



PT HM SAMPOERNA Tbk.

Annual General Meeting of Shareholders Rapat Umum Pemegang Saham Tahunan

Jakarta, 23 April 2024

Forward-Looking and Cautionary Statements

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- HMS' business risks include: excise tax increases and discriminatory tax structures; increasing marketing and regulatory restrictions that could reduce our competitiveness, eliminate our ability to communicate with adult consumers, or ban certain of our products in certain markets or countries; health concerns relating to the use of tobacco and other nicotine-containing products and exposure to environmental tobacco smoke; litigation related to tobacco use and intellectual property; intense competition; the effects of global and individual country economic, regulatory and political developments, natural disasters and conflicts; the impact and consequences of Russia's invasion of Ukraine; changes in adult smoker behavior; the impact of COVID-19 on PMI's business; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations, and limitations on the ability to repatriate funds; adverse changes in applicable corporate tax laws; adverse changes in the cost, availability, and quality of tobacco and other agricultural products and raw materials, as well as components and materials for our electronic devices; and the integrity of its information systems and effectiveness of its data privacy policies. PMI's future profitability may also be adversely affected should it be unsuccessful in its attempts to produce and commercialize reduced-risk products or if regulation or taxation do not differentiate between such products and cigarettes; if it is unable to successfully introduce new products, promote brand equity, enter new markets or improve its margins through increased prices and productivity gains; if it is unable to expand its brand portfolio internally or through acquisitions and the development of strategic business relationships; if it is unable to attract and retain the best global talent, including women or diverse candidates; or if it is unable to successfully integrate and realize the expected benefits from recent transactions and acquisitions. Future results are also subject to the lower predictability of our reduced-risk product category's performance.
- HMS cautions that the foregoing list of important factors is not a complete discussion of all potential risks and uncertainties. HMS does not undertake to update any forward-looking statement that it may make from time to time, except in the normal course of its public disclosure obligations.



PT HM SAMPOERNA Tbk.

Composition of the Board of Commissioners and the Board of Directors

Komposisi Dewan Komisaris dan Direksi

Board of Commissioners Dewan Komisaris

President Commissioner Presiden Komisaris	John Gledhill
Vice President Commissioner Wakil Presiden Komisaris	Paul Janelle
Independent Commissioner Komisaris Independen	Justin Guy Mayall Luthfi Mardiansyah

Board of Directors Direksi

President Director Presiden Direktur	Vasileios Gkatzelis
Directors Direktur	Sharmen Karthigasu
	Elvira Lianita
	The Ivan Cahyadi
	Sergio Colarusso¹⁾
	Gunnar Beckers²⁾
	Johan Bink²⁾
	Andre Dahan³⁾

Note: appointed at Extraordinary General Meeting of Shareholders dated ¹⁾ 14 April 2023, ²⁾ 21 August 2023, and ³⁾ 18 January 2024

Catatan: diangkat dalam Rapat Umum Pemegang Saham Luar Biasa pada ¹⁾ 14 April 2023, ²⁾ 21 Agustus 2023, dan ³⁾ 18 Januari 2024

Key Highlights

Ikhtisar Utama

Investment and Sustainability

Investasi dan Keberlanjutan

- **More than one century of presence in Indonesia, with a sizeable footprint across the value chain and continuous investments both for domestic and export purposes**

Lebih dari satu abad beroperasi di Indonesia dengan jejak operasional yang besar di seluruh rantai nilai serta investasi yang berkelanjutan untuk tujuan domestik dan ekspor

- **Sustainability at the core of our business, creating long-term value for the broader ecosystem**

Keberlanjutan adalah inti dari bisnis Sampoerna, menciptakan nilai jangka panjang bagi ekosistem yang lebih luas

Company Performance

Kinerja Perseroan

- **2023 marked a year of turnaround and return to profitable growth; however profitability still remains well below pre-pandemic levels**

Tahun 2023 merupakan tahun perubahan dan kembalinya pertumbuhan laba; namun profitabilitas Perseroan masih jauh dibawah masa sebelum pandemi

- **Maintained leadership in the industry, with a market share of 28.6% and an overall volume of 83.4 billion units thanks to the Company's robust portfolio across segments**

Mempertahankan kepemimpinan di industri dengan 28,6% pangsa pasar dan volume keseluruhan sebesar 83,4 miliar batang berkat portofolio yang kuat di seluruh segmen

- **Inauguration of new production facility and the first exports shipment for innovative smoke-free products (SFP) in Karawang, West Java and a world-class R&D laboratory with state-of-the-art facilities, specifically for innovative SFP**

Peresmian fasilitas produksi baru dan pelepasan eksport perdana untuk produk inovatif bebas asap di Karawang, Jawa Barat, serta laboratorium Pengujian dan Analisis kelas dunia dengan fasilitas tercanggih, khusus untuk produk inovatif bebas asap

- ***IQOS ILUMA* targeted launch (February 2023) in 10 major cities of Indonesia as the continuation of *IQOS Club* and introduced *TEREA Edition with Clove* (November 2023)**

