

MATAHARI DEPARTMENT STORE MENCAPAI TARGET PEMBUKAAN GERAI TAHUN 2017 – SECARA AKTIF MENCARI KESEMPATAN UNTUK MEMPERCEPAT PELAKSANAAN EKSPANSI GERAI

PT Matahari Department Store Tbk (“Matahari” atau “Perseroan”; kode saham: “LPPF”) merencanakan untuk membuka 2 gerai *department store* di bulan November ini, dan satu gerai *specialty store* Nevada di Desember. Kedua gerai *department store* berlokasi di Baturaja dan Lahat, keduanya di Sumatera Selatan. Matahari Baturaja akan dibuka tanggal 23 November 2017, dan Matahari Lahat pada tanggal 30 November 2017. Gerai *specialty store* Nevada akan dibuka di Pakuwon Mall, Surabaya.

Richard Gibson, *CEO dan Vice President Director* Perseroan mengatakan, “Kami sangat senang akan pembukaan 3 gerai baru ini. 2 gerai *department store* akan dibuka di kota-kota yang baru bagi kami, memberikan kesempatan kepada kami untuk memberikan berbagai pilihan produk *merchandise* kami di 2 pasar yang baru. Gerai Nevada di Surabaya menindaklanjuti hasil tes kami yang sukses di pasar Jakarta, dimana kami memperagakan merek Nevada dengan situasi perbelanjaannya yang khas. Kami selalu secara aktif mencari kesempatan untuk mempercepat pelaksanaan rencana ekspansi gerai kami, termasuk di area-area di mana *department store* lain telah tutup. Kami melihat penurunan pasar yang saat ini terjadi sebagai kesempatan bagi pemain yang kuat seperti kami untuk meningkatkan pangsa pasar, dan akan memiliki posisi yang kuat untuk pertumbuhan pada saat pasar meningkat. Dengan 3 gerai baru ini, dikurangi dengan 2 gerai yang masa sewanya berakhir (Mall Taman Anggrek Jakarta dan Lombok City Center) dan tidak diperpanjang, kami akan memiliki total sejumlah 155 gerai di akhir tahun.”

Tentang PT Matahari Department Store Tbk

Matahari Department Store adalah *department store* yang pertama dan terbesar di Indonesia, yang saat ini mengoperasikan 154 gerai dengan luas ruang usaha lebih dari satu juta meter persegi yang tersebar di 71 kota di seluruh Indonesia dan juga menawarkan *merchandise* nya secara *online* melalui MatahariStore.com. Dengan perjalanan usaha yang telah dibangun selama 59 tahun, Matahari senantiasa menyediakan *fashion trend* terkini untuk kategori pakaian dan mode, serta produk-produk kecantikan dan barang-barang keperluan rumah tangga lainnya yang ditampilkan dalam gerai modern dan lengkap bagi kalangan menengah Indonesia yang semakin meningkat. Matahari sangat bangga atas dukungannya terhadap perekonomian Indonesia dengan mempekerjakan lebih dari 40.000 karyawan dan ber-partner dengan 850 pemasok lokal serta pemasok internasional.



Perseroan menerima beberapa penghargaan dari industri – bertaraf nasional dan internasional – termasuk *Top 500 Retail Asia Pacific - 3rd Retailer in Indonesia* dari Retail Asia, Euromonitor, & KPMG; *Brand Asia 2017 – Top 3 Most Powerful Retail Brand in Indonesia* dari Nikkei BP Consulting, Inc dan *WoW Brand Award 2017 – Gold Champion* dari MarkPlus Inc, keduanya untuk kategori department store. Di samping itu, Perseroan juga meraih penghargaan *Indonesia Netizen Brand Choice Award 2017* dari Warta Ekonomi. Seluruh penghargaan ini mendukung dan memperkuat reputasi baik Perseroan sebagai salah satu perusahaan yang terkemuka, dinamis, dan terpercaya.

Untuk informasi lebih lanjut, harap menghubungi:

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