



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA OPENS BOSTON COMBO AT PLUIT VILLAGE JAKARTA

Lippo Village, Tangerang

Thursday, April 14, 2016

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX, today launch a new concept of Boston Combo at Pluit Village, Jakarta.

Starting 2016, MPPA operates three types of Boston Health & Beauty (Boston) across Indonesia: Boston Health, Boston Regular and Boston Combo. The latest Boston Combo outlet which has a gross selling area of ± 730 m² provides cosmetics, perfumes, diapers, dairy products for adults and babies, basic softlines, stationery and organic foods. Boston Combo outlets also provides pharmacy and optical counter. As Boston refreshes its displays and aisles, stores are getting easier than ever to navigate and are better lit and stocked with items that are more targeted and locally relevant.

Director of Boston Operations, Kyu Tae Park commented, “We are pleased with the opening of Boston Combo at Pluit Village, this store provides complete health and beauty products. On top of that, it also provides various services such as hair dyeing, cosmetics, optic, and wide range of general merchandise, which competitors do not provide. We hope that Boston could be a shopping destination for Indonesian customers.”





Boston Pluit Village outlet comes with the expansion of size and complete solutions for health and beauty

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About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima one of Indonesia largest retailers employs more than 30,000 associates who serve customers in 112 Hypermarkets (Hypermart), 23 Supermarkets (Foodmart Primo/Fresh), 49 Minimarket/Convenience stores (FMX), 108 Health and Beauty format stores (Boston) and 1 Wholesale (SmartClub). As of 31 December 2015, MPPA operates 293 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 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.