



Fact Sheet 2018

Industry Cigarette Product Category SOM (%)

2018	Q1	Q2	Q3	Q4	FY 2018
SKT	17.4%	17.1%	17.2%	17.6%	17.3%
SKM	77.5%	77.7%	77.8%	77.3%	77.6%
SKM High Tar	36.9%	37.5%	38.6%	38.9%	38.0%
SKM Low Tar	40.6%	40.2%	39.2%	38.4%	39.5%
SPM	5.1%	5.2%	5.0%	5.1%	5.1%
Total Market	100%	100%	100%	100%	100%

Sampoerna Volume (Million units)

2018	Q1	Q2	Q3	Q4	FY 2018
SKT	4,572	4,728	5,252	5,478	20,030
SKM	16,298	17,929	18,841	18,938	72,006
SPM	2,114	2,321	2,431	2,484	9,351
Total Sampoerna	22,984	24,977	26,524	26,901	101,387

Sampoerna Share of Market - SOM (%)

2018	Q1	Q2	Q3	Q4	FY 2018
SKT	6.6%	6.4%	6.7%	6.8%	6.6%
SKM	23.7%	24.2%	23.9%	23.5%	23.8%
SPM	3.1%	3.1%	3.1%	3.1%	3.1%
Total Sampoerna	33.4%	33.7%	33.6%	33.4%	33.5%

Sampoerna Share of Segment (%)

2018	Q1	Q2	Q3	Q4	FY 2018
SKT	38.1%	37.2%	38.7%	38.6%	38.2%
SKM	30.6%	31.1%	30.7%	30.4%	30.7%
SPM	60.5%	60.5%	61.0%	60.6%	60.7%



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Sampoerna Share of Market - SOM (%)

2018	Q1	Q2	Q3	Q4	FY 2018
Sampoerna A	12.4%	13.6%	13.0%	12.8%	13.0%
Dji Sam Soe	9.7%	9.3%	9.6%	10.0%	9.7%
Marlboro	5.7%	5.8%	6.0%	5.9%	5.9%
Sampoerna U	3.0%	2.7%	2.7%	2.3%	2.7%
Sampoerna Kretek	2.2%	2.0%	2.2%	2.1%	2.1%
Others	0.3%	0.2%	0.2%	0.2%	0.2%
Total Sampoerna	33.4%	33.7%	33.6%	33.4%	33.5%

Source: Company Estimates⁸

Retail Selling Price – RSP (in IDR/pack)

2018 – end of quarter	Q1	Q2	Q3	Q4
	March	June	Sep	Dec
A Mild 16s	21,145	21,811	22,347	22,912
Dji Sam Soe 12s	16,128	16,355	16,901	17,067
Dji Sam Soe Magnum Filter 12s	16,525	16,950	17,512	17,690
Dji Sam Soe Magnum Mild 16s	14,937	15,674	15,928	15,957
Marlboro Red 20s	24,886	25,140	25,354	25,411
Marlboro Filter Black 20s	21,005	21,833	22,695	22,936
U Mild 16s	16,992	17,598	17,979	18,683
U Bold 12s	12,203	12,685	12,996	13,107
Sampoerna Kretek 12s	12,210	12,272	12,358	12,384

Source: Nielsen Retail Audit Results