



PT. Matahari Putra Prima Tbk

## **PRESS RELEASE**

**For Immediate Release**

# **MPPA OPENS HYPERMART (G7) AT BATURAJA SOUTH SUMATERA**

**Lippo Village, Tangerang  
Thursday, October 27, 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 proudly opens its new Hypermart G7 store at Citimall Baturaja in South Sumatera.

MPPA keeps continuing to execute and deliver its expansion strategy throughout the country with a series of new store openings across its business formats. The Hypermart Baturaja Citimall is 20<sup>th</sup> store within Sumatra Island.

The new store is strategically located within the growing province of South Sumatera along with other existing Hypermart stores already operating in the city of Palembang and other areas within the province. The store has adopted the latest G7 concept with gross selling area of ± 6,500 m<sup>2</sup>. This format features a new and improved store design. The new retail offering from Hypermart G7 will certainly add the MPPA's strength as the dominant modern retail player in Sumatera.

MPPA's Director of Public Relations and Communications, Danny Kojongian stated, "We are delighted to open our latest new Hypermart G7 store at Baturaja, South Sumatera. We would ensure that our quality product assortments and unparalleled retail services would bring a positive impact of modern retail offerings in Baturaja and South Sumatera, support the positive impact toward regional economy as well as provide the best services for the modern lifestyle in the region."

***For further information, please contact:***

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### **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: 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.

