



PRESS RELEASE
For immediate release

**MAP honored with "Asia's Best Employer Brand Award"
and "CMO Asia's Best Brand Award"**

Jakarta, 3rd August 2011 - In two glittering award ceremonies held in Singapore on 22nd of July 2011, Indonesian retail powerhouse Mitra Adiperkasa Tbk (MAP) was honored with two distinguished awards: "Asia's Best Employer Brand Award" as well as "CMO Asia's Best Brand Award".

The "Asia's Best Employer Brand Award" was jointly conferred by the Employer Brand Institute and World HRD Congress in recognition of MAP's outstanding HR practices. As the pioneer of modern Indonesian retail, MAP has played a major role in elevating retail standards and services in Indonesia - creating countless jobs and providing innovative training and personal development courses. With a staff strength of over 12,500, MAP is currently one of the largest employers in the modern retail sector in Indonesia.

The "CMO Asia's Best Brand Award" was given in recognition of MAP's leadership in brand building. MAP has been instrumental in bringing over 90 of the world's best brands to Indonesia including SOGO, Starbucks, Zara, Marks & Spencer, among many others. Apart from nurturing these international brands, MAP has also created many immensely successful local retail brands of its own. These in-house concepts include Planet Sports, Sports Station, Sports Warehouse, Kidz Station and Chatterbox Restaurant.

"We are indeed very honoured to be acknowledged for our innovative HR and Marketing excellence," said Fetty Kwartati, Corporate Secretary of MAP. "We will continue to strive to be the employer of choice and to nurture and develop retail talents in Indonesia. In line with our corporate strategy, we also hope to enhance our existing portfolio with more exciting and innovative retail concepts. All these initiatives will help us strengthen our position as the leading lifestyle retailer in Indonesia."



About PT Mitra Adiperkasa Tbk

With over 900 retail outlets, MAP is the #1 lifestyle retailer in Indonesia. Our retail concepts include:

- **Department Stores:** Debenhams, SEIBU and SOGO.
- **Fashion & Lifestyle:** Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Pull&Bear, Samsonite, Stradivarius, Swatch, Topman, and Topshop
- **Sports:** Adidas Sports, Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Sports Station, The Athlete's Foot and The Sports Warehouse.
- **Food & Beverage:** Burger King, Chatterbox, Cold Stone Creamery, Domino's Pizza, Pizza Marzano and Starbucks.
- **Kids:** Barbie Boutique, Kidz Station and Oshkosh B'Gosh
- **Others:** Alun Alun Indonesia, and Kinokuniya.

Apart from retailing, the group is also the leading distributor of over 90 international brands including Reebok, Speedo, Converse, Diadora, Lotto, Airwalk, Superman, Batman, OshKosh B'Gosh and Thomas & Friends. More information about MAP can be found at www.map-indonesia.com

For further information, please contact:

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SIARAN PERS
Untuk Didistribusikan Segera

**MAP Memperoleh Penghargaan "Asia's Best Employer Brand"
dan "CMO Asia's Best Brand"**

Jakarta, 3 Agustus 2011 – PT Mitra Adiperkasa Tbk (MAP), perusahaan ritel terkemuka di Indonesia menerima penghargaan: "Asia's Best Employer Brand" dan "CMO Asia's Best Brand" di Singapura, dalam sebuah acara pemberian kedua penghargaan tersebut yang berlangsung pada 22 Juli 2011.

Penghargaan "Asia's Best Employer Brand " diberikan oleh Employer Brand Institute dan World HRD Congress sebagai bentuk apresiasi atas prestasi MAP yang telah melakukan program-program terkait dengan pengembangan Sumber Daya Manusia yang dimilikinya. Sebagai salah satu perintis usaha ritel di Indonesia, MAP memainkan peran penting dalam peningkatan standar industri ritel dan pelayanannya di negara ini. MAP telah menciptakan lapangan kerja yang luas dan menyediakan bentuk-bentuk pelatihan serta program pengembangan kepribadian. Dengan lebih dari 12.500 karyawan, MAP kini merupakan salah satu perusahaan dari sektor ritel moderen yang mempunyai karyawan terbanyak di Indonesia.

MAP juga menerima penghargaan "CMO Asia's Best Brand Award" yang diberikan atas keberhasilan perusahaan ini dalam hal pengelolaan dan pengembangan merek. MAP mengelola lebih dari 90 merek terbaik dunia, diantaranya seperti SOGO, Starbucks dan Zara, Marks & Spencer. Di samping merek-merek internasional, MAP juga menciptakan konsep ritel sendiri yang sudah sangat dikenal, yaitu Planet Sports, Sports Station, Sports Warehouse, Kidz Station restoran Chatterbox dan masih banyak lagi.



"Merupakan suatu kebanggaan bagi kami menerima penghargaan dalam bidang SDM serta pengelolaan dan pengembangan merek," ungkap Fetty Kwartati, Corporate Secretary MAP. "Kami akan melanjutkan program pengembangan karyawan di bidang ritel, hingga perusahaan ini dapat menjadi pilihan bagi para calon tenaga kerja. Selain itu, sejalan dengan strategi perusahaan, kami akan mengembangkan portofolio usaha yang telah ada menjadi konsep ritel yang lebih menarik dan inovatif. Hal ini akan memperkuat posisi MAP sebagai perusahaan ritel gaya hidup terdepan di Indonesia."

Tentang PT Mitra Adiperkasa Tbk

Dengan lebih dari 900 gerai MAP merupakan perusahaan ritel gaya hidup terkemuka di Indonesia. Konsep ritel MAP terdiri dari:

- **Department Stores:** Debenhams, SEIBU dan SOGO.
- **Fashion & Lifestyle:** Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Pull&Bear, Samsonite, Stradivarius, Swatch, Topman, dan Topshop.
- **Sports:** Adidas Sports, Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Sports Station, The Athlete's Foot dan The Sports Warehouse.
- **Food & Beverage:** Burger King, Chatterbox, Cold Stone Creamery, Domino's Pizza, Pizza Marzano dan Starbucks.
- **Kids:** Barbie Boutique, Kidz Station dan Oshkosh B'Gosh
- **Others:** Alun Alun Indonesia dan Kinokuniya.

Selain dari usaha ritel, MAP juga merupakan distributor utama untuk lebih dari 90 merek internasional, di antaranya Airwalk, Batman, Converse, Diadora, Lotto, Reebok, Speedo, Superman, Thomas & Friends dan lain-lain. Informasi lebih lengkap tentang MAP dapat Anda peroleh di www.map-indonesia.com.

Untuk keterangan lebih lanjut, hubungi:

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