



Fact Sheet 2015

Industry Cigarette Product Category SOM (%)

2015	Q1	Q2	Q3	Q4	FY
SKT	19.4%	19.1%	18.9%	19.1%	19.1%
SKM	74.4%	74.7%	74.9%	74.8%	74.7%
SKM High Tar	32.6%	32.7%	32.9%	32.7%	32.7%
SKM Low Tar	41.7%	42.0%	41.9%	42.2%	42.0%
SPM	6.2%	6.2%	6.3%	6.1%	6.2%
Total Market	100%	100%	100%	100%	100%

Note: the figures are restated to new product category

Sampoerna Volume (Mio. sticks)

2015	Q1	Q2	Q3	Q4	FY
SKT	5,670	5,594	5,611	6,177	23,052
SKM	18,052	18,090	17,068	17,712	70,922
SPM	3,962	3,975	3,873	4,056	15,866
Total Sampoerna	27,684	27,659	26,552	27,945	109,840

Sampoerna SOM (%)

2015	Q1	Q2	Q3	Q4	FY
SKT	7.1%	7.0%	7.3%	7.4%	7.2%
SKM	22.6%	22.6%	22.1%	21.3%	22.2%
SPM	5.0%	5.0%	5.0%	4.9%	5.0%
Total Sampoerna	34.7%	34.5%	34.4%	33.6%	34.3%

Sampoerna Share of Segment (%)

2015	Q1	Q2	Q3	Q4	FY
SKT	36.6%	36.6%	38.6%	38.9%	37.7%
SKM	30.5%	30.2%	29.6%	28.5%	29.7%
SPM	80.3%	80.1%	80.2%	80.6%	80.3%

Source: Company Estimates

Note: the 2015 Share of Market (SOM) and Share of Segment figures have been restated for comparative purposes



Fact Sheet 2015

Retail Selling Price – RSP (in IDR/pack)

2015	Q1	Q2	Q3	Q4
	March	June	Sep	Dec
A Mild 16s	15,850	16,135	16,551	17,033
Dji Sam Soe 12s	13,554	13,831	14,002	14,225
Dji Sam Soe Magnum Filter 12s	12,224	12,520	12,835	13,091
Dji Sam Soe Magnum Blue 16s	12,264	12,526	12,856	13,307
Marlboro Red 20s	17,532	17,880	18,312	19,013
U Mild 16s	11,361	11,807	12,130	12,686
U Bold 12s	9,998	10,092	10,091	10,095
Sampoerna Kretek 12s	9,710	9,854	10,031	10,255