



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA LAUNCHES WHOLESALE FORMAT, “SMARTCLUB” AT METROPOLIS TOWN SQUARE TANGERANG, BANTEN

**Lippo Village, Tangerang
Thursday, December 17, 2015**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, which is well-known as the leading modern retailer, today inaugurated the newest modern line of business in wholesale through the grand opening of SmartClub at Metropolis Town Square, Tangerang, Banten.

The new outlet with a gross selling area of $\pm 8,800 \text{ m}^2$ is presented to help business partners such as Hospitality enterprises (Hotel, Restaurant, and Catering), traders, manufacturers, institutions, offices and business professionals to fulfill various needs in the operation of their businesses.

Smart Club has the concept of One Stop Buying, where all customers' needs can be met in one place for greater efficiency. All the products are available under one roof ranging from fresh products, packaged foods and beverage, electronic products, all household's needs, to office stationeries. All of the products are perfectly displayed with the support of appropriate color schemes to simplify the consumers to find the desired product.

At the opening of the Smart Club outlet, MPPA also inaugurated the Foodmart Express (FMX) network under the Company's Wholesale Division, which is a minimarket concept. In the future FMX will be available through the franchise system and Company's internal expansion. Foodmart Express (FMX) concept offers great focus on wide selection of ready-to-eat and ready-to-consume products. With the store size of between 80 -150 m^2 , FMX is targeting middle consumer segment to meet their needs of top-quality products in the comfort range of their proximities. In the near future FMX will open three more outlets in Tangerang

Director of Smart Club Operations, Emi Nuel stated "Smart Club is expected to be the best partner for professionals (Hospitality, Traders, Institutions and Offices) and become the best choice of a modern wholesale center in Indonesia, with sustainable growth, to become a leader in B2B business and has a large market share in Hospitality segment."



"From 2016 going forward, we will launch SmartClub centers in several key locations. In addition, we are also positive that FMX concept will be well received by consumers and could have a great step of expansion through franchise system or the Company's internal expansion" he continued.



Director of Public Relations & Communications-Danny Kojongian (left) and Director of SmartClub Operations-Emi Nuel (right) after the grand launching of SmartClub outlet at Metropolis Town Square



A variety of Indonesia food is served at FMX outlet

For further information, please contact:

Phoa Marchea Trenggono,
Investor Relations & Communications Officer
marchea.phoa@mppa.co.in

Danny Kojongian,
Director of Public Relations & Communications
danny.kojongian@hypermart.co.id

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 CSSL, 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.