



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

THE REOPENING OF HYPERMART G7 AT ROYAL PLAZA SURABAYA EAST JAVA

**Lippo Village, Tangerang
Wednesday, October 21, 2015**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, Foodmart and Boston Health & Beauty, today has reopened Hypermart outlet at Royal Plaza Surabaya with the latest concept, G7. This outlet which come with a new appearance and a modern concept has a selling area of 5,287 m².

Hypermart is one of the pioneer of modern retail hypermarket outlets in Surabaya, where this outlet was operated along with the establishment of Royal Plaza Surabaya Mall with an older concept G4 (Generation 4) before it was renovated on August 16, 2015 to be the G7 concept.

In terms of design, Hypermart G7 Royal Plaza Surabaya follows other Hypermart outlets which have adopted G7 concept. To meet the growing of consumers' daily needs, the presence of Hypermart G7 at Royal Plaza is following Hypermart PTC Surabaya, which has brought the concept of G7 with a more complete selection of assprtments. Besides to appear more appealing, these outlets also provide extra comfort and wider shopping aisle.

Director of Public Relations & Communications MPPA, Danny Kojongian stated, "Today we reopen Hypermart Royal Plaza with the concept of the G7. This reinforces the existence of Hypermart outlets in Surabaya city, which has a rapid growth of economic and modern lifestyles. Hypermart present in the middle of society as modern retailers in several strategic locations such as PTC Surabaya, Ciputra World, Pakuwon East Coast, Cito Waru and Royal Plaza. It also defines MPPA's commitment in operating Hypermart G7 across Indonesia despite the challenging macroeconomic conditions."

"We are proud to be able to take part in creating a modern lifestyle through Hypermart expansion, Foodmart supermarket format enhancement and services in the wholesale market nationwide. MPPA has been in the right direction to become the No. 1 Multi-Format Retailer in Indonesia," he continued.





Ready to Eat (RTE) with a wide range selection of food

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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.