



Fact Sheet 2022

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

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | YTD 2022 |
|------------------------------------|---------------|---------------|---------|---------|---------------|
| Hand-rolled Kretek – SKT | 21.5% | 21.2% | | | 21.3% |
| Machine-made Kretek – SKM | 74.0% | 74.2% | | | 74.1% |
| SKM High Tar | 44.5% | 44.8% | | | 44.7% |
| SKM Low Tar | 29.5% | 29.4% | | | 29.4% |
| Machine-made White – SPM | 3.9% | 3.8% | | | 3.8% |
| Hand-rolled White – SPT | 0.5% | 0.4% | | | 0.4% |
| Tobacco with rhubarb/benzoin - KLM | 0.1% | 0.5% | | | 0.3% |
| Total Market | 100.0% | 100.0% | | | 100.0% |

Sampoerna Volume (Million units)

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | YTD 2022 |
|------------------------------------|---------------|---------------|---------|---------|---------------|
| Hand-rolled Kretek – SKT | 5,437 | 5,330 | | | 10,767 |
| Machine-made Kretek – SKM | 13,550 | 13,914 | | | 27,464 |
| White – SPM | 1,501 | 1,452 | | | 2,953 |
| Hand-rolled White – SPT | 344 | 275 | | | 619 |
| Tobacco with rhubarb/benzoin - KLM | 78 | 397 | | | 475 |
| Total Sampoerna | 20,911 | 21,368 | | | 42,278 |

Sampoerna Share of Market - SOM (%)

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | YTD 2022 |
|-----------------------------------|--------------|--------------|---------|---------|--------------|
| Hand-rolled Kretek – SKT | 7.2% | 6.9% | | | 7.1% |
| Machine-made Kretek – SKM | 18.0% | 18.1% | | | 18.1% |
| White – SPM | 2.0% | 1.9% | | | 1.9% |
| Hand-rolled White – SPT | 0.5% | 0.4% | | | 0.4% |
| Tobacco with rhubarb/benzoin –KLM | 0.1% | 0.5% | | | 0.3% |
| Total Sampoerna | 27.8% | 27.8% | | | 27.8% |

Sampoerna Share of Segment (%)

| | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | YTD 2022 |
|---------------------------|---------|---------|---------|---------|----------|
| Hand-rolled Kretek – SKT | 33.6% | 32.8% | | | 33.2% |
| Machine-made Kretek – SKM | 24.4% | 24.4% | | | 24.4% |
| White – SPM | 51.8% | 50.1% | | | 50.9% |
| Hand-rolled White – SPT | 100.0% | 95.4% | | | 97.9% |



Fact Sheet 2022

Sampoerna Share of Market - SOM (%)

| 2022 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | YTD 2022 |
|------------------------|--------------|--------------|---------|---------|--------------|
| Sampoerna A | 12.9% | 12.7% | | | 12.8% |
| Dji Sam Soe | 7.7% | 7.7% | | | 7.7% |
| Marlboro | 4.0% | 4.2% | | | 4.1% |
| Sampoerna Kretek | 2.6% | 2.4% | | | 2.5% |
| Others | 0.6% | 0.8% | | | 0.7% |
| Total Sampoerna | 27.8% | 27.8% | | | 27.8% |

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

| 2022 – end of quarter | Q1 | Q2 | Q3 | Q4 |
|-------------------------------|--------|--------|-----|-----|
| | Mar | Jun | Sep | Dec |
| A Mild 16s | 26,108 | 27,087 | | |
| Dji Sam Soe 12s | 18,696 | 19,147 | | |
| Dji Sam Soe Magnum Filter 12s | 19,086 | 19,748 | | |
| Dji Sam Soe Magnum Mild 16s | 22,067 | 22,652 | | |
| Marlboro Red 20s | 32,903 | 34,245 | | |
| Marlboro Filter Black 20s | 31,217 | 32,040 | | |
| Sampoerna Kretek 12s | 14,007 | 14,154 | | |
| A Ultra Mild 16s | 22,958 | 23,557 | | |

Source: Nielsen Retail Audit Results