



Sebagai grup media & hiburan terbesar dan paling terintegrasi di tanah air, PT Media Nusantara Citra Tbk ("MNCN" atau "Perseroan") dengan bangga meluncurkan festival musik pertamanya di Lido Music and Arts Center yang bertajuk "LMAC MUSICFORALL FEST". Acara yang berlangsung selama dua hari pada tanggal 8 dan 9 September 2023 ini menampilkan banyak line-up artis K-Pop terkemuka asal Korea Selatan seperti Taeyang, The Rose, Secret Number, dan Apink yang menjadi headline acara tersebut. Bintang- bintang besar Tanah Air seperti Mahalini, Rizky Febian, Gigi, Maliq & D'essentials Weird Genius, Fourtwnty, dan DJ Dipha Barus juga turut tampil.

Lokasi tersebut dilengkapi dengan panggung produksi berskala besar untuk memberikan pengalaman konser kelas dunia bagi pengunjung, serta dikemas dengan berbagai kegiatan promosi menarik serta berbagai stand makanan dan minuman. Para pengunjung dapat menyaksikan pertunjukan spektakuler, sembari menikmati beragam pilihan hidangan yang tersedia di tempat.



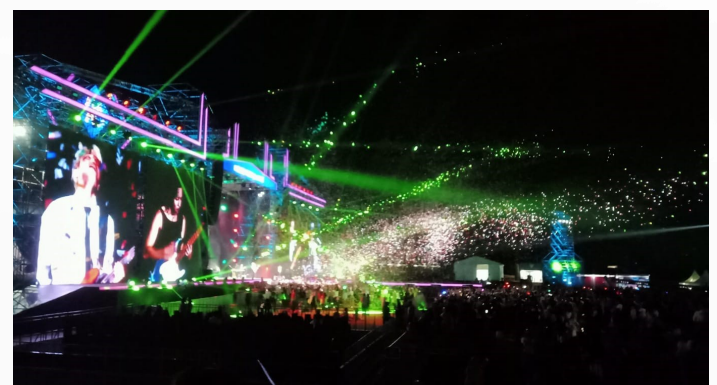
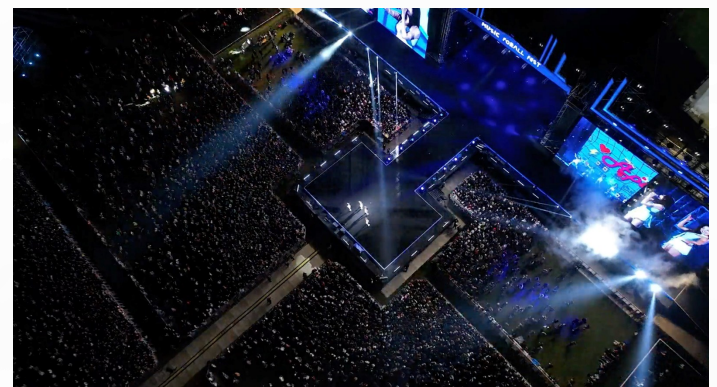
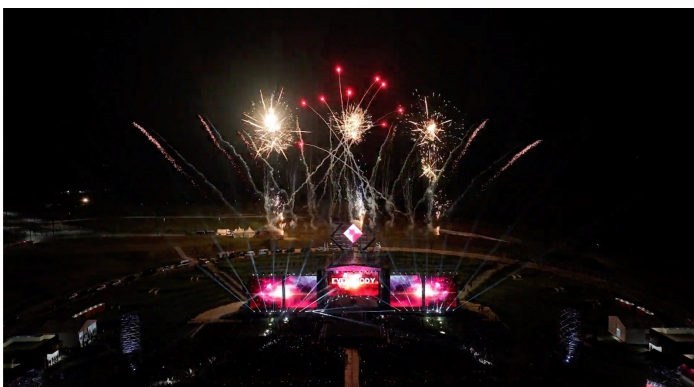
(On Stage Performing Artist)

