



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA OPENS FOODMART PRIMO AT LIPPO MALL KUTA BALI

Lippo Village, Tangerang

Thursday, June 30, 2016

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX, today has opened its 2nd upper scale supermarket format, Foodmart Primo at Lippo Mall Kuta, Bali.

The opening of Foodmart Primo in Bali is based on the Company's studies on the upward trend of customers' shopping behavior in the island. The store has a gross selling area of ±1,508 m² which provides wide selection of high quality of imported and local products. Through Foodmart Primo, customers will experience modern supermarket format improvements related to store layout and ambience as well as product selections.

Director of Foodmart Operations, Dave Rao stated "Due to the nature of this location which cater more to tourists than residents, the assortment mix would be slightly different from a typical Foodmart Primo. We have additional categories like handicrafts, souvenirs, aromatherapy, travel accessories, beach accessories, and more, specially targeted at holiday-makers. But our main feature remains the restaurant which is a ready-to-eat area offering pizzas, roasts, pastas, traditional food, fresh juices, sandwiches, salads & boutique bakery.

"We are sure that our customers here will enjoy the high levels of quality and service offered in our Primo supermarkets," he added.

For further information, please contact:

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Balinese handicrafts and souvenirs



Ready to eat area offers a wide selection of local and international food



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About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima one of Indonesia largest retailers employs more than 13,000 associates who serve customers in 110 Hypermarkets (Hypermart), 23 Supermarkets (Foodmart Primo/Fresh), 50 Minimarket/ Convenience stores (FMX), 105 Health and Beauty format stores (Boston) and 1 Wholesale (SmartClub). As of 31 March 2016, MPPA operates 289 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: The Charter Award concerning the environmental standards from Ecolabel & Green Label Indonesia by the Ministry of Environment and Forestry of Republic of Indonesia, 2015 Indonesia WOW Brand by MarkPlus Inc, 2015 Top 50 Most Valuable Indonesian Brands by Millward Brown, 2015 Indonesia Best eMark Award by SWA & Telkom University, and 2015 Top 10 Retailers Certificate of Distinction by Retail Asia.

