



**PT. Matahari Putra Prima Tbk**

**PRESS RELEASE**

**For Immediate Release**

**MPPA LAUNCHED NEW CONCEPT OF HYPERMART G7  
AT LIPPO KARAWACI UTARA TANGERANG,  
BANTEN**

**Lippo Village, Tangerang**

**Friday, December 19, 2014**

PT. Matahari Putra Prima Tbk (MPPA), the leading modern multi-format retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, proudly presents the new concept of Hypermart 7<sup>th</sup> Generation (G7), located at Cyberpark, North Lippo Karawaci, Tangerang, with a gross area of 8,971 sqm.

The G7 concept is the latest format of Hypermart. The new concept will feature updated fixtures, wider aisles, ease for customer navigation, expanded fresh area, plus eco-friendly LED lights and new exterior signage.

The Fashion & Beauty Centers are updated and expanded to capture the growing lifestyle of modern customers, while the Bakery, RTE (Ready to Eat), Fresh Food, Bulk Food, Home & Living sections feature larger assortments and new concepts.

The newest concept has embraced a lifestyle center concept, which is complimented with a variety of supporting tenants such as Matahari Department Store, restaurants, cafes, bank, and others.

Noel Trinder, Chief Executive Officer of MPPA stated "Hypermart G7 is a significant improvement in design format compared to previous generations and represents our hardwork and interpretation of evolving the Hypermart concept over a decade from its initial inception. The store offers excitement and new experiences in addition to maintaining the product at an affordable price. The layout and presentation is more dynamic and interesting."

"Going forward, we are positioned to open approximately 20 new Hypermart per year and a goal to more than double our store network to ±260 outlets by 2020. In 2015, Hypermart will continue to expand with opening 20 new outlets across Indonesia. Additionally, we will renovate 10 existing Hypermart stores per year to adopt elements of the G7 concept. All of our new store openings in 2015 are ensured to adopt the modern features of our Hypermart G7 concept" he further added.



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**HYPERMART G7 EXTERIOR**



**THE OPENING CEREMONIAL**



**PT. Matahari Putra Prima Tbk**



**THE CROWD AT HYPERMART ENTRANCE**



**READY TO EAT SECTION**



**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 2013 Gross Sales amounted to Rp 12.6 Trillion (audited), a growth of 11.1% from 2012. Net Income 2013 amounted to Rp 445 Billion, which grew 85.8% from Rp 239 Billion in 2012. 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: 2013 Retail Asia – Gold Award, 2011-2014 Superbrand Indonesia, 2013 Best of The Best 50 Performing Companies by Forbes Indonesia, Top Brand Awards, 2013 and 2014 Indonesia Most Admired Companies by Warta Ekonomi, 2013 Excellent Service Experience Award and 2013 Customer Satisfaction Award by Roy Morgan.

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