tjiandra**

Head of Investor Relations

PT NFC Indonesia Tbk

Email: [stanley@ptnfc.com](mailto:stanley@ptnfc.com)

**Andi Boediman**

Chief Executive Officer

Ideosource Entertainment

Email: [andisboediman@ideosource.com](mailto:andisboediman@ideosource.com)



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