

**PRESS RELEASE**

For Immediate Release

## Hypermart Received Indonesia Best eMark Award 2015

Lippo Village, Tangerang  
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SWA-Business Digest Magazine and Telkom University hold the Indonesia Best eMark Award 2015 to celebrate the 2nd Anniversary of Telkom University on September 10, 2015. During the ceremony, Hypermart as the core modern retail business of PT Matahari Putra Prima Tbk, received the prestigious award at the main event of "Bandung ICT Expo 2015" which was awarded by the Rector of Telkom University, Prof. Mohamad Ashari in Telkom University Campus.

Director of Communications and Public Relations MPPA, Danny Kojongian stated "We are honored to receive this prestigious award from SWA Magazine and Telkom University, which show positive feedback from our valued customers toward our Hypermart's services and operation, related in particular to the appropriate utilization of information technology toward our marketing and sales activities."

"This Award not only reflects an important milestone for MPPA, but more importantly confirms that our modern retail business strategy has been performing in the right direction and received splendid recognition from customers and other industry practitioners. Going forward, we will ensure that our service quality will be enhanced and strengthened to give the best practices of world-class standards to the growing markets and consumers in Indonesia," he continued.

Indonesia Best eMark Award 2015 was awarded to Hypermart since it successfully managed to become one of the companies with improved business performance from the management and utilization of information and communication technology (ICT) in a right, smart and efficient way in the marketing and sales fields.



PT. Matahari Putra Prima Tbk

Hypermart is expected to become an inspired role model for other companies in using the application and utilization of ICT systems in the marketing and sales area which are getting better over the time.

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

PT Matahari Putra Prima (MPPA) operates Hypermart, Foodmart and Boston Health & Beauty. Total 2014 Sales amounted to Rp 13,59 Trillion (audited), a growth of 14.1% from 2013. Net Income 2014 amounted to Rp 554,0 Billion, which grew 24.5% from Rp 444,9 Billion in 2013. 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: 2014 Customer Satisfaction by Roy Morgan, 2014 Excellence Experience by Bisnis Indonesia & Carre CCSL, 2014 Top 500 Bronze Award by Retail Asia, 2014 Charta Peduli Indonesia by Dompot Dhuafa, 2014 Superbrand Indonesia by Superbrand, 2014 Best Senior Management IR Support & Most Improved Investor Relations by Alpha Southeast Asia, 2014 Most Admired Companies by Fortune Indonesia, and 2014 Most Admired Company by Warta Ekonomi.

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