



PT HM SAMPOERNA Tbk.

Number : 117/CLD/HMS/XI/2025
Attachment : Annual Public Expose Material
Re. : Submission on Annual Public Expose Material

Jakarta, 28 November 2025

To.

The Board of Directors of PT Bursa Efek Indonesia
Indonesia Stock Exchange Building
Jl. Jend. Sudirman Kav. 52-53
Jakarta - 12190

Attn.: Head of Company Evaluation Division I

Dear Sirs,

Pursuant to the Decree of the Board of Directors of the Indonesia Stock Exchange Number Kep-00015/BEI/01-2021 dated 29 January 2021 regarding the Amendment to Regulation Number IE on the Obligation to Submit Information, and the letter of PT Hanjaya Mandala Sampoerna Tbk. ("**Company**") No.116/CLD/HMS/XI/2025 dated 19 November 2025 regarding the notice of the plan to carry out the Company's Annual Public Expose, we hereby convey the Annual Public Expose materials through this letter.

Hence we convey this letter and we thank you for your attention.

Best Regards,

Signed and sealed

Andy Revianto
Corporate Secretary



PT HM SAMPOERNA Tbk.

PT HM Sampoerna Tbk.

PAPARAN PUBLIK

Public Expose

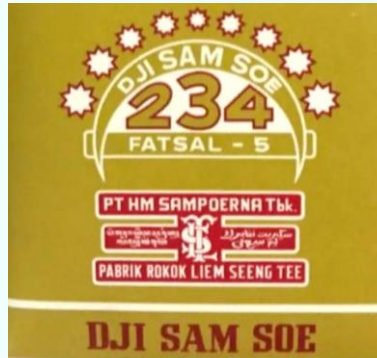
3 DESEMBER 2025

SAMPOERNA'S STRONG HERITAGE

1913



Started as a MSME



Created *Dji Sam Soe*
“King of Kretek”

1989



The leader in innovation
(pioneer in Low Tar category)

1990



1913
PT HM SAMPOERNA Tbk.

The first publicly listed
tobacco company in
Indonesia Stock
Exchange

CREATING ECONOMIC VALUE ACROSS THE ENTIRE SUPPLY CHAIN



2005
Became an affiliate of
Philip Morris International

Investment value
since 2005
USD 6.4 billion

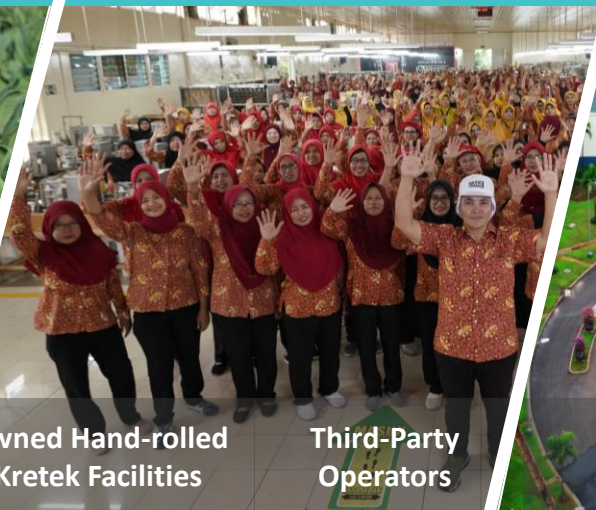
Total workforce
(direct and indirect)
>90,000

Export Destinations
30 markets

FARMERS



HAND-ROLLED FACILITIES



MACHINE-MADE FACILITIES & LABORATORY



RETAIL

>19,500
Tobacco and
Clove Farmers

Owned Hand-rolled
Kretek Facilities

6

Third-Party
Operators

43

Machine-made Kretek
(SKM) Facilities

2

1 Smoke-Free Products (SFPs) Facility

SFP Facility Investment Advanced Laboratory
>USD 330 million **>200** Indonesian scientists

15 SFP Export Destinations

>250,000
SRC members

Note: Figures represent information as of Q3 2025 unless otherwise stated

OPERATING ENVIRONMENT

Government taking bold strategic initiatives to address economic growth challenges, including addressing illicit cigarettes circulation

Ekonomi Indonesia Tetap Tangguh di Tengah Dinamika Global

📷 : Menkeu Purbaya Yudhi Sadewa saat keterangan pers APBNKita di Kementerian Keuangan, Jakarta, Senin (22/9/2025). (Foto: Biro KLI Kemenkeu RI)

