



## **PRESS RELEASE**

For immediate release

# **HYPERMART OPENS THE 101TH STORE**

## **St. Moritz Mall, Puri Indah**

### **WEST JAKARTA**

**Lippo Village, Tangerang**

**Friday, June 27, 2014**

PT. Matahari Putra Prima, Tbk ("MPPA") through its Matahari Food Business ("MFB") who operates Hypermart, Foodmart and Boston Health & Beauty, opened its 101th Hypermart located in St Moritz Mall, Puri Indah, West Jakarta. MFB continues rapid expansion with St. Moritz Mall being the second Hypermart opened in 2014.

The opening ceremony was attended by the MFB Board of Directors, employees, supplier's representatives and invited guests.

The Hypermart in St Moritz Mall, has a shopping area of 5.375sqm. This new outlet has several improvements in layout, presentation and public facilities to enhance the customers shopping experience. In addition, new concepts have been introduced in Electronics as well as developing a Baby Center.

MPPA's Director of Communications and Public Relations, Danny Kojongian commented that Puri Indah region has grown rapidly over the past few years. The presence of Hypermart St. Moritz is expected to serve the needs of communities around the West Jakarta region, especially in Puri Indah, Kembangan and the St. Moritz superblock residence.

Store Manager Hypermart St Moritz Mall, Widianti Hashim commented that he and his store team are ready to serve the customer with friendly service, and provide a pleasant shopping experience.



### **About Matahari Food Business**

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.

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