



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

**THE REOPENING OF 3 HYPERMART G7 STORES
IN JAKARTA AND SURABAYA**

Lippo Village, Tangerang

Wednesday, May 27, 2015

PT. Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, has successfully remodeled 3 of its existing Hypermart stores to the latest Generation 7 (G7) concept. The Hypermart Pejaten Mall in South Jakarta was reopened on May, 16 2015, while the Hypermart Cibubur Junction in Jakarta and Hypermart Supermall Pakuwon in Surabaya were successfully reopened on May, 23 2015.

These stores were temporarily closed about 2-3 months and undergone extensive remodeling to adapt the G7 concept by featuring a new color scheme and better signage design, which resembles the first modern, unparalleled hypermarket approach in Indonesia since the last decade.

Hypermart G7 uses LED lighting and environmentally friendly cooling on fresh products to save the electricity costs. To offer a better shopping experience and comfort, these outlets provide a layout of products by category, such as RTE (Ready to Eat), Bakery, Beauty and Health, Meat and Seafood, Home Electronics, Cooking, Home Living, Home Lifestyle, Household, with related products placed close to a variety of similar products in the stores. Hypermart G7 also places products with a modern look at competitive prices to bring the ultimate shopping experience for the Indonesian consumers.

MPPA's Corporate Secretary, Director of Public Relations and Communications, Danny Kojongian stated, "In line with the Company's renovation plan this year, we are delighted that 3 Hypermart outlets were successfully re-modeled to the newest G7 concept. In the second half this year the Company will be more aggressive with its store openings and renovations across Indonesia to deliver the best value to our stakeholders."



PT. Matahari Putra Prima Tbk



Key Ceremonial at Hypermart Pejaten



Customers at Check-out Counter Hypermart Pakuwon Surabaya



PT. Matahari Putra Prima Tbk



Hypermart Cibubur Staffs Ready to Give Their Best Service to Customers

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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