



PRESS RELEASE

For immediate release

FOODMART OPENS THE 31ST LOCATION

Plaza Lippo, Kuningan

JAKARTA

Lippo Village, Tangerang

Wednesday, August 20, 2014

PT. Matahari Putra Prima, Tbk ("**MPPA**") through its Matahari Food Business ("**MFB**") who operates Hypermart, Foodmart and Boston Health & Beauty, opened its 31st Foodmart located in Plaza Lippo, Kuningan, Jakarta. The opening ceremony was attended by the MFB Board of Directors, employees, supplier's representatives and invited guests. This inaugurated Foodmart is a Foodmart Gourmet concept that has a shopping area of ±1,000m².

MFB's Director of Foodmart Operations, Emi Nuel, commented that Foodmart Gourmet Plaza Lippo, Kuningan prepared by MFB to provide the best service to the upper middle class consumers in Plaza Lippo, Kuningan area, with primary focus in service and and high quality multifarious product assortments.

The store is located in a very strategic location in the business district Rasuna Said Kuningan, Jakarta surrounded by offices, campuses and residential apartments where the market is fitted for Foodmart Gourmet concept.

Store Manager Foodmart Gourmet Lippo Plaza, Yulizal commented that he and his store team are ready to serve the customer who shop in Foodmart Gourmet Plaza Lippo, Kuningan.

With the opening of the Foodmart Gourmet in Plaza Lippo Kuningan thus, MFB currently operates 101 Hypermart, 96 Boston Health & Beauty, 11 Foodmart Supermarket, 8 Fodmart Gourmet and 12 Foodmart Express.



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.

For further information please contact:

PT. Matahari Putra Prima, Tbk

www.hypermart.co.id

Danny Kjongian, Director- Communications and Public Relations

Email: danny.kjongian@hypermart.co.id

Fernando Repi, Head of Public Relations

Mobile : +6281511181187

Email : fernando.repi@hypermart.co.id