

Bumilangit – DMMX Group and HB Entertainment to Adapt ‘Virgo and The Sparklings’ Into Korean Drama Series

Jakarta, 19 October 2022 - PT Bumilangit Entertainment Corpora (“Bumilangit”), an Indonesian IP-based entertainment company that manages and owns one of the largest comic superhero library in Asia and HB Entertainment Co., Ltd. (“HB Entertainment”), announced that they had signed an agreement on August 9th, 2022 to license one of Bumilangit most prominent IPs, Virgo and the Sparklings, for HB Entertainment to produce a Korean-based drama series.

Bomi Moon, CEO of HB Entertainment, said “HB Entertainment is delighted to convert the SEA’s most successful webtoon, along it being an equivalent of being crowned as SEA’s Marvel Universe, into a K-Drama. HB Entertainment will put our full effort into building this drama into a matching fame and standard the webtoon achieved globally.”

Bismarka Kurniawan, Founder and CEO of Bumilangit, commented “This partnership is a milestone by itself as the first Indonesian IP to be adapted as a Korean drama series. ‘Virgo and the Sparklings’ has been viewed 195 million times in LINE Webtoon and has been translated into 30 international languages by its fans around the world.”

‘Virgo and the Sparklings’ tells the story of Riani, a college girl that possessed a synesthesia ability where she could see the color of sound and voices. Along with her friends, Monica and Ussy, they formed a band called Virgo and the Sparklings. Outcasted by their college friends, they kept their identity secret by wearing masks and costumes whenever they performed. Their adventure began whereby they had to face various obstacles and villains that were not easy to overcome for them to reach stardom.

‘Virgo and the Sparklings’ is a romance fantasy webtoon comic series, written by Annisa Nisfihani and Ellie Goh which was released weekly from August 2017 - May 2021 in 160 chapters. ‘Virgo and the Sparklings’ will also be adapted into a feature film starring Adhistry Zara and Bryan Domani, produced by Bumilangit and will be a part of the Bumilangit Cinematic Universe.

“Virgo and the Sparkling” also launched in mobile game both for Android and IOS mobile users by PT Bumilangit Digital Mediatama (BLDX), a joint venture company between PT Digital Mediatama Maxima Tbk (DMMX) and PT Bumilangit Entertainment (Bumilangit). The mobile game published with a combined theme of comedy drama / romance fantasy that will provide an extraordinary and unique experience, where players are given the freedom to influence the player’s storyline. Furthermore, players can also enjoy other features such as dress up, where players can dress up their favorite characters based on their own likings.

Virgo and The Sparklings: Rhythm of My Life is a game with a combined theme of comedy drama / romance fantasy that will provide an extraordinary and unique experience, where players are given the freedom to influence the player’s storyline. Furthermore, players can also enjoy other features such as dress up, where players can dress up their favorite characters based on their own likings. Soft launched 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 USA, Malaysia, China, India, Singapore, Vietnam and other countries. The game is now also available on the App Store.

About HB Entertainment

HB Entertainment is a comprehensive entertainment company that plans and develops novel contents and leads the drama movie production and actor management business. They are known for producing various popular Korean drama series such as SKY Castle, Cinderella and Four Knights, The K2, My Love from the Star, and worked with Korean top actors and actresses such as Park So-dam, Ji Chang-wook, Jun Ji-hyun, Im Yoon-ah, and many more.

About Bumilangit

Bumilangit is an IP-based entertainment group of companies that has the largest library of comic hero and martial arts warriors in Asia with more than 1,200 characters such as Gundala, Sri Asih, Godam, and Virgo. Bumilangit Entertainment focuses on film & animation production, comics publishing, licensing & merchandising, digital businesses and is the forefront in creating a local comic-based characters industry in Indonesia.

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 Corpora ("Bumilangit"), an Indonesian entertainment company that manages +1,200 characters intellectual properties (IP), and PT Digital Mediatama Maxima Tbk (IDX: DMMX), a digital marketing and advertising infrastructure company. BLDX manages the distribution and monetization of Bumilangit's IP through various channels on its platform such as comic apps, games and merchandizing.

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/>

Bumilangit – DMMX Grup dan HB Entertainment Adaptasi ‘Virgo and The Sparklings’ Menjadi Serial Drama Korea

Jakarta, 19 Oktober 2022 - PT Bumilangit Entertainment Corpora (“Bumilangit”), perusahaan hiburan Indonesia berbasis IP (intellectual property) yang memiliki dan mengelola pustaka karakter komik pahlawan terbesar di Asia, bersama dengan HB Entertainment Co., Ltd. (“HB Entertainment”), pada tanggal 9 Agustus 2022, mengumumkan bahwa mereka telah menandatangani kerja sama untuk melisensikan salah satu dari IP terpopuler Bumilangit, *Virgo and The Sparklings*, untuk diproduksi menjadi serial drama Korea.

