

## **Matahari Department Store Now Present at Citimall Baturaja**

**Baturaja, 23 November 2017** – Modern retail network of PT Matahari Department Store Tbk (“Matahari” or the “Company”; stock code: “LPPF”), presents its new store at Citimall Baturaja – South Sumatera. Matahari Citimall Baturaja located at Jalan Jendral A. Yani, Tanjung Baru, East Baturaja, South Sumatera. This is the first Matahari Department Store which is presents in Baturaja and complements the 6<sup>th</sup> store which operates in South Sumatera.

Matahari is very proud that in the middle of the competition in retail industry in Indonesia, the Company is still able to strengthen its existence by aggressively expanding to several cities and districts. In 2017, Matahari has added 6 stores after previously present at Pacific Mall – Tegal, Suncity Mall – Madiun, Lippo Plaza Jember, and Manhattan Time Square – Medan, and Grage City Cirebon. “Matahari sees the opportunity in Baturaja, with the increasing of customers’ lifestyle and the Management also sees the condition where the citizens have to travel a long distance to reach the closest Matahari. Therefore we present the most preferred department store in Indonesia in this city, so Matahari’s loyal customers will have various shopping options,” said Miranti Hadisusilo, Corporate Secretary & Legal Director of Matahari.

In this opportunity, Teges Prita Soraya, Associate Director, Head of Marketing & Communication of PT. Nirvana Wastu Pratama, as the parent company of Citimall Baturaja, said “The development of a city can be seen from how much the investment made in the city. This can be seen from the retail growth in this city. The presence of Matahari in Citimall Baturaja can be one of the benchmarks for the economic growth in Baturaja.”

Matahari Citimall Baturaja occupies an area of almost 5,800 m<sup>2</sup> and offers a wide selection of fashion products both for women and men, children and adults, accessories, cosmetics, household appliances, shoes and bags which are available with special prices to meet the needs of its customers. With a classy and modern shopping atmosphere concept, Matahari believes that its presence in Baturaja is able to give a different shopping options. A wider space layout as well as the use of 100% eco-friendly LED lighting systems, and high service standard will distinguish Matahari Citimall Baturaja from the previous stores.

Matahari Citimall Baturaja offers reputable brands with national and international high quality products. In the opening week of Matahari Citimall Baturaja, Matahari gives many special promotion for its customers by providing discount coupons of Rp 50,000,- for its loyal customers, discount coupon from the newspaper, and other attractive promotions of discount vouchers of Rp 500,000,- for minimum purchase of Rp 500,000,-.

The presence of Matahari at Citimall Baturaja is expected to give positive effects to the citizens in its surrounding area, especially by engaging almost 200 employees whom majority are from the local people in the surrounding area. The presence of Matahari in Baturaja offers job opportunities for young workers, and is expected to reduce the number of unemployment in this area. Thus the citizens’ wealth and quality of life will increase.

Along with the opening of Matahari Citimall Baturaja, Matahari also has the opportunity to give donations to social foundations located around the area of Matahari Citimall Baturaja. Three

**PT Matahari Department Store Tbk**

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representatives from Mustika Orphanage, As-saniyah Orphanage, and Muhammadiyah An-nur Orphanage attended the opening ceremony to receive a symbolic check worth 10 million rupiah each.

### **About PT Matahari Department Store Tbk**

Matahari Department Store is the first and largest department store in Indonesia, which currently operates 155 stores with the retail space of more than one million square-meters in 72 cities across Indonesia, and also offers its merchandise on-line at MatahariStore.com. Developed over its 59 years history, Matahari provides the growing Indonesian middle class with the latest in fashion trends for apparel, as well as beauty products and home products, showcased in its modern and well-appointed stores. Matahari is very proud for its support to Indonesian economic by employing more than 40,000 employees and partner with approximately 850 local suppliers, as well as international suppliers.

The Company received many recognitions from the industry – nationally and internationally – including Top 500 Retail Asia Pacific – 3rd Retailer in Indonesia from Retail Asia, Euromonitor & KPMG; Brand Asia 2017 – Top 3 Most Powerful Retail Brand in Indonesia from Nikkei BP Consulting, Inc and WoW Brand Award 2017 – Gold Champion from MarkPlus Inc, both for department store category. The Company also received Netizen Brand Choice Award 2017 from Warta Ekonomi. All of these awards support and strengthen the good reputation of the Company as one of the leading, dynamic, and trusted companies.

The key for Matahari's success is at the brand awareness, Matahari aggressively support its exclusive brands in all respects: from advertising in many media, including social media, to new stores opening every year.

Based on the 2016 financial data, total gross sales of PT Matahari Department Store Tbk reached Rp 17.3 trillion, growing quite rapidly compared to the previous year which recorded at Rp 15.9 trillion.

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