Peluncuran terbatas *IQOS ILUMA* (Februari 2023) di 10 kota besar di Indonesia sebagai kelanjutan dari *IQOS Club* dan memperkenalkan *TEREA Edition with Clove* (November 2023)

Continue to deliver shareholder returns through dividends | Terus memberikan pengembalian pada pemegang saham melalui dividen

Sampoerna: sizeable footprint across the value chain and continuous investments in Indonesia for creation of long-term value in the broader ecosystem

Sampoerna: memiliki jejak operasional yang besar di seluruh rantai nilai dan terus melakukan investasi berkelanjutan di Indonesia

2023

Operations Footprint

Jejak Operasional

7

Owned Factories
Pabrik yang Dimiliki
Perusahaan

38

Third Party Operators (TPOs)
Mitra Produksi Sigaret (MPS)

Employees

Karyawan

Direct and Indirect
Langsung dan Tidak Langsung

Nearly | hampir
80,000 TOTAL

of whom nearly | diantaranya hampir
90% is in SKT production
adalah karyawan fasilitas produksi SKT

Total investment since 2005

Total investasi sejak 2005

~USD 6.4 billion | miliar

Micro, Small and Medium Enterprises (MSMEs) Communities

Komunitas Usaha Mikro, Kecil, dan Menengah (UMKM)

Sampoerna Retail Community (SRC)

~243,000

SRC outlets | Outlet SRC

Sampoerna Entrepreneurship Training Center (SETC)

~72,000

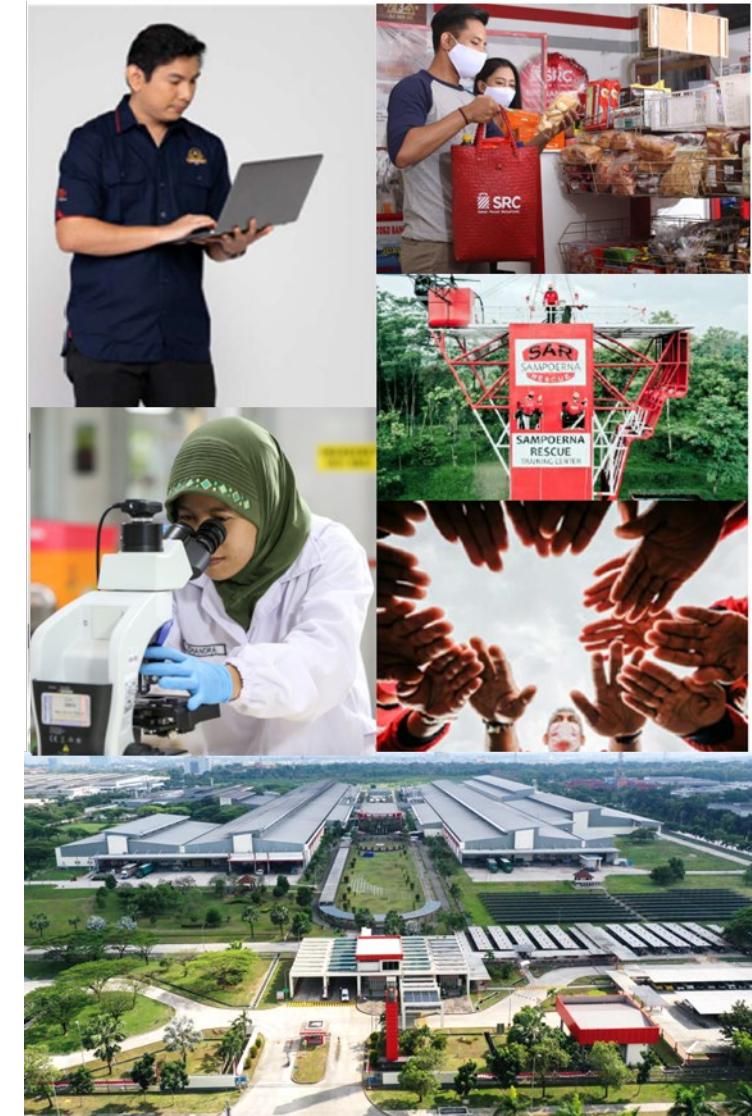
Training participants | Peserta pelatihan

Good Agricultural Practices (GAP) standards

Standar Praktik Pertanian yang Baik

>22,000

Tobacco and clove farmers
Petani tembakau dan cengkeh



Sampoerna's business performance and practices have been acknowledged through awards and recognitions

Praktik dan kinerja bisnis Sampoerna diakui melalui berbagai penghargaan dan pengakuan



Global Equal-Salary Certification

This validates that the company pays men and women equally for equal work everywhere the company operates
Sertifikasi Equal Salary yang menunjukkan komitmen kami untuk membayar karyawan perempuan dan laki-laki secara setara untuk pekerjaan yang sama



