



# Fact Sheet 2019

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

2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
Hand-rolled Kretek – SKT	16.8%	16.0%	16.4%	17.0%	16.6%
Machine-made Kretek – SKM	77.7%	78.5%	78.2%	77.8%	78.1%
SKM High Tar	39.5%	39.8%	40.6%	40.6%	40.2%
SKM Low Tar	38.2%	38.7%	37.7%	37.1%	37.9%
Machine-made White – SPM	5.5%	5.4%	5.3%	5.2%	5.3%
Hand-rolled White – SPT	--	0.0%	0.1%	0.0%	0.0%
Total Market	100%	100%	100%	100%	100%

## Sampoerna Volume (Million units)

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

## Sampoerna Share of Market - SOM (%)

2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
Hand-rolled Kretek – SKT	6.0%	5.7%	6.2%	6.3%	6.0%
Machine-made Kretek – SKM	23.4%	23.5%	23.2%	22.7%	23.2%
Machine-made White – SPM	3.3%	3.1%	3.0%	2.8%	3.1%
Hand-rolled White – SPT	--	--	--	--	--
Total Sampoerna	32.7%	32.2%	32.3%	31.8%	32.3%

## Sampoerna Share of Segment (%)

2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
Hand-rolled Kretek – SKT	35.9%	35.4%	37.6%	37.0%	36.5%
Machine-made Kretek – SKM	30.1%	29.9%	29.6%	29.2%	29.7%
Machine-made White – SPM	60.5%	57.5%	56.7%	55.1%	57.4%
Hand-rolled White – SPT	--	--	--	--	--



# Fact Sheet 2019

## Sampoerna Share of Market - SOM (%)

2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	FY 2019
Sampoerna A	11.6%	12.0%	11.3%	11.0%	11.5%
Dji Sam Soe	9.8%	10.1%	11.1%	11.3%	10.6%
Marlboro	6.6%	6.1%	5.9%	5.6%	6.0%
Sampoerna Kretek	2.1%	1.7%	1.9%	2.0%	2.0%
Sampoerna U	2.2%	1.8%	1.6%	1.5%	1.7%
Others	0.4%	0.5%	0.5%	0.5%	0.5%
<b>Total Sampoerna</b>	<b>32.7%</b>	<b>32.2%</b>	<b>32.3%</b>	<b>31.8%</b>	<b>32.3%</b>

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	23,248	23,300	23,563
Dji Sam Soe 12s	17,137	17,207	17,324	17,647
Dji Sam Soe Magnum Filter 12s	17,704	17,739	17,739	17,991
Dji Sam Soe Magnum Mild 16s	15,974	16,014	16,021	16,374
Marlboro Red 20s	25,464	25,578	25,542	27,196
Marlboro Filter Black 20s	23,568	23,893	24,046	25,288
Sampoerna Kretek 12s	12,380	12,456	12,522	12,827
U Mild 16s	18,944	19,076	19,141	19,622

Source: Nielsen Retail Audit Results