

## **Matahari Department Store Presents Its Newest Store at Lippo Plaza Jember**

**Jember, 31 May 2017** – PT Matahari Department Store Tbk (“Matahari” or the “Company”; stock code: “LPPF”), which operates across the archipelago, proudly inaugurate its newest store at Lippo Plaza Jember. Matahari Lippo Plaza Jember is the 154<sup>th</sup> store which located at Jalan Gajah Mada, Jember Kidul, Kaliwates, Kabupaten Jember, East Java. Matahari Lippo Plaza Jember complements the presence of the 19<sup>th</sup> stores in East Java.

Matahari keep strengthening its existence in the middle of the competition in retail industry by aggressively expanding to several strategic locations. In the second quarter of this year, Matahari Lippo Plaza Jember is the third store opened in 2017 after previously present at Pacific Mall - Tegal and Suncity Mall - Madiun. The increase of economic growth, in line with the increasing of customers’ lifestyle, especially towards Eid al-Fitr become one of the considerations for Matahari to present at the superblock of Lippo Plaza. 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.

Targeting the middle-up class segment, Matahari believes its presence in Jember will be able to give different shopping experience. Occupying a 6,000 m<sup>2</sup> of shopping area which consist of 3 (three) floors, Matahari Lippo Plaza Jember provides a classy and pleasant shopping atmosphere by adopting the latest concept of Matahari Department Store, the most preferred department store in Indonesia. A wider space layout as well as the use of 100% eco-friendly LED lighting systems, and high service standard will distinguish Matahari Lippo Plaza Jember with the previous stores.

Matahari Lippo Plaza Jember offers reputable brands with national and international high quality products. In the opening week of Matahari Lippo Plaza Jember, Matahari gives many special promotion for its customers by providing 2,600 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 Lippo Plaza Jember is expected to give positive effects to the citizens in its surrounding area, especially by engaging almost 350 employees whom 90% are from the local people in Jember. The presence of Matahari in Jember 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 Lippo Plaza Jember, Matahari also has the opportunity to give donations to social foundations located around the area of Matahari Lippo Plaza Jember. Three representatives from Yayasan Pembina Anak Yatim, Takmir Masjid Al-Huda, and Pondok Pesantren Riyadhusolihin attended the opening ceremony to receive a symbolic check worth 10 million rupiah each.

**PT Matahari Department Store Tbk**

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## PRESS RELEASE

Each new Matahari store has different investment value, which ranged from around Rp 20 billion – Rp 30 billion per store. All financing plan is sourced from internal cash. 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.

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

Matahari Department Store is Indonesia's largest department store retailer of fashion apparel, beauty and home products. With a network approximately 850 local suppliers, as well as international suppliers, developed over its 58 year history, Matahari provides the growing Indonesian middle class with the latest in fashion trends showcased in its modern and well-appointed stores. Matahari currently has 154 physical stores in operation located in 71 cities across Indonesia and also offers its merchandise on-line at [MatahariStore.com](http://MatahariStore.com).

### **INTERVIEWEES**

1. Christian Kurnia – Merchandising, Marketing & Store Operations Director
2. Miranti Hadisusilo – Corporate Secretary & Legal Director
3. Tjipto Suparmin – National Manager (East Area)
4. Hendri Lismono – Regional Manager (East Java)
5. H.S. Sayidina Yudianto – Store Manager Matahari Lippo Plaza Jember

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