



**PT. Matahari Putra Prima Tbk**

**PRESS RELEASE**

For Immediate Release

**106<sup>th</sup> HYPERMART OPENS AT  
LIPPO MALL KUPANG,  
EAST NUSA TENGGARA**

**Lippo Village, Tangerang**

**Friday, December 26, 2014**

PT. Matahari Putra Prima Tbk (MPPA), a modern multi-format retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, opened its 106<sup>th</sup> Hypermart. The new Hypermart is located at Lippo Mall Kupang, a national scale integrated shopping center. This is the second Hypermart located in Kupang, East Nusa Tenggara Province.

The opening ceremony was attended by MPPA management's team, Kupang government representatives, and invited guests.

Danny Kojongian, Director of Communications and Public Relations stated, "The opening of a second outlet in Kupang shows our commitment to expand throughout East Indonesia and supports the rapid growth of the region. In addition, the economic prospects of Kupang with surrounding regencies support a need for expansion of retail to provide convenience, value and expanded product selection."



**PT. Matahari Putra Prima Tbk**

**About PT Matahari Putra Prima Tbk (MPPA)**

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2013 Gross Sales amounted to Rp 12.6 Trillion (audited), a growth of 11.1% from 2012. Net Income 2013 amounted to Rp 445 Billion, which grew 85.8% from Rp 239 Billion in 2012. 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: 2013 Retail Asia – Gold Award, 2011-2014 Superbrand Indonesia, 2013 Best of The Best 50 Performing Companies by Forbes Indonesia, Top Brand Awards, 2013 and 2014 Indonesia Most Admired Companies by Warta Ekonomi, 2013 Excellent Service Experience Award and 2013 Customer Satisfaction Award by Roy Morgan.

**For further information, please contact :**

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