

MPPA STRENGTHENS ITS OMNI CHANNEL THROUGH NEW COLLABORATION WITH SHOPEE INDONESIA TO BRING A NEW SHOPPING EXPERIENCE

Tangerang, September 14, 2020 – PT. Matahari Putra Prima Tbk (“Company/MPPA”), today proudly announces that the Company further strengthens its omni channel offering through a new collaboration with Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, in order to bring the complete food and household products into Shopee’s platform in the midst of Covid-19 situation. This new collaboration puts MPPA into a partnership with one of the leading and largest marketplace operator in Indonesia, after the Company previously formed cooperation with other leading on-demand daily essentials delivery service in the country.

This enhances MPPA’s omni channel offerings from its popular Chat & Shop by whatsapp and Hypermart Online e-commerce. It also enables MPPA to put Hypermart, Foodmart, Primo and Hyfresh virtual stores into Shopee in order to provide more access and convenience for valued customers to shop greater assortments of quality fresh products and household items currently available on the platform. Starting today, 23 stores in Greater Jakarta are ready to support this collaboration while MPPA will add more stores nationally into the platform throughout the period of 2020.

With MPPA virtual stores at Shopee, customers will have more choices and assortments in purchasing fresh products, grocery, household needs at the convenience of Shopee popular online application with assurance of product quality, prices and promotions being offered at the Company’s physical stores, Chat & Shop & Hypermart Online. More special, commemorating the launch of collaboration between Hypermart and Shopee, Shopee users can enjoy discounts up to 50% on selected products and free shipping on Hypermart Official Shop from 14-20 September 2020.

This latest launch is part of the Company’s good governance in order to ensure a safe shopping practices and to support customers to *Social & Physical Distancing* while still be able to purchase their household needs. Safety and security of our customers is always our top commitment in bringing MPPA’s best retail offerings.

Putri Lukman, Head of FMCG Shopee Indonesia, said, "During the current pandemic, Shopee strives to continue to be an extension of Indonesian consumers in accessing their needs safely and comfortably from home. Align with that commitment, we bring a synergistic collaboration with MPPA with the launch of Hypermart Official Shop in Shopee to present a complete range of product choices for daily and household needs. As a part of the excitement of Shopee 10.10 Brands Festival, we hope that this collaboration can bring benefits for users to easily access needed products and at the same time can continue to support brand partners to increase their online presence and expand their reach."

MPPA continues its commitment implementing the Halal Assurance System (“HAS”) in all business line operations and supporting functions. The Company is halal-certified by The Assessment Institute for

Foods, Drugs and Cosmetics of The Indonesian Council of Ulama (“LPPOM MUI”), which makes MPPA being the first modern retailer in Indonesia to receive Halal Decree for its 150 locations of multiformat stores, distribution centers and head office nationwide.

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About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region’s digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea’s other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea’s mission is to better the lives of consumers and small businesses with technology.

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or risks, among others, materialize; actual results may vary materially from those estimated, anticipated or projected. Specifically, but without limitation, capital costs could increase, projects could be delayed and anticipated improvements in production, capacity or performance might not be fully realized. Although we believe that the expectations of our management as reflected by such forward-looking statements are reasonable based on information currently available to us, no assurances can be given that such expectations will prove to have been correct. You should not unduly rely on such statements. In any event, these statements speak only as of the date hereof, and we undertake no obligation to update or revise any of them, whether as a result of new information, future events or otherwise.