Oleh Ismadi Amrin, Selasa, 23 September 2025 | 17:17 WIB - Redaktur: Kristantyo Wisnubroto - 👁 730



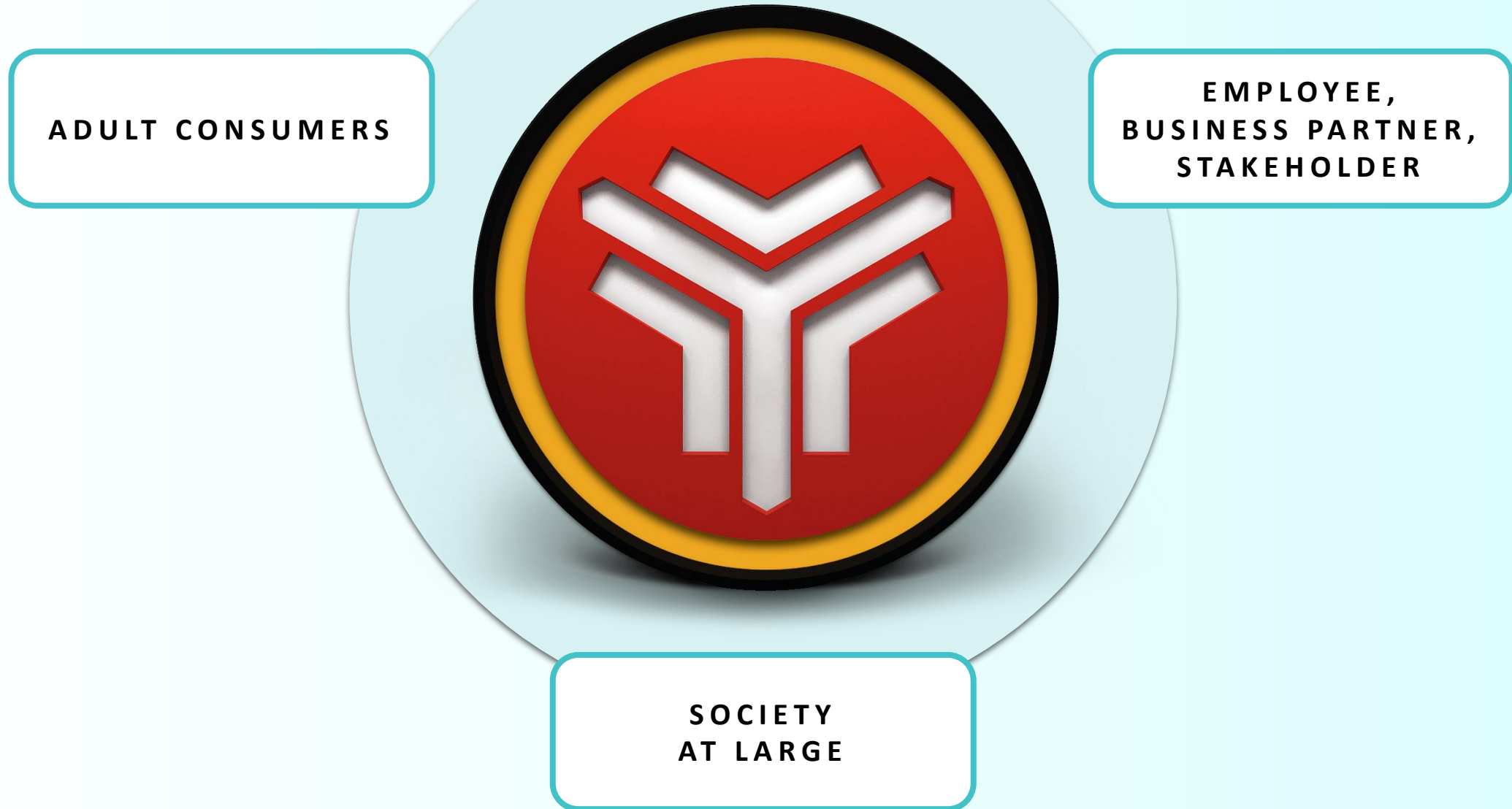
Purbaya Tingkatkan Penindakan Rokok Ilegal, 816 Juta Batang Dimusnahkan per September 2025

Sekitar 72,9 persen barang sitaan merupakan jenis sigaret kretek mesin (SKM)