Top Employer Indonesia, Asia Pacific, Global

Awarded by Top Employers Institute
Diberikan oleh Top Employers Institute



Top 10 in Fortune's Indonesia 100 Biggest Companies

Awarded by Fortune Indonesia | Diberikan oleh Fortune Indonesia



Most Valuable Company 2023

Awarded by Times Indonesia | Diberikan oleh Times Indonesia

Value Creation through Innovation & Corporate Reputation Award 2023

Awarded by the Iconomics
Diberikan oleh The Iconomics



Best Social Value Program in Traditional Retail Shop

Awarded to SRC by Solopos Media Group
Diberikan kepada SRC oleh Solopos Media Grup



Best Reporting on Environmental Monitoring, Implementation and Management

Awarded by the Governor of East Java to the Company's Sukorejo Plant
Diberikan oleh Gubernur Jawa Timur pada Pabrik Sukorejo milik Perseroan



CNBC Indonesia Award 2023

Awarded for the strong commitment as a responsible company with a sustainable growth strategy
Penghargaan dari CNBC sebagai Perusahaan Indonesia Terbaik dengan Program Pengembangan UMKM





SAMPOERNA untuk Indonesia



LINGKUNGAN ENVIRONMENTAL

- Efisiensi energi dan pengurangan emisi
Energy efficiency and emission reduction
- Pengelolaan air
Water management
- Pengelolaan limbah
Waste management



SOSIAL SOCIAL

- Pemasaran, penjualan dan komunikasi bagi konsumen dewasa
Sales marketing and adult consumers communications
- Inovasi produk sebagai alternatif yang lebih baik
Product innovation for better alternative
- Kesejahteraan sosial ekonomi pada rantai pasok dan komunitas kami
Socioeconomic wellbeing in our supply chain and communities
- Lingkungan kerja yang sehat dan adil
Healthy and fair working environment



TATA KELOLA GOVERNANCE

- Integritas bisnis
Business integrity
- Pengelolaan rantai pasok yang berkelanjutan
Sustainable supply chain management
- Penghormatan terhadap Hak Asasi Manusia
Respect for human rights

