



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

THE REOPENING OF HYPERMART G7 CONCEPT AT DEPOK TOWN SQUARE & METRO INDAH MALL BANDUNG WEST JAVA

Lippo Village, Tangerang
Wednesday, September 30, 2015

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, today has relaunched Hypermart G7 concept which located at Metro Indah Mall Bandung, West Java. Another Hypermart store within the same province has also been reopened on September 26, 2015 which is located at Depok Town Square.

Hypermart G7 featuring a new type of gondola shelving with wider hallways to provide better navigation for customers, as well as larger fresh area. Fashion and Beauty center are upgraded and expanded to fit the evolving consumers' lifestyles. While Bakery, Ready to Eat, Fresh Food, Bulk Food, Home and Living are extended and offer a wider range of products with modern concepts. In the operation, the outlet is engaged with the concept of environmentally friendly by using LED technology.

Director Public Relations and Communications, Danny Kojongian stated "We are pleased to announce the re-opening our Hypermart stores at Depok Town Square and MIM Bandung with the latest G7 concept to provide its modern retail offerings to valued, modern customers within the fast-growing Depok and Bandung area. These openings not only represent stronger Hypermart's presence within the regions, but also demonstrates MPPA's commitment in delivering its outstanding G7 Hypermarts to Indonesian consumers despite the current challenging macro-economic condition."

"We are proud and honored with our participation to strengthen the nation's economy through Hypermart expansion, reinventing Foodmart supermarkets and starting to cater the B2B segment throughout the regions. MPPA is poised further to become the No. 1 Multi-Format FMCG Modern Retailer in Indonesia," he continued.

Hypermart MIM Bandung is the 7th outlet which has been renovated to G7 concept. Until September 2015, MPPA has renovated 7 Hypermart outlets and opened 2 new outlets in G7 format.





The opening ceremony of Hypermart Depok Town Square



Check out counters at MIM Bandung



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For further information, please contact:

Phoa Marchea Trenggono,
Investor Relations & Communications Officer
marchea.phoa@mppa.co.in

Danny Kjongian,
Director of Public Relations and Communications
danny.kjongian@hypermart.co.id

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.

