



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

**104th HYPERMART OPENS AT
MAXX BOX ORANGE COUNTY, CIKARANG
WEST JAVA**

Lippo Village, Tangerang

Thursday, November 27, 2014

PT. Matahari Putra Prima Tbk (MPPA), a modern multi-format retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, opened its 104th Hypermart. The new Hypermart is located at Maxx Boxx Orange County, an integrated area of residential and commercial development located in Cikarang, Bekasi. This outlet is the second Hypermart outlet located in Cikarang and the 13th Hypermart in West Java Province.

The opening ceremony was attended by Director of Hypermart Operations, Gilles Pivon, Director of Public Relations & Communications, Danny Kojongian, Chief Marketing Officer (CMO) Lippo Cikarang, Stanley Ang, Bekasi city government representatives, and invited guests.

Danny Kojongian, Director of Communications and Public Relations stated "As one of the fastest growing FMCG multi-format food retailer in Indonesia, we continue our aggressive expansion to bring fresh and nutritional products with a vast assortment throughout the archipelago. Our newest outlet at Maxx Box is located in one of the largest business centers in Greater Jakarta."

The General Manager of Hypermart Maxx Box Orange County, Toni Aliandi, expresses his teams eagerness to serve customers by offering low price, quality, fresh products, and a vast assortment with the best service.



PT. Matahari Putra Prima Tbk



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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