



## **PRESS RELEASE**

For Immediate Release

# **HYPERMART OPENS THE 100TH (OPERATING) LOCATION KAIRAGI, MANADO NORTH SULAWESI**

Wednesday, 14 May 2014 – PT. Matahari Putra Prima, Tbk ("MPPA") through its Matahari Food Business ("MFB") who operates Hypermart, Foodmart and Boston Health & Beauty, opened its 100th (operating) Hypermart store located in Kairagi, Manado, North Sulawesi.

MFB continues a rapid expansion with Kairagi being the first of approximately 20 new Hypermarts' to open in 2014.

The opening ceremony was attended by Mayor of Manado Dr GS Vicky Lumentut SH MSi DEA, President of Lippo Group, Theo. L Sambuaga, and various business partners of Matahari Food Business.

Erlyda Lingga, Store Manager of Hypermart Kairagi also commented that she and her store team are honored and ready to open and operate the new store to bring the quality customer service and store operation.

Hypermart Kairagi is a compact hypermarket concept with total selling area of 3,420 sqm. Danny Kojongian, Director of Communications and Public Relations commented that the opening of Hypermart Kairagi reflects Hypermart's commitment to continue investing and delivering modern retail services in North Sulawesi. The city's fast growing economic potential enables



Hypermart to support the growing consumer demand for quality daily products and excellent value.

The presence of Hypermart will bring a positive impact to the local economy with creation of new jobs as well as developing strong partnerships with local suppliers and small enterprises (UMKM) in Manado.

The MPPA management extends their gratitudes for the support from local government and consumers in Manado for the continued support of Hypermart in Manado.

#### **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). In 2013, total retail outlets actively operating amounted to 222. In 2014, MPPA will continue its aggressive expansion with approximately 20 new Hypermart, 3-5 Foodmart, and approximately 20 Boston Health & Beauty.

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 :**  
***PT. Matahari Putra Prima, Tbk***

***Danny Kjongian, Director- Communications and Public Relations***  
***Email: [danny.kjongian@hypermart.co.id](mailto:danny.kjongian@hypermart.co.id)***

***Fernando Repi, Head of Public Relations***  
Mobile 081511181187  
Email: [fernando.repi@hypermart.co.id](mailto:fernando.repi@hypermart.co.id)  
[www.mataharigroup.co.id](http://www.mataharigroup.co.id) / [www.hypermart.co.id](http://www.hypermart.co.id)