Bomi Moon, CEO HB Entertainment, mengatakan “HB Entertainment merasa terhormat mendapat kesempatan mengadaptasi salah satu webtoon tersukses di Asia Tenggara, yang juga disebut-sebut sebagai *Marvel Universe nya Asia Tenggara*, menjadi sebuah K-Drama. HB Entertainment akan mengerahkan seluruh daya dan upaya untuk membangun sebuah cerita yang dapat menyamai standar tinggi dan popularitas yang dimiliki webtoonnya.”

Bismarka Kurniawan, Founder dan CEO Bumilangit, berkomentar “Kerja sama ini merupakan tonggak sejarah karena ‘*Virgo and The Sparklings*’ adalah IP Indonesia pertama yang diadaptasi menjadi serial drama Korea. ‘*Virgo and The Sparklings*’ telah dibaca lebih dari 195 juta kali di LINE Webtoon dan telah dialihbahasakan dalam 30 bahasa internasional oleh para penggemarnya.”

‘*Virgo and the Sparklings*’ berkisah tentang Riani, seorang mahasiswi yang memiliki kemampuan sinestesia dimana ia bisa melihat warna dari suara dan bunyi. Bersama teman-temannya, Monica dan Ussy, mereka membentuk band bernama *Virgo and The Sparklings*. Dikucilkan oleh teman-teman kuliahnya, mereka melindungi identitas asli mereka dengan mengenakan topeng dan kostum ketika mereka tampil. Petualangan mereka dimulai dan mereka harus menghadapi bermacam-macam tantangan yang tidak mudah dilewati untuk mencapai ketenaran.

‘*Virgo and the Sparklings*’ adalah serial komik webtoon fantasi romansa yang ditulis oleh Annisa Nisfihani dan Ellie Goh, yang terbit mingguan dari Agustus 2017 – Mei 2021 dalam 160 volume. ‘*Virgo and the Sparklings*’ juga akan diadaptasi menjadi film panjang yang dibintangi oleh Adhisty Zara dan Bryan Domani, diproduksi oleh Bumilangit dan akan menjadi bagian dari Jagat Sinema Bumilangit.

“*Virgo and the Sparkling*” juga hadir dalam *mobile game* untuk Android dan IOS yang diproduksi oleh PT Bumilangit Digital Mediatama (BLDX), perusahaan *joint venture* antara PT Digital Mediatama Maxima Tbk (DMMX) dan PT Bumilangit Entertainment (Bumilangit). *Mobile game* ini menggabungkan tema komedi drama / romansa fantasi yang akan memberikan pengalaman unik dan luar biasa bagi para pemainnya, dimana para pemain diberikan kebebasan untuk memilih dan mendandani karakter favorit mereka sesuai keinginan mereka.

Di-*soft launch* di Play Store pada 21 Desember 2021, *Virgo and The Sparklings: Rhythm of My Life* telah tersedia di 176 negara dimana pengguna terbanyaknya berasal dari Indonesia, Amerika Serikat, Malaysia, Cina, India, Singapura, Vietnam, dan negara-negara lainnya, *mobile game* ini juga telah tersedia di App Store.

Tentang HB Entertainment

HB Entertainment adalah perusahaan hiburan komprehensif yang bergerak di bidang bisnis produksi film drama dan manajemen aktor. Mereka dikenal memproduksi berbagai serial drama Korea populer seperti SKY Castle, Cinderella and Four Knights, The K2, My Love from the Star, dan bekerja sama dengan aktor dan aktris papan atas Korea seperti Park So-dam, Ji Chang-wook, Jun Ji-hyun, Im Yoon-ah, dan banyak lagi.

Tentang Bumilangit

Bumilangit adalah grup perusahaan hiburan berbasis IP yang memiliki pustaka komik pahlawan dan pendekar dan merupakan salah satu yang terbesar di Asia dengan lebih dari 1.200 karakter seperti Gundala, Sri Asih, Godam, dan Virgo. Bumilangit Entertainment berfokus pada produksi film & animasi, penerbitan komik, *licensing & merchandising*, bisnis digital dan saat ini menjadi yang terdepan dalam menciptakan industri karakter berbasis komik lokal di Indonesia.

Tentang PT Bumilangit Digital Mediatama

PT Bumilangit Digital Mediatama ("BLDX") adalah perusahaan media dan hiburan digital yang merupakan joint venture antara PT Bumilangit Entertainment ("Bumilangit"), sebuah perusahaan hiburan Indonesia yang mengelola +1.200 *Intellectual Property* (IP), dan PT Digital Mediatama Maxima Tbk ("DMMX"), 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.

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>

Untuk Informasi lebih lanjut, silakan hubungi:

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