



Fact Sheet 2017

Industry Cigarette Product Category SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	18.2%	17.4%	17.5%	17.5%	17.6%
SKM	76.2%	77.1%	77.4%	77.6%	77.1%
SKM High Tar	33.0%	33.9%	35.0%	35.5%	34.4%
SKM Low Tar	43.2%	43.1%	42.4%	42.1%	42.7%
SPM	5.6%	5.6%	5.1%	5.0%	5.3%
Total Market	100%	100%	100%	100%	100%

Sampoerna Volume (Million units)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	4,908	4,771	5,299	5,300	20,278
SKM	15,493	16,997	18,232	19,075	69,798
SPM	2,998	3,043	2,681	2,527	11,248
Total Sampoerna	23,399	24,811	26,211	26,903	101,324

Sampoerna Share of Market - SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	7.0%	6.4%	6.8%	6.6%	6.7%
SKM	22.1%	22.7%	23.3%	23.7%	23.0%
SPM	4.3%	4.1%	3.4%	3.1%	3.7%
Total Sampoerna	33.4%	33.1%	33.5%	33.5%	33.4%

Sampoerna Share of Segment (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	38.5%	36.7%	38.7%	37.7%	37.9%
SKM	29.0%	29.5%	30.1%	30.6%	29.8%
SPM	76.3%	72.9%	66.9%	63.4%	69.9%

Source: Company Estimates, numbers may not foot due to rounding

*Note: SOM, SOS and RSP figures are restated due to Nielsen improved coverage



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Sampoerna Share of Market – SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
Sampoerna A	14.0%	14.1%	13.3%	14.5%	14.0%
Dji Sam Soe	6.4%	6.4%	8.2%	8.8%	7.5%
Marlboro	5.2%	5.5%	5.3%	5.1%	5.3%
Sampoerna U	5.0%	4.8%	4.3%	2.7%	4.2%
Sampoerna Kretek	2.4%	2.1%	2.1%	2.1%	2.2%
Others	0.3%	0.3%	0.3%	0.2%	0.3%
Total Sampoerna	33.4%	33.1%	33.5%	33.5%	33.4%

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2017	Q1	Q2	Q3	Q4
	March	June	Sep	Dec
A Mild 16s	19,949	20,047	20,287	20,586
Dji Sam Soe 12s	15,283	15,398	15,703	15,941
Dji Sam Soe Magnum Filter 12s	15,596	15,836	16,135	16,289
Dji Sam Soe Magnum Mild 16s	--	13,039	13,164	13,920
Marlboro Red 20s	22,202	22,809	23,578	24,155
Marlboro Filter Black 20s	19,956	20,092	20,150	20,410
U Mild 16s	15,074	15,291	16,122	16,744
U Bold 12s	11,649	11,889	12,005	12,099
Sampoerna Kretek 12s	11,815	11,931	12,068	12,148

Source: Nielsen Retail Audit Results

Source: Company Estimates, numbers may not foot due to rounding

*Note: SOM, SOS and RSP figures are restated due to Nielsen improved coverage