Rep: Eva Rianti/ Red: Ichsan Emerald Alamsyah



3 HANDS PHILOSOPHY



3 HANDS PHILOSOPHY

ADULT CONSUMERS

**Building a Comprehensive
Consumer Centric Portfolio**

EMPLOYEE,
BUSINESS PARTNER,
STAKEHOLDER

SOCIETY
AT LARGE



CONSUMER CENTRIC COMPREHENSIVE PORTFOLIO

HAND-ROLLED CIGARETTES



MACHINE-MADE CIGARETTES



SMOKE FREE PRODUCTS

HEAT-NOT-BURN



E-VAPOR Closed Pod E-Vapor



ORAL SMOKE FREE Nicotine Pouches



#1 IN HAND-ROLLED CIGARETTES SEGMENT

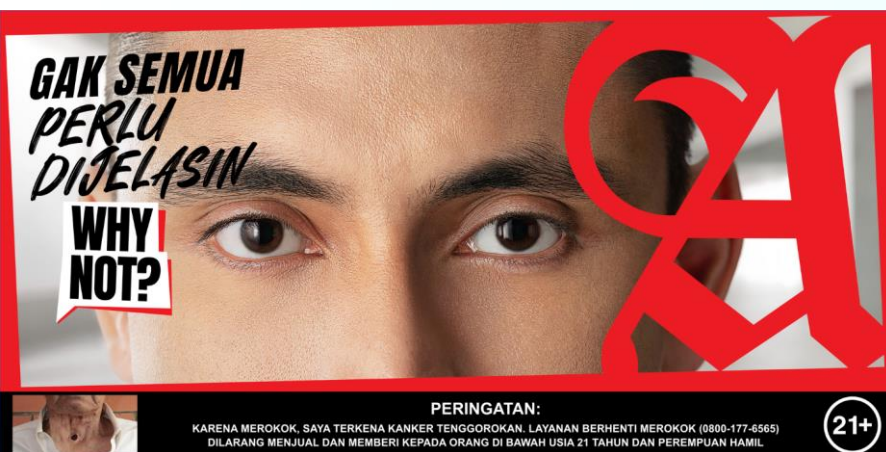
A Heritage Brand over a Century, Undisputed Segment Leader and Growing



This material is not intended for marketing or commercial communication. Any mentioning of consumers, smokers or users means legal age adult smokers or legal age nicotine users (minimum 21 years old)

#1 IN MACHINE-MADE CIGARETTES SEGMENT

Pioneering the Low Tar Category, Growing SKM HT Presence, and Leading PMI Global Manufacturing



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NEW

THE FUTURE IS NOW WHY NOT HEATED?

blends  an iconic
collaboration

IQOS



Curious?

Discover more on

[IQOS.COM](https://www.iqos.com)

21+

Produk ini tidak bebas risiko dan mengandung nikotin yang menyebabkan ketergantungan. Hanya diperuntukkan bagi pengguna dewasa (21+).
Dilarang menjual dan memberi kepada orang di bawah usia 21 tahun dan perempuan hamil.

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THE FUTURE IS NOW: WHY NOT HEATED?

#1 IN SMOKE-FREE PRODUCTS

Unmatched Innovation and World-Class Facilities - Featuring One of Only Two Advanced Labs Globally



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VEEV

#1 in 8 Markets Globally
(including Italy, Finland, Czech Republic)

NEW Launched in April 2025

VEEV now ULTRA

UP TO **1100** PUFFS*

Compact. Simple. Longer lasting.**

SAMPOERNA

*Based on the battery capacity of a newly manufactured device and a puff duration of 1 second. May vary depending on individual usage patterns.
**Compared to VEEV now 500 puffs.

VEEV.ID

21+

Produk ini tidak bebas risiko dan mengandung nikotin yang menyebabkan ketergantungan. Hanya diperuntukkan bagi pengguna dewasa (21+).
Dilarang menjual dan memberi kepada orang di bawah usia 21 tahun dan perempuan hamil.