PEMANGKU KEPENTINGAN
STAKEHOLDERS

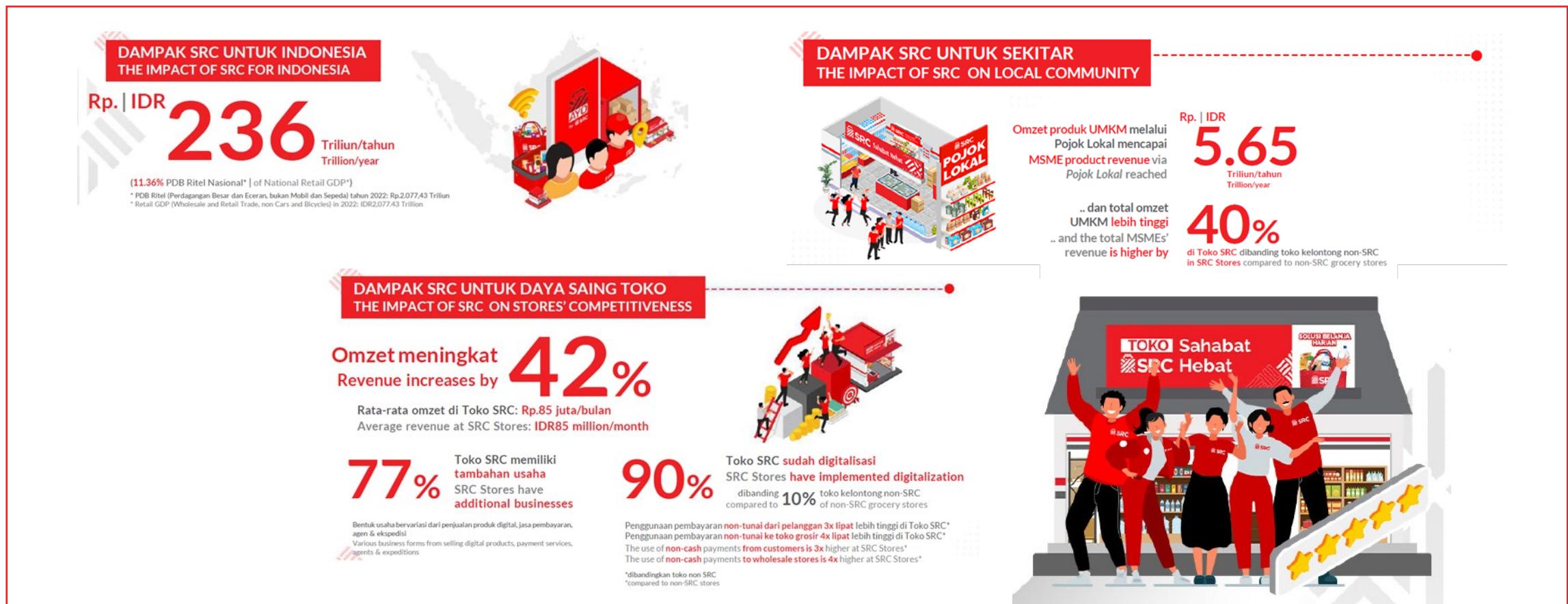


The impact of SRC ecosystem on Indonesia #JadiLebihBaik

Dampak ekosistem SRC untuk Indonesia #JadiLebihBaik

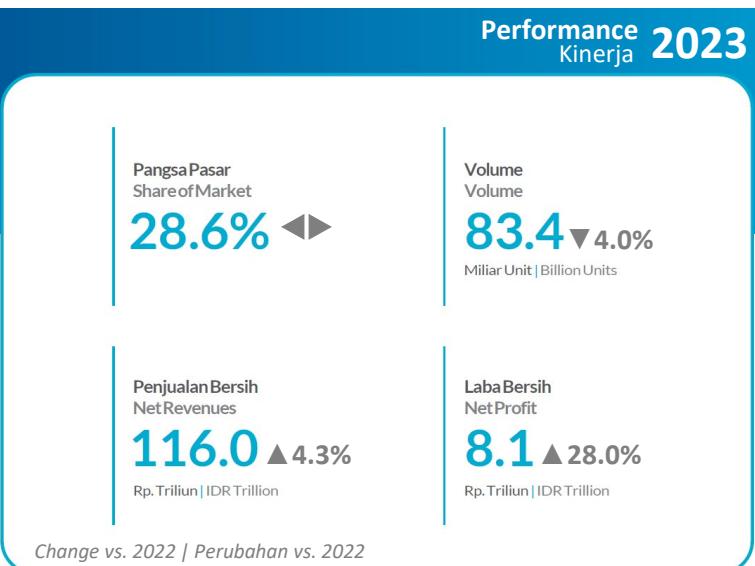
SRC Indonesia partners with more than **243,000** SRC Stores, along with **6,300** wholesale stores as SRC Partners throughout Indonesia. In 15 years, SRC Indonesia has succeeded in building a grocery store business ecosystem both offline and online, supported by the **AYO by SRC** Digital Ecosystem.

SRC Indonesia bermitra dengan lebih dari **243.000** toko kelontong yang tergabung menjadi Toko SRC dan **6.300** toko grosir sebagai Mitra SRC di seluruh Indonesia. Selama 15 tahun perjalannya, SRC Indonesia berhasil membangun ekosistem usaha toko kelontong baik secara *offline* maupun *online* dengan didukung oleh Ekosistem Digital **AYO by SRC**.



Business highlights 2023

Ikhtisar bisnis 2023



- The impact of double-digit excise tax increases, significantly above the inflation rate, the widening excise tax gap between Volume Tier 1 (V1) versus the lower taxed Below Volume Tier 1 segments, as well as the increase in circulation of illegal cigarettes continued to be the main challenges in the cigarette industry. In 2023, the industry's cigarette volume declined by 4% versus last year.

Dampak kenaikan tarif cukai sebesar dua-digit yang jauh di atas tingkat inflasi, melebarnya kesenjangan cukai antara segmen Golongan 1 dengan segmen Di Bawah Golongan 1 yang dikenakan pajak cukai lebih rendah, serta meningkatnya peredaran rokok ilegal, masih menjadi tantangan utama. Di tahun 2023, volume industri rokok menurun sebesar 4% dibandingkan 2022

- Sampoerna retained its leadership in the industry, with a market share of 28.6% and an overall volume of 83.4 billion units supported by our robust portfolio across segments specially in the growing labor-intensive segment, the SKT portfolio.

Sampoerna mempertahankan kepemimpinan di industri, dengan 28,6% pangsa pasar dan volume keseluruhan sebesar 83,4 miliar batang berkat portofolio yang kuat di seluruh segmen, terutama pertumbuhan segmen padat karya, portofolio SKT

- Our smoke-free products, while not risk-free, offer a much better choice for adult smokers who would otherwise continue to smoke cigarettes. We reached critical strategic milestones in 2023 with IQOS¹⁾ had a notable progress in the Jakarta Urban area²⁾ with 3.5% market share in Q4 2023, up 2.0 points versus Q4 2022.

Produk bebas asap Sampoerna, meskipun tidak bebas risiko, namun merupakan opsi yang lebih baik bagi perokok dewasa yang ingin tetap merokok, meraih pencapaian strategis di tahun 2023. IQOS¹⁾ di wilayah Perkotaan Jakarta²⁾ mencapai pangsa pasar 3,5% pada kuartal keempat 2023, meningkat sebesar 2,0 poin dari kuartal keempat 2022

- Despite the challenging environment, 2023 marked a year of turnaround and profitability growth for Sampoerna: net revenue increased by 4.3% to IDR116.0 trillion and net profit grew by 28.0% versus 2022 to reach IDR8.1 trillion. However, profitability remains well below pre-pandemic levels

