

## **MPPA & BUSINESS PARTNERS TO OFFER VARIOUS PROGRAMS AT ONLINE OFFERINGS FOR CUSTOMERS SAFETY AMID RISING COVID-19 CASES**

**Tangerang, June 25, 2021** – MPPA supports the government measures that have been enacted to hopefully reduce the spread of Covid-19 through major improvements and discounts available at the Company's online shopping platforms. All of the Company's retail formats (Hypermart, Primo, Foodmart and Hyfresh) 112 stores nationwide have the ability to provide all of the consumers' basic needs as we have 6,200 total items available online. Consumers can order their purchases online, including 885 fresh products, at the convenience of their homes. The delivery process, within few hours within the same day, can be made from the Company's online platforms in 72 cities, making MPPA as the largest fresh products retailer at online platforms in Indonesia.

Consumers can order through Chat & Shop, Hypermart Express, Hypermart Next Day Delivery, Tokopedia, Grabmart, Shopee, BliBli and JD.ID. Effective next week, MPPA's online offering will also be available at 30 stores on GoMart platform at Greater Jakarta area. MPPA is working very closely with all of its online partners and FMCG suppliers to provide the consumers with additional discounts not seen on any other sites.

The challenging situation of escalating Covid cases with high risk of infection currently has impacted severely to all societies nationwide where *bed occupancy rate* (BOR) quickly filled up at hospitals, high daily confirmed positive cases and increasing death rates. Thus, it would be a much safer for consumers to order their daily fresh products and household necessities online from their homes rather than taking risks going into traditional markets. To differentiate from others, MPPA's fresh product offerings are also 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 fresh products.

Working with business partners starting Friday, June 25, 2021, MPPA offers **Free Delivery** to its **Chat & Shop** platform to provide more convenience and values to consumers during this difficult period. 128 stores nationwide are ready to assist online purchases through *Whatsapp* application. Each store has its own specific *Whatsapp* number which can be found at the Company website (<https://www.hypermart.co.id/belanja-online/>). The Company's overall online platforms also allow consumers to make *inter-city* purchases for families or loved ones in other cities, ie. Consumer from Jakarta can make online purchase to be delivered to his/her parents who live in Jogjakarta.

MPPA also offers **Park & Pick-up** feature as part of its **Chat & Shop** and **Hypermart Express** for the safety purpose of its valued consumers. By using the **Park & Pick-up** at all malls location in which MPPA operates, consumers can now have more safety measures by being able to order from their work location and can pick-up their purchases on their way home without having to meet other people in stores. MPPA is the only retailer who offers Park & Pick-up to its stores nationwide with designated parking spaces at stores or malls so that consumers do not need to leave from their vehicles.

Other online offerings with business partners for the period of June 2021 with free delivery options, as follows:

- *Chat & Shop by Whatsapp* – Newspaper & E-Payment promotions; minimum purchase value of IDR350,000 + **Free Delivery up to 10 Km**
- *Hypermart Express* – 5% discount all products (except certain items).
- *GoMart* – **Free Delivery up to 10 Km\***
- *Tokopedia* – already 10% discounted for all products (except certain items) + **Free Delivery up to 10 Km\***
- *Blibli* – already 5% discounted for all products (except certain items) + **Free Delivery up to 15 Km\***
- *Shopee* – already 5% discounted for all products (except certain items) + **Free Delivery up to 15 Km\***
- *JD.ID* – already 5% discounted for all products (except certain items) + **Free Delivery up to 15 Km\***
- *GrabMart* – Voucher for 15% discount for maximum value IDR50,000 for minimum purchase of IDR250,000.

*\* certain term & condition apply*

In addition to Free Delivery option being offered above, the Company also adds discounts and special price promotion from FMCG suppliers until end of June 2021, as follows:

Fresh products (all platforms except Chat & Shop):

- Up to 30% discount on Kraft Cheese Cheddar Block 165gr
- All Greenfields dairy milk and yoghurt products (up to 30% discount and special prices)

Groceries, General Merchandise, Bazaar, Electronics, Softlines (Chat & Shop only):

- *Shinzui & Zen* – free delivery value IDR10,000 for IDR60,000 purchase
- *Colgate & Palmolive* – free delivery value IDR10,000 for IDR60,000 purchase
- *Dettol* – free delivery value IDR15,000 for IDR60,000 purchase
- *Nivea & Hansaplast* – free delivery value IDR10,000 for IDR50,000 purchase
- *Nestle* – free delivery value IDR15,000 for IDR100,000 purchase
- *Kinocare* – free delivery value IDR10,000 for IDR60,000 purchase
- *Wyeth* – free delivery value IDR25,000 for IDR250,000 purchase
- *SGM Eksplor 900gr* – free delivery value IDR20,000 for IDR200,000 purchase
- *Bebelac 3 & 4 800/1800gr* – free delivery value IDR20,000 for IDR200,000 purchase
- *Nutrilon Royal 3 & 4 800/1800gr* – free delivery value IDR20,000 for IDR200,000 purchase
- *Heinz ABC chilli sauce* – free delivery value IDR5,000 for IDR35,000 purchase
- *Nestle* – discount IDR15,000 for PET Food IDR100,000 purchase
- *Pigeon Baby Accessories* – discount IDR10,000 for IDR100,000 purchase
- *Mattel toys* – 6 items discount 20%
- *Sleek Baby Bottle Cleanser* – discount IDR10,000 for IDR100,000 purchase

- PP Matrass & Pillow - discount IDR10,000 for IDR300,000 purchase of Sambros products
- Miyako, Phillips, Sharp - Discount IDR50,000 for Rinnai Stove for certain items purchase
- Coocaa, LG, Panasonic, Samsung, Polytron, Sharp – Free bracket for 42-inch LED TV
- Beko, LG, Panasonic, Sanken, Sharp – Free Hypermart voucher IDR50,000 for top loading Washer & 2-doors refrigerator

Groceries (all platforms):

- Various Sembako packages - savings between 10%-23%

**Elliot Dickson, Chief Executive Officer of MPPA**, commented, “We are aware that current Covid situation is very difficult and challenging for everybody, especially for consumers trying to fulfill their daily food and household necessities. We are working hard to ensure our online businesses, which covers the most cities compared to others, will be a perfect solution to consumers during this period to purchase their necessities from their homes and/or utilize our *Park & Pick-up* for added safety and convenience. We believe that it is important that consumers to shop safely and MPPA tries to provide the safest solution than any retailer can provide especially in this current condition as well as moving 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 112 stores nationwide. Additionally, MPPA also collaborates with other leading marketplaces and on-demand daily essential delivery services nationwide. 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 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 us, no assurances can be given that such expectations will prove to have been correct. You should not unduly rely on such statements. In any event, these statements speak only as of the date hereof, and we undertake no obligation to update or revise any of them, whether as a result of new information, future events or otherwise.