



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For immediate release

FOODMART OPENS THE 33rd LOCATION Kuta Beachwalk, Kuta BALI

Lippo Village, Tangerang

Thursday, September 4, 2014

PT. Matahari Putra Prima, Tbk ("**MPPA**") who operates Hypermart, Foodmart and Boston Health & Beauty, opened its 33rd Foodmart located in Kuta Beachwalk, Bali. The opening ceremony was attended by the MPPA Board of Directors, employees, supplier's representatives and invited guests. The new Foodmart is a Foodmart Gourmet concept that has a shopping area of ±1,200m². Foodmart Gourmet Kuta Beachwalk is the second Foodmart in Bali after Foodmart Gourmet in Lippo Sunset Plaza.

MPPA Director of Foodmart Operations, Emi Nuel, said "The premium concept of Foodmart Gourmet is located in the center of Bali tourist attraction, Kuta. Similar with the Foodmart Gourmet in other cities, Foodmart Gourmet Kuta Beachwalk is prepared to target the middle to upper class consumers and tourists, by providing the best service and high quality assortment.

Store Manager, Akhmad Sekhu and the entire staff, commented that he and his store team are ready to welcome and serve the customers.

With the opening of the Foodmart Gourmet in Kuta Beachwalk, MPPA has opened 4 Foodmart Gourmet in 2014 and currently operates 33 Foodmart.

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:



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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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