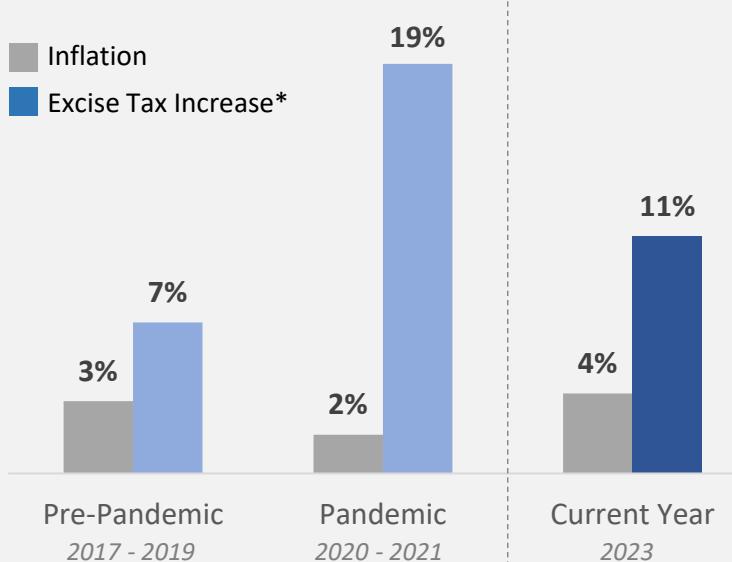
Dalam kondisi yang penuh tantangan, Tahun 2023 merupakan tahun perubahan dan kembalinya pertumbuhan laba Sampoerna penjualan bersih meningkat 4,3% menjadi Rp.116,0 triliun dan laba bersih mencapai Rp.8,1 triliun, tumbuh sebesar 28,0% dibandingkan tahun 2022. Namun demikian, profitabilitas Perseroan masih jauh dibawah masa sebelum pandemi.

Challenging industry dynamics: double-digit excise tax increases, the widening excise tax gap between Volume Tier 1 (V1) versus Below Volume Tier 1 (BV1) segments, and the increase in circulation of illegal cigarettes

Tantangan dinamika industri: kenaikan tarif cukai sebesar dua-digit, melebarnya kesenjangan cukai antara segmen Golongan 1 (V1) dengan segmen Di-Bawah Golongan 1 (BV1) serta meningkatnya peredaran rokok ilegal

High excise tax increases beyond inflation

Kenaikan pajak cukai yang tinggi, diatas inflasi



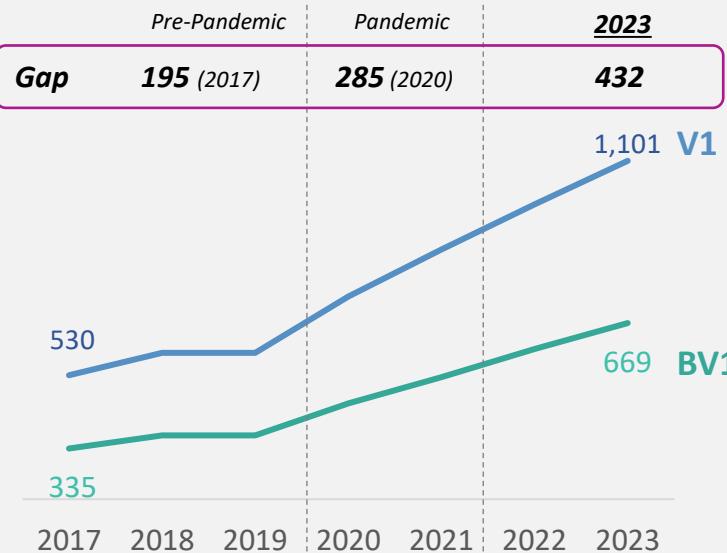
Note: *excise tax increase reflects the estimated weighted average industry figure. Pre-pandemic and Pandemic figures reflect average of period

Widening excise tax gap between V1 and BV1

Melebarnya kesenjangan tarif pajak cukai antara Golongan 1 dan di bawah Golongan 1

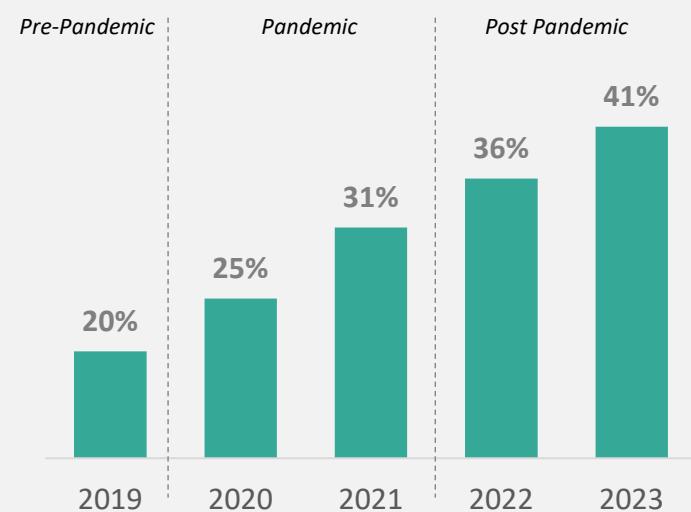
Excise Tax Rate – SKM (IDR/stick)

