



PRESS RELEASE
For Immediate Release

**HYPERMART LAUNCHED NEW PRICING POLICY “PRICE
REDUCTION OF MORE THAN 5,000 PRODUCTS”
TO ALL STORES**

Lippo Village, Tangerang
Thursday, March 23, 2017

Hypermart, a leading modern hypermarket operator in Indonesia, operated by PT Matahari Putra Prima Tbk (MPPA) today proudly announced its new pricing strategy with **“Price Reduction Of More Than 5,000 Products”**.

This new pricing policy effectively starts today across all of Hypermart stores nationwide, from Binjai to Jayapura. This policy is one of the steps taken by Hypermart to fulfill its promise to its customers for “Hypermart – So Much More” for their continued loyalty in shopping at Hypermart.

Given the current challenging economic conditions, Hypermart acknowledges that price reductions are the right solution for the customers to do their shopping smartly to save money as well as to enjoy a pleasant shopping experience and convenience offered by Hypermart.

Noel Trinder, CEO of MPPA, commented “There are more than 5,000 products at Hypermart whose prices are reduced, ranging from imported products, fruits, vegetables, meats, seafood, groceries, drinks, beauty products, cleaners, household needs, textiles and electronics. In addition, Hypermart also guarantees **“If There Are Lower Prices In The Market, We Will Reimburse The Differences 2X”** for products highlighted with **“Price Check”** signage.”

“This is Hypermart’s guarantee and commitment to offer the best offerings to its valued customers. This guarantee is only valid for price comparison with other comparable modern retailers, excluding promotion prices. Hypermart will not be undersold on all of these items” he further commented.

The CEO, Board of Management and all employees invite valued customers to enjoy the shopping experience and the 5,000 reduced prices in all its Hypermart stores.



For further information, please contact:

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About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima, one of Indonesia's largest retailers, employs more than 12,000 associates who serve customers in 115 Hypermarkets (Hypermart), 3 Wholesale outlets (SmartClub), 26 Supermarkets (Foodmart Primo/Fresh), 109 Health and Beauty format stores (Boston Health & Beauty), and 46 Minimarket/ Convenience stores (FMX). As of 31 December 2016, MPPA operates 299 stores in 73 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: 2016 SWA:100 Indonesia's Best Wealth Creator, 2016 Brandz™ Top 50 Most Valuable Indonesia Brands by Millward Brown & WPP, 2016 Anugerah Indonesia TBK Company -III- 2016 (APTI-III-2016), 2016 Top 10 Retailers Certificate of Distinction by Retail Asia, 2016 Indonesia GCG Award II – for Retail Category by Economic Review and IPMI (International Business School), 2016 Indonesia's Most Admired CEO from Warta Ekonomi.