

**PAN BROTHERS AT HANNOVER MESSE 2023 EXHIBITION**



**Hannover, 17-21 April 2023**, PT Pan Brothers Tbk (the Company) attended the Hannover Messe 2023 exhibition in Germany. As an exhibitor, the Company was represented by Mr. Jackson as General Manager Marketing and Mr. Boedi Satrio as General Manager Business Development and Investor Relations..

The Hannover Messe 2023 exhibition took place in Hannover, Germany on April 17-21, 2023. This exhibition has become a prestigious international event for industrial technology companies to showcase their innovative products. This year, the Indonesian Pavilion became one of the pavilions that successfully attracted the attention of international visitors and policy makers.



Indonesia has become an official partner country for Hannover Messe this year. The event was opened by Indonesian President Joko Widodo and German Chancellor Olaf Scholz. On this occasion, Indonesia as the Official Partner Country presents the Indonesian Pavilion on an area of up to 3000 m2 with 157 co-exhibitors consisting of industrial businesses, including startups, associations, industrial estates, Special Economic Zones (KEK), educational institutions, and the Archipelago's National Capital City (IKN). In his speech, Mr. Joko Widodo said that Indonesia wore a special design following the shape of the Pinisi Ship, a traditional Indonesian ship that carries a symbol of enthusiasm in navigating future challenges.

The Company has become an export-oriented apparel manufacturing industry that has been supplying to globally renowned brands to more than 50 destination countries around the world. Some of these brands include Uniqlo, Adidas, The North Face, Arcteryx, Hugo Boss, Salomon, Atomic, Spyder, Lacoste, Descente, Black Diamond, Polo Ralph Lauren, Stella Mc Cartney, Columbia, LL Bean, Orvis, Kathmandu, Duluth, Simms, Indyeva, Burton, Dakine, Montane, Lululemon, Hoka, UGG, Armada, Woolrich, Strellson, J crew, and G-Star. The trust that has been given by all of the Company's customers is achieved from the Company's quality, consistency, and performance supported by digitalization and automation as Industry 4.0. As a Lighthouse Industry 4.0 from the



apparel industry sector, the Company has been actively participating in the Hannover Messe event since 2022. The Company's involvement in this event is carried out for business development in the global market by looking for potential global partners. In the last exhibition, the Company successfully attracted visitors' attention by exhibiting a collection of high-complexity garments that benchmarked the Company's production capabilities. In addition, the Company also introduced its ESG journey and apparel manufacturing process.

The Company will continue to improve production efficiency with industry 4.0 management through digitalization and automation to achieve its vision as an integrated, sustainable and global apparel supplier.

