



Matahari Collaborates with APR to Launch Textile Waste Management Program

Jakarta, 16 November 2022: As part of its aim to advance its Environmental, Social and Governance (ESG) initiative, Matahari (“Company”; stock code: “LPPF”) is collaborating with Asia Pacific Rayon (APR) to launch the textile waste management program on November 16, 2022.

Matahari’s ESG Sunrise Project program encourages its customers to participate in reducing textile waste, for a better environment. In the first phase, the program focuses on Nevada Denim Trade-In at three stores including Supermal Karawaci (Tangerang), Metropolitan Mall (Bekasi) and Ciputra Mall (Jakarta).

“Matahari is committed to reducing the amount of clothes that end up in landfills. We also strive to manage improvements in textile waste, so that it can ultimately be useful for those in needs. Therefore, Matahari is excited to cooperate with Asia Pacific Rayon and its sorter partner, which has remarkable experiences and expertise in this field, to meet our commitment and recycle fabrics sustainably”, said Terry O’Connor, CEO of Matahari.

“In line with our goal to support the Indonesian sustainable textile and fashion industry, we are happy to support Matahari for this eco-friendly program. We provide sorting facilities at each store, with clear instructions for the collecting of second-hand denim from Matahari’s customers. We believe this program will help to reduce the textile waste in Indonesia through our sorting, tracing, and chemicals recycling efforts,” said Basrie Kamba, Director, Asia Pacific Rayon.

As an extension of its rebranding efforts, Matahari is transforming its workplace and stores into an eco-friendly environment. Matahari is increasing the number of eco-friendly products, using biodegradable shopping bags and has rolled out these initiatives in all stores. Matahari will continue to implement this textile waste management program at other stores across Indonesia.

“We care about the planet where we live in and through this Nevada Denim Trade-In program, we encourage our loyal customers to be a part of the change for a better environment”, Mr O’Connor said. For more information about the Nevada Denim Trade-In program, follow @Matahari Instagram

About Matahari

Matahari is the largest retail platform in Indonesia, with 143 stores in 78 cities across Indonesia as well as presence online on matahari.com, social commerce platform “Shop & Talk”, and third-party marketplaces. For over 60 years, Matahari has provided the growing Indonesian middle class with quality, fashionable and affordable apparel, beauty and footwear products. Matahari employs around 30,000 employees (including consignment SPGs) and partners with around 600 local as well as international suppliers.

About Asia Pacific Rayon:

Asia Pacific Rayon (APR) is the first integrated viscose rayon producer in Asia. Our factory is located in Pangkalan Kerinci, Riau and has a production capacity of 300,000 tonnes per year. APR is committed to becoming a leading viscose rayon producer. We believe in the principles of sustainability, transparency and operational excellence, and serving the interests of the community, country and climate. We seek to adhere to these principles while providing value to customers. The APR Sustainability Policy, updated in August 2022, includes additional commitments on pulp sourcing and clean manufacturing. APR is part of the RGE (Royal Golden Eagle) group of resource-based manufacturing companies.



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