



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA LAUNCHED FOODMART PRIMO NEW UPPER SEGMENT SUPERMARKET AT MAXXBOX LIPPO VILLAGE

Lippo Village, Tangerang

Monday, June 29, 2015

PT. Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, launched a new supermarket format targeted for the upper segment customers with “**Foodmart Primo**” trademark. The store was officially opened on Friday, June 26, 2015 and located at the new MaxxBBox Lippo Village, Karawaci, Tangerang.

The opening of Foodmart Primo is based on the Company's continuing observation and analytical studies on Indonesian shopping trends, where there is an upward trend of middle class segment throughout the region. Foodmart Primo is positioned strategically to key areas in several metropolitan cities. Through Foodmart Primo, customers will experience modern supermarket format improvements related to store layout and ambience as well as product selections with higher focus on providing a more enjoyable shopping experience, quality premium products and convenience.

Director of Foodmart Operations, Dave Rao stated “With the opening of MaxxBBox, we have the opportunity to open our first “upmarket” store under the Foodmart Primo brand - (Primo means top quality).”

He added, “Foodmart Primo is a professionally designed an upmarket store with additional features such as ready to eat section, “boutique” bakery and wine station under one roof. The supermarket offers a high level of local and imported goods to serve the growing International Community in Lippo Village. A wide range of local, imported fruits and vegetables are available daily in addition to a good selection of beef, poultry, seafood and delicatessen.”

Store Manager, Hagmono and his team expressed their readiness to provide premium service to our prestige customers.



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RETAIL GROUP

PT. Matahari Putra Prima Tbk





About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2014 Sales amounted to Rp 13,59 Trillion (audited), a growth of 14.1% from 2013. Net Income 2014 amounted to Rp 554,0 Billion, which grew 24.5% from Rp 444,9 Billion in 2013. Hypermart has the widest store network among hypermarket operators in more than 60 cities ranging from Tanjung Balai (Medan) to Jayapura (Papua).

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 2014 Customer Satisfaction by Roy Morgan, 2014 Excellence Experience by Bisnis Indonesia & Carre CCSL, 2014 Top 500 Bronze Award by Retail Asia, 2014 Charta Peduli Indonesia by Dompot Dhuafa, 2014 Superbrand Indonesia by Superbrand, 2014 Best Senior Management IR Support & Most Improved Investor Relations by Alpha Southeast Asia, 2014 Most Admired Companies by Fortune Indonesia, and 2014 Most Admired Company by Warta Ekonomi.

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