Tarif Cukai – SKM (Rp per batang)



Total BV1 Share of Market

Pangsa Pasar Segmen Di-Bawah Golongan 1



Note: Total BV1 includes machine-made and hand-rolled

This resulted to continued pressure for the machine-made portfolio

Hal ini menyebabkan tekanan yang berkelanjutan pada portofolio produk buatan mesin

“... based on survey from UGM, **illegal cigarettes** have increased to around 6.89% in 2023 versus 5.5% in previous year”

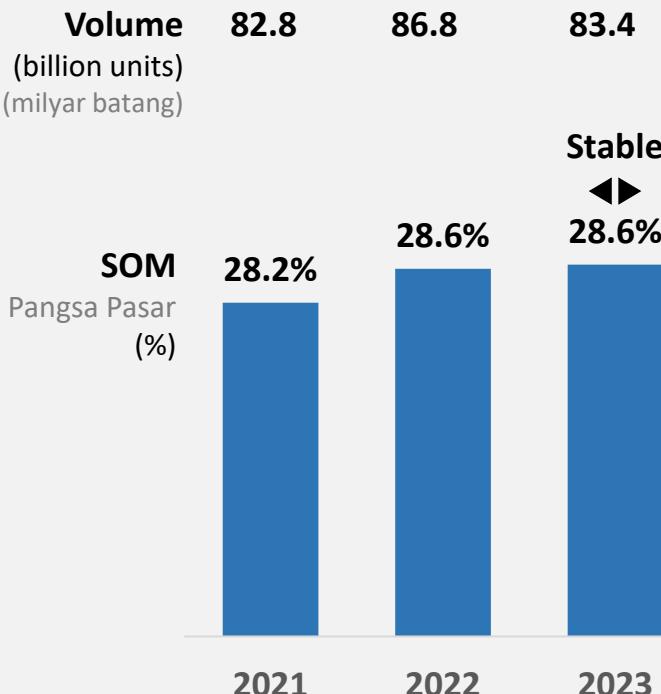
“...berdasarkan survei UGM rokok ilegal di tahun 2023 adalah sekitar 6,89%, meningkat dibanding tahun sebelumnya di 5,5%”

2023 marked a year of turnaround: HMS retained leadership and robust profitability growth, however profitability still remains well below pre-pandemic levels

Tahun 2023 merupakan tahun perubahan: mempertahankan kepemimpinan pasar dan kembalinya pertumbuhan laba, Namun demikian, profitabilitas masih jauh di bawah masa sebelum pandemi.

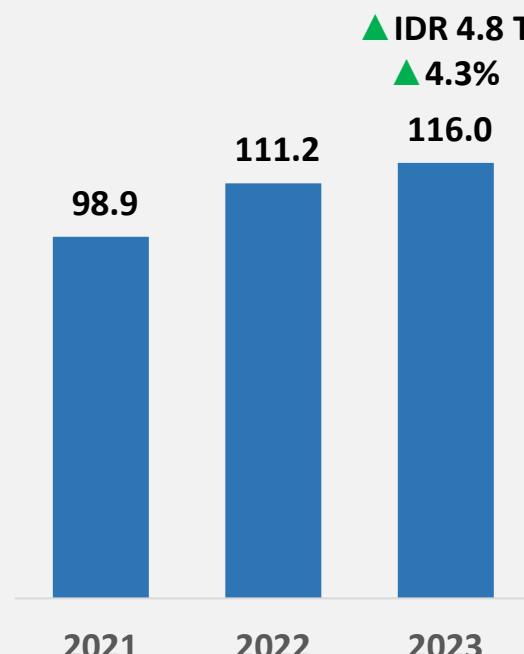
Volume and Share of Market

Volume dan Pangsa Pasar



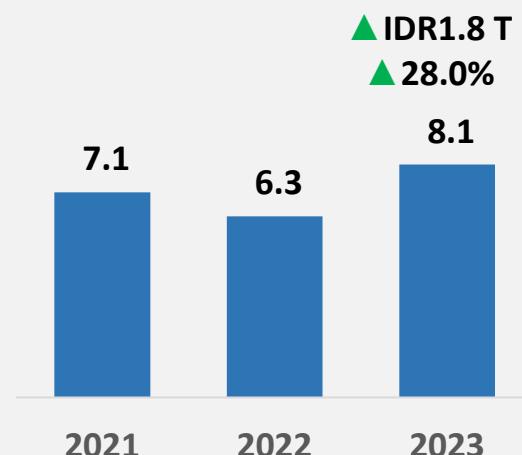
Net Revenues (IDR trillion)

Penjualan Bersih (Rp triliun)



Net Profit (IDR trillion)

Laba Bersih (Rp triliun)

