



PT. Matahari Putra Prima Tbk

## PRESS RELEASE

For Immediate Release

# **111<sup>th</sup> HYPERMART OPENS AT LOMBOK EPICENTRUM MALL, MATARAM WEST NUSA TENGGARA PROVINCE**

**Lippo Village, Tangerang**

**Tuesday, June 30, 2015**

PT. Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, today opens its 111<sup>th</sup> Hypermart outlet with the concept of G7 at Lombok Epicentrum Mall, Mataram.

The opening of Hypermart Epicentrum Mall Lombok is based on the increasing trend of consumers spending in the Eastern part of Indonesia. These outlet is expected to follow the success of previous Hypermart outlet which is also located in Mataram, Lombok.

Director of Communications and Public Relations, Danny Kojongian stated "With the development of tourism and infrastructure projects underway, Lombok has a huge potential to grow rapidly." He added, "With the latest G7 concept, this Hypermart store expected to be a main shopping destination for daily and monthly needs that offers comfort and leading-edge services to customers."

Hypermart G7 featuring a new type of gondola shelving with wider hallways to provide better navigation for customers, as well as larger fresh area. Fashion and Beauty center are upgraded and expanded to fit the evolving consumers' lifestyles. While Bakery, Ready to Eat, Fresh Food, Bulk Food, Home and Living are extended and offer a wider range of products with modern concepts. In the operation, the outlet is engaged with the concept of environmentally friendly by using LED technology.

This week also, on July 2, 2015 MPPA will reopen its outlets located in Bali Galeria. Hypermart Bali Galeria will adopt the latest concept of G7 to follow the modern lifestyle of the locals and tourists.



# mppa

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PT. Matahari Putra Prima Tbk



Bulk Food and Fresh Area of Hypermart Lombok Epicentrum Mall



Many on-going promotions at the store





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### **About PT Matahari Putra Prima Tbk (MPPA)**

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2014 Sales amounted to Rp 13,59 Trillion (audited), a growth of 14.1% from 2013. Net Income 2014 amounted to Rp 554,0 Billion, which grew 24.5% from Rp 444,9 Billion in 2013. 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: 2014 Customer Satisfaction by Roy Morgan, 2014 Excellence Experience by Bisnis Indonesia & Carre CCSI, 2014 Top 500 Bronze Award by Retail Asia, 2014 Charta Peduli Indonesia by Dompot Dhuafa, 2014 Superbrand Indonesia by Superbrand, 2014 Best Senior Management IR Support & Most Improved Investor Relations by Alpha Southeast Asia, 2014 Most Admired Companies by Fortune Indonesia, and 2014 Most Admired Company by Warta Ekonomi.

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