



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

UNILEVER AND HYPERMART SUPPORT BETTER FUTURE FOR INDONESIAN CHILDREN WITH THE LAUNCH OF BRIGHTFUTURE CAMPAIGN “SO LONG OLD WORLD”

**Lippo Village, Tangerang
Thursday, October 20, 2016**

A good future for the next generations is important to be prepared from an early age of the children in Indonesia and around the world. Recognizing the importance of this issue, Unilever re-invite hypermart in a collaboration to build a better world for children through the 2nd campaign of BrightFuture, themed "So Long Old World". The campaign aims for consumers to be active in doing the real things to build a brighter future for all of us. Unilever and hypermart invite consumers to be aware of and playing an important role in creating a better world.

"So Long Old World" wants to engage the society to abandon the pessimistic perspective about our world that is full of problems; and building a new and better world, especially for our children. A world where children can grow in a sustainable environment, healthy and live a happy childhood.

Maria Dewantini Dwianto, Head of Corporate Communications of PT Unilever Indonesia stated, "The product selections that used every day and consumer lifestyles are two things that are very influential in determining what our world in the future will be. We believe in the strength of consumers, our brands will be able to make a positive change for future generations. "

Together with hypermart, Unilever invites customers through 115 of hypermart outlets in 64 cities to directly participate actively in implementing this campaign.

Director of Public Relations & Communications of PT Matahari Putra Prima Tbk (mppa), Danny Kojongian welcomes the initiative campaign of brightFuture 'So Long Old World'. "This activity is in line with the CSR mission of our company that is contributing on social responsibility in the preservation of the environment and the development of children education. We believe that hypermart's consumers have a major role to be able to create a better world, therefore we wish all hypermart customers and Indonesian to participate actively in this program. "



This campaign will run from October 6, 2016 to November 1, 2016. During the campaign period, each specific purchase of Unilever products at hypermart include; Lifebuoy, Pepsodent, Blue band, Domestos, Vival and Rinso, consumers will automatically donate Rp. 500, - to improve or complement the playground facilities.

The playground will be refurbished in five cities in Indonesia, namely; Jakarta, Bandung, Medan, Makassar and Yogyakarta. Facilities to be repaired or completed include, hand washing facilities / education on how to wash your hands, hygienic toilet facilities / cleaning equipment, playing facilities and also some educational materials on nutrition as well as how to brush teeth.

For further information, please contact:

corporate.communications@hypermart.co.id



MC Amy Zein, Psychologist of SAUH Psychological Services Retno Dewanti Purba, and Head of Corporate Communications of PT Unilever Indonesia Tbk Maria Dewantini Dwiarto, become the guest speakers at the launch of brightFuture 2016 Campaign at Restaurant Plataran Dharmawangsa, Jakarta (Thursday, 10/13/2016)



PT. Matahari Putra Prima Tbk

About PT Matahari Putra Prima Tbk (mppa)

PT Matahari Putra Prima one of Indonesia largest retailers employs more than 13,000 associates who serve customers in 112 Hypermarkets (hypermart), 25 Supermarkets (foodmart PRIMO/Fresh), 52 Minimarket/ Convenience stores (fmx), 106 Health and Beauty format stores (boston) and 2 Wholesale (SmartClub). As of 30 June 2016, MPPA operates 297 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 2016 SWA 100: Indonesia's Best Wealth Creator, 2016 Brandz™ Top 50 Most Valuable Indonesia Brands by Millward Brown & WPP, The Charter Award concerning the environmental standards from Ecolabel & Green Label Indonesia by the Ministry of Environment and Forestry of Republic of Indonesia, 2015 Indonesia WOW Brand by MarkPlus Inc, 2015 Top 50 Most Valuable Indonesian Brands by Millward Brown, 2015 Indonesia Best eMark Award by SWA & Telkom University, and 2015 Top 10 Retailers Certificate of Distinction by Retail Asia.