“LMAC MUSICFORALL FEST” berhasil menjual 80.000 tiket dan berhasil menjadi salah satu acara konser terbesar di Indonesia pada tahun ini. Festival ini juga menarik banyak sponsor dari perusahaan multinasional dan lokal besar termasuk Vuse (bagian dari *British American Tobacco*), IQOS (bagian dari Philip Morris Sampoerna), Trebel, Grab, Yamaha, Casablanca, Telkomsel, Cedeo, Kalpanax, Adem Sari, Plosa, Tolak Angin dan masih banyak lagi. LMAC juga mendukung banyak usaha kecil dan menengah lokal dengan mengundang mereka untuk turut berpartisipasi dalam festival tersebut.



Sebagai bagian dari KEK MNC Lido City, LMAC berdiri di atas lahan seluas 5,5 hektar dan dirancang untuk menampung hingga 4 acara secara bersamaan, menjadikannya salah satu tempat konser outdoor terbesar di Indonesia. Terletak di tengah Gunung Salak, Gunung Gede, dan Gunung Pangrango, LMAC memiliki iklim sejuk yang berkisar antara 22 -25°C sepanjang tahun, memberikan suasana yang luar biasa dan pemandangan indah bagi pengunjung festival.

Dengan meningkatnya minat terhadap festival dan konser di seluruh dunia, Perseroan akan lebih mendalami bisnis ini untuk memberikan sumber pendapatan baru bagi Grup yang berasal dari *sponsorship* dan penjualan tiket. Ke depannya, MNCN berencana membuat acara festival untuk artis lokal maupun internasional secara berkala.



(Foto LMAC)

Komentar dari Hary Tanoesoedibjo, *Executive Chairman* MNC Group

“ Pembukaan LMAC sangat fenomenal dan sesuai dengan rencana Perseroan. Kami sangat senang dengan antusiasme lebih dari 80.000 orang yang hadir di festival tersebut untuk menyaksikan dan menikmati penampilan luar biasa yang ditampilkan oleh talenta-talenta besar dari Indonesia dan Korea Selatan. Selain itu, kami yakin venue ini akan menjadi penghasil pendapatan besar bagi Perseroan di masa mendatang, terutama seiring dengan meningkatnya minat terhadap festival dan konser di tanah air. Secara keseluruhan, kami senang dengan perkembangan LMAC dan kami tidak sabar untuk menyelenggarakan lebih banyak festival menarik di masa mendatang. ”

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As the largest and most integrated media & entertainment group in the country, PT Media Nusantara Citra Tbk ("MNCN" or the "Company") has proudly launched its first music festival at Lido Music and Arts Center called "LMAC MUSICFORALL FEST". The event ran for two days on 8 and 9 September 2023, showcasing many line-ups with renowned K-Pop stars from South Korea like Taeyang, The Rose, Secret Number, and Apink headlining the event. Indonesian big names, such as Mahalini, Rizky Febian, Gigi, Maliq & d'Essentials, Weird Genius, Fourtwnty, and DJ Dipha Barus were also performing.

The venue was equipped with a large scale stage production to give world class concert experience for visitors, and packed with many exciting promotional activities as well as various F&B stalls. People were welcomed to watch spectacular performance, while enjoying an array of delectable fare made available on site.



