

STRONG RAMADHAN FESTIVE SEASON GREW MPPA SALES 18.4% IN APRIL & MAY 2021 AMID COVID-19 SITUATION

Tangerang, June 18, 2021 – PT. Matahari Putra Prima Tbk (“Company/MPPA”), today proudly announces that the strong Ramadhan festive season in April & May 2021 successfully grew MPPA’s Sales by 18.4% reaching almost Rp 1.5 trillion within those 2 months amid the current Covid-19 situation.

<i>in IDR bn (unless otherwise stated)</i>	Apr - May 20	Apr - May 21	%growth
Net Sales	1,244	1,473	18%
<i>% growth</i>			

The strong sales growth achievement is the results of the Company’s consumer retailing focus, solid store operational execution both offline and online as well as MPPA’s aggressive promotion campaigns during the period such as **Kejutan Sabtu Berkah**, **Kejutan Berkah THR** events, flyers and catalogues as well as intensive communication at the Company’s social media accounts.

The **Kejutan Sabtu Berkah** and **Kejutan Berkah THR** events the Company’s largest annual shopping event. Those events generate highest sales and customer traffics for the year with attractive program and promotion as well as extensive online media exposures ranging from leading newspapers, Facebook (2m followers), Instagram (900k followers) and other social media assets. It represents MPPA’s token of appreciation to its valued customers for their strong loyalty of shopping patronage to Hypermart, Primo, Foodmart and Hyfresh stores despite the prevailing challenging Covid-19 situation, which has been impacting the customers’ purchasing power and spending for quality foods and daily household products. The events were also supported by MPPA’s business partners with great arrays of attractive promotions ranging from special prices and great deals of discounts, installment promo program applicable to all stores nationwide.

Elliot Dickson, Chief Executive Officer of MPPA, commented, “We are pleased to see the strong results from the Ramadhan festive season which contributed nearly Rp 1.5 trillion sales for April and May 2021. Our **Kejutan Sabtu Berkah** and **Kejutan Berkah THR** are the greatest MPPA’s promotional campaign in 2021 in order to give back values to consumers which have been impacted by the difficult Covid-19 condition to-date. We also thank our business partners and MPPA staffs for their relentless efforts in bringing MPPA business achievement for the benefits of our stakeholders to move forward and to drive retail industry and economy going forward.”

MPPA continues to strengthen its online business offerings as a strategic O2O with its offline stores as a new strategic direction in 2021 and beyond. Amid Covid-19 situation, in the last several months MPPA has been strengthening its own Hypermart Online e-commerce and Chat & Shop which now cover all 239 stores nationwide. Additionally, MPPA also collaborates with other leading marketplaces and on-demand daily essential delivery services with more than 460 active online stores. Moving forward, MPPA will add more online stores to participate in these existing collaborations and develop more new collaborations with other leading marketplace operators in Indonesia.

MPPA ensures to continue uphold its strict protocols for hygiene and food safety in all stores as well as through its online platforms – *Hypermart Mobile, Chat & Shop and Park & Pickup* for the convenience of its customers in purchasing their household needs while maintaining *Social & Physical Distancing*. The Company continues to promote touchless payment platform for hygiene and safety reasons with OVO, ShopeePay, DOKU and NobuBank QRIS (LinkAja, GoPay, DANA, Nobu ePay, Sakuku, Paytren, m-BCA, CIMB Octo Mobile, Permata Mobile, Bank Mega, Maybank, Bank DKI and other mobile banking).

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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Certain statements in this release are or may be forward-looking statements. These statements typically contain words such as "will", "expects" and "anticipates" and words of similar import. By their nature, forward looking statements involve a number of risks and uncertainties that could cause actual events or results to differ materially from those described in this release. Factors that could cause actual results to differ include, but are not limited to, economic, social and political conditions in Indonesia; the state of the property industry in Indonesia; prevailing market conditions; increases in regulatory burdens in Indonesia, including environmental regulations and compliance costs; fluctuations in foreign currency exchange rates; interest rate trends, cost of capital and capital availability; the anticipated demand and selling prices for our developments and related capital expenditures and investments; the cost of construction; availability of real estate property; competition from other companies and venues; shifts in customer demands; changes in operation expenses, including employee wages, benefits and training, governmental and public policy changes; our ability to be and remain competitive; our financial condition, business strategy as well as the plans and objectives of our management for future operations; generation of future receivables; and environmental compliance and remediation. Should one or more of these uncertainties 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



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