

MPPA PROUDLY ANNOUNCES ITS PARTNERSHIP WITH GOJEK THROUGH THE INITIAL LAUNCHING 31 VIRTUAL STORES AT GOMART

Tangerang, July 9, 2021 – Following MPPA’s latest announcement last week that the Company & business partners offer various programs at its online offerings to consumers during rising Covid-19 situation (<http://mppa.co.id/news.html/id/2340915>), today MPPA proudly announces its latest partnership with Gojek through launching up to 31 initial virtual stores in Greater Jakarta via GoMart, an on-demand grocery shopping platform.

This partnership that represents the strongest O2O partnership will support MPPA to bring more attractive promotions as well as an increased assortment of daily household necessities for customers. It will enable MPPA to put more presence of its virtual stores into GoMart to provide more access and convenience for valued customers in purchasing fresh products, grocery, household needs at the convenience of Gojek popular application, supported by its national-leading Gojek driver partners for fast and safe delivery. Currently, MPPA has 6,200 products, including 885 fresh products, on the GoMart platform.

Consumers around Greater Jakarta can now order their purchases online, including a wide variety of fresh products, via Gojek mobile application at the convenience of their homes while conducting *Stay-At-Home* currently imposed by the government. This, in-turn, also supports the government measures that have been enacted to hopefully reduce the spread of Covid-19.

The challenging situation of escalating Covid-19 cases with high risk of infection currently has impacted severely to all societies nationwide where *bed occupancy rate* (BOR) quickly filled up at hospitals and high daily confirmed positive cases. Thus, it would be much safer for consumers to order their daily fresh products and household necessities online from their homes rather than taking risks visiting the stores physically. To differentiate from others, MPPA’s fresh product offerings are also halal-certified by The Assessment Institute for Foods, Drugs and Cosmetics of The Indonesian Council of Ulama (“LPPOM MUI”), which makes MPPA being the first modern retailer in Indonesia to receive Halal Decree for fresh products.

MPPA offers **10% Discount All Items (certain terms and conditions apply)** to online orders.

Elliot Dickson, Chief Executive Officer of MPPA, commented, “We are honored and pleased to announce our partnership with Gojek, Southeast Asia’s leading on-demand platform and a pioneer of the multi-service ecosystem mode. Within the current unfaithful Covid-19 situation where most consumers need to take safety measures, we are working hard to speed-up this partnership announcement in order to give more safety and convenience for consumers and will differentiate MPPA from any other retailer in delivering modern retailing within current condition and moving forward. We will continue expanding our partnership with Gojek with more features and virtual stores to come nationwide in the short future.”

Tarun Agarwal, Head of Groceries Gojek, said, "Adding more merchant partners and service area coverage are GoMart's focus this year. This is in line with the fact that consumers are relying more on online grocery shopping during the pandemic. We are glad and very pleased to be collaborating with MPPA which commences by the presence of tens dozens of Hypermart virtual stores at GoMart. This partnership adds our series of efforts to respond quickly to people's needs with safe and convenient online grocery shopping solutions."

MPPA continues to strengthen its online business offerings as a strategic O2O with its offline stores as a new strategic direction in 2021 and beyond. Amid Covid-19 situation, in the last several months MPPA has been strengthening its own Hypermart Online e-commerce and Chat & Shop which now cover all 112 stores nationwide. Additionally, MPPA also collaborates with other leading marketplaces and on-demand daily essential delivery services nationwide. Moving forward, MPPA will add more online stores to participate in these existing collaborations and develop more new collaborations with other leading marketplace operators in Indonesia.

MPPA continues its commitment to implement the Halal Assurance System ("HAS") in all business line operations and supporting functions. The Company is halal-certified by The Assessment Institute for Foods, Drugs and Cosmetics of The Indonesian Council of Ulama ("LPPOM MUI"), which makes MPPA being the first modern retailer in Indonesia to receive Halal Decree for its 150 locations of multiformat stores, distribution centers and head office nationwide.

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