



Fact Sheet 2020

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

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
Hand-rolled Kretek – SKT	17.9%	19.1%	20.2%	20.3%	19.4%
Machine-made Kretek – SKM	77.7%	76.6%	75.7%	75.5%	76.3%
SKM High Tar	41.3%	43.3%	43.8%	43.9%	43.1%
SKM Low Tar	36.4%	33.3%	31.9%	31.6%	33.2%
Machine-made White – SPM	4.4%	4.3%	4.1%	4.1%	4.2%
Hand-rolled White – SPT	0.0%	0.0%	0.0%	0.0%	0.0%
Total Market	100%	100%	100%	100%	100%

Sampoerna Volume (Million units)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
Hand-rolled Kretek – SKT	4,351	4,393	5,492	5,757	19,994
Machine-made Kretek – SKM	14,512	12,099	12,695	13,634	52,940
Machine-made White – SPM	1,580	1,556	1,621	1,736	6,494
Hand-rolled White – 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
Hand-rolled Kretek – SKT	6.5%	6.9%	7.8%	7.7%	7.2%
Machine-made Kretek – SKM	21.5%	19.0%	18.1%	18.2%	19.2%
Machine-made White – SPM	2.3%	2.4%	2.3%	2.3%	2.4%
Hand-rolled White – SPT	--	--	--	0.0%	0.0%
Total Sampoerna	30.3%	28.3%	28.2%	28.3%	28.8%

Sampoerna Share of Segment (%)

2020	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2020
Hand-rolled Kretek – SKT	36.0%	36.1%	38.8%	37.9%	37.3%
Machine-made Kretek – SKM	27.7%	24.7%	23.9%	24.1%	25.1%
Machine-made White – SPM	53.1%	57.0%	56.0%	56.1%	55.5%
Hand-rolled White – SPT	--	--	--	97.1%	57.7%



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 Kretek	2.2%	2.5%	3.0%	3.2%	2.7%
Sampoerna U	1.3%	1.0%	0.7%	0.6%	0.9%
Others	0.5%	0.3%	0.2%	0.2%	0.3%
Total Sampoerna	30.3%	28.3%	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	24,141	24,285	24,326	24,339
Dji Sam Soe 12s	17,974	18,060	18,063	18,107
Dji Sam Soe Magnum Filter 12s	18,369	18,452	18,465	18,450
Dji Sam Soe Magnum Mild 16s	19,042	19,686	19,892	19,988
Marlboro Red 20s	29,841	29,945	29,924	29,928
Marlboro Filter Black 20s	27,810	28,740	29,168	29,476
Sampoerna Kretek 12s	13,119	13,179	13,176	13,217
U Mild 16s	21,284	21,709	21,958	22,138

Source: Nielsen Retail Audit Results