

PRESS RELEASE

For Immediate Release

**MPPA OPENS SMARTCLUB AT CENTRAL PLAZA MATARAM
AND FOODMART FRESH AT LIPPO MALL KEBOEN RAYA
BOGOR
(NUSA TENGGARA BARAT DAN WEST JAVA)**

**Lippo Village, Tangerang
Thursday, December 15, 2016**

PT Matahari Putra Prima Tbk (MPPA), a multi-format modern retailer in Indonesia, which operates Hypermart, SmartClub, Foodmart, Boston Health & Beauty and FMX, strengthened its retail position through a series of new stores opening and the reopening of stores that have been renovated towards the end of 2016.

SmartClub Mataram exists to fulfill the necessity of business partners HORECA (Hotel, Restaurant, Catering, and others) with cheaper wholesale price and pleasant atmosphere. Director of Wholesale Operations, Emi Nuel stated "Economic growth in the NTB is the best economic growth in Indonesia, this store opening is in line with our business strategy to support entrepreneurs and customers in order to obtain quality materials, with fast and easy access."

In addition to the opening of SmartClub Mataram, MPPA also opens Foodmart Fresh at Lippo Mall Keboen Raya Bogor alongside with the reopening of two Hypermart stores located in Panakkukang and Pekanbaru with the latest G7 concepts in the same week. Director of Public Relations and Communications, Danny Kjongian said "the opening of SmartClub and others that happen simultaneously this week demonstrate MPPA commitment to continue to serve the Indonesian across the archipelago by providing high quality products as well as a varieties and attractive promotions for all layers.



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About PT Matahari Putra Prima Tbk (MPPA)

PT Matahari Putra Prima, one of Indonesia's largest retailers, employs more than 13,000 associates who serve customers in 112 Hypermarkets (Hypermart), 25 Supermarkets (Foodmart Primo/Fresh), 49 Minimarket/ Convenience stores (FMX), 106 Health and Beauty format stores (Boston) and 2 Wholesale outlets (SmartClub). As of 30 September 2016, MPPA operates 294 stores in 68 cities throughout Indonesia.

MPPA continues to receive both domestic and international acknowledgement with several awards such as: Indonesia GCG Award II-2016 (Retail), Indonesia Most Admired CEO 2016 (Retail), Anugerah Indonesia TBK Company -III- 2016 (APTI-III-2016) - Top 150 Best Public Listed Companies in Indonesia, 2016 SWA 100: Indonesia's Best Wealth Creator, 2016 Brandz™ Top 50 Most Valuable Indonesia Brands by Millward Brown & WPP, The Charter Award concerning the environmental standards from Ecolabel & Green Label Indonesia by the Ministry of Environment and Forestry of Republic of Indonesia, 2015 Indonesia WOW Brand by MarkPlus Inc, 2015 Top 50 Most Valuable Indonesian Brands by Millward Brown, 2015 Indonesia Best eMark Award by SWA & Telkom University, and 2015 Top 10 Retailers Certificate of Distinction by Retail Asia.

