

## **MPPA WILL CLOSE THE YEAR 2021 AS LEADING FOOD RETAILER WITH WIDEST PRESENCE AT MOST ONLINE PLATFORM THROUGH LATEST COLLABORATION WITH HAPPYFRESH**

**Tangerang, November 4, 2021** – Approaching toward the 2021 yearend and Christmas & New Year seasons, PT. Matahari Putra Prima Tbk (“Company/MPPA”), continues to strengthen its O2O omni-channel as one of the leading food retail companies with widest presence at most online platforms in Indonesia through the announcement of its latest collaboration with HappyFresh starting tomorrow. The two companies are expanding their operational reach across Java Bali, Sumatra and Sulawesi to cover 39 virtual stores.

The new partnership is to expand the food and household products on HappyFresh, one of Southeast Asia’s most simple and convenient online grocery service with over 700 top supermarkets, hypermarkets and grocers across Indonesia, Malaysia & Thailand, by enabling MPPA to put Hypermart, Foodmart, Primo and Hyfresh virtual official Stores on the online platform in order to provide more access and convenience for valued customers to shop their daily food and household items.

With MPPA virtual Official Stores on HappyFresh, customers will have more choices and assortments in purchasing over 5,000 products, including over 800 fresh products, grocery, household needs at the convenience of HappyFresh's popular smartphone application and website. MPPA also assures the same product quality, prices and promotions being offered at the Company’s physical stores, *Chat & Shop & Hypermart Online*.

Consumers at home and offices can conveniently shop fresh products and daily necessities through HappyFresh online service while still following the implementation of PPKM and social distancing measures amid Covid-19 situation, with added convenience of making payments using both cash-on-delivery (COD), e-wallet payment, virtual account and other cashless methods as an additional security measure toward health protocols. By shopping online, we also help our government in their effort to prevent a potential of 3<sup>rd</sup> wave of Covid-19, given that more and more people are mobilizing in this upcoming year-end holiday season.

Commemorating the launch of this collaboration, consumers can enjoy special prices of 5% less than in-store prices for all products and free delivery when shopping via HappyFresh platform (except for promotional items and government-controlled products) starting November 5 until the end of 2021. These discounts are applied to almost all items.

To differentiate from the others, the fresh product offered by MPPA have also received the halal certification from 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.

**Elliot Dickson, Chief Executive Officer of MPPA**, commented, “We are delighted to announce our latest partnership with HappyFresh as we are entering into the end of 2021 as well as anticipating the upcoming Christmas and New Year seasons. Our collaboration with HappyFresh, which is an online grocery services in the Southeast Asia region which already has participation from most other Indonesian food retailers, together with our other collaborations with other leading marketplaces in Indonesia, definitely set another achievement for MPPA becoming the food retailer with widest presence at most online marketplaces in Indonesia. This partnership distinguishes MPPA from others and certainly marks a milestone for its O2O strategy going forward. We hope to continue to expand our partnership with HappyFresh with more features and virtual stores to come in the future.”

**Filippo Candrini, Managing Director of HappyFresh** added, “We are thrilled to announce our partnership with MPPA as part of HappyFresh continuous commitment to provide the most simple and convenient online grocery shopping experience to customers in Indonesia. In recent times MPPA placed great focus on e-groceries as one key aspect of today's consumers preference and we therefore found an important synergy leveraging on each other's expertise. Throughout 2021 we have expanded our reach into new cities like Bali, Makassar, Medan, Semarang and we look forward to adding more virtual stores in present and future cities with MPPA.”

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#### **About HappyFresh**

HappyFresh is Southeast Asia’s most simple and convenient online grocery company headquartered in Jakarta, Indonesia with operations in Indonesia (Greater Jakarta, Bandung, Surabaya, Malang, Semarang, Bali, Makassar, and Medan), Malaysia, and Thailand. The services include online groceries for mass customers and pantry supplies for its corporate clients by partnering with well-known retail chains since 2015. The company’s well-trained personal shopper handpicks the fresh groceries while the delivery time slots are available for the same day up until the following three days. Our mission is to provide online grocery delivery services to all households across Southeast Asia so as to simplify people’s lives.

The HappyFresh application is available for download via iOS and Android.

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