Fruity Line

Clove Line

Coffee Line

Tea Line

#1 DISPOSABLE BRAND IN KEY ACCOUNT

September 2025



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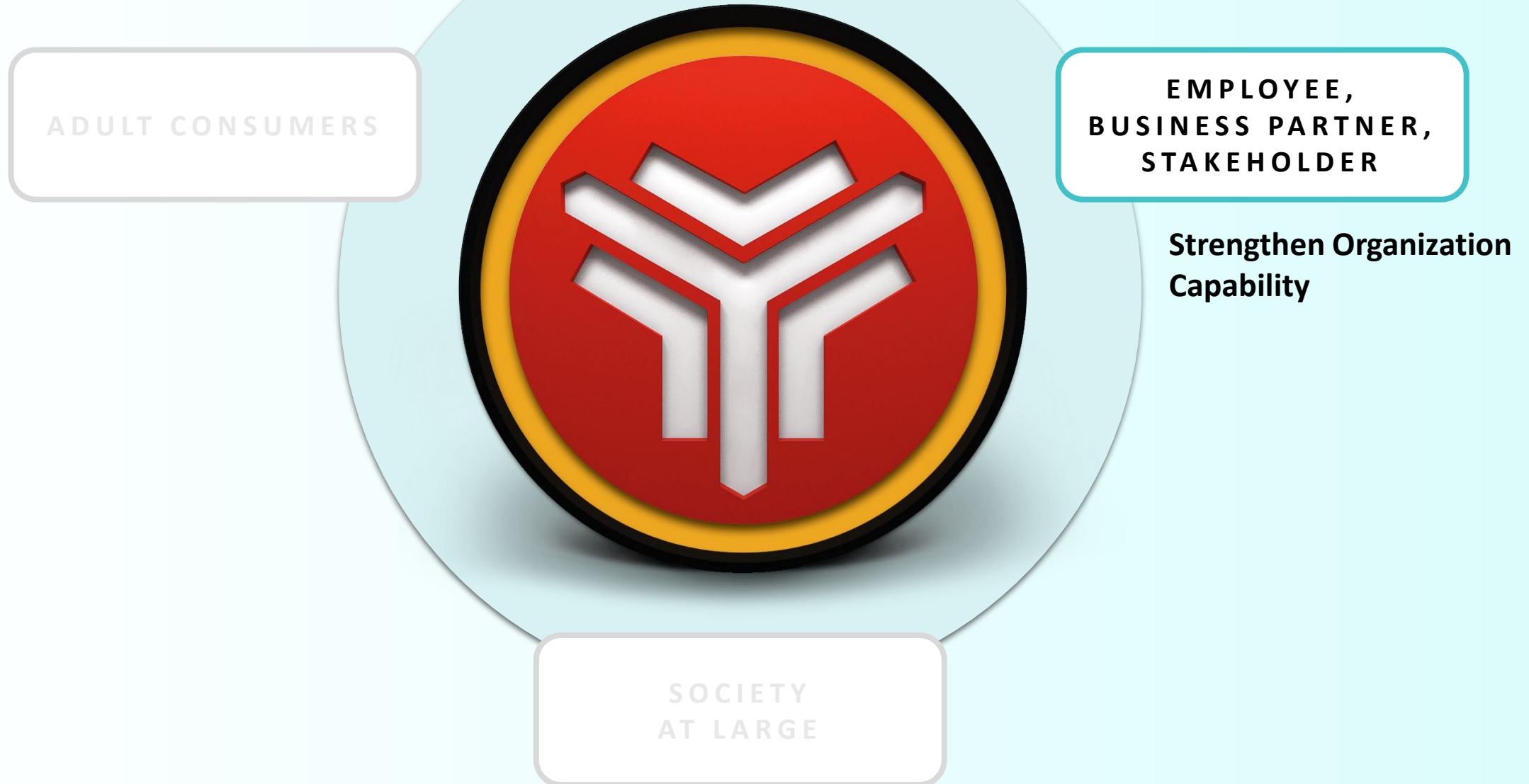
- **#1 U.S. smoke-free brand**
- **#1 Growing Brand by Value in U.S. Convenience**
- **47 Global ZYN Markets**
- **Limited presence in Bali and Jakarta**



STRONG FINANCIAL PERFORMANCE

	Q3 2025		YTD 2025	
		<u>Var vs PY</u>		<u>Var vs PY</u>
Share of Market (%)	30.7%	0.1pp	30.9%	0.6pp
Volume (bio. unit)	20.2	(2.5)%	59.4	(1.9)%
Gross Profit (IDR Trillion)	5.8	13.7%	15.4	12.0%
Net Income (IDR Trillion)	2.4	24.9%	4.5	(13.7)%

