



PT MNC VISION NETWORKS TBK (“IPTV”) BUSINESS UPDATE

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IPTV MENINGKATKAN KEPEMILIKAN SAHAM K-VISION MENJADI 80%

PT MNC Vision Networks Tbk ("Perseroan" atau "IPTV ") akan mengakuisisi tambahan 20% saham K-Vision, yang menempatkan kepemilikan Perseroan menjadi 80%.

K-Vision pada awalnya diakuisi pada bulan Juli untuk menopang entitas Perseroan, MNC Vision, layanan TV Berbayar DTH pasca bayar. K-Vision diposisikan untuk menembus segmen pasar menengah ke bawah, sedangkan MNC Vision, berfokus pada pasar premium. Selain itu, TV Berbayar DTH terus menunjukkan prospek yang menjanjikan untuk IPTV pada umumnya, karena dapat melayani 70% penduduk Indonesia.

K-Vision adalah layanan TV Berbayar DTH dengan model bisnis prabayar dengan menjual putus peralatannya, termasuk *set top box* (STB), dengan opsi untuk berlangganan konten premium melalui voucher pra-bayar dengan kisaran harganya antara Rp50.000 hingga Rp180.000. Perseroan menargetkan setidaknya 30% dari pelanggan baru yang diakuisi K-Vision untuk terus berlangganan konten premium dengan membeli voucher pra-bayar.

Sampai dengan hari ini, K-Vision adalah layanan TV berbayar DTH yang berkembang terpesat di Indonesia, dengan capaian harian 5000-7000 pelanggan baru. Dengan itu, K-Vision merupakan operator TV berbayar terbesar di Indonesia, dalam hal akuisisi pelanggan hariannya.

Komentar dari Ade Tjendra, Direktur Utama IPTV:

“Kami dengan sangat senang dapat mengumumkan peningkatan kepemilikan kami di K-Vision. Keputusan untuk mengakuisisi K-Vision pada bulan Juli telah terbukti menjadi pendorong pertumbuhan yang signifikan bagi Perseroan, yang tercermin pada hasil kuartal 3-2019. Saya percaya kombinasi operasi kami yang komprehensif meraih posisi pasar yang kuat, berkelanjutan, dan unik dalam ekosistem untuk dapat berkinerja baik di masa depan. Selain itu, kami baru memulai uji tuntas untuk mengakuisisi LINK, yang saya harapkan akan selesai sebelum Maret 2020. IPTV telah secara aktif berupaya untuk mengakuisisi operator kabel lokal di seluruh Indonesia untuk memperkuat posisi Perseroan sebagai grup TV berbayar terbesar di Indonesia. ”

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