



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

#BELIYANGBAIK CAMPAIGN - UNILEVER AND HYPERMART PLANTED 10,000 TREES FOR WWF INDONESIA NEWTREES PROGRAM

**Lippo Village, Tangerang
September 14, 2016**

Hypermart together with Unilever and WWF Indonesia have ended the #beliyangbaik campaign period of Bright Future program on Thursday, September 8, 2016 by planting a total of 200 trees in Cisarua, Puncak, West Java.

This NEWtrees Program is in line with the Company's partnership with Unilever and WWF to grow our businesses while reducing environmental impact and making a positive contribution to the areas in which we live and work. During the #beliyangbaik campaign period, for each purchase of by a hypermart customer of specific Unilever products, Rp1,000 was donated to support NEWtrees', planting of 10,000 trees in Cisarua, West Java, Jogjakarta and Tulungagung.

The management teams of Unilever, hypermart and WWF gathered on the same day to plant new trees at Hulu Ciliwung, West Java to support reforestation that is expected to improve the watershed and reduce the risk of natural disasters.

The #beliyangbaik Program was held from April 21 to May 17, 2016 and reaped success through the active role of consumers and businesses who want to participate in creating a sustainable environment. Sales of Unilever products in hypermart experienced a significant increase compared to the same period in the previous year.

This cooperation will positively impact the sustainability of local ecosystems and society as well as motivate other corporations and consumers to show concern for the preservation of critical environmental areas.

For further information, please contact:

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Management teams of hypermart, Unilever, and WWF Indonesia have planted a total of 200 trees at Telaga Saat, Cisarua, Jawa Barat

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), 52 Minimarket/Convenience stores (FMX), 106 Health and Beauty stores (Boston) and 2 Wholesale outlets (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: The Charter Award concerning environmental standards from Ecolabel & Green Label Indonesia awarded by the Ministry of Environment and Forestry of the Republic of Indonesia, the 2015 Indonesia WOW Brand awarded by MarkPlus Inc, the 2015 Top 50 Most Valuable Indonesian Brands awarded by Millward Brown, the 2015 Indonesia Best eMark Award awarded by SWA & Telkom University and the 2015 Top 10 Retailers Certificate of Distinction awarded by Retail Asia.