



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

102nd HYPERMART OPENS AT BIG MALL SAMARINDA EAST KALIMANTAN

Lippo Village, Tangerang

Thursday, October 23, 2014

PT. Matahari Putra Prima, Tbk (MPPA), a leading multi-format modern retailer in Indonesia, who operates Hypermart, Foodmart and Boston Health & Beauty, opened its 102nd Hypermart store in Samarinda. The new store is located at Big Mall Samarinda, one of the largest shopping centers in Kalimantan. It is the 9th Hypermart outlet in Kalimantan and the second store in Samarinda.

The opening ceremony was attended by the Mayor of Samarinda, H Syaharie Jaang, Carmelito Regalado, Deputy Chief Executive Officer of MPPA Retail, Gilles Pivon, Director of Hypermart Operations, Danny Kojongian, Director of Communications and Public Relations, Meshvara Kanjaya, Director of Merchandising and Marketing, suppliers' representative and invited guests.

“The opening of the new Hypermart shows the Company’s commitment to expand outside Java Island, particularly within the province of East Kalimantan. The presence of Hypermart will boost the economy of Samarinda to support business and job opportunities for the region,” stated Danny Kojongian.

Oki Andidi, Store Manager of Hypermart Big Mall Samarinda said “Our team is excited to serve the customers and provide healthy; daily, weekly, and monthly needs for the family. We offer low prices, great products and attractive promotions every day.”



PT. Matahari Putra Prima Tbk

MPPA Management would like to extend their gratitude to the local government and customers in Samarinda for their support.

About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2013 Gross Sales amounted to Rp 12.6 Trillion (audited), a growth of 11.1% from 2012. Net Income 2013 amounted to Rp 445 Billion, which grew 85.8% from Rp 239 Billion in 2012. Hypermart has the widest store network among hypermarket operators in more than 60 cities ranging from Tanjung Balai (Medan) to Jayapura (Papua).

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 2013 Retail Asia – Gold Award, 2011-2014 Superbrand Indonesia, 2013 Best of The Best 50 Performing Companies by Forbes Indonesia, Top Brand Awards, 2013 and 2014 Indonesia Most Admired Companies by Warta Ekonomi, 2013 Excellent Service Experience Award and 2013 Customer Satisfaction Award by Roy Morgan.

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