

MPPA STRENGTHENS PARTNERSHIP WITH GOJEK THROUGH EXPANSION OF 76 VIRTUAL STORES IN GOMART AND AVAILABILITY OF CASHLESS TRANSACTION IN GOPAY

Tangerang, July 23, 2021 – As a follow-up to MPPA’s announcement earlier this month regarding a partnership with Gojek (<http://mppa.co.id/news.html/id/2342570>), today the two companies are expanding their operational reach to a nation scale to cover 76 virtual stores nationwide via GoMart, an on-demand grocery shopping platform. The collaboration also includes GoPay, one of the leading digital payments in Indonesia, to ensure the convenience and safety of cashless transactions for shopping, both online and offline.

The strongest offline to online (O2O) partnership for the Company allows more attractive promotions, a wider assortment for daily household needs, and the convenience of contactless digital payments through GoPay services nationwide. Starting with 31 virtual stores at GoMart in Greater Jakarta area at the beginning of the month, the partnership is now multiplying with more virtual stores in all GoMart service areas in Indonesia to facilitate access and convenience in buying fresh products, groceries, and home needs through the convenience of the Gojek online application. Along with this, MPPA has 6,200 products, including 885 fresh products, on the GoMart platform.

Consumers in Greater Jakarta and other regions in Indonesia can now easily rely on online shopping services to get a variety of fresh products through GoMart on the Gojek application while still following the government's requirement to stay at home through the implementation of PPKM. Without leaving home, customers can continue to fulfill their household shopping needs and buy daily necessities for fresh and household products online with the convenience of making payments for groceries using the cashless method as an additional security measure against health protocols.

To differentiate from the others, the fresh product offered by MPPA have also received the halal certification from 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% Off All Products (terms and conditions apply) for orders through GoMart, plus free shipping if customers spend a minimum of IDR 200,000. Meanwhile, the customers who want to do the groceries transactions using GoPay directly at Hypermart outlets or through the *Chat & Shop by WhatsApp* feature can access several benefits, including cashback and direct discounts for specific products.

Elliot Dickson, Chief Executive Officer of MPPA, commented, "We are delighted to see the fast-phased progress we are making gradually in our partnership with Gojek. In less than a month, starting with 31 virtual stores in Greater area of Jakarta, 76 virtual stores have now been active in serving consumers nationwide. The partnership is also strengthened by the availability of GoPay services which will add convenience and safety for customers in completing transactions either online from GoMart or offline at our store cashiers. In the current Covid-19 situation, this partnership distinguishes MPPA from other modern retail players in its services and certainly marks a milestone for its O2O strategy in the future. We hope to continue to expand our partnership with Gojek with more features and virtual stores to come in the future."

Sovan Kumar Ganguly, Head of Sales Gojek added, "As the leading on-demand platform in Southeast Asia and a pioneer of the multi-service ecosystem model, we are delighted to be collaborating with MPPA in bringing Hypermart virtual stores to GoMart services. In addition, through this partnership, consumers can now have the convenience of transacting using GoPay services directly at the store. In line with Gojek's mission to continue to create solutions to people's daily challenges through technology, this collaboration reflects how we continue to strive to serve the community, including supporting customers to meet basic and household needs and non-cash payments, especially during PPKM. This commitment is supported by the implementation of Gojek's comprehensive hygiene protocol to continue to provide a sense of security and comfort for all users of our ecosystem, including customers, driver-partners, and business partners. We are pleased to continue to expand the scope of our collaboration with MPPA and hope that this partnership will continue to benefit the community."

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About Gojek

Gojek is Southeast Asia's leading on-demand platform and a pioneer of the multi-service ecosystem model, providing access to a wide range of services including transportation, food delivery, logistics and more. Gojek is founded on the principle of leveraging technology to remove life's daily frictions by connecting consumers to the best providers of goods and services in the market.

The company was first established in 2010 focusing on courier and motorcycle ride-hailing services, before launching the app in January 2015 in Indonesia. Since then, Gojek has grown to become the leading on-demand platform in Southeast Asia, providing access to a wide range of services from transportation, to food delivery, logistics and many others.

Gojek now operates across main cities in three Southeast Asian countries. As of March 2021, Gojek's application and its ecosystem have been downloaded more than 190 million times by users across Southeast Asia.

Gojek is dedicated to solving the daily challenges faced by consumers, while improving the quality of life for millions of people across Southeast Asia, especially those in the informal sector and micro, small and medium enterprises (MSMEs).

The Gojek application is available for download via iOS and Android.

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