

## Q2 SALES UPDATE:

### **BREAKING RP 2 TRILLION, MPPA SECOND QUARTER SALES INCREASED 16.2% AND ONLINE SALES GREW 21.3%**

**Tangerang, August 2, 2021** – PT Matahari Putra Prima Tbk (“Company / MPPA”) is *The Largest Indonesian Hypermarket Operator* with 212 stores and distribution network to 72 cities from Sumatra to Irian Jaya. Transforming into an *offline to online* (“O2O”) business, it was able to bring MPPA to record positive financial performance growth in the second quarter of 2021.

Today MPPA announced the achievement of solid sales during the second quarter of 2021, where the Company was able to record gross sales of more than Rp. 2 Trillion or a growth of 16.2% and online sales also grew by 21.3% compared to the second quarter of 2020. According to NielsenIQ data, MPPA's market share continues to grow and reaches 24.1% in the 'supermarket and hypermarket' market.

The positive impact of the business O2O synergy implemented by MPPA began to be seen with the achievement of an online sales ratio to regular sales at 5.8% (June 2021), which was the highest ratio since MPPA transformed into O2O business. This ratio is expected to continue to grow.

**Elliot Dickson, Chief Executive Officer of MPPA**, commented, “We are already on a good O2O transformation path, followed by a steady increase in sales turnover and gross profit. We believe that MPPA is able to transform into one of the largest online groceries players in Indonesia that has successfully synergized with various Indonesian giant techs (GoMart, Tokopedia, GrabMart, Shopee, BliBli and JD.ID).”

MPPA continues to strengthen online business offerings as strategic O2O with offline stores as a new strategic direction in 2021 and beyond. In the midst of the Covid-19 situation, in recent months MPPA has strengthened its Hypermart Online and Chat & Shop e-commerce which now covers nationally. In addition, MPPA also cooperates with other marketplace operators. Going forward, MPPA will add more online stores to participate in this existing collaboration and develop more new collaborations with other leading marketplace operators in Indonesia.

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