



First Media Received an Award in Indonesia WOW Brand 2017

Jakarta, March 10, 2017 - This year, First Media as a leader and pioneer in Internet service providers and cable TV industry, awarded in the Indonesia WOW Brand 2017 for the second time. This award is given directly to the Head of Marketing Communication PT. Link Net, Tbk., Lilies Surjono during WOW Brand Festive Day 2017 on Thursday, March 9 at the Raffles Hotel, Jakarta.

Lilies Surjono as Head of Marketing Communication PT. Link Net, Tbk., Said, "This award gives motivation for us to continue deliver more value to all customers. We would like to thank our loyal customers for the trust that has been given until today, so that we can received the Indonesia WOW Brand 2017 for the second time", said Lilies during the event.

Indonesia WOW Brand 2017 Awarding Ceremony is an award given to the successful brand leader in improving advocacy for their products in the previous year. This research is based on total of 34,500 respondents in eight major cities in Indonesia, as well as performed on thousands of brands in five categories of industry, namely ATL (Automotive Logistics and Transprtation), CHM (Communication, High-Tech, Media), FSI (Financial Services Industry), HPC (Healthcare, Property, Consumer), RIU (Resources, Infrastructure, Utilities).

All the winners is based on the research by MarkPlus which is refers to Marketing 4.0 concept that harmonize five major aspects or what is known as 5A, namely Aware – Appeal – Ask – Act – Advocate. The results of this research compare the Advocate with Awareness that produces BAR (Brand Advocacy Ratio). The higher value of BAR meaning more people recommends the brand. It also means that the brand have a good reputation in the market.

"First Media will continue committed to deliver better products and services, through the improvement of product, quality service and communication in order to maintain customer convenience and satisfaction", said Lilies.

About Link Net – First Media

PT Link Net Tbk ("Link Net"), established in 1996, as the largest service provider via cable in Indonesia, which provides high quality pay television services *), broadband connections and communication data under the brand "First Media".

Link Net owns and operates cable networks Hybrid Fiber Coaxial ("HFC"), which provides high speed internet access for retail customers and corporate. Link Net also operates pay television services by collaborating with PT First Media Television ("FMTV").

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