

Matahari Department Store Opened a New Store at Pacific Mall Tegal

PT Matahari Department Store Tbk (“Matahari” or the “Company”; stock code: “LPPF”), Indonesia’s most preferred department store, expanding its network and opened its 152nd store in Tegal, Central Java. Matahari Pacific Mall Tegal is located at Jl. Mayjend Sutoyo No. 35, Tegal, Central Java and is the 21st store in Central Java.

Pacific Mall is a shopping center in a strategic location at the crossroad of Semarang and Purwokerto. Supported by sufficient facilities which gives it a plus value compared to other shopping center in Tegal. Its strategic location makes it the right choice of location to open the new Matahari Department Store. Irwin Abuthan, Real Estate & Store Planning Director of Matahari explained the reason of Matahari’s presence at Pacific Mall Tegal, “Looking at the increasing of customers’ lifestyle, Matahari now presents to answer the needs of a complete shopping destination for the Indonesian families, especially the society in Tegal and its surrounding. Now people in Tegal does not need to travel a long distance to shop the products selection, all the fashion needs and home products are available in Tegal with product selections which have the same quality as in other big cities”. Targeted the middle class market, Matahari believes that its presence in Tegal is capable to be the fashion trendsetter for this city.

Matahari Pacific Mall Tegal is the first store opened in 2017 with a total area of 5,000 m². Matahari Pacific Mall Tegal provides a classy and pleasant shopping atmosphere by adopting the latest concept of Matahari Department Store, the most preferred department store in Indonesia. The standard of a wider space layout, the use of 100% eco-friendly LED lighting systems, and high service standard will distinguish Matahari Pacific Mall Tegal with the previous stores.

“We apply fresh and dynamic concept which can be seen from the appearance of each areas which is uniquely designed to give a different shopping experience for its customers,” added Andre Rumantir, Director of PT Matahari Department Store Tbk. Supported by more than 100 suppliers from all over Indonesia, Matahari presents 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.

In conjunction with the opening of Matahari Pacific Mall Tegal, Matahari gives many special promotion for its customers. Discounts of Rp. 50,000,- are available for the loyal customers of Matahari.

Andre Rumantir said, “The presence of Matahari at Pacific Mall Tegal is expected to give positive effects to the citizens in its surrounding area, especially by engaging 290 employees whom 90% are from the local people around the store. The presence of Matahari in Tegal 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.”



PRESS RELEASE

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Along with the opening of Matahari Pacific Mall Tegal, Matahari also has the opportunity to give donations to 3 (three) social foundations located around the area of Matahari Pacific Mall Tegal. Three representatives from Yayasan Masjid Baitul Makmur Nikmah, Yayasan Sukomulyo, and Muhammadiyah Tegal Orphanage attended the opening ceremony to receive a symbolic check worth 10 million rupiah each.

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 152 physical stores in operation located in 71 cities across Indonesia and also offers its merchandise on-line at MatahariStore.com.

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