



Fact Sheet 2021

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

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	20.0%				
Machine-made Kretek – SKM	75.8%				
SKM High Tar	44.5%				
SKM Low Tar	31.2%				
White – SPM	4.2%				
Hand-rolled White – SPT	0.1%				
Total Market	100%				

Sampoerna Volume (Million units)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	5,054				
Machine-made Kretek – SKM	13,072				
White – SPM	1,690				
Hand-rolled White – SPT	68				
Total Sampoerna	19,883				

Sampoerna Share of Market - SOM (%)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	7.1%				
Machine-made Kretek – SKM	18.5%				
White – SPM	2.4%				
Hand-rolled White – SPT	0.1%				
Total Sampoerna	28.1%				

Sampoerna Share of Segment (%)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	35.8%				
Machine-made Kretek – SKM	24.4%				
White – SPM	57.0%				
Hand-rolled White – SPT	98.0%				



Fact Sheet 2021

Sampoerna Share of Market - SOM (%)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Sampoerna A	12.2%				
Dji Sam Soe	8.1%				
Marlboro	3.9%				
Sampoerna Kretek	3.1%				
Sampoerna U	0.6%				
Others	0.2%				
Total Sampoerna	28.1%				

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2021 – end of quarter	Q1	Q2	Q3	Q4
	Mar	Jun	Sep	Dec
A Mild 16s	24,778			
Dji Sam Soe 12s	18,152			
Dji Sam Soe Magnum Filter 12s	18,465			
Dji Sam Soe Magnum Mild 16s	20,390			
Marlboro Red 20s	29,986			
Marlboro Filter Black 20s	29,665			
Sampoerna Kretek 12s	13,283			
U Mild 16s	22,250			

Source: Nielsen Retail Audit Results