

PRESS RELEASE

For Immediate Release

**MPPA RECEIVED SWA 100: INDONESIA'S BEST WEALTH
CREATOR 2016 AND BRANDZ™ TOP 50 MOST VALUABLE
INDONESIAN BRANDS 2016 AWARDS**

**Lippo Village, Tangerang, Indonesia
Monday, August 15, 2016**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX proudly received two prestigious awards as positive recognition from the industry for its achievements as a well respected FMCG retailer in Indonesia.

The first award was SWA 100: Indonesia's Best Wealth Creator 2016 which was received on August 9, 2016 at the Shangri-La Hotel, Jakarta. MPPA ranked 18th out of the 100 best public companies in the field of value creation based on the analysis of Wealth Added Index (WAI). MPPA is one of 23 companies that recorded a positive WAI and significantly increased financial results for its shareholders.

The second award was Brandz™ Top 50 Most Valuable Indonesian Brands in 2016 for the hypermarket format. The ceremony was held at Dharmawangsa Hotel, Jakarta on August 10, 2016. As the dominant hypermarket in Indonesia, MPPA's hypermarket brand is confirmed to be one of the Top 50 Most Valuable Brands in Indonesia, based on the result of research conducted by combining financial value and brand contribution. The award nomination and ceremony were organized by leading global research agency, Millward Brown and WPP.

Noel Trinder, CEO of MPPA, commented, "We are honored to receive these prestigious awards as MPPA continues to be a solid FMCG retailer in Indonesia. The SWA 100: Indonesia's Best Wealth Creator 2016 Award reflects the Company's commitment to strengthening all business formats while providing strong returns to its stakeholders."

"We also appreciate the favorable recognition that the Brandz™ Top 50 Most Valuable Indonesia Brands in 2016 Award to MPPA and our hypermart business format. Being the major revenue and growth contributor for the Company, hypermart has demonstrated its unparalleled retail offering as a modern hypermarket format nationwide with international standards and has become the FMCG shopping destination of choice for middle income Indonesian consumers. Going forward, we will further strengthen the hypermart brand while continuing to grow our other business formats such as Foodmart Fresh & Foodmart Primo, SmartClub, Boston HBC and FMX."





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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 112 Hypermarkets (hypermart), 25 Supermarkets (Foodmart Primo/Fresh), 52 Minimarket/Convenience stores (FMX), 106 Health and Beauty format stores (Boston) and 2 Wholesale (SmartClub). As of 30 June 2016, MPPA operates 297 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 2016 SWA 100: Indonesia's Best Wealth Creator, 2016 Brandz™ Top 50 Most Valuable Indonesia Brands by Millward Brown & WPP, 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.

