General Announcement::Press Release of PT Trikomsel Oke Tbk

Issuer & Securities

Issuer/ Manager	TRIKOMSEL PTE. LTD.
Securities	TRIKOMSEL S$115M 5.25%N160510 - SG55I2992272 - 2UTB TRIKOMSEL S$100M 7.875%N170605 - SG6QG3000005 - 3R5B
Stapled Security	No

Announcement Details

Announcement Title	General Announcement
Date & Time of Broadcast	04-Jan-2016 15:45:06
Status	New
Announcement Sub Title	Press Release of PT Trikomsel Oke Tbk
Announcement Reference	SG160104OTHRHNU5
Submitted By (Co./ Ind. Name)	Trikomsel Pte Ltd
Designation	SGX-ST
Effective Date and Time of the event	04/01/2016 00:00:00
Description (Please provide a detailed description of the event in the box below)	Press Release of PT Trikomsel Oke Tbk: Trikomsel Launches Osmo Smartphone

Attachments	Press Release of PT Trikomsel Oke Tbk - Trikomsel Launches Osmo Smartphone.pdf Total size =45K

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Press Release

PT TRIKOMSEL OKE TBK (TRIKOMSEL)

Trikomsel Launches **Osmo** smartphone

Jakarta, 30 Desember 2015 – PT Trikomsel Oke Tbk (Trikomsel) continues to innovate in the world of smartphones by launching **Osmo** smartphone which is a local production smartphone, in collaboration with the Advan. **Osmo** smartphone has been sold in OkeShop and Global Teleshop retail network, and also will be sold in distribution network that serve thousands of independent retailers throughout Indonesia. The purpose of the launch of the new brand is to continue to expand market share in the country through retail and distribution network that is owned by Trikomsel.

Ellianah Setiady, Director of Trikomsel, said, "As the new smartphone brand sales began to rise again in Indonesia, the launch of the **Osmo** smartphone is a right step in the development of our business. With our extensive experience in the retail and distribution business, we believe **Osmo** will be quickly accepted by gadget lovers in Indonesia."

Osmo is targeting consumers who care about smartphone specification. The first type of **Osmo** smartphone launched is S50F Android smartphone with a 5" display screen, 2 GB of RAM for all the multimedia needs, internal memory capacity of 16 GB and dual camera 5 mega pixel for satisfactory Selfie picture quality. This flagship smartphone sold at IDR1,199,000 and for the first launch, each purchase of **Osmo** smartphone in OkeShop and Global Teleshop stores will get a free SIM cards along with the data package and interesting merchandise.

PT TRIKOMSEL OKE Tbk.

Going forward, **Osmo** will offer content of three pillars for the development of its products, i.e. technology, trend setter and retail strategy. Within six months, **Osmo** has a target to launch 3 new models with specifications and innovations are expected to be a breakthrough for a new brand in Indonesia.

About Trikomsel

Founded in Jakarta in 1996, Trikomsel is a distributor and retailer of leading telecommunications products in Indonesia, which has a network of retail outlets "OkeShop" and "Global Teleshop" and serves thousands of third-party retailers scattered throughout Indonesia.

For more information, www.oke.com.

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