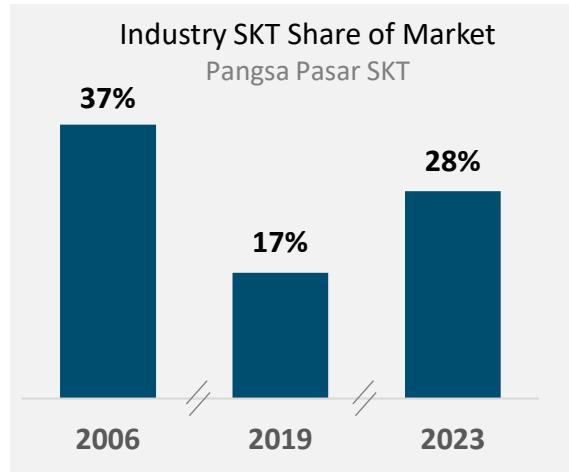


Commitment to support employment

Komitmen untuk mendukung ketenagakerjaan

The hand-rolled clove (SKT) segment has been recovering

Segmen sigaret kretek tangan (SKT) telah menunjukkan tanda-tanda pemulihan



The segment's recovery is supported by the excise tax policy for tobacco products, which considers employment absorption.

Pemulihan segmen tersebut didukung oleh kebijakan cukai produk tembakau yang mempertimbangkan penyerapan tenaga kerja.



- In line with the SKT segment recovery, and as the leader in the segment, in Q1 2024, Sampoerna added new SKT production facilities including in partnership with local cooperatives and entrepreneurs (TPOs) across Java

Sejalan dengan pemulihan segmen SKT, dan sebagai pemimpin di segmen ini, pada kuartal pertama 2024, Sampoerna menambah fasilitas produksi SKT termasuk bermitra dengan koperasi dan pengusaha lokal dalam bentuk MPS di pulau Jawa

- With this, Sampoerna's direct and indirect employees are now more than 90,000 people, in which around 90% is in SKT production

Serangkaian pembukaan lapangan kerja baru di tahun ini membuat jumlah keseluruhan tenaga kerja Sampoerna secara langsung dan tidak langsung menjadi lebih dari 90.000 orang, dengan sekitar 90% di antaranya adalah karyawan fasilitas produksi SKT

- We have increased thousands of hand-rollers thus creating additional direct and indirect employment.

Kami telah menambah ribuan pekerja linting tangan sehingga menciptakan lapangan kerja tambahan, baik langsung dan tidak langsung

- This additional employment creates multiplier effects for the surrounding local communities

Penambahan lapangan kerja ini menciptakan multiplier effects bagi masyarakat lokal di sekitarnya

Smoke-free products (SFP) reached critical strategic milestones in 2023

Produk bebas asap meraih pencapaian strategis pada tahun 2023

These milestones are major steps in providing scientifically substantiated, smoke-free products that, although not risk-free, represent better options for adult smokers who would otherwise continue to smoke.

Pencapaian ini merupakan langkah besar dalam menyediakan produk bebas asap yang dibuktikan secara ilmiah, meskipun tidak bebas risiko, namun merupakan opsi yang lebih baik bagi perokok dewasa yang ingin tetap merokok.



Inauguration of innovative smoke-free tobacco products factory and first export shipment to Asia Pacific in January 2023

Peresmian pabrik produk tembakau inovatif bebas asap dan pelepasan ekspor perdana ke Asia Pasifik dilaksanakan pada bulan Januari 2023

World-class R&D Laboratory with state-of-the-art facilities, specifically for innovative SFP completed in Q3 2023

Laboratorium Pengujian dan Analisis kelas dunia yang dilengkapi dengan fasilitas canggih, yang dirancang khusus untuk produk tembakau bebas asap diselesaikan pada kuartal ketiga 2023

The Company's realized investment for smoke-free products was approximately USD300 million, by end of 2023

Investasi Perseroan pada produk bebas asap mencapai sekitar USD300 juta sampai dengan akhir tahun 2023

Smoke-free products (SFP) reached critical strategic milestones in 2023

Produk bebas asap meraih pencapaian strategis pada tahun 2023

IQOS has been introduced via limited market testing through the *IQOS Club* since 2019, including *IQOS* booths, kiosks, and partnership programs with local entrepreneurs in major cities in Indonesia

IQOS telah diperkenalkan melalui uji pasar terbatas *lewat IQOS Club* sejak tahun 2019. yang mencakup gerai, kios, dan program kemitraan *IQOS* dengan pengusaha lokal di kota-kota besar di Indonesia

