



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

**105th HYPERMART OPENS AT
LIPPO PLAZA BUTON BAU-BAU,
SOUTHEAST SULAWESI**

Lippo Village, Tangerang

Monday, December 22, 2014

PT. Matahari Putra Prima Tbk (MPPA), a modern multi-format retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, opened its 105th Hypermart. The new Hypermart is located at Lippo Plaza Buton, one of the largest modern shopping centers in Bau-Bau. This outlet is the first Hypermart located in Bau-Bau and the 2nd outlet in Southeast Sulawesi Province.

The opening ceremony was attended by MPPA management's team, the regent of Bombana, Southeast Sulawesi, H. Tafdil, the mayor of Bau-bau, A.S Tamrin, and invited guests.

Danny Kojongian, Director of Communications and Public Relations stated, "The opening of Bau-Bau is in line with MPPA expansion strategy to expand into secondary cities. The presence of Hypermart will aide in boosting the economy in Bau-Bau," he continued.



PT. Matahari Putra Prima Tbk



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.

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