



# Fact Sheet 2017

## Industry Cigarette Product Category SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	18.2%	17.4%	17.4%	17.4%	17.6%
SKM	76.3%	77.1%	77.6%	77.7%	77.2%
SKM High Tar	33.7%	34.4%	35.3%	35.8%	34.9%
SKM Low Tar	42.6%	42.7%	42.2%	41.9%	42.4%
SPM	5.5%	5.5%	5.0%	4.9%	5.2%
Total Market	100%	100%	100%	100%	100%

## Sampoerna Volume (Million units)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	4,908	4,771	5,299	5,300	20,278
SKM	15,493	16,997	18,232	19,075	69,798
SPM	2,998	3,043	2,681	2,527	11,248
Total Sampoerna	23,399	24,811	26,211	26,903	101,324

## Sampoerna Share of Market - SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	6.9%	6.3%	6.7%	6.5%	6.6%
SKM	21.8%	22.5%	23.0%	23.4%	22.7%
SPM	4.2%	4.0%	3.4%	3.1%	3.7%
Total Sampoerna	33.0%	32.8%	33.1%	33.0%	33.0%

## Sampoerna Share of Segment (%)

2017	Q1	Q2	Q3	Q4	Full Year
SKT	38.0%	36.2%	38.4%	37.5%	37.5%
SKM	28.6%	29.1%	29.7%	30.1%	29.4%
SPM	76.5%	73.4%	67.3%	63.5%	70.2%



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## Sampoerna Share of Market – SOM (%)

2017	Q1	Q2	Q3	Q4	Full Year
Sampoerna A	13.9%	14.0%	13.2%	14.3%	13.8%
Dji Sam Soe	6.3%	6.4%	8.1%	8.7%	7.4%
Marlboro	5.2%	5.4%	5.3%	5.1%	5.2%
Sampoerna U	5.0%	4.7%	4.2%	2.6%	4.1%
Sampoerna Kretek	2.3%	2.1%	2.1%	2.1%	2.1%
Others	0.3%	0.3%	0.2%	0.2%	0.3%
<b>Total Sampoerna</b>	<b>33.0%</b>	<b>32.8%</b>	<b>33.1%</b>	<b>33.0%</b>	<b>33.0%</b>

Source: Company Estimates

## Retail Selling Price – RSP (in IDR/pack)

2017	Q1	Q2	Q3	Q4
	March	June	Sep	Dec
A Mild 16s	19,906	20,013	20,225	20,588
Dji Sam Soe 12s	15,309	15,430	15,649	15,975
Dji Sam Soe Magnum Filter 12s	15,571	15,799	16,019	16,224
Dji Sam Soe Magnum Mild 16s	--	13,107	13,253	13,902
Marlboro Red 20s	22,112	22,711	23,310	24,118
Marlboro Filter Black 20s	19,992	20,116	20,211	20,430
U Mild 16s	15,083	15,312	15,873	16,696
U Bold 12s	11,571	11,849	11,974	12,087
Sampoerna Kretek 12s	11,825	11,923	12,042	12,147

Source: Nielsen Retail Audit Results