



PT. Matahari Putra Prima Tbk

## **PRESS RELEASE**

For Immediate Release

# **112<sup>th</sup> HYPERMART OPENS AT PENTACITY MALL BALIKPAPAN EAST KALIMANTAN**

**Lippo Village, Tangerang  
Thursday, October 29, 2015**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, today has opened the 112<sup>th</sup> Hypermart outlet at Pentacity Mall Balikpapan. The new outlet with a selling area of 3,200 m<sup>2</sup> is located in a super-block area that combines both residential and commercial buildings.

Hypermart Pentacity Mall is the 12<sup>th</sup> Hypermart outlet in Kalimantan and also become the 3<sup>rd</sup> outlet in the province of East Kalimantan. Balikpapan city rated among the businessmen as one of the highest potential investment destination. It is not surprising that there are many new investment developments in Balikpapan, including the projects of Pentacity development.

Director of Public Relations & Communications MPPA, Danny Kojongian stated, "The opening of the 112<sup>th</sup> store at Pentacity Balikpapan is part of Hypermart new stores expansion plan in 2015. Besides that, MPPA has also done some other renovations on Hypermart outlets to further strengthen the position of MPPA as a modern multi-format retailer in Indonesia."

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**Deputy Major of Balikpapan, Heru Bambang SE and Associate Director Hypermart Outside Java, Anto Suwartono was having a conversation at the Fresh area of Hypermart Pentacity Mall Balikpapan**

### **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.