3 HANDS PHILOSOPHY





112



Win as One

PEOPLE GROWTH IS BUSINESS GROWTH

TALENT ATTRACTION



Internship



International Assignment &
Cross Functional Assignment

TALENT DEVELOPMENT



LIFELONG EMPLOYABILITY



GROWTH STORY



THENDY
Head of Zone



JARMI
Manager Regional TPO



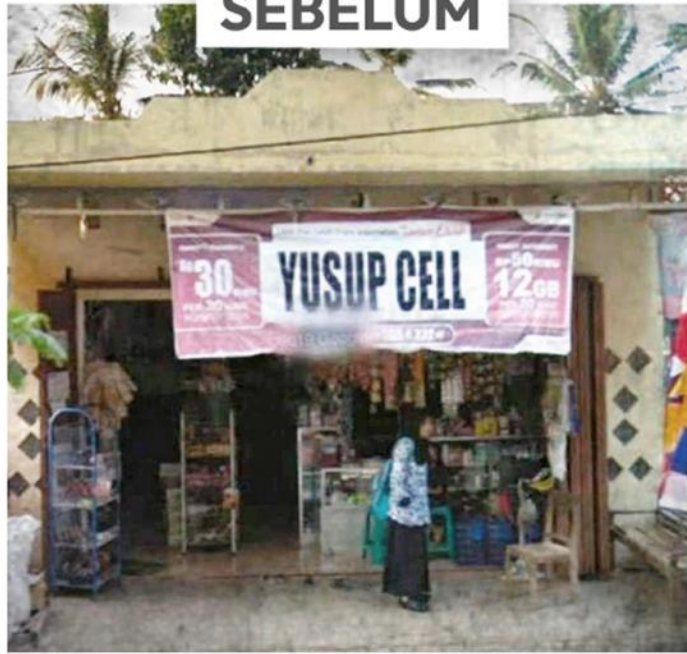
SULIKHAH
Handroller

GROWTH BEYOND BORDERS



GROWING WITH OUR BUSINESS PARTNERS

SEBELUM



BERKEMBANG

Langkah demi langkah
meraih mimpi besar

Toko SRC Yusup

TOKO
SRC Yusup

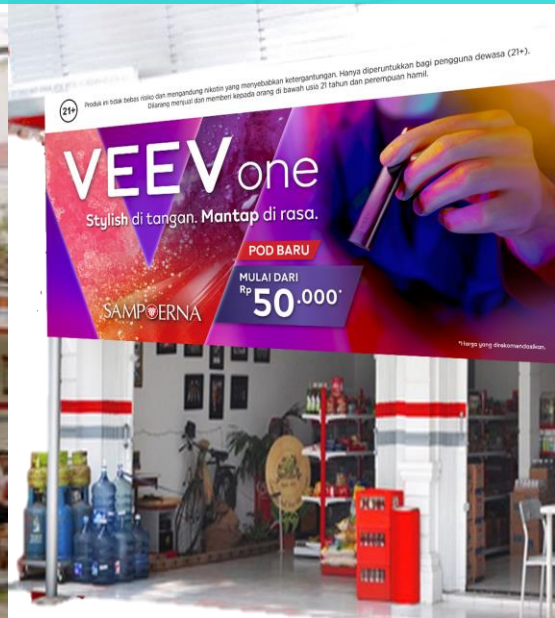
**SOLUSI
BELANJA
HARIAN**

SESUDAH





PARTNERSHIP WITH THOUSANDS OF LOCAL ENTREPRENEURS



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3 HANDS PHILOSOPHY



Creating Ongoing Sustainable Value for a Broad Range of Stakeholders

GROW TOGETHER WITH INDONESIA

Sustainability
Program Umbrella

SAMPOERNA
untuk Indonesia



ENVIRONMENTAL CONSERVATION PROGRAM



Sampoerna's production facilities uses

100%
Clean Energy

From solar panels and Renewable Energy provided by State Electricity Company (PLN).



The first Indonesian company to apply



In Karawang, Pasuruan, Malang, Surabaya, and Kraksaan production facilities.

To maintain the sustainability of water resources in the environment around production facilities.



99%

Non-hazardous waste is managed so that almost zero waste goes to landfills.