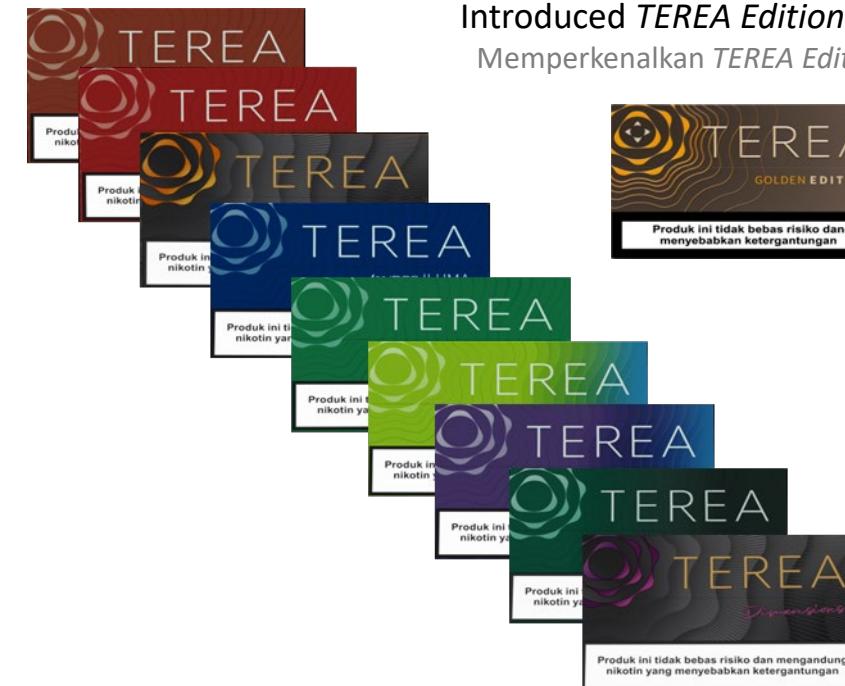
NEW

IQOS ILUMA



Targeted launch as continuation of *IQOS Club** (February 2023)

Peluncuran terbatas sebagai kelanjutan dari *IQOS Club** (Februari 2023)



Introduced *TEREA Edition with Clove* (November 2023)
Memperkenalkan *TEREA Edition with Clove* (November 2023)



11

Total Variants
Total Varian

2023 marked a year of turnaround and return to robust profitable growth for Sampoerna driven by favorable pricing implemented mainly in Q1. However profitability remains well below pre-pandemic levels

Tahun 2023 merupakan tahun perubahan dan kembalinya pertumbuhan laba Sampoerna didukung dengan kenaikan harga mulai kuartal pertama. Namun, profitabilitas masih jauh dibawah masa sebelum pandemi.

Sampoerna Key Financials Indikator Keuangan Utama Sampoerna <i>In IDR trillion, unless otherwise stated Dalam Rp triliun kecuali dicantumkan lainnya</i>		Q1'23	Variance vs. Q1'22 Perubahan vs. Q1'22	Q2'23	Variance vs. Q2'22 Perubahan vs. Q2'22	Q3'23	Variance vs. Q3'22 Perubahan vs. Q3'22	Q4'23	Variance vs. Q4'22 Perubahan vs. Q4'22	Full Year 2023	Variance 2023 vs. 2022 Perubahan 2023 vs. 2022
Volume (bio. sticks) Volume (miliar unit)		19.7	(5.8%)	20.8	(2.5%)	22.5	(3.5%)	20.3	(4.1%)	83.4	(4.0%)
Net Revenues Penjualan Bersih		27.0	3.1%	29.2	6.7%	31.1	4.2%	28.7	3.1%	116.0	4.3%
Gross Profit Laba Kotor		4.9	14.0%	4.3	19.0%	5.2	15.4%	4.9	3.8%	19.3	12.7%
<i>Gross Profit Margin</i> Marjin Laba Kotor		18.0%	+1.7pp	15.0%	+1.6pp	16.7%	+1.6pp	17.0%	+0.1pp	16.7%	+1.3pp
Net Operating Income Laba Operasi		2.6	9.6%	1.8	33.6%	2.7	21.9%	1.9	2.2%	9.0	15.6%
<i>Operating Margin</i> Marjin Laba Operasi		9.6%	+0.6pp	6.2%	+1.2pp	8.8%	+1.3pp	6.4%	--	7.7%	+0.7pp
Net Profit Laba Bersih		2.2	12.8%	1.6	40.3%	2.4	32.4%	1.9	33.1%	8.1	28.0%
<i>Net Margin</i> Marjin Laba Bersih		8.0%	+0.7pp	5.4%	+1.3pp	7.9%	+1.7pp	6.6%	+1.5pp	7.0%	+1.3pp

We have continued to deliver shareholder returns through dividends

Kami terus memberikan pengembalian pada pemegang saham melalui dividen

Pembayaran Dividen Selama 3 Tahun Terakhir | Last 3-Year Dividend Payment

Tahun Buku Fiscal Year	Tanggal Pembayaran Payment Date	Jumlah Dividen dalam Miliar Rupiah (bruto) Total Dividend in Billion Rupiah (gross)	Percentase Dividen Dividend Payout Ratio
2020	18 Juni 2021 June 18, 2021	8,468	98.7%
2021	29 Juni 2022 June 29, 2022	7,363	103.2%
2022	27 Juni 2023 June 27, 2023	6,363	100.6%



PT HM SAMPOERNA Tbk.

Annual General Meeting of Shareholders Rapat Umum Pemegang Saham Tahunan

Jakarta, 23 April 2024