

## **Matahari Now Presents Nevada Store at Pakuwon Mall, Surabaya**

**Surabaya, 15 December 2017** – PT Matahari Department Store Tbk (“Matahari” or the “Company”; stock code: “LPPF”), continue to expand its store network and now presenting its new store with specialty store concept at Pakuwon Mall Surabaya. Nevada Store Pakuwon Mall is the second specialty store which is located at Jl. Puncak Indah Lontar 2, Pakuwon Indah Cluster Area, Lontar, Sambikerep, Surabaya, East Java. Nevada Store Pakuwon Mall is the follow up phase from the success of the first Nevada Store at The Plaza Semanggi Jakarta.

Matahari has successfully faced the business challenges by keep innovating and expanding to new cities as well as giving new variety of choice for fashion products. One of the innovation presented in its business is Nevada Store, a store with specialty store concept. “In this opportunity, Matahari opens its second Nevada Store, a specialty store concept, that specifically presenting various choice of Nevada products, Matahari’s exclusive brand which gets awards numerously as one of the customers’ favorite brands. This store also shows Matahari’s commitment for giving the best service to all of our loyal customers with up to date fashion products and give a pleasant and comfortable shopping atmosphere as well as to make our customers “Feel Good”,” said Miranti Hadisusilo, Corporate Secretary & Legal Director of PT Matahari Department Store Tbk

Nevada Store Pakuwon Mall is located at the 1<sup>st</sup> floor of Pakuwon Mall and occupies an area of more than 200 m<sup>2</sup>. Pakuwon Mall is the largest shopping center in Surabaya with a strategic location, at the center of West Surabaya CBD. Pakuwon Mall has a one stop living concept which consists of Supermal Extension, Supermal Mansion, The Ritz Mansion, Orchard Mansion, Tanglin Apartment, and several leading hotels. From those facilities offered and the consideration of the strategic loction, Management decided to open the second Nevada Store to serve our loyal customers, especially the young customers.

With a classy and modern shopping atmosphere concept, Matahari believes the presence of Nevada Store in Pakuwon Mall 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 Nevada Store from the other stores.

In the opening week Nevada Store Pakuwon Mall, the loyal customers is able to get the best offers such as discount coupons of Rp 50,000,- without minimum purchase and discount up to 30%.

The presence of Nevada Store Pakuwon Mall is expected to give positive effects to the citizens in its surrounding area, especially by engaging employees of whom 100% are from the local people in the surrounding area. The presence of Matahari in Surabaya 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.

**About PT Matahari Department Store Tbk**

Matahari Department Store is the first and largest department store in Indonesia, which currently operates 156 stores with the retail space of more than one million square-meters in 73 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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