

**MPPA COLLABORATES WITH THE WALT DISNEY COMPANY INDONESIA TO  
LAUNCH THE “DISCOVER DISNEY AT HYPERMART” CAMPAIGN  
PROVIDING UNIQUE SHOPPING EXPERIENCES TO CONSUMERS IN HYPERMART AND  
FOODMART**

**Tangerang, Friday, November 15, 2019** – PT. Matahari Putra Prima Tbk (“Company / MPPA”), today proudly announced its collaboration with The Walt Disney Company Indonesia to bring unique shopping experiences to consumers across all Hypermart, Primo, Foodmart, and Hyfresh stores in Indonesia through a special campaign, *“Discover Disney at Hypermart”*.

For the first time in Indonesia, quality fresh produce like fruits and vegetables, as well as delightful bakery items, will come in packaging inspired by Disney and Pixar characters and will be available in all stores. Consumers of all ages will enjoy an ever increasing range of products- across toys, apparel and stationary- available at the launch in selected Hypermart stores spreading to all stores during 2020. To enhance the shopping experience, shoppers can also look forward to engaging Disney branded products from FMCG suppliers in all stores.

“Through our collaboration with Hypermart, we aim to give Disney fans a range of locally relevant products and unique experiences to connect with their favorite Disney stories and characters,” said **Amanda Dhalluin, Executive Director of Consumer Product Commercialization, The Walt Disney Company Indonesia.**

According to **Elliot J. Dickson, CEO of MPPA**, “We are pleased to announce our collaboration with The Walt Disney Company Indonesia to deliver world-class experiences for costumers and Disney fans in Indonesia. We will be offering assortments of attractive, high quality Disney products available for our valued customers and will be continuously adding new characters from Disney and Pixar over the course of the next 12 months. Some Hypermart and Foodmart locations will introduce in-store Disney-branded corners to deliver the ultimate Disney experience in the near future.”

To kick-off the campaign and celebrate Christmas & Year End holiday, MPPA is excited to announce, *“Discover Disney Holiday Magic at Hypermart”*, a short term promotional campaign which will find 10 lucky families (consist of four members) to get a special holiday package which includes flight tickets, hotel, and pass to Hong Kong Disneyland. Starting from 15 November 2019 to 15 January 2020, fans can participate in Hong Kong Disneyland Lucky Draw. For further information regarding the campaign, please visit [www.hypermart.co.id](http://www.hypermart.co.id)

\*\*\*000\*\*\*



PT. Matahari Putra Prima Tbk

#### **About Disney Parks, Experiences, and Products**

Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises—including Disney, Pixar, Marvel, Star Wars, ESPN, 20th Century Fox, and National Geographic—into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 52 resorts in the United States, Europe, and Asia with approximately 160,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022, and 2023; a luxurious family beach resort in Hawai'i; a popular vacation ownership program; and an award-winning guided family adventure business. Disney's global consumer products operations include the world's leading licensing business; one of the world's largest children's publishing brands; one of the world's largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shop Disney e-commerce platform where available. These experiences are created by Disney Imagineers, the creative force behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products—including books, games, and merchandise.

#### **For further information, please contact:**

**PT. Matahari Putra Prima Tbk.**

**Danny Kojongian**

*Director – Corporate Secretary & Public Affairs*

Email: [corporate.communication@hypermart.co.id](mailto:corporate.communication@hypermart.co.id)

Website: <http://mppa.co.id>

**The Walt Disney Indonesia**

**Natasha Christei**

*Corporate Communications*

Email: [Natasha.Christie@disney.com](mailto:Natasha.Christie@disney.com)

---

This press release has been prepared by PT Matahari Putra Prima Tbk (**MPPA**) and is circulated for the purpose of general information only. It is not intended for any specific person or purpose and does not constitute a recommendation regarding the securities of MPPA. No warranty (expressed or implied) is made to the accuracy or completeness of the information. All opinions and estimations included in this release constitute our judgment as of this date and are subject to change without prior notice. MPPA disclaims any responsibility or liability whatsoever arising which may be brought against or suffered by any person as a result of reliance upon the whole or any part of the contents of this press release and neither MPPA nor any of its affiliated companies and their respective employees and agents accepts liability for any errors, omissions, negligent or otherwise, in this press release and any inaccuracy herein or omission here from which might otherwise arise.

#### **Forward-Looking Statements**

Certain statements in this release are or may be forward-looking statements. These statements typically contain words such as "will", "expects" and "anticipates" and words of similar import. By their nature, forward looking statements involve a number of risks and uncertainties that could cause actual events or results to differ materially from those described in this release. Factors that could cause actual results to differ include, but are not limited to, economic, social and political conditions in Indonesia; the state of the property industry in Indonesia; prevailing market conditions; increases in regulatory burdens in Indonesia, including environmental regulations and compliance costs; fluctuations in foreign currency exchange rates; interest rate trends, cost of capital and capital availability; the anticipated demand and selling prices for our developments and related capital expenditures and investments; the cost of construction; availability of real estate property; competition from other companies and venues; shifts in customer demands; changes in operation expenses, including employee wages, benefits and training, governmental and public policy changes; our ability to be and remain competitive; our financial condition, business strategy as well as the plans and objectives of our management for future operations; generation of future receivables; and environmental compliance and remediation. Should one or more of these uncertainties or risks, among others, materialize; actual results may vary materially from those estimated, anticipated or projected. Specifically, but without limitation, capital costs could increase, projects could be delayed and anticipated improvements in production, capacity or performance might not be fully realized. Although we believe that the expectations of our management as reflected by such forward-looking statements are reasonable based on information currently available to us, no assurances can be given that such expectations will prove to have been correct. You should not unduly rely on such statements. In any event, these statements speak only as of the date hereof, and we undertake no obligation to update or revise any of them, whether as a result of new information, future events or otherwise.