WORKFORCE ABSORPTION AND ECONOMIC IMPACT

9 Owned Production Facilities

43 Third Party Operators (TPOs)
Owned and operated by local entrepreneurs and cooperatives

>90,000 Direct and indirect employees

Airlangga University Research (2022)

3.8x Multiplier effect of hand-rolled cigarette production facilities

76.9% Surrounding communities directly impacted



FARMER PARTNERSHIP PROGRAM

>19,500 Tobacco and clove farmers across Indonesia



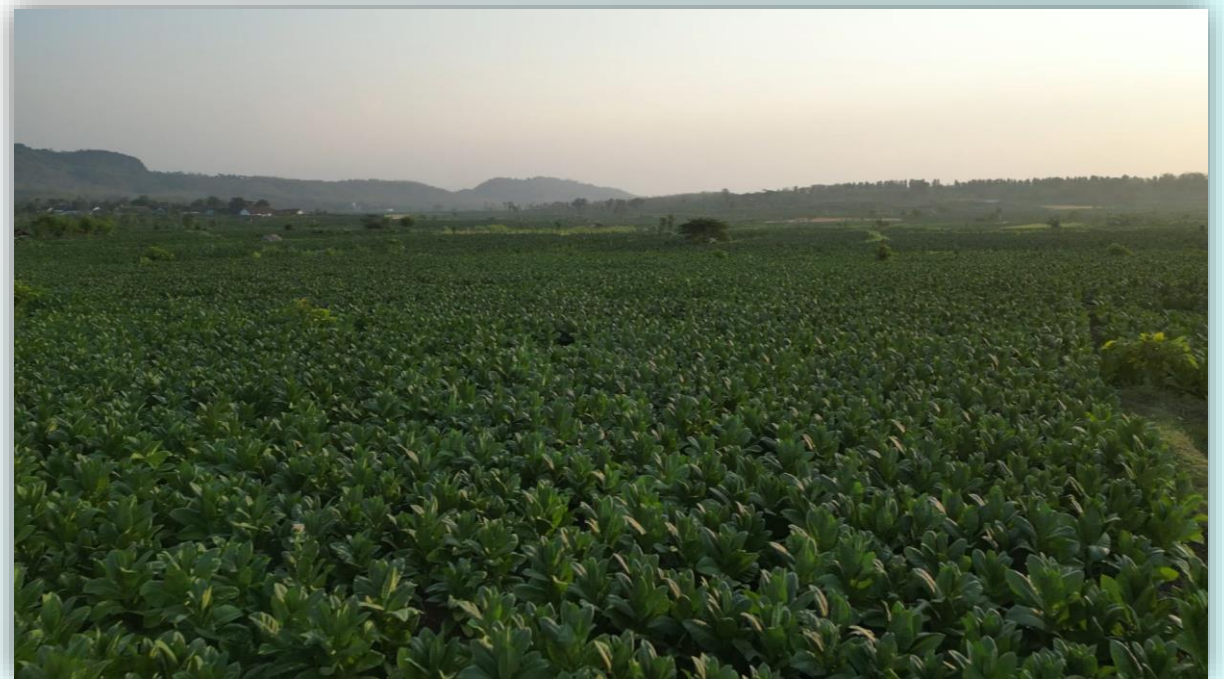
Follow the **GAP** standards
(*Good Agricultural Practices*)



Protected by **ALP**
(*Agricultural Labor Practices*)



Guaranteed absorption
of crops



SAMPOERNA RETAIL COMMUNITY (SRC)



>250,000 SRC Members
~90% Digitalized

Economic impact to Indonesia in 1 year

~Rp263 Trillion

Equivalent to 11.36% of the National Retail Gross Domestic Product (GDP) in 2022



11.5 mio transactions
>USD 1 Billion
in year 2022

Collaborating with



POJOK LOKAL

5.65 Trillion

National MSME Turnover
in year 2022





Pre-retirement
preparation and
work transition
programs

VOCATIONAL TRAINING



>1,500 Participants
from across Indonesia

SETC

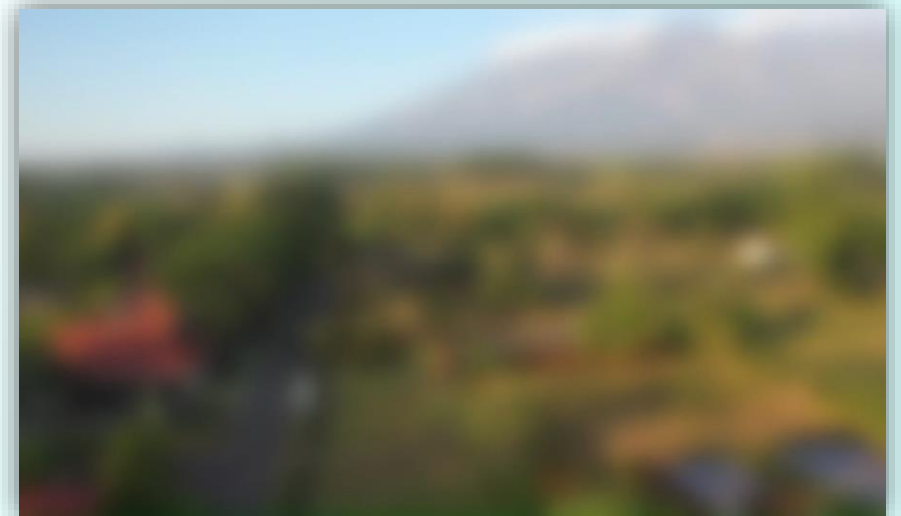
Sampoerna Entrepreneurship
Training Center

