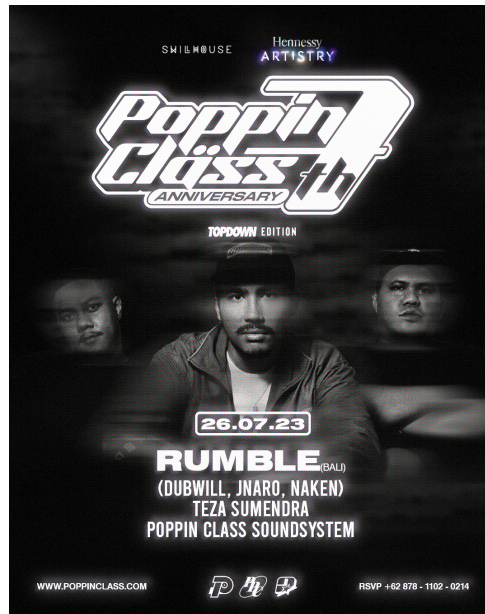


Press Release

For Immediate Release



Hennessy Artistry Returns with Bali's top music collective, Rumble

This July, Hennessy Artistry returns with an enticing party featuring soulful singer, Teza Sumendra as guest star in conjunction with Poppin Class 7th anniversary.

Jakarta, 26 July 2023 — Hennessy Artistry program returns this month at The Swillhouse, Jakarta, on Wednesday, 26 July 2023 from 10 p.m. onwards. The party will present Teza Sumendra as guest performer, followed by Bali's renowned DJ group Rumble as headline act.

Rumble is a music collective from Bali with three prominent members: Dubwill, Naken, and Jnaro. Last year, Rumble embarked on a European Tour and successfully showcased their unique sound and cultural influences to audiences across various cities. The party's lineup includes a special performance by Teza Sumendra, a youthful Indonesian Soul and R'n'B vocalist with an exceptional and unmistakable singing style.

Hennessy Artistry presents this episode in conjunction with Poppin Class 7th anniversary. Founded in 2016, Poppin Class is a dynamic DJ collective known for its Hip Hop, R'n'B, and New sound expertise. Collaboratively, they have created an experimental space for innovative parties, nurturing a culture of creativity within the

scene. Nowadays, firmly established as a prominent community within their field, they are recognized for their boundary-pushing capabilities and have set their sights on shaping the entire industry's trajectory.

Hennessy Artistry is Hennessy's annual event that presents the most talented artists and idiosyncratic music, providing the finest music, entertainment, cool themes, and parties. This year, Hennessy Artistry goes under the "Diffraction" theme, highlighting a night takeover based on hip hop and dance with content to drive hype through the night. Combining motion dance performance and exclusive DJ sound pad to drive a powerful and immersive show through lights installation, disruptive materials and parade dichroic crew. The program is designed to position Hennessy as a leading, pioneering and innovative brand in the nightlife scene. Then grow in consumer engagement and build a loyal night consumer base. The last Hennessy Artistry event was held last June at Chão Cháo, Jakarta featuring American rapper Lil Jon.

Hennessy is part of Moët Hennessy, the Wines and Spirit Division of Louis Vuitton Moët Hennessy Group (globally known as LVMH). Hennessy started their journey in 1765 in Cognac, France, the birthplace of cognac. A few centuries later, in 1971, Hennessy was merged with Moët and Chandon, the number one champagne producers in the world, and later acquired by LVMH in 1987.

Moët Hennessy is housing several brands, some of which have become a staple in the global lifestyle industry, such as Cognac: Hennessy VSOP and Hennessy X.O; Champagne: Moët & Chandon, Dom Perignon, and Veuve Clicquot; Wine: Chandon (sparkling); Whiskey: Glenmorangie; Tequila: Volcan; and Vodka: Belvedere.

Moët Hennessy Indonesia also released several campaigns in the past few years, including collaborations with the country's top names. Some of the campaigns are:

- Meal Pairing Event with Chef Renata Moeloek in 2021 to introduce and learn the use of cognac as one of the ingredients to elevate taste buds.
- A partnership with Indonesian celebrity Jeremy Thomas, as Hennessy X.O. Brand Ambassador in 2021.
- Chandon Hours in collaboration with several five-star hotels in Jakarta in 2022.
- Moët Effervescence, an annual New Year event with the latest one was held in Sydney, Australia, in 2022, and Hamish Daud represented Indonesia.
- Hennessy Artistry, one of Moët Hennessy Indonesia's events that is part of a global initiative to take participants to experience a distinguished party representing a picture of the future combined with technological sophistication through a blend of music and culture.

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About Hennessy:

From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts the most iconic, prestigious cognac Maison.

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