



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA OPENS FOODMART PRIMO AT LEVEL 21 MALL DENPASAR BALI

**Lippo Village, Tangerang
Monday, November 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, proudly opened its premium supermarket format, Foodmart Primo on Friday November 11, 2016, located at Level 21 Mall Denpasar, Bali. The store has a gross selling area of ±1,298 m².

The Foodmart Primo is a professionally designed upmarket supermarket with a café, “boutique” bakery and restaurant, offering a high level of local and imported goods in a pleasant ambience for a more enjoyable shopping experience.

Director of Foodmart Operations, Dave Rao stated “Level 21 Mall is a life-style mall. Our presence is to provide a “one-stop” experience for the customers, whereby they can enjoy shopping at the various outlets as well as eat, drink and get their complete daily/weekly groceries at Foodmart Primo – all under one roof. Our assortment also includes handicrafts, souvenirs, aromatherapy, local snacks and more to cater to the large tourists presence in Bali.”

“To date, the Company had already established a presence in the Kuta area and has been looking for an opportunity to venture further into the residential parts of Bali. So when a location in the Level 21 lifestyle mall in Denpasar became available, MPPA took the opportunity to open another Foodmart Primo there.” he added.

For further information, please contact:

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Foreign tourists tested some RTE meal testers served at Foodmart Primo

About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima, one of Indonesia's largest retailers, employs more than 13,000 associates who serve customers in 112 Hypermarkets (Hypermart), 25 Supermarkets (Foodmart Primo/Fresh), 49 Minimarket/ Convenience stores (FMX), 106 Health and Beauty format stores (Boston) and 2 Wholesale outlets (SmartClub). As of 30 September 2016, MPPA operates 294 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: Anugerah Indonesia TBK Company -III- 2016 (APTI-III-2016) - Top 150 Best Public Listed Companies in Indonesia, 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.