

PT MNC Digital Entertainment Tbk ("MSIN") Menunjuk Penasihat Strategis

PT MNC Digital Entertainment Tbk ("MSIN") telah menunjuk salah satu divisi dari Smash Capital, perusahaan investasi yang berbasis di Los Angeles dan New York, sebagai penasihat strategis. Tim Smash terdiri dari Kevin Mayer, bersama dengan Evan Richter dan Nicole Iacopetti.

Penunjukan ini akan mendukung MSIN dalam area strategis utama, termasuk transformasi digital, konten dan kemitraan, ekspansi global, monetisasi, dan inovasi produk.

Peran penasihat ini mencakup seluruh pengembangan aset digital MSIN, termasuk platform OTT yang memiliki pertumbuhan terpesat, RCTI+ (AVOD) dan Vision+ (SVOD), serta jaringan multi-channel network berbasis YouTube (MCN), divisi digital marketing, talent dan KOL agency, serta unit produksi dan distribusi konten yang mencakup original series, mikro-drama, drama series, dan animasi.

Mohon dicatat bahwa pengumuman ini merupakan keterbukaan informasi yang wajib disampaikan kepada Bursa Efek Indonesia (BEI) dan Otoritas Jasa Keuangan (OJK). Dokumen ini disampaikan bukan sebagai siaran pers.

PT MNC Digital Entertainment Tbk ("MSIN") Appoints Strategic Advisor

PT MNC Digital Entertainment Tbk ("MSIN") has appointed a division of Smash Capital, a Los Angeles and New York-based investment firm, as a strategic advisor. The Smash team includes Kevin Mayer, along with Evan Richter and Nicole Iacopetti.

The engagement will support MSIN in key strategic areas, including digital transformation, content and partnerships, global expansion, monetization, and product innovation.

This advisory role encompasses the development of all MSIN's digital assets, including its fastest-growing OTT platforms, RCTI+ (AVOD) and Vision+ (SVOD), as well as its YouTube-based multi-channel network (MCN), digital marketing division, talent and KOL agencies, as well as, its content production and distribution units spanning original series, micro-dramas, drama series, and animation.

Please note that this announcement is a mandatory disclosure to IDX and OJK. It is not intended for publication as a press release.

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