

## **Perkuat Posisi Pasar, Avian Brands Gandeng Joe Taslim Sebagai Brand Ambassador Sunguard All-In-One, Cat Eksterior Kelas Premium**

Jakarta, 1 Juli 2022 – Avian Brands dengan resmi mengumumkan aktor laga internasional, Joe Taslim sebagai brand ambassador untuk produk cat eksterior premium, Sunguard All-In-One. Joe Taslim terpilih sebagai brand ambassador melalui persona dirinya yang tangguh, bertanggung jawab, dan dapat diandalkan yang mana sesuai dengan karakter produk Sunguard All-In-One dengan UV Shield Pro.

“Jika Sunguard All-In-One dianalogikan sebagai seseorang, maka Joe Taslim adalah orangnya. Semua orang tahu bagaimana ketangguhan Joe sebagai atlet judo dan aktor laga. Begitu pula dengan Sunguard All-In-One yang mampu memberikan perlindungan penuh pada dinding eksterior rumah dalam segala kondisi cuaca.”, jelas Ruslan Tanoko, Vice President Director Avian Brands. “Kami berharap, kerjasama Avian Brands dengan Joe Taslim sebagai brand ambassador kami dapat berlangsung lama dan berdampak positif. Kami percaya Joe dapat mewakili Sunguard All-In-One dengan baik dan dapat menunjukkan kualitas produk cat premium kami ke tingkat yang lebih tinggi lagi.”, sambungnya.

Perlindungan penuh dari Sunguard All-In-One terletak pada formulasi yang secara terus menerus dikembangkan dan disesuaikan dengan kondisi cuaca di Indonesia, khususnya dalam melawan teriknya panas matahari. Sunguard All-In-One kini dilengkapi dengan UV Shield Pro yang mampu memantulkan sinar infra merah matahari hingga 90%, sehingga membantu menurunkan suhu didalam rumah hingga 5°Celsius. Selain itu, UV Shield Pro bekerja

## **Strengthening Market Position, Avian Brands Partners with Joe Taslim as the Brand Ambassador for Sunguard All-In-One, Premium Class Exterior Paints**

Jakarta, 1 July 2022 – Avian Brands has officially announced that an international action actor, Joe Taslim, will act as the brand ambassador for its premium exterior paint products, Sunguard All-In-One. Joe Taslim was selected as the brand ambassador through his tough, responsible, and reliable persona that corresponds with the characteristics of Sunguard All-In-One with UV Shield Pro products.

“If Sunguard All-In-One is deemed as a person, Joe Taslim is the one. Everyone knows how tough Joe is as a judo athlete and an action actor. That is also the case with Sunguard All-In-One that has the capability to provide full protection for exterior walls of houses in all weather conditions,” explained the Vice President Director of Avian Brands, Ruslan Tanoko. “We hope that Avian Brands' cooperation with Joe Taslim as our brand ambassador will last and have positive impacts. We believe Joe is able to represent Sunguard All-In-One well and to represent the quality of our premium paint products to a higher level.”, he continued.

The full protection of Sunguard All-In-One lies in a formulation that has been continuously developed and adapted to the Indonesian weather conditions, especially against the scorching heat of the sun. Sunguard All-In-One is now equipped with a UV Shield Pro with the capability to reflect infrared lights up to 90%, thus helping to reduce the temperature in the house by up to 5°Celsius. In addition, UV Shield Pro works to block UV rays from the sun so that

menolak sinar UV matahari agar warna cat dinding tetap cerah hingga 15 tahun. “Kami menggunakan polimer dengan teknologi self-cross link, dimana ikatan polimer pada cat ini justru akan semakin kuat ketika terpapar sinar UV. Inilah yang membuat Sunguard All-In-One dapat memberikan perlindungan hingga 15 tahun.”, jelas Angelica Tanisia Jozar, Research, Development, & Innovation Director Avian Brands.

“Sadar ataupun tidak, sinar matahari juga dapat memberikan efek buruk untuk rumah. Kita pasti menginginkan warna cat rumah selalu terlihat bagus, dong. Makanya saya pilih Sunguard All-In-One untuk lawan teriknya matahari.”, imbuh Joe Taslim.