>97K Training
participants

>1,600 Mentored MSMEs **~80%** Digitalized

>350 MSMEs Open job opportunities for
surrounding community

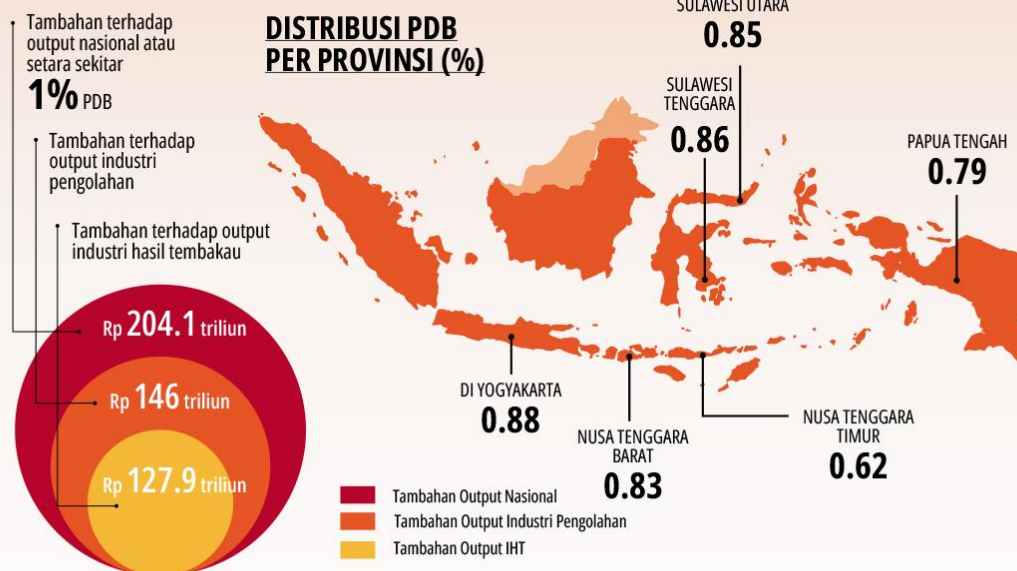
>200 MSMEs Exported products to
47 destinations globally



Dampak Kontribusi Industri Hasil Tembakau bagi Perekonomian dan Penyerapan Lapangan Kerja



Dampak Berganda Kegiatan HMSP



Aktivitas ekonomi HMSP secara konsisten mendorong **tambahan output nasional hingga Rp 204,1 triliun per tahun** atau **sekitar 1 persen PDB Nasional** yang setara dengan sumbangan satu provinsi di Indonesia.

Rp 204,1 triliun

Ekonomi Indonesia

menyumbang kontribusi Industri Hasil Tembakau (IHT) yang signifikan terhadap perekonomian nasional, termasuk peran penting yang dijalankan oleh salah satu PT HM Sampoerna Tbk (HMSP).

LITBANG KOMPAS SURVEY (2025)

Sampoerna contributed

Rp204.1 T each year, or equivalent to

1% National Gross Domestic Product (GDP)

With a multiplier ratio of **1.7X**

yang inklusif dan pasar ekspor, dan lebih dari 80

berkelanjutan. Melalui Payung

Inisiatif inisiatif ini menunjuk-

kan bahwa strategi bisnis HMSP

menyentuh kehidupan masyarakat

pada penciptaan nilai ekonomi

yang berkelanjutan dan tersebar

menyentuh HMSP berperan

aktif dalam mendukung ekonomi

kerakyatan dan memperkuat

ketahanan ekonomi nasional melalui

pengembangan ekosistem usaha

yang inklusif.

