

## **153<sup>rd</sup> Store of Matahari Department Store Now Opened at Suncity Mall Madiun**

**Madiun, 4 May 2017** – PT Matahari Department Store Tbk (“Matahari” or the “Company”; stock code: “LPPF”), opened its new store at Suncity Mall Madiun. Matahari occupies the Ground floor and First Floor of Suncity Mall which is located at Jl. Letjen S. Parman No. 8, Oro-Oro Ombo, Kartoharjo, Madiun.

Miranti Hadisusilo, Corporate Secretary & Legal Director of Matahari explained the reason of Matahari’s presence at Suncity Mall Madiun, “Looking at the increasing of customers’ lifestyle, Matahari now presents to answer the needs of a complete shopping destination for the Indonesian families, especially to welcome Ramadhan and Eid 2017. Now people in Madiun does not need to travel a long distance to shop the products selection, all the fashion needs and home products are available in Madiun with product selections which have the same quality as in other big cities”. Targeted the middle class market, Matahari believes that its presence in Madiun is capable to be the fashion trendsetter for this city.

Matahari Suncity Mall Madiun has a total of shopping area area of 6,200 m<sup>2</sup>. Matahari Suncity Mall Madiun 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 Suncity Mall Madiun 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 Miranti. Supported by more than 100 famous brands 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 Suncity Mall Madiun, Matahari gives many special promotion for its customers. 1,300 discount vouchers with the amount of Rp. 50,000,- are available for the loyal customers of Matahari, discount coupons from the newspaper, and other interesting offer is discount voucher of Rp 500,000,- for the customer with the minimum shopping of Rp 500,000,-.

Andre Rumantir, HR Director of Matahari, said,” The presence of Matahari at Suncity Mall Madiun is expected to give positive effects to the citizens in its surrounding area, especially by engaging almost 300 employees whom 95% are from the local people around the store. The presence of Matahari in Madiun 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 Suncity Mall Madiun, Matahari also has the opportunity to give donations to 2 (two) social foundations located around the area of Matahari Suncity Mall Madiun. Two

**PT Matahari Department Store Tbk**

BeritaSatu Plaza 10<sup>th</sup> Floor, Jl. Jend. Gatot Subroto Kav. 35-36, South Jakarta, Indonesia

**Operational Head Office :**

Menara Matahari 15th Floor, Jl. Bulevar Palem Raya No. 7, Lippo Village - Tangerang 15811, Indonesia Tel: 62 21 547 5333, Fax 62 21 547 5232

representatives from Islamiyyah Orphanage, and Muhammadiyah Madiun 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.

**Photo Caption:**

Seen in the picture, the representatives from the Management of PT Matahari Department Store Tbk, Suncity Mall Madiun, and Suppliers.

**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](http://MatahariStore.com).

*For further information, please contact:*

Corporate Communications / Investor Relations

PT Matahari Department Store Tbk

Tel: (62 21) 547 5333

E-mail: [corp.comm@matahari.co.id](mailto:corp.comm@matahari.co.id), [ir@matahari.co.id](mailto:ir@matahari.co.id)

Website: [www.matahari.co.id](http://www.matahari.co.id)