



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

113rd HYPERMART HAS OPENED AT LOMBOK CITY CENTER WEST NUSA TENGGARA

**Lippo Village, Tangerang
Friday, December 11, 2015**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, today has opened the 113rd Hypermart outlet at Lombok City Center (LCC), West Nusa Tenggara (NTB) with the concept of the G7.

This new outlet with a selling area of 4,800 m² is located in Lombok City Center (LCC) which has become the first superblock area, with the largest and most comprehensive location in NTB. Hypermart LCC is the 3rd Hypermart outlet in Lombok after the successful opening of Lombok Hypermart Epicentrum Mall few months ago.

Lombok is one of the strategic destination city to develop retail business with a growing lifestyle of people in NTB. Hypermart LCC is believed to support public and tourists needs in Lombok which the popularity as a tourism destination growing more lively.

Director of Public Relations & Communications MPPA, Danny Kojongian said "With the inauguration of the 113rd Hypermart, this defines MPPA commitment to expand the retail modern services continuously in the middle of challenging economic conditions."

"Going forward, our commitment remains unchanged, continue to expand Hypermart outlets in various potential areas throughout Indonesia. This is in accordance with MPPA long-term strategic direction to further strengthen the Company position as the No. 1 proudly national retailer in Indonesia," he continued.





Director of Public Relations & Communications MPPA, Danny Kjongian (left) with West Lombok Regional Secretary, Mohammad Uzair (right) were observing Bulk Food area at Hypermart LCC

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About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2014 Sales amounted to Rp 13,59 Trillion (audited), a growth of 14.1% from 2013. Net Income 2014 amounted to Rp 554,0 Billion, which grew 24.5% from Rp 444,9 Billion in 2013. 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.