



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 | 19.9% | 19.6% | | | |
| Machine-made Kretek – SKM | 75.8% | 75.9% | | | |
| SKM High Tar | 44.5% | 45.3% | | | |
| SKM Low Tar | 31.3% | 30.7% | | | |
| Machine-made White – SPM | 4.2% | 4.2% | | | |
| Hand-rolled White – SPT | 0.1% | 0.3% | | | |
| Total Market | 100% | 100% | | | |

Sampoerna Volume (Million units)

| 2021 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | FY 2021 |
|---------------------------|---------|---------|---------|---------|---------|
| Hand-rolled Kretek – SKT | 5,054 | 4,958 | | | |
| Machine-made Kretek – SKM | 13,072 | 13,259 | | | |
| Machine-made White – SPM | 1,690 | 1,720 | | | |
| Hand-rolled White – SPT | 68 | 189 | | | |
| Total Sampoerna | 19,883 | 20,126 | | | |

Sampoerna Share of Market - SOM (%)

| 2021 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | FY 2021 |
|---------------------------|---------|---------|---------|---------|---------|
| Hand-rolled Kretek – SKT | 7.1% | 6.9% | | | |
| Machine-made Kretek – SKM | 18.4% | 18.4% | | | |
| Machine-made White – SPM | 2.4% | 2.4% | | | |
| Hand-rolled White – SPT | 0.1% | 0.3% | | | |
| Total Sampoerna | 28.0% | 28.0% | | | |

Sampoerna Share of Segment (%)

| 2021 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | FY 2021 |
|---------------------------|---------|---------|---------|---------|---------|
| Hand-rolled Kretek – SKT | 35.7% | 35.1% | | | |
| Machine-made Kretek – SKM | 24.3% | 24.3% | | | |
| Machine-made White – SPM | 57.0% | 57.3% | | | |
| Hand-rolled White – SPT | 98.1% | 99.8% | | | |



Fact Sheet 2021

Sampoerna Share of Market - SOM (%)

| 2021 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | FY 2021 |
|------------------------|--------------|--------------|---------|---------|---------|
| Sampoerna A | 12.2% | 12.7% | | | |
| Dji Sam Soe | 8.0% | 7.5% | | | |
| Marlboro | 3.9% | 4.1% | | | |
| Sampoerna Kretek | 3.1% | 2.8% | | | |
| Sampoerna U | 0.6% | 0.4% | | | |
| Others | 0.2% | 0.4% | | | |
| Total Sampoerna | 28.0% | 28.0% | | | |

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 | 24,776 | 24,932 | | |
| Dji Sam Soe 12s | 18,146 | 18,180 | | |
| Dji Sam Soe Magnum Filter 12s | 18,462 | 18,485 | | |
| Dji Sam Soe Magnum Mild 16s | 20,385 | 20,818 | | |
| Marlboro Red 20s | 29,980 | 30,107 | | |
| Marlboro Filter Black 20s | 29,661 | 29,843 | | |
| Sampoerna Kretek 12s | 13,274 | 13,301 | | |
| U Mild 16s | 22,249 | 22,363 | | |

Source: Nielsen Retail Audit Results