

**PRESS RELEASE**

For Immediate Release

**MPPA LAUNCHES FOODMART FRESH  
AT PLAZA ATRIUM SENEN  
JAKARTA**

**Lippo Village, Tangerang  
Thursday, February 4, 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 has launched a new concept of Foodmart, Foodmart Fresh at Plaza Atrium Senen, Jakarta.

With the introduction of the Foodmart Primo concept last year (for the upmarket customers), the Company will now rebrand the regular Foodmart supermarkets to Foodmart Fresh.

Director of Foodmart Operations, Dave Rao stated “The new concept of Foodmart Fresh, previously Foodmart Supermarket, will be focusing more on the quality and freshness in fresh and local products.”

“The additional features at Foodmart Fresh Plaza Atrium will be meat and seafood counters and in-house bakery, which all add up to a complete shopping experience for our customers here. The interior has a pleasant green toned touch offering a feeling of freshness in a bright new ambience,” he concluded.



Foodmart Fresh Cashier which is dominated with bright white and green ambience



**Director of Foodmart Operations, Dave Rao (left) and Regional Division Head of Foodmart, Gembara Asnam (right) at the Fresh section**

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

PT Matahari Putra Prima (MPPA) operates Hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX. MPPA is a modern retailer in Indonesia with the widest store network among hypermarket retailers 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: the Charter Award concerning the environmental standards of Ecolabel and Green Label Indonesia by the Ministry of Environment and Forestry of the Republic of Indonesia, TOP 50 Most Valuable Indonesian Brands 2015 by Millward Brown, Top 20 Indonesia Best eMark Award 2015 by SWA & Telkom University, Bronze Champion of Indonesia WOW Brand 2015 by MarkPlus Inc. and Top 10 Retailer by Retail Asia Pacific.