

PRESS RELEASE

**NEW LOOK FOR HYPERMART PENTACITY
FOCUS ON FRESH PRODUCTS**

Balikpapan, October 27, 2023 - PT Matahari Putra Prima Tbk ("MPPA/Company") through its Hypermart and Foodmart stores in Balikpapan continues to commit to provide the best service in meeting the daily needs of the Balikpapan community. Present since 2008, Hypermart is now also adjusting its stores to be more dynamic with current customer trends. Hypermart Balikpapan Pentacity is one of the pilot stores with a new face that focuses on its flagship products, namely fresh products.

In order to support its superior products, Hypermart has obtained various certifications such as Halal Certificates from BPHJPH for the categories of meat, fish, vegetables, beverage products, bread and pastry products, ready-to-eat foods, services and retailers in all stores, distribution centers and head office; Certificate of Good Handling Practices (SPPB) for Fresh Food of Plant Origin (PSAT) and Veterinary Control Number (NKV) Level I certification (various meats). Through these certifications, Hypermart provides a variety of fresh products with guaranteed quality for the people of Balikpapan. Where fresh products such as meat, fruit, vegetables or seafood are taken from trusted suppliers and also certified in accordance with the category, so that the natural content in the product products certainly has good nutritional quality for the body. Not only providing quality products, Hypermart also hopes that its presence here can make a social contribution and support the quality of life of the Balikpapan community.

"Through this relaunching moment, we will also commit to support one of the programs of the Regional Apparatus Organization (OPD), namely the Health Office (DHO), the Office of Women's Empowerment, Child Protection and Family Planning (DP3AKB) of Balikpapan City for stunting prevention. In the initial stage, we will donate eggs to support OPD programs that are already running. In the future, we also hope to synergize with other activities in supporting a healthy lifestyle," said Roy Atmadja as Director of Operations, E-Commerce and Supply Chain of the Company.

On this occasion, Hypermart also launched the "Donate One Egg Against Stunting" program for Hypermart customers who want to contribute to this program. At the end of the occasion, Hypermart symbolically gave egg boxes to representatives of the Health Office and DP3AKB to be distributed in order to support the program. Through this moment, Hypermart hopes in the future can contribute even better to all aspects in the Balikpapan environment.



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