



**PT. Matahari Putra Prima Tbk**

**PRESS RELEASE**

**For Immediate Release**

**109th HYPERMART OPENS  
AT BORNEO CITY MALL KETAPANG  
WEST KALIMANTAN**

**Lippo Village, Tangerang**

**Thursday, February 5, 2015**

PT. Matahari Putra Prima Tbk (MPPA), a leading modern multi-format retailer in Indonesia, operator of Hypermart, Foodmart and Boston Health & Beauty, opened the 109<sup>th</sup> Hypermart outlets in Ketapang. The new outlet is located at Borneo City Mall Ketapang, one of the largest shopping center in West Kalimantan. This first outlet in Ketapang which has a gross selling area of 5,000 m<sup>2</sup>, become the 11th Hypermart outlets in Kalimantan.

The opening ceremony was attended by the Regent of Ketapang, Drs. Henrikus, MSi, Director of Hypermart, Gilles Pivon, VP Operational Hypermart, Anto Suwartono, representatives from suppliers, as well as invited guests.

"The opening of Hypermart Borneo City Mall Ketapang is further strengthening the Company's commitment to continue the direction of its business expansion beyond the island of Java, in this case in the area of West Kalimantan. The Hypermart's presence as one of the modern retail and the national pride is expected to boost the economy and urban lifestyle in Ketapang and the surrounding regions, "said Danny Kojongian, as MPPA Director of Public Relations and Communications

Store manager of Hypermart Borneo City Mall, Priyoga, expressed "Our team is glad to serve customers and provide daily necessities for the family. We offer products at affordable prices and attractive promotions every day."



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**Ribbon cutting ceremony in front of Hypermart Ketapang**

**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: 2014 Customer Satisfaction by Roy Morgan, 2014 Excellence Experience by Bisnis Indonesia & Carre CCSL, 2014 Top 500 Bronze Award by Retail Asia, 2014 Charta Peduli Indonesia by Dompot Dhuafa, 2014 Superbrand Indonesia by Superbrand, 2014 Best Senior Management IR Support & Most Improved Investor Relations by Alpha Southeast Asia, 2014 Most Admired Companies by Fortune Indonesia, and 2014 Most Admired Company by Warta Ekonomi.

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