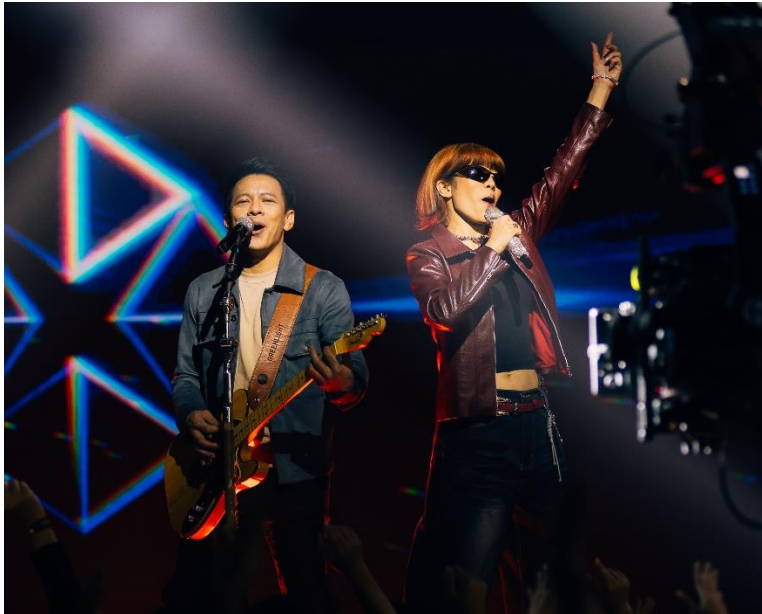


VUSE BEBASKAN HEBATMU TIAP MOMEN

Press Release

Vuse Announces Inspirational Collaboration with Ariel Noah and Ramengvrl to Re-Arrange the Song "Topeng"

Jakarta, August 14, 2024 – Vuse, the world's No.1 vape brand*, proudly announces an exclusive collaboration with Indonesian music legend Ariel Noah and rising young musician Ramengvrl in a music video themed "Bebaskan Hebatmu Tiap Momen" (Unleash Your Greatness in Every Moment). This collaboration celebrates creativity and inspiration by re-arranging the iconic song "Topeng."



This collaboration between Ariel Noah and Ramengvrl also provides a platform to inspire emerging talents and artists, encouraging them to grow and follow in their footsteps. In addition to Ariel Noah and Ramengvrl, the "Bebaskan Hebatmu Tiap Momen" campaign also involves renowned visual artist Popomangun, whose signature colorful geometric style is showcased in mural art form.

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As a global brand available in 45 countries and launched in Indonesia in February 2023, Vuse is committed to being the top choice for users seeking practical design and intense flavor quality. Their latest campaign, “Bebaskan Hebatmu Tiap Momen,” supports boundless creativity by giving artists and musicians a space to express their greatness in every moment.

Through the collaboration with Ariel Noah, an Indonesia’s music legend, Ramengvrl, a rising star in the rap industry, and Popomangun, a well-known visual artist, Vuse aims to spotlight young talents and provide a platform for emerging musicians and artists to grow and develop.

That’s why Vuse chose the song “Topeng” for this campaign. Besides being one of Indonesia’s legendary works, “Topeng” has an upbeat and energetic tempo, with lyrics that encourage breaking boundaries. This meaning aligns with the purpose of the “Bebaskan Hebatmu Tiap Momen” campaign, which invites people to unleash their greatness with Vuse. Check out the full video here:

<https://www.instagram.com/reel/C-NO2rRvTDy/?igsh=eTE2aXd5YjNoejFq>.

In the coming months, Vuse will release even more exciting campaigns featuring Ariel Noah and Ramengvrl.

Ariel Noah, known as an Indonesian music legend, shared his views on Vuse:

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“Before trying Vuse, I often found smoking to be cumbersome, which hindered my ability to freely express myself and enjoy moments with friends and family. But now, that’s changed since I got to know Vuse. Its sleek, portable design allows me to easily enjoy vaping without hassle. And most importantly, the flavor of Vuse is consistent from the first to the last puff.”

End.

About Vuse:

Vuse is a leading global vape brand providing a high-quality vaping experience with practical, electronic cigarettes. Launched in Indonesia in 2023, Vuse offers a range of products, including Vuse GO 700 and Vuse GO Reload, designed to meet the needs of modern users seeking stylish designs and intense flavors.

For more information about this collaboration and the latest Vuse products, visit Vuse’s official Instagram @vuse.indonesia

<https://www.instagram.com/vuse.indonesia> and YouTube channel @Vuse_worldwide https://www.youtube.com/@Vuse_worldwide.

Based on Vuse’s estimated value share of pre-filled pod and vapor device products from recommended retail prices in key vapor markets: United States, Canada, France, United Kingdom, Germany, Poland, and Spain as of May 2024.

This product is for those aged 21 and above, contains nicotine, and may cause addiction.