



**PT. Matahari Putra Prima Tbk**

**PRESS RELEASE**

**For Immediate Release**

**103rd HYPERMART OPENS  
AT TECHNOMART, KARAWANG  
WEST JAVA**

**Lippo Village, Tangerang**

**Thursday, October 30, 2014**

PT. Matahari Putra Prima Tbk (MPPA), a modern multi-format retailer in Indonesia, operator of Hypermart, Foodmart and Boston Health & Beauty, opened its 103<sup>rd</sup> Hypermart in Karawang. The new Hypermart is located at Technomart, the most comprehensive commercial center of electronics, automotive, and furniture in Karawang and West Java. Hypermart Technomart is the first Hypermart store in Karawang and the 12<sup>th</sup> store in the province of West Java.

The opening ceremony of Hypermart was attended by the Director of Operations, Gilles Pivon, Director of Communications and Public Relations, Danny Kojongian, the Board of Directors of PT. Galuh Mas, representatives of the government of Karawang, West Java, and invited guests.

Director of Communications and Public Relations MPPA, Danny Kojongian said, "Seeing the potential development of international port and airport, along with the economic growth that reached 6.26% and the total population of 2.2 million people, the company decided to open the first Hypermart in Karawang".

Danny stated; "The new Hypermart store will contribute in improving the economy in Karawang region by creating jobs and embrace the small and medium enterprises to become suppliers for Hypermart".



**PT. Matahari Putra Prima Tbk**

According to Andreas Slamet, Asset Management residential center Galuh Mas, “Common vision and mission embrace Technomart and Hypermart to cooperate in bringing Hypermart to the community of Karawang. Together, we will create new job opportunities for the people of Karawang and boost the regional economy”.

Store General Manager Hypermart of Technomart Karawang, Angga Sanusi said “All employees of Hypermart Technomart are ready to serve the needs of Karawang customers with quality products, attractive promotions and affordable prices”.

**About PT Matahari Putra Prima Tbk (MPPA)**

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.

**For further information, please contact :**  
**PT. Matahari Putra Prima, Tbk**

**Danny Kjongian, Director Communications and Public Relations**  
**Email: [danny.kjongian@hypermart.co.id](mailto:danny.kjongian@hypermart.co.id)**

**Fernando Repi, Head of Public Relations**  
Mobile : 081511181187  
Email: [fernando.repi@hypermart.co.id](mailto:fernando.repi@hypermart.co.id)  
[www.hypermart.co.id](http://www.hypermart.co.id)