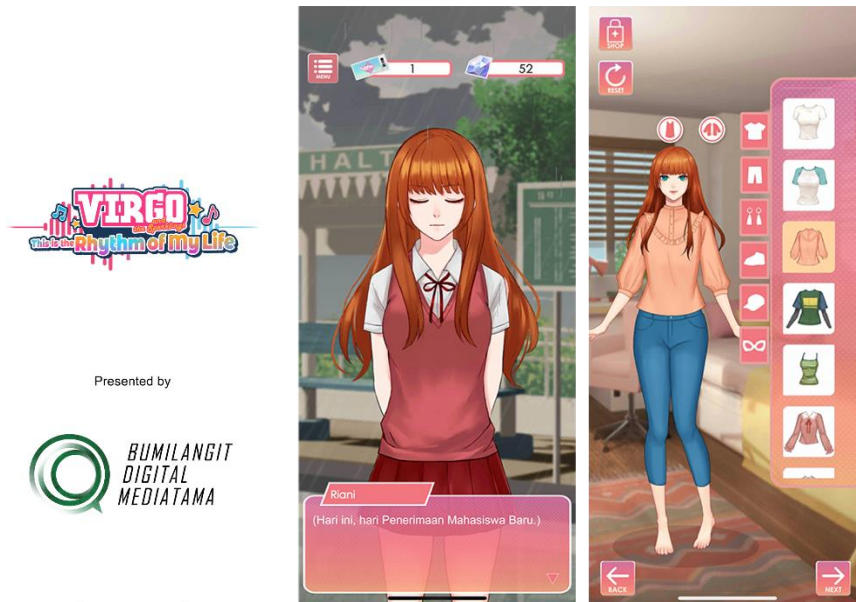


Bumilangit Digital Mediatama (BLDX), Joint Venture Bumilangit dan DMMX Meluncurkan Game Seluler *Virgo and The Sparklings: Rhythm of My Life* ke Pasar Internasional



Jakarta, 14 April, 2022 - PT Bumilangit Digital Mediatama (BLDX), perusahaan *joint venture* PT Digital Mediatama Maxima Tbk (DMMX) dan PT Bumilangit Entertainment (Bumilangit) resmi meluncurkan game seluler dengan genre novel game mengadopsi karakter populer Bumilangit di LINE Webtoon, *Virgo and The Sparklings: Rhythm of My Life* ke pasar internasional. Game *Virgo and The Sparklings: Rhythm of My Life* ini diluncurkan melalui game publisher milik DMMX yaitu Patriot Games.

Virgo and The Sparklings: Rhythm of My Life merupakan game bertemakan gabungan drama komedi / *romance fantasy* yang akan memberikan pengalaman luar biasa dan unik, di mana pemain diberikan kebebasan untuk mempengaruhi alur cerita milik pemain. Selain itu, pemain juga bisa menikmati fitur lainnya seperti dress up, dimana pemain dapat mendandani karakter favoritnya dengan berbagai macam kostum dan aksesoris sesuai selera. Setelah *soft launching* di Play Store pada 21 Desember 2021, *Virgo and The Sparklings: Rhythm of My Life* sudah tersedia di 176 negara dengan *user* terbanyak berasal dari Indonesia, diikuti USA, Malaysia, China, India, Singapura, Vietnam dan negara lainnya. Kini game ini juga dapat dinikmati di App Store di seluruh dunia.

Bismarka Kurniawan, Founder dan CEO Bumilangit, berkomentar "*Virgo and The Sparklings: Rhythm of My Life* adalah salah satu karya kreatif bangsa Indonesia yang tidak hanya populer di negara sendiri, tetapi juga sudah banyak dibaca di mancanegara dan diterjemahkan ke banyak bahasa. Melihat popularitas yang tinggi ini, hadir lah game seluler *Virgo and The Sparklings: Rhythm of My Life* yang sudah dapat di-download dan dimainkan secara gratis di Play Store dan App Store di berbagai penjuru dunia. Untuk melibatkan fans internasional dalam keseruan game *Virgo and The Sparklings: Rhythm of My Life*, maka game ini tersedia dalam 4 bahasa yaitu Indonesia, English, Spanish, Chinese (simplified)." tambah **Bismarka**.

Budiasto Kusuma, Direktur Utama BLDX, menyampaikan, "Melalui game *Virgo and The Sparklings: Rhythm of My Life* ini, kami berharap dapat mendekatkan fandom dengan karakter favoritnya. Kedepannya, BLDX akan memberikan kepuasan dan menghadirkan pengalaman yang imersif bagi penggemar yang menikmati kisah *Virgo and The Sparklings* dan banyak IP populer lainnya nantinya di Jagat Bumilangit."

