

PRESS RELEASE

For Immediate Release

**MPPA RETAIL RECEIVED
INDONESIA WOW BRAND AWARD 2015**

**Lippo Village, Tangerang
Tuesday, September 29, 2015**

The prestigious award event, Indonesia WOW Brand organized by the PT MarkPlus Indonesia (MarkPlus, Inc.) was held at The Ritz-Carlton, Mega Kuningan, Jakarta on Tuesday, September 29, 2015. Through an intense consideration process on hundreds of brands, PT Matahari Putra Prima Tbk. through Hypermart managed to become one of the winner in INDONESIA WOW BRAND AWARD 2015 Retail Sector, Hypermarket category.

INDONESIA WOW BRAND 2015 is an appreciation for the achievements by the brand based on research as one of the applications of the WOW Marketing theory. On the WOW Marketing theory in the era of connectivity, there are customers path changes, where before their brands selection decision was only influenced by individual decision, now it is influenced by many people (including the media).

INDONESIA WOW Brand 2015 Research on: Residential Property Developers, Shopping Mall & Retail Jabodetabek involved 575 respondents, which aims to determine customer path advocacy ratio based on the Residential Property, Developers, Shopping Mall & Retail. Respondents were randomly selected and interviewed by telephone on products purchased and consumed during the past month. Respondents representing middle to high (minimum upper-middle class) with the age range of 25-50 years.

Director of Public Relations and Communications MPPA, Danny Kojongian stated, "MPPA is proud to receive the Indonesia WOW Brand Award 2015. This reflects the positivity brand of Hypermart to consumers in Indonesia in accordance the Company's commitment, to continuously provide the best of modern retail services in the middle of a challenging economic conditions. "



Director of Public Relations and Communications, Danny Kojongian (left) with The Head of Association of Indonesian Retailers (Aprindo) Roy Nicolas Mandey accompanied by Chief Operating Officer of MarkPlus, Inc. Jacky Mussry

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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