



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

MPPA OPENS HYPERMART (G7) AT POSO CITY MALL CENTRAL SULAWESI

**Lippo Village, Tangerang
Wednesday, October 19, 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 opens new hypermart outlet under the latest G7 concept at Poso City Mall, Central Sulawesi. This is the 1st Hypermart outlet located in Poso and the 10th in Sulawesi Island.

The opening of hypermart G7 is to further strengthen the market leadership of hypermart throughout Indonesia. With the latest G7 concept, this hypermart store is expected to be a main shopping destination for daily and monthly needs that offers comfort and leading-edge services to customers in Poso, Central Sulawesi. hypermart G7 comes with wider hallways to provide better navigation for customers, as well as larger Fresh area. Fashion and Beauty center are also upgraded and expanded to fit the evolving consumers' lifestyles.

mppa's Director of Public Relations and Communications, Danny Kojongian stated, "We are delighted to open our first hypermart G7 in Central Sulawesi at Poso City Mall. Our hypermart G7 continues to stride its national presence, whilst we are still on-schedule for another new G7 store opening at Baturaja, South Sumatera at end of month."

For further information, please contact:

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PT. Matahari Putra Prima Tbk

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: 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.

