



PT. Matahari Putra Prima Tbk

PRESS RELEASE

For Immediate Release

Hypermart and Tetra Pak Launched "One Pack, One Act for Our Earth" Program

Lippo Village, Tangerang

Tuesday, 18 November 2014

Tetra Pak®, a leading food packaging company in the world in cooperation with PT Matahari Putra Prima (MPPA), a modern multi-format retailer in Indonesia, operator of Hypermart, Foodmart and Boston Health & Beauty announced the launch of a joint CSR program, "One Pack, One Act for Our Earth". This program is also supported by Tetra Pak partners, Armada Kemasan Nusantara and Waste4 Change participate in collecting used cartons in Hypermart outlets.

This program aims to encourage Hypermart customers to preserve the environment by recycling Tetra Pak's packages at the collection centers located in these locations; Hypermart Puri Indah, Hypermart Metropolis and Hypermart Cikarang.

To encourage this recycling behavior, Hypermart customers will be educated on the process of recycling and receive a free souvenir made from the recycled packages as a form of appreciation.

Danny Kojongian, Director of Public Relations & Communications MPPA said "As a retailer with a high concern for the environment, MPPA strongly supports the cooperation with Tetra Pak Indonesia to raise public awareness on environmental issues with action. Furthermore, we will expand this program in our stores located in Jabodetabek, Surabaya and Bali during the next phase of the CSR program."

Mignonne P.S. Maramis, Communications Director Tetra Pak Indonesia stated, "Tetra Pak Indonesia would like to give a great appreciation for Hypermart support and cooperation to build Tetra Pak collection centers for recycling. Hypermart is the first retailer in Indonesia, which pioneered the recycling program of Tetra Pak cartons to its customers. Our campaign, "One Pack, One Act for Our Earth" is our commitment to help build the chain of sustainable recycling to raise public awareness on environmental issues."



PT. Matahari Putra Prima Tbk

About Tetra Pak®

As the the worlds leading food processing packaging company in the world, Tetra Pak's motto PROTECTS WHAT'S GOOD® reflected in the values of the work done by Tetra Pak to provide safe food, anywhere.

With operating in more than 175 countries and over 20,000 employees, Tetra Pak believes in responsible industry leadership, in creating profitable growth along with the desire to be a good corporate citizen and a pattern of sustainable business approach.

Tetra Pak is partnering with its customers to deliver the right solutions in the field of food processing and packaging and will continue innovating to create practical, innovative and environmentally friendly product to millions of people around the world.

About PT Matahari Putra Prima Tbk (MPPA)

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.

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