



## **PRESS RELEASE**

For immediate release

# **MPPA partners with Powa Technologies and PT. Artomoro Prima International for hicard-PowaTag application launch in 48 Hypermart stores in Indonesia**

**Provides consumers with coupon acquisition & redemption via mobile hicard loyalty program**

Lippo Village, Tangerang  
Thursday, July 17, 2014

PT. Matahari Putra Prima, Tbk ("MPPA") who operates Hypermart, Foodmart and Boston Health & Beauty is announcing a partnership with PT Artomoro Prima International (API) and international commerce specialist Powa Technologies Group in a major implementation of hicard-PowaTag app, in 48 Hypermart stores in order to provide consumers with coupon acquisition and redemption via mobile hicard loyalty program. The hicard and PowaTag apps are available for Android, iOS and Blackberry platform.

The hicard holders who already download and install the hicard and PowaTag applications, can receive coupon distribution and do the redemption online. The Hypermart's hicard loyalty program has grown to over 3.2 million members and represents over 60% of total Hypermart sales. This second phase of the implementation will see coupon redemption via PowaTag deployed across 48 of Hypermart's 101 stores in Indonesia.

Hypermart is the growth propeller of MPPA with a diverse range of products including food/groceries, non-food household items, soft line products and electronics. Hypermart stores are located in over 60 cities with net sales in excess of 12 Trillion Rupiah. The launch of hicard-PowaTag in Hypermart will reach millions of new customers across Indonesia.

Hicard is a customer loyalty program developed by MPPA to bring more value to loyal consumers. Launched in 2011, the hicard loyalty program has successfully gathered over 3.2 million active members with an increase over 40 thousand new members every month. Moreover, the hicard loyalty program has expanded its services by cooperating with more than 140 merchants to bring additional benefits for its loyal customers.



**ArtoMoro Prima**



PowaTag, a mobile commerce solution that enables shoppers to complete purchases anytime, anywhere simply by scanning tags on anything from products to billboards, will be linked with the hicard app which allows members to redeem hicard points using their mobile phone. The integration with PowaTag further enhances this capability by allowing consumers to acquire coupons and special offers by “tagging” in-store promotional materials, online ads, and print ads.

Carmelito J. Regalado, Deputy CEO and President of MPPA, added: “PowaTag technology represents a significant advancement in our ability to provide outstanding service to our valued hicard members. Previously, coupon distribution and redemption was a manual and very expensive process – with hicard-PowaTag, we can now distribute electronic coupons to hicard members with simple and efficient redemption in Hypermart stores.

“We are delighted to be the first retailer in Indonesia to embrace this technology and are looking forward to rolling out additional hicard-PowaTag functionality in the months ahead.”

“With the vast growth of modern smartphone penetration in Indonesia, we believe this hicard-PowaTag application will become a new promotion media for hicard customers to do a secure, fast and comfortable transactions” commented Sardjono Hadisusanto, Chief Operation Officer of PT Artomoro Prima International.

Dan Wagner, CEO of Powa Technologies Group, said: “PowaTag technology enables Hypermart to bring global best-in-class technology to the Indonesian market, allowing customers to experience the convenience of hicard loyalty through their mobile device. No longer will they have to seek out coupons and offers from newspapers, laboriously clipping and taking them into the store – all that’s needed now is a quick capture of the hicard-PowaTag application with their mobile, and numerous coupons are instantly available to them.

“Hypermart can offer this great technology without adding any additional infrastructure, and it’s scalable to meet the demands of the millions of customers shopping in their stores. We are delighted to partner with Hypermart, and look forward to rolling out the technology across all their stores with increased functionality.” [end]



#### **About PT Matahari Putra Prima**

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.

#### **About PT Artomoro Prima Internasional**

PT Artomoro Prima Internasional (API) is operated under PT Visionet International (VisioNet), which is a subsidiary of PT Multipolar Technology Tbk (MLPT). API focuses on the maintenance of mobile-based payment system (mobile payment channel). Inline with the vast growth of modern smartphone nowadays, the mobile-based payment/loyalty program system can provide value added to the consumers in various industries with membership programs.

#### **About Powa Technologies**

Powa Technologies started as part of Venda, the world's largest shared eCommerce platform provider. The Powa platform was built to provide the capability of an agile multi-site eCommerce environment. The platform consists of PowaTag and PowaPOS that can be used by consumers and merchants, and PowaWeb services for multi-channel shopping experiences.

All Powa sites are PCI Level 1 compliant and fully secure.

#### **For further information please contact:**

**PT. Matahari Putra Prima, Tbk**  
**[www.hypermart.co.id](http://www.hypermart.co.id)**

**Danny Kojongian, Director- Communications and Public Relations**  
**Email: [danny.kojongian@hypermart.co.id](mailto:danny.kojongian@hypermart.co.id)**

**Fernando Repi, Head of Public Relations**  
**Mobile : +6281511181187**  
**Email : [fernando.repi@hypermart.co.id](mailto:fernando.repi@hypermart.co.id)**



**ArtoMoro Prima**