

PRESS RELEASE
For Immediate Release

**115th HYPERMART (G7) OPENS
IN KUALA KAPUAS
CENTRAL BORNEO**

**Lippo Village, Tangerang
Thursday, January 21, 2016**

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 115th Hypermart outlets at Kuala Kapuas, Central Borneo with the concept of G7 which has a gross selling area of ± 5,200 m².

Hypermart Kuala Kapuas is the 4th Hypermart outlet opens in Central Borneo, after the opening of 3 outlets in Palangkaraya, Pangkalan Bun, and Sampit. Based on the Company's observation, the area of Kuala Kapuas refers to "Water City" which is located nearby the longest river in Indonesia, Kapuas river is one of the most develop city in Borneo.

The new G7 concept of Hypermart Kuala Kapuas will bring shopping comfort and convenience to the next level. The outlet offers wider shopping aisle with the products color scheme has been arranged in harmony with the eyes.

Ready to Eat area is extended with a choice of both local and international food and beverages. Bulk food also comes with the modern display concept. Overall store design looks more modern and appealing to bring the best shopping experience for customers.





Customers were enthusiastic in Hypermart Kuala Kapuas new store opening with the concept of G7

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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.