



Fact Sheet 2016

Industry Cigarette Product Category SOM (%)

2016	Q1	Q2	Q3	Q4	FY
SKT	18.8%	18.3%	17.6%	18.2%	18.2%
SKM	75.2%	75.4%	76.4%	76.2%	75.8%
SKM High Tar	32.4%	32.8%	33.8%	33.8%	33.2%
SKM Low Tar	42.8%	42.7%	42.6%	42.5%	42.6%
SPM	6.0%	6.3%	6.0%	5.6%	6.0%
Total Market	100%	100%	100%	100%	100%

Note: the figures are restated to new product category

Sampoerna Volume (Mio. sticks)

2016	Q1	Q2	Q3	Q4	FY
SKT	5,384	5,713	4,816	5,556	21,469
SKM	16,101	18,528	16,752	17,787	69,168
SPM	3,657	4,325	3,516	3,389	14,887
Total Sampoerna	25,142	28,566	25,084	26,732	105,524

Sampoerna SOM (%)

2016	Q1	Q2	Q3	Q4	FY
SKT	7.2%	6.7%	6.5%	6.9%	6.8%
SKM	21.4%	21.6%	22.5%	22.1%	21.9%
SPM	4.9%	5.1%	4.7%	4.2%	4.7%
Total Sampoerna	33.5%	33.4%	33.7%	33.2%	33.4%

Sampoerna Share of Segment (%)

2016	Q1	Q2	Q3	Q4	FY
SKT	38.1%	36.5%	36.8%	37.8%	37.3%
SKM	28.5%	28.7%	29.5%	29.0%	28.9%
SPM	81.3%	80.7%	79.3%	76.3%	79.5%

Source: Company Estimates

Note: 2016 Q1-Q3 Share of Market (SOM) and Share of Segment figures have been restated for comparative purposes



Fact Sheet 2016

Retail Selling Price – RSP (in IDR/pack)

2016	Q1	Q2	Q3	Q4
	March	June	Sep	Dec
A Mild 16s	17,827	18,242	19,121	19,704
Dji Sam Soe 12s	14,534	14,792	15,036	15,192
Dji Sam Soe Magnum Filter 12s	13,583	13,911	14,563	14,946
Dji Sam Soe Magnum Blue 16s	13,917	14,285	14,760	15,304
Marlboro Red 20s	19,760	19,866	20,626	21,554
U Mild 16s	13,127	13,502	14,198	14,846
U Bold 12s	10,025	10,004	10,203	10,989
Sampoerna Kretek 12s	10,817	11,040	11,370	11,624