



Fact Sheet 2020

Industry Cigarette Product Category Share of Market - SOM (%)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
SKT	17.9%	19.1%	20.2%	20.3%	19.4%
SKM	77.7%	76.6%	75.7%	75.6%	76.4%
SKM High Tar	41.3%	43.5%	43.9%	44.0%	43.2%
SKM Low Tar	36.4%	33.1%	31.8%	31.6%	33.2%
SPM	4.4%	4.3%	4.1%	4.1%	4.2%
SPT	0.0%	0.0%	0.0%	0.0%	0.0%
Total Market	100.0%	100.0%	100.0%	100.0%	100.0%

Sampoerna Volume (Million units)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
SKT	4,351	4,393	5,492	5,757	19,994
SKM	14,512	12,099	12,695	13,634	52,940
SPM	1,580	1,556	1,621	1,736	6,494
SPT	--	--	--	31	31
Total Sampoerna	20,443	18,048	19,809	21,158	79,458

Sampoerna Share of Market - SOM (%)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
SKT	6.5%	6.9%	7.8%	7.7%	7.2%
SKM	21.5%	18.9%	18.1%	18.2%	19.2%
SPM	2.3%	2.4%	2.3%	2.3%	2.3%
SPT	--	--	--	0.0%	0.0%
Total Sampoerna	30.3%	28.2%	28.2%	28.3%	28.8%

Sampoerna Share of Segment (%)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
SKT	36.1%	36.0%	38.7%	38.0%	37.3%
SKM	27.7%	24.7%	23.9%	24.1%	25.1%
SPM	53.3%	57.1%	56.0%	56.1%	55.6%
SPT	0.0%	0.0%	0.0%	92.9%	56.2%



Fact Sheet 2020

Sampoerna Share of Market - SOM (%)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
Sampoerna A	12.6%	11.3%	11.3%	12.1%	11.8%
Dji Sam Soe	9.2%	9.1%	9.1%	8.6%	9.0%
Marlboro	4.6%	4.2%	3.8%	3.7%	4.1%
Sampoerna U	1.3%	1.0%	0.7%	0.6%	0.9%
Sampoerna Kretek	2.2%	2.5%	3.0%	3.2%	2.7%
Others	0.5%	0.3%	0.2%	0.2%	0.3%
Total Sampoerna	30.3%	28.2%	28.2%	28.3%	28.8%

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2020 – end of quarter	Q1	Q2	Q3	Q4
	Mar	Jun	Sep	Dec
A Mild 16s	24,140	24,288	24,332	24,340
Dji Sam Soe 12s	17,978	18,062	18,068	18,111
Dji Sam Soe Magnum Filter 12s	18,375	18,458	18,472	18,447
Dji Sam Soe Magnum Mild 16s	19,019	19,688	19,895	19,982
Marlboro Red 20s	29,845	29,947	29,927	29,932
Marlboro Filter Black 20s	27,818	28,744	29,177	29,468
U Mild 16s	21,285	21,708	21,962	22,117
Sampoerna Kretek 12s	13,121	13,179	13,191	13,216

Source: Nielsen Retail Audit Results