

## **First SPAR stores open in Indonesia**

### **SPAR International and PT. Ramayana Lestari Sentosa Tbk launch three Jakarta stores under global brand**

#### **Partnership on track to open 15 stores in 2015**

**Amsterdam and Jakarta, 4 March 2014:** Leading international retail brand SPAR has officially launched in Indonesia today with the opening of three stores in Jakarta - marking a significant milestone in the partnership between SPAR International ("SPAR") and PT. Ramayana Lestari Sentosa Tbk ("Ramayana"). The partnership marked the official openings by confirming plans to open 15 stores in Indonesia by the end of the year, thus exceeding initial 2015 targets.

SPAR International is the world's largest food voluntary retail chain with over 12,200 stores worldwide and global retail sales of €32.2 billion in 2013. The partnership with Ramayana, which was announced in September 2014, is a key part of SPAR's ongoing expansion into Asian markets.

Ramayana is a leading, publicly-quoted Indonesian retail group with 116 stores throughout Indonesia trading under the Ramayana, Robinson and Cahaya retail brand names.

A total of €1 million (\$1.13 million) was invested in the refurbishment and relaunch of the three stores located in Bogor, Cibitung and Cibubur. The stores, each approximately 1,500 square metres in size, offer a full supermarket range and have been completely upgraded and modernised in line with SPAR's unique and market leading retail concept. This includes the introduction of large fresh sections including in store bakery, fresh fish, hot foods to go, or to eat in, combined with a special emphasis on the family offering.

The partnership anticipates a 30 per cent increase in retail turnover as a direct result of the store conversions to SPAR.

The official launch took place at the Mercure Jakarta Sabang Hotel and included an address from His Excellency, Mr Rob Swartbol, Ambassador of the Kingdom of the Netherlands in Jakarta.

Speaking about the relaunched stores, Tobias Wasmuht, International Retail Director, SPAR International said "Our continued, high performing partnership with Ramayana in

Indonesia is consistent with SPAR International's strategic focus on partnering with leading local and regional chains in growth markets in Asia. The opening of the three new stores today is evidence of the significant progress already made in the short period of our partnership with Ramayana and introduces a new level of retailing excellence to the Indonesian marketplace. Today's developments will act as a strong foundation to develop our strategy and build our presence further in the Indonesian market."

Mr Agus Makmur, President, Ramayana, said "We are delighted to relaunch these stores in partnership with SPAR International marking the further development of our food retail business in Indonesia. Our understanding of shopping patterns and shopper demand along with our investment in training and staff, and relationship with local suppliers renders Ramayana the perfect partner for SPAR in this market. Based on our years of experience serving customers in Indonesia, we are confident that these stores offer shopping environments which provide excellent value, quality and service to the typical greater Jakarta family."

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#### **About SPAR International**

Based in Amsterdam SPAR International is the world's largest food store retailer with over 12,200 stores worldwide and global retail sales of €32.2 billion in 2013. The SPAR concept is based on the SPAR brand values of freshness, choice, value and service. The fresh department is at the core of the SPAR concept with the stores offering a wide range and selection of quality fresh products. SPAR also provides an extensive choice of FMCG products and core non-food ranges. Value is underpinned through the wide range of low priced, quality SPAR private label products. SPAR prides itself on its personal friendly customer service.

#### **About PT. Ramayana Lestari Sentosa Tbk**

Ramayana is a leading, publicly-quoted Indonesian retail group with 116 stores throughout Indonesia trading under the Ramayana, Robinson and Cahaya retail brand names. The company's chain of department stores sell a wide range of products including food, clothes, accessories, bags, shoes, cosmetics and other daily needs. Its stores are located in Jakarta, West Java, East Java, Central Java, Sumatera, Bali, Kalimantan, Sulawesi and Papua.

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