



**PT. Matahari Putra Prima Tbk**

**PRESS RELEASE**

**For Immediate Release**

**FOODMART SUPERMARKET OPENS  
AT SUNCITY MALL MADIUN  
EAST JAVA**

**Lippo Village, Tangerang**

**Thursday, March 26, 2015**

PT. Matahari Putra Prima Tbk (MPPA), a leading modern multi-format retailer in Indonesia, operator of Hypermart, Foodmart and Boston Health & Beauty, launched the new Foodmart Supermarket at Suncity Mall Madiun, a luxury shopping center located in the heart of Madiun.

Foodmart Suncity Mall Madiun is the third Foodmart outlet in East Java with a gross area of +/- 1,500 m<sup>2</sup>. The opening ceremony was attended by the Director of Foodmart Operations, Dave Rao, Regional Manager of Foodmart, Gembara Asnam, local authorities, supplier representatives, mall management, and invited guests.

Danny Kojongian, MPPA's Director of Public Relations and Communications said "Madiun has a remarkable economic growth, especially in trade and services sector. We want to develop meaningful, long-term relationships with our customers by delivering convenience, informative and engaging in-store experience."

Store Manager, Enjang Rahmat Fadilah and the entire staffs expressed their readiness to serve and reinvent the shopping experience in the store.



**Fresh Section at Foodmart Madiun**



**Foodmart Madiun Cashier**



## **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 2014 Sales amounted to Rp 13,59 Trillion (audited), a growth of 14.1% from 2013. Net Income 2014 amounted to Rp 554 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.

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