TAEYANG



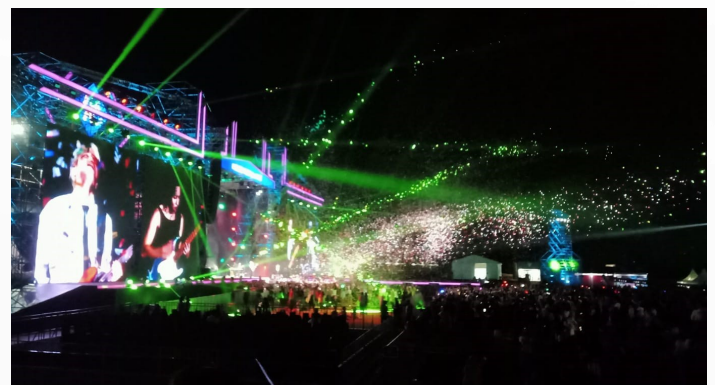
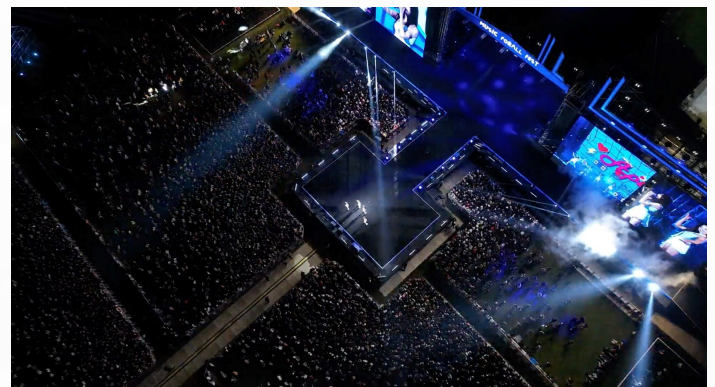
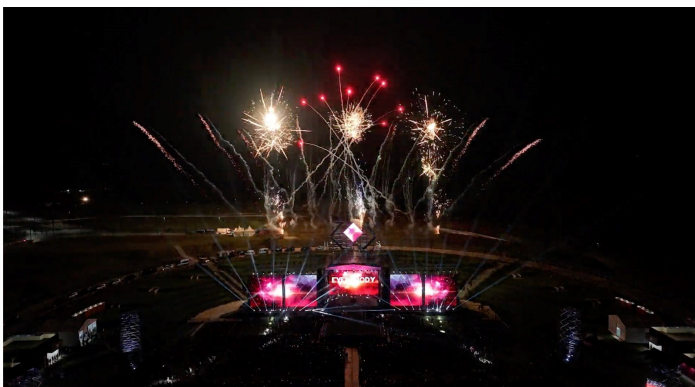
(On Stage Performing Artist)

“LMAC MUSICFORALL FEST” has successfully sold 80,000 tickets and was noted as one of the biggest concert events of the year. The festival has also attracted many sponsors from big multinational and local companies including Vuse (part of British American Tobacco), IQOS (part of Philip Morris Sampoerna), Trebel, Grab, Yamaha, Casablanca, Telkomsel, Cedeia, Kalpanax, Adem Sari, Plosa, Tolak Angin and many more. LMAC also supported many local small-medium enterprises by inviting them to participate in the festival.



As a part of SEZ MNC Lido City, LMAC sits on a 5.5 hectares of land and was designed to accommodate up to 4 events simultaneously, making it one of the largest outdoor concert venues in Indonesia. Situated amidst Mount Salak, Mount Gede, and Mount Pangrango, LMAC benefits from a refreshing cool climate ranging from 22 -25°C year-round, providing great atmosphere and beautiful change of sceneries for festival goers.

With the increasing demand for festivals and live concerts all over the world, the Company will venture more into this business to provide new revenue streams for the Group derived from sponsorships and ticketing. In the future, MNCN is planning to create more music festival or events for both local and international artist on a quarterly basis.



(LMAC Photos)

Comments from Hary Tanoesoedibjo, Executive Chairman of MNC Group

“ The grand opening of LMAC was phenomenal and exactly what the Company was aiming for. We are very delighted with the enthusiasm from over 80,000 people that were present at the festival to witness and enjoy great performances showcased by big talents from Indonesia and South Korea. In addition, we are positive that this venue will be a great revenue generator for the Company going forward, especially with the increase appetite for festivals and concerts in the country. All in all, we are happy with the development of LMAC and we cannot wait to host more exciting festivals in the future. ”

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