



PT. Matahari Putra Prima Tbk

## **PRESS RELEASE**

**For Immediate Release**

# **114<sup>th</sup> HYPERMART OPENS WITH THE CONCEPT OF G7 AT YOGYAKARTA HARTONO MALL CENTRAL JAVA**

**Lippo Village, Tangerang  
Friday, December 18, 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 114<sup>th</sup> Hypermart outlets at Hartono Mall Yogyakarta, Central Java with the concept of G7 which has a gross selling area of ± 4,748 m<sup>2</sup>.

Hypermart Hartono Mall Yogyakarta is the first Hypermart outlet with G7 concept in Yogyakarta and the 12<sup>th</sup> outlet in Central Java. This new Hypermart outlet is represented in Central Java with the development potential for modern retail.

The shopping comfort and convenience is the main attraction of Hypermart G7, where the shopping aisle become wider with the products color scheme has been arranged in harmony with the eyes. This outlet is not only more appealing but also provides extra services for consumers with a more complete choice and variety of products.

Design looks more modern and Ready to Eat area is extended with a choice of meals ranging from international food to local cuisine. Bulk food also comes with the modern display concept. Electronic products on display comes with a concept that allows consumers to try the desired product.

Director of Public Relations & Communications MPPA, Danny Kojongian stated "MPPA Retail remains committed to provide the best service for the people in Indonesia, especially Yogyakarta society by improving the shopping experience and comfort through this G7 Hypermart concept."





**Hundreds of customers were in front of Hypermart G7 at Hartono Mall Yogyakarta, they were excited to feel a new shopping experience inside the store**

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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.