



Fact Sheet 2018

Industry Cigarette Product Category SOM (%)

2018	Q1	Q2	1H
SKT	17.3%	17.0%	17.2%
SKM	77.7%	77.9%	77.8%
SKM High Tar	37.3%	38.0%	37.7%
SKM Low Tar	40.3%	39.9%	40.1%
SPM	5.0%	5.1%	5.0%
Total Market	100%	100%	100%

Sampoerna Volume (Million units)

2018	Q1	Q2	1H
SKT	4,572	4,728	9,300
SKM	16,298	17,929	34,227
SPM	2,114	2,321	4,435
Total Sampoerna	22,984	24,977	47,962

Sampoerna Share of Market - SOM (%)

2018	Q1	Q2	1H
SKT	6.6%	6.3%	6.4%
SKM	23.5%	23.9%	23.7%
SPM	3.1%	3.1%	3.1%
Total Sampoerna	33.2%	33.2%	33.2%

Sampoerna Share of Segment (%)

2018	Q1	Q2	1H
SKT	38.1%	36.9%	37.5%
SKM	30.3%	30.6%	30.5%
SPM	60.9%	60.9%	60.9%



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Sampoerna Share of Market - SOM (%)

2018	Q1	Q2	1H
Sampoerna A	12.3%	13.5%	12.9%
Dji Sam Soe	9.7%	9.2%	9.4%
Marlboro	5.7%	5.8%	5.7%
Sampoerna U	3.0%	2.6%	2.8%
Sampoerna Kretek	2.2%	2.0%	2.1%
Others	0.3%	0.2%	0.3%
Total Sampoerna	33.2%	33.2%	33.2%

Source: Company Estimates

Retail Selling Price – RSP (in IDR/pack)

2018 – end of quarter	Q1	Q2
	March	June
A Mild 16s	21,125	21,754
Dji Sam Soe 12s	16,134	16,344
Dji Sam Soe Magnum Filter 12s	16,519	16,946
Dji Sam Soe Magnum Mild 16s	14,942	15,678
Marlboro Red 20s	24,842	25,081
Marlboro Filter Black 20s	21,033	21,848
U Mild 16s	16,956	17,563
U Bold 12s	12,148	12,617
Sampoerna Kretek 12s	12,232	12,268

Source: Nielsen Retail Audit Results