



## **PRESS RELEASE**

For Immediate Release

# **MPPA LAUNCHES “INFAK VIA KASIR” PROGRAM**

Lippo Village, Tangerang  
Wednesday, June 18, 2014

PT. Matahari Putra Prima, Tbk ("MPPA") who operates Hypermart, Foodmart and Boston Health & Beauty collaborates with Dompét Dhuafa in launching the “Infak Via Kasir” donation program. The launch was held in Foodmart Gourmet, Cilindak on Monday (June 16, 2014), attended by the Director of Foodmart, Emi Nuel, President of Dompét Dhuafa, Ahmad Juwayni and Dompét Dhuafa Ambassador, Allysa Soebandono and invited guests.

MPPA’s Director of Communications and Public Relations, Danny Kojongian said Hypermart welcomes the return of the “Infak via Kasir” Program. "We hope the funds raised will be larger than in 2013". The “Infak via Kasir” has become part of the CCS program (Children, Community, Supplier), which is a Corporate Social Responsibility program by MPPA.

The President Director of Dompét Dhuafa, Ahmad Juwayni said the fund raised will be managed by Dompét Dhuafa to fund education programs that have been carried out by Dompét Dhuafa such as the Indonesian School Teachers (SGI) and Dompét Dhuafa Infak via Kasir Program-Hypermart 2014 that will run until August 14, 2014. The customers will have the convenience of charity participation throughout Hypermart in Indonesia. SMART Ekeselensia Indonesia is a free boarding school program. Ahmad said besides the education program, the funds will be used for the empowerment of economic and health program.

Since 2006, the “Infak via Kasir Program” eased the consumers to participate in charity while shopping. Hypermart’s customers can donate their change, rounding up their change, including increasing the change for the donation.

Danny Kojongian further commented that MPPA wishes this program could continue in the future to support Dompét Dhuafa programs in helping the poor.

MPPA and Dompét Dhuafa would like to thank everyone who have been participating in this program and giving their donation, while keep encouraging further donations to be made through the "Infak via Kasir" program.



### **About Matahari Food Business**

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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