Kajian berbasis data, menangkap dampak nyata

Untuk memberikan gam-

baran menyeluruh mengenai

kontribusi IHT dan HMSP

terhadap perekonomian nasional,

Litbang Kompas menggunakan

pendekatan *mixed methods* yang

menggabungkan analisis kuantitatif

dan kualitatif. Kajian ini mengolah

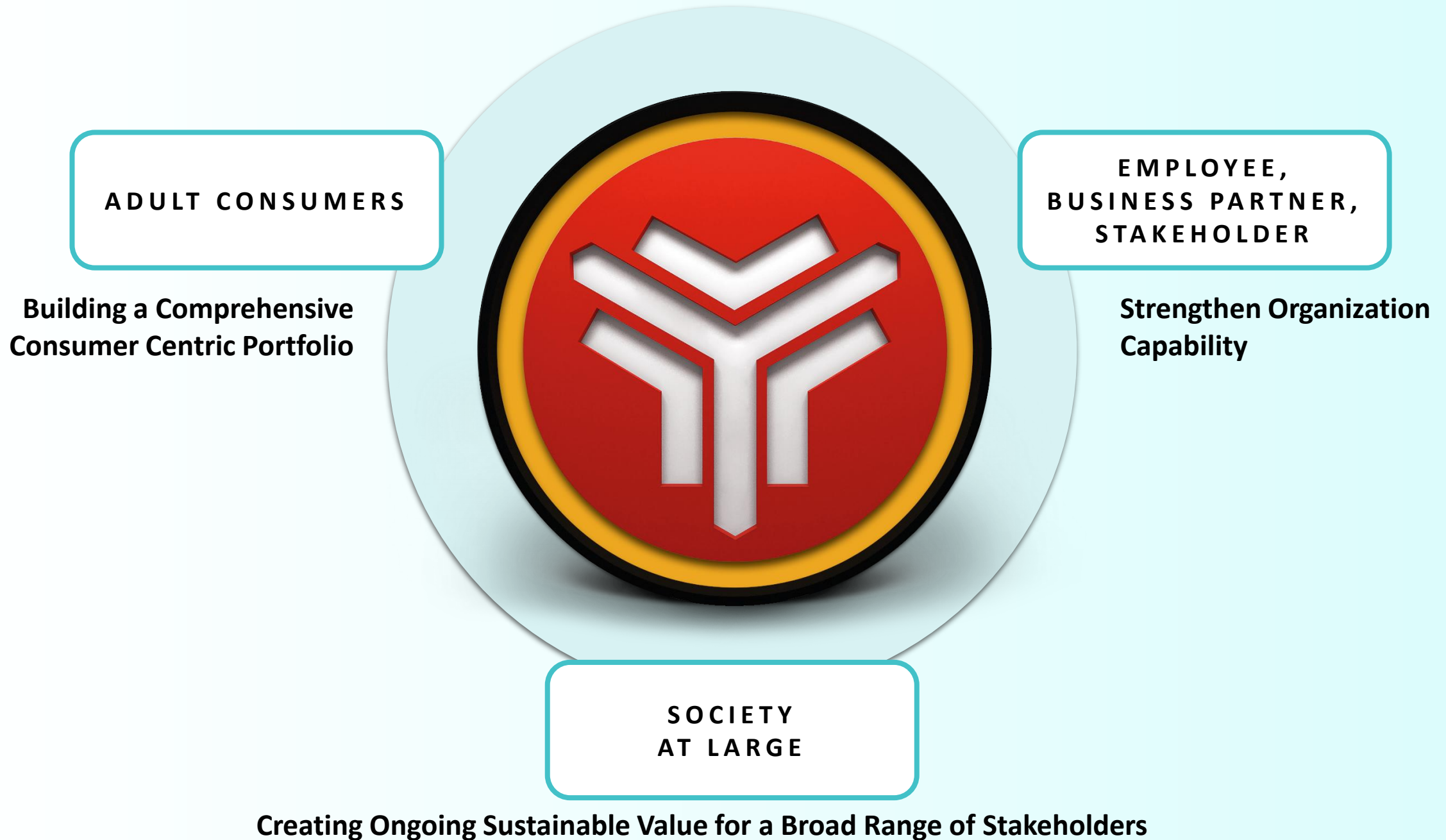
dan menganalisis data kuantitatif

berupa survei, wawancara, dan

observasi langsung.

Source: Kompas Survey Results 2025

GROWING TOGETHER WITH INDONESIA





PT HM SAMPOERNA Tbk.

PT HM Sampoerna Tbk.

PAPARAN PUBLIK

Public Expose

3 DESEMBER 2025