



PT. Matahari Putra Prima Tbk

## **PRESS RELEASE**

**For Immediate Release**

# **MPPA OPENS FOODMART FRESH AND BOSTON OUTLET AT PLAZA SEMANGGI JAKARTA**

**Lippo Village, Tangerang  
Wednesday, May 4, 2016**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX, continues its business expansion strategy in 2016 with the successful openings of Foodmart Fresh and Boston outlets at Plaza Semanggi Jakarta earlier today.

Foodmart Fresh Plaza Semanggi, which is MPPA's 24<sup>th</sup> supermarket outlet, features meat and seafood counters in addition with in-house bakery, and a range of local and fresh products that focus on the quality and freshness. The interior is dominant with vibrant green and white toned to lift up customers' shopping mood. With a gross selling area of ± 1,989 m<sup>2</sup> and located at the heart of Jakarta, Foodmart Fresh Plaza Semanggi would strategically caters the modern FMCG needs of customers who works and lives around the CBD area.

To complement the Company's overall presence in central Jakarta, MPPA also opened its 107<sup>th</sup> Boston outlet with Regular format with a gross selling area of ± 191 m<sup>2</sup> within the same premises. This outlet provides health and wellness products, supplements, personal care, and accessories. The outlet also serves cold beverages and snack items for customers on the go.

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**New Foodmart Fresh concept which cater to offices staff and family in CBD area**



**Boston regular with new design looks bright and modern for a pleasant shopping experience**

### **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.