



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%	20.8%	21.5%	20.5%
Machine-made Kretek – SKM	75.8%	75.9%	74.8%	74.1%	75.1%
SKM High Tar	44.5%	45.3%	45.3%	44.7%	44.9%
SKM Low Tar	31.3%	30.6%	29.5%	29.3%	30.2%
Machine-made White – SPM	4.2%	4.2%	3.9%	3.9%	4.0%
Hand-rolled White – SPT	0.1%	0.3%	0.5%	0.5%	0.3%
Total Market	100.0%	100.0%	100.0%	100.0%	100.0%

Sampoerna Volume (Million units)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	5,054	4,958	5,606	6,000	21,618
Machine-made Kretek – SKM	13,072	13,259	13,259	13,954	53,544
White – SPM	1,690	1,720	1,616	1,635	6,661
Hand-rolled White – SPT	68	189	343	423	1,022
Total Sampoerna	19,883	20,126	20,824	22,012	82,845

Sampoerna Share of Market - SOM (%)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	7.1%	6.9%	7.5%	7.6%	7.3%
Machine-made Kretek – SKM	18.4%	18.4%	17.8%	17.7%	18.1%
White – SPM	2.4%	2.4%	2.2%	2.1%	2.2%
Hand-rolled White – SPT	0.1%	0.3%	0.5%	0.5%	0.3%
Total Sampoerna	28.0%	27.9%	28.0%	27.9%	28.0%

Sampoerna Share of Segment (%)

2021	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021
Hand-rolled Kretek – SKT	35.7%	35.0%	36.2%	35.4%	35.6%
Machine-made Kretek – SKM	24.3%	24.2%	23.9%	23.9%	24.1%
White – SPM	56.9%	57.2%	55.7%	53.6%	55.8%
Hand-rolled White – SPT	98.0%	99.8%	100.0%	100.0%	99.8%

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



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%	13.0%	12.9%	12.7%
Dji Sam Soe	8.0%	7.5%	7.4%	7.6%	7.6%
Marlboro	3.9%	4.1%	3.9%	4.0%	4.0%
Sampoerna Kretek	3.1%	2.8%	3.1%	2.9%	3.0%
Others	0.8%	0.8%	0.6%	0.6%	0.7%
Total Sampoerna	28.0%	27.9%	28.0%	27.9%	28.0%

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2021 – end of quarter	Q1 Mar	Q2 Jun	Q3 Sep	Q4 Dec
A Mild 16s	24,775	24,931	25,062	25,318
Dji Sam Soe 12s	18,146	18,180	18,186	18,262
Dji Sam Soe Magnum Filter 12s	18,462	18,485	18,590	18,704
Dji Sam Soe Magnum Mild 16s	20,386	20,818	21,098	21,531
Marlboro Red 20s	29,979	30,106	31,051	31,681
Marlboro Filter Black 20s	29,660	29,842	30,174	30,561
Sampoerna Kretek 12s	13,274	13,301	13,446	13,621
U Mild 16s / A UltraMild 16s*	22,246	22,372	22,361	22,653

*started Q3'21 reflects A UltraMild 16s

Source: Nielsen Retail Audit Results