“Kami memformulasikan Sunguard All-In-One dengan pigment warna berkualitas superior yang tahan terhadap paparan sinar matahari ataupun cuaca untuk memastikan warna cat pada dinding eksterior tetap cerah hingga 15 tahun. Anda bahkan dapat memilih lebih dari 10.000 pilihan warna untuk produk ini.”, sambung Angel.

Retak rambut yang timbul akibat paparan cuaca ekstrem ataupun pergeseran permukaan tanah kerap kali menjadi celah bagi air hujan, kelembaban udara, ataupun karbondioksida (CO<sub>2</sub>) masuk kedalam struktur dinding dan menyebabkan kerusakan dinding dan struktur bangunan. Dengan kandungan elastomeric, latex pada Sunguard All-In-One mampu merenggang lebih dari 150% untuk mencegah munculnya retak rambut dan menjaga dinding tetap berada pada performa terbaiknya.

Cat dinding eksterior premium Sunguard All-In-One tersedia dalam 3 kemasan yaitu 1 liter, 2,5 liter, dan 20 liter. Kisaran harga mulai

the wall paint colour remains bright for up to 15 years. “We use a polymer with self-cross link technology, where the polymer bonds in these paints will become stronger when exposed to UV lights. This is what makes Sunguard All-In-One able to provide protection for up to 15 years,” explained Avian Brands’ Research, Development, & Innovation Director, Angelica Tanisia Jozar.

“Whether you realize it or not, sunlight also has negative impacts on the house. We would definitely like paints of the house to always look good, right? That’s why I choose Sunguard All-In-One to fight the scorching sun,” added Joe Taslim.

“We formulated Sunguard All-In-One products with superior quality colour pigments that are resistant to sunlight or weather conditions to ensure that the paints on the exterior walls remain bright for up to 15 years. You can even select from more than 10,000 colours for this product”, Angel continued.

Hairline cracks that are resulting from the exposure to extreme weather or shifts in the ground surface often become gaps for rainwater, air humidity, or carbon dioxide (CO<sub>2</sub>) to enter into the wall structure and damaging the walls as well as the building structures. With its elastomeric content, the latex in Sunguard All-In-One is able to stretch more than 150% to prevent hairline cracks and maintain the best quality of the walls.

Sunguard All-In-One premium exterior wall paints are available in 3 packages, i.e, 1 litre, 2.5 litres and 20 litres. The price ranges

dari Rp 200.000,- hingga Rp 3.000.000,- tergantung pada pilihan ukuran dan warna. Sunguard All-In-One juga dapat ditemukan di toko ataupun supermarket bahan bangunan terdekat dan e-commerce kesayangan Anda.

Dalam kesempatan yang sama, Joe Taslim menceritakan bagaimana ia juga terlibat dalam tahap pengembangan konsep iklan. "Saya mempelajari keunggulan produk Sunguard All-In-One dan saya kagum dengan kemampuan produk ini. Setelahnya, kami melakukan brainstorming sebelum proses shooting. Kami berdiskusi bagaimana ketangguhan produk ini dapat disampaikan dengan cara yang menarik. Dan kami sangat puas dengan idenya. Kalian akan melihat iklan baru Sunguard All-In-One beda dari iklan-iklan cat lainnya. Dan iklan ini bakal jadi iklan cat yang paling keren, sih. Tunggu tanggal mainnya!" Ujar Joe Taslim. Iklan terbaru Sunguard All-In-One akan segera tayang di televisi ataupun platform digital dalam waktu dekat.

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#### **Sekilas Tentang PT Avia AvianTbk.**

PT Avia Avian Tbk. didirikan pada 1978 sebagai perusahaan manufaktur cat terintegrasi. Dikenal dengan nama Avian Brands, Perseroan telah memproduksi dan menjual serangkaian produk solusi arsitektur yang digunakan dalam pembangunan rumah. Beberapa produk yang dihasilkan oleh AVIA yaitu mulai dari cat dinding, cat pelapis anti bocor, cat kayu dan besi, cat untuk perawatan kayu, dan lainnya.