“BLDX bertujuan untuk selalu memberikan pengalaman baru bagi fanbase Rakyat Bumilangit dengan menyediakan beragam aktivitas dan utilisasi digital seperti *games*, *digital comic*, aktivitas film dan konten bersama Bumilangit Universe kedepannya akan membantu menunjang ekosistem digital Bumilangit.” tambah **Budiasto**.

Game *Virgo and The Sparklings: Rhythm of My Life* sudah dapat tersedia dan dapat dimainkan secara gratis di Play Store untuk pengguna ponsel Android dan App Store untuk pengguna ponsel Apple.

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Tentang PT Bumilangit Entertainment

Didirikan pada tahun 2003, Bumilangit menandai tonggak kebangkitan kembali cerita komik berbasis pahlawan super di Indonesia. Bumilangit adalah perusahaan hiburan berbasis karakter terkemuka di Asia yang mengelola perpustakaan *IP (Intellectual Property)* tak tertandingi dengan lebih dari 1.200 karakter yang ditampilkan dalam komik yang diterbitkan dalam enam puluh tahun terakhir.

Sebagai perusahaan hiburan, bisnis utama Bumilangit adalah penerbitan komik, produksi film dan serial TV, produksi animasi, dan lisensi merchandise. Inovasi dan kreativitas adalah pusat dari semua yang Bumilangit lakukan untuk memberikan produk dan pengalaman hiburan terbaik kepada para fans dan konsumen.

Tentang PT Digital Mediatama Maxima Tbk

PT Digital Mediatama Maxima Tbk ("DMMX" atau "Perseroan"), anak perusahaan PT NFC Indonesia Tbk ("NFCX"), Grup PT M Cash Integrasi Tbk ("MCAS"), adalah perusahaan *digital cloud advertising infrastructure* yang berfokus pada pengembangan solusi pemasaran digital untuk peritel modern dan pengembangan konten digital untuk konsumen modern. Mitra utama kami saat ini antara lain Alfamart, Indomaret dan Sampoerna Retail Community ("SRC"). Membangun bisnis inti berlandaskan *digital cloud advertising infrastructures*, DMMX baru-baru ini memperluas bisnis konten digital dalam kemitraan dengan Bumilangit, sebuah perusahaan hiburan Indonesia yang mengelola lebih dari 1.200++ karakter *intellectual property* (IP). Dengan teknologi modern dan konten yang selalu menarik, DMMX bertujuan untuk menghadirkan solusi yang menarik dan inovatif untuk membantu bisnis modern untuk lebih melibatkan konsumen modern. Informasi lebih lanjut, kunjungi <http://www.dmmgroup.id>

Informasi lebih lanjut hubungi:

Ima Finnegan

Corporate Secretary

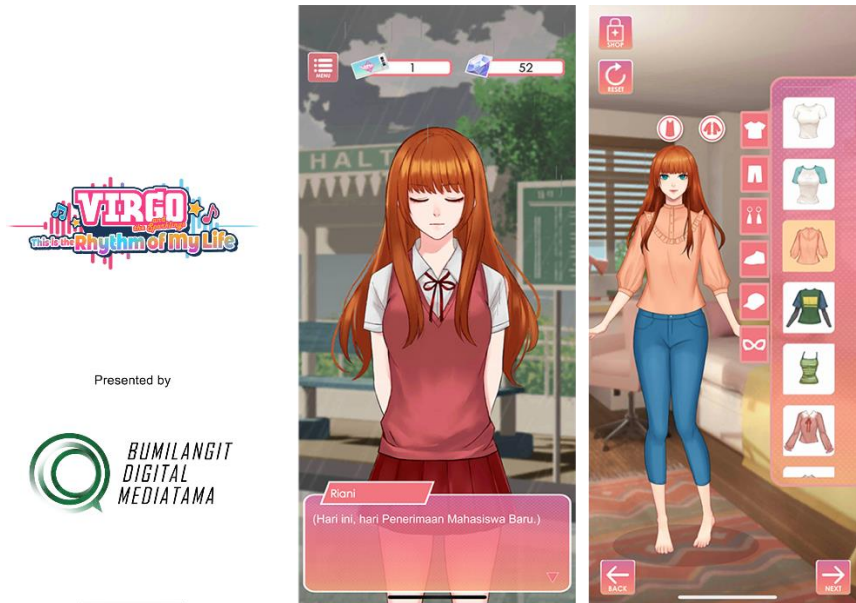
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Tentang PT Bumilangit Digital Mediatama (BLDX)

PT Bumilangit Digital Mediatama ("BLDX") adalah sebuah perusahaan platform Media dan Hiburan digital. Perusahaan ini merupakan joint venture antara PT Bumilangit Entertainment ("Bumilangit"), sebuah perusahaan hiburan Indonesia yang mengelola +1.200 karakter *intellectual property* (IP) karakter, dan PT Digital Mediatama Maxima Tbk ("DMMX"), sebuah perusahaan infrastruktur pemasaran dan periklanan digital. BLDX mengelola distribusi dan monetisasi IP Bumilangit melalui berbagai saluran di platformnya seperti game, merchandising dan aplikasi digital lainnya.

