



Fact Sheet 2019

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

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
SKT	16.8%	16.1%	16.5%	17.2%	16.6%
SKM	77.7%	78.5%	78.2%	77.7%	78.0%
SKM High Tar	39.6%	39.9%	40.6%	40.7%	40.2%
SKM Low Tar	38.1%	38.6%	37.6%	37.0%	37.8%
SPM	5.5%	5.4%	5.3%	5.2%	5.3%
Total Market	100%	100%	100%	100%	100%

Sampoerna Volume (Million units)

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
SKT	4,068	4,385	4,766	5,223	18,442
SKM	15,812	18,153	17,917	18,781	70,664
SPM	2,254	2,407	2,331	2,354	9,346
Total Sampoerna	22,134	24,946	25,015	26,358	98,452

Sampoerna Share of Market - SOM (%)

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY2019
SKT	6.0%	5.7%	6.2%	6.3%	6.0%
SKM	23.4%	23.4%	23.1%	22.6%	23.1%
SPM	3.3%	3.1%	3.0%	2.8%	3.1%
Total Sampoerna	32.7%	32.2%	32.3%	31.7%	32.2%

Sampoerna Share of Segment (%)

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
SKT	35.9%	35.1%	37.4%	36.7%	36.3%
SKM	30.1%	29.8%	29.6%	29.1%	29.6%
SPM	60.5%	57.4%	56.3%	54.9%	57.2%



Fact Sheet 2019

Sampoerna Share of Market - SOM (%)

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
Sampoerna A	11.6%	12.0%	11.3%	10.9%	11.4%
Dji Sam Soe	9.8%	10.1%	11.1%	11.3%	10.6%
Marlboro	6.6%	6.0%	5.9%	5.6%	6.0%
Sampoerna U	2.2%	1.8%	1.6%	1.5%	1.7%
Sampoerna Kretek	2.1%	1.7%	1.9%	2.0%	1.9%
Others	0.4%	0.5%	0.5%	0.5%	0.5%
Total Sampoerna	32.7%	32.2%	32.3%	31.7%	32.2%

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2019 – end of quarter	Q1	Q2	Q3	Q4
	Mar	Jun	Sep	Dec
A Mild 16s	23,082	23,241	23,289	23,533
Dji Sam Soe 12s	17,137	17,209	17,325	17,644
Dji Sam Soe Magnum Filter 12s	17,704	17,739	17,739	17,992
Dji Sam Soe Magnum Mild 16s	15,974	16,014	16,020	16,345
Marlboro Red 20s	25,464	25,576	25,542	27,201
Marlboro Filter Black 20s	23,568	23,886	24,054	25,270
U Mild 16s	18,944	19,076	19,141	19,623
Sampoerna Kretek 12s	12,380	12,446	12,512	12,824

Source: Nielsen Retail Audit Results