Tercatat di Bursa Efek Indonesia (BEI) pada tanggal 8 Desember 2021 dengan kode saham (IDX: AVIA), Perseroan merupakan pemimpin pasar dalam industri cat dan pelapis dekoratif di Indonesia, dengan total

from Rp. 200,000.- to Rp. 3,000,000,- depending on the size and colour. They can be found at the nearest building supply stores or supermarkets as well as your favourite e-commerce.

During the occasion, Joe Taslim also mentioned how he was also involved in the development of the advertising concept. "I learned about the benefits of the Sunguard All-In-One products, and I was amazed by the capabilities of these products. After that, we brainstormed before the shooting processes. We discussed how the toughness of these products could be conveyed in an interesting way. And we are very satisfied with the idea. You will see that the new Sunguard All-In-One ad is different from the other paints'. And this ad will be the coolest paint ad ever. Can't wait for the D-day!" said Joe Taslim. The latest Sunguard All-In-One advertisements will be broadcasted on television as well as digital platforms in the near future.

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#### **Brief History of PT Avia AvianTbk.**

PT Avia Avian Tbk. was established on 1978 as an integrated paint manufacturing company. Known as Avian Brands, the Company has been producing and selling various architectural solution products for home development or construction. Products manufactured by AVIA include wall paints, leak-proof paints, wood and metal paints, wood care paints, and et cetera.

Listed on the Indonesia Stock Exchange (IDX) on December 8, 2021 under stock ticker code (IDX: AVIA), the Company is a market leader in the Indonesian decorative paints and coatings industry, with a total

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| <p>pangsa pasar sekitar 20%, berdasarkan pendapatan penjualan Avian Brands pada tahun 2020 yang dihasilkan dari produk cat dan pelapis dekoratif, menurut Frost &amp; Sullivan. Perseroan telah memiliki kapasitas dan kemampuan manufaktur yang kuat melalui fasilitas manufaktur Perseroan di Sidoarjo dan Serang, Indonesia, serta jaringan distribusi yang terluas di Indonesia, yang meliputi 105 pusat distribusi sendiri dan 34 pusat distribusi pihak ketiga pada Kuartal I-2022. Semua pusat distribusi ini melayani lebih dari 54.500 toko bahan bangunan di seluruh Indonesia.</p>                                                                                           | <p>market share of approximately 20%, based on Avian Brands' sales revenue of decorative paints and coatings in 2020, according to Frost &amp; Sullivan. The Company has strong manufacturing capacities and capabilities through its manufacturing facilities in Sidoarjo and Serang, Indonesia, as well as wide distribution networks in Indonesia, which includes 105 own distribution centers and 34 third party distribution centers in the Quarter I-2022. All of these distribution centers serve more than 54,500 building material outlets throughout Indonesia.</p>                                                                                                    |
| <p><b>Untuk keterangan lebih lanjut, silahkan menghubungi:</b><br/> <b>Sekretaris Perusahaan</b><br/> <b>Email:</b> <a href="mailto:corsec@avianbrands.com">corsec@avianbrands.com</a><br/> <a href="mailto:investor.relations@avianbrands.com">investor.relations@avianbrands.com</a><br/>  PT Avia Avian Tbk.<br/>  @avianbrands<br/>  Avian Brands<br/> <a href="https://avianbrands.com/">https://avianbrands.com/</a></p> | <p><b><i>For further information, please contact:</i></b><br/> <b>Corporate Secretary</b><br/> <b>Email:</b> <a href="mailto:corsec@avianbrands.com">corsec@avianbrands.com</a><br/> <a href="mailto:investor.relations@avianbrands.com">investor.relations@avianbrands.com</a><br/>  PT Avia Avian Tbk.<br/>  @avianbrands<br/>  Avian Brands<br/> <a href="https://avianbrands.com/">https://avianbrands.com/</a></p> |