Bumilangit Digital Mediatama (BLDX), a Joint Venture between Bumilangit and DMMX Launched Virgo and The Sparklings Mobile Game: Rhythm of My Life To The International Market



Jakarta, April 14, 2022 - PT Bumilangit Digital Mediatama (BLDX), a joint venture company PT Digital Mediatama Maxima Tbk (DMMX) and PT Bumilangit Entertainment (Bumilangit) officially launched a mobile game with the novel game genre adopting the popular character Bumilangit on LINE Webtoon, "Virgo and The Sparklings: Rhythm of My Life" to the international market. The game "Virgo and The Sparklings: Rhythm of My Life" is launched through DMMX's game publisher, Patriot Games.

Virgo and The Sparklings: Rhythm of My Life is a comedy-drama/romance fantasy combination game that will provide an extraordinary and unique experience, where players are given the freedom to influence the player's storyline. In addition, players can also enjoy other features such as dress up, where players can dress up their favorite characters with various costumes and accessories according to their own player taste. After the soft launch on the Play Store on December 21, 2021, "Virgo and The Sparklings: Rhythm of My Life" is available in 176 countries with the most users coming from Indonesia, followed by the USA, Malaysia, China, India, Singapore, Vietnam and other countries. Now this game can also be enjoyed on the App Store around the world.

Bismarka Kurniawan, Founder and CEO of Bumilangit, commented "Virgo and The Sparklings: Rhythm of My Life is one of the creative works of the Indonesian nation which is not only popular in its own country, but has also been widely read abroad and translated into many languages. Seeing this high popularity, comes the mobile game "Virgo and The Sparklings: Rhythm of My Life" which can be downloaded and played for free on the Play Store and App Store in various parts of the world. To involve international fans in the excitement of "Virgo and The Sparklings: Rhythm of My Life", this game is available in 4 languages, namely Indonesian, English, Spanish, Chinese (simplified)." **Bismarka** added.

Budiasto Kusuma, President Director of BLDX, said, "Through this "Virgo and The Sparklings: Rhythm of My Life" game, we hope to bring the fandom closer to its favorite characters. In the future, BLDX will provide satisfaction and provide an immersive experience for fans who enjoy the stories of Virgo and The Sparklings and many other popular IPs later in Jagat Bumilangit."

"BLDX aims to always provide new experiences for the Bumilangit People's fanbase by providing various digital activities and utilizations such as games, digital comics, film activities and content with the Bumilangit Universe in the future that will help support the Bumilangit digital ecosystem." added Budiasto.

"Virgo and The Sparklings: Rhythm of My Life" is now available and can be played for free on the Play Store for Android phone users and the App Store for Apple phone users.

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About PT Bumilangit Entertainment

Founded in 2003, Bumilangit marks a milestone in the revival of superhero-based comics in Indonesia. Bumilangit is a leading character-based entertainment company in Asia that manages an unrivaled IP (Intellectual Property) library with more than 1,200 characters featured in comics published in six the last twenty years.

As an entertainment company, Bumilangit's main businesses are comic publishing, film and TV series production, animation production, and merchandise licensing. Innovation and creativity are at the heart of everything Bumilangit does to provide the best products and entertainment experiences to fans and consumers alike.

About PT Digital Mediatama Maxima Tbk

PT Digital Mediatama Maxima Tbk ("DMMX" or "the Company"), a subsidiary of PT NFC Indonesia Tbk ("NFCX") and member of PT M Cash Integrasi Tbk ("MCAS") Group, is a digital cloud advertising infrastructure firm focusing on the advancement and incorporation of digital marketing solutions for modern retailers, along with digital content development for modern consumers. Our current key partners include members of Alfamart, Indomaret and Sampoerna Retail Community ("SRC"). Building on the core business of digital cloud advertising infrastructure, DMMX recently expanded into the digital content business, in partnership with Bumilangit, an Indonesian entertainment company controlling rights to more than 1,200++ intellectual properties characters. With modern technologies and evergreen content, DMMX aims to bring exciting and innovative solutions to expedite modern businesses in better engagement with contemporary consumers. For more information, visit <http://www.dmmgroup.id/>

For more information, please contact:

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About PT Bumilangit Digital Mediatama ("BLDX")

PT Bumilangit Digital Mediatama ("BLDX") is a digital Media and Entertainment platform company. The company is a joint venture between PT Bumilangit Entertainment ("Bumilangit"), an Indonesian entertainment company that manages +1,200 characters Intellectual Property (IP) characters, and PT Digital Mediatama Maxima Tbk ("DMMX"), a marketing and digital advertising infrastructure company. BLDX manages the distribution and monetization of Bumilangit IP through various channels on its platform such as games, merchandising and other digital applications.