



PT HM SAMPOERNA Tbk.

# Annual General Meeting of Shareholders

## Rapat Umum Pemegang Saham Tahunan

June 9, 2022

# Forward-Looking and Cautionary Statements

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- HMS’ business risks include: significant increases in cigarette-related taxes; the imposition of discriminatory excise tax structures; fluctuations in customer inventory levels due to increases in product taxes and prices; increasing marketing and regulatory restrictions, often with the goal of reducing or preventing the use of tobacco products; health concerns relating to the use of tobacco products and exposure to environmental tobacco smoke; litigation related to tobacco use; intense competition; regulatory and political developments; changes in adult smoker behavior; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations; adverse changes in applicable corporate tax laws; adverse changes in the cost and quality of tobacco and other agricultural products and raw materials; and the integrity of its information systems. HMS’ future profitability may also be adversely affected should it be unsuccessful in its attempts to produce products with the potential to reduce exposure to harmful constituents in smoke, individual risk and population harm; if it is unable to successfully introduce new products, promote brand equity or improve its margins through increased prices and productivity gains; if it is unable to expand its brand portfolio internally and the development of strategic business relationships; or if it is unable to attract and retain the best global talent.
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# Forward-Looking and Cautionary Statements

- The Covid-19 pandemic has created significant societal and economic disruption, and resulted in closures of stores, factories and offices, and restrictions on manufacturing, distribution and travel, all of which will adversely impact our business, results of operations, cash flows and financial position during the continuation of the pandemic. Although we have business continuity plans and other safeguards in place, there is no assurance that such plans and safeguards will be effective. While much of the Covid-19 pandemic and its effect on our business is still unknown, currently, significant risks include our diminished ability to convert adult smokers to our RRPs, significant volume declines in our duty-free business and certain other key markets, disruptions or delays in our manufacturing and supply chain, increased currency volatility, and delays in certain cost saving, transformation and restructuring initiatives. Our business could also be adversely impacted if key personnel or a significant number of employees or business partners become unavailable due to the Covid-19 outbreak. The significant adverse impact of Covid-19 on the economic or political conditions in markets in which we operate could result in changes to the preferences of our adult consumers, lower demand for our products, particularly for our mid-price or premium-price brands, and increased illicit trade. Continuation of the pandemic could disrupt our access to the credit markets or increase our borrowing costs. Governments may temporarily be unable to focus on the development of science based regulatory frameworks for the development and commercialization of RRPs or on the enforcement or implementation of regulations that are significant to our business. In addition, messaging about the potential negative impacts of the use of our products on Covid-19 risks may lead to increasingly restrictive regulatory measures on the sale and use of our products, negatively impact demand for our products, the willingness of adult consumers to switch to our RRPs and our efforts to advocate for the development of science-based regulatory frameworks for the development and commercialization of RRPs.
- Despite our efforts to manage these risks, their impact also depends on factors beyond our knowledge or control, including the duration and severity of the outbreak and actions taken to contain its spread and to mitigate its public health effects, and the ultimate economic consequences thereof.

# Our Support for Employees and Community during Covid-19 Pandemic

## Dukungan Kami bagi Karyawan dan Masyarakat selama Pandemi Covid-19

- By the end of 2021, all of our approximately **65,800** direct and indirect employees who were eligible have received the first and second doses of vaccines. We also have been facilitating booster vaccines for employees since early 2022.

Pada akhir 2021, seluruh dari sekitar **65.800** karyawan langsung dan tidak langsung kami yang memenuhi syarat sudah memperoleh vaksin dosis pertama dan kedua. Selain itu, Sampoerna juga telah memfasilitasi vaksinasi booster bagi karyawan sejak awal 2022.

- Sampoerna participated in the industry booster vaccination program which was witnessed by President Joko Widodo.

Sampoerna berpartisipasi dalam program vaksinasi booster industri yang disaksikan oleh Presiden Joko Widodo.

**Sampoerna's top priority: the safety and health of our employees**

Prioritas utama Sampoerna: keselamatan dan kesehatan karyawan kami



**Total contribution for Covid-19 handling in 2020 -2021**  
 Total kontribusi untuk penanganan Covid-19 2020 – 2021  
**> IDR 90 billion** miliar



# We continued to support MSMEs development and digitalization

Kami terus mendukung perkembangan UMKM dan digitalisasi



Sampoerna Retail Community

**>160,000** members | anggota

**58%** of SRC owners are female  
pemilik SRC adalah perempuan

**In >6,000** districts across Indonesia  
wilayah seluruh Indonesia

Serving **>40 million** shoppers  
Melayani >40 juta pelanggan

## Coaching programs for SRC stores

Program pembinaan bagi toko kelontong SRC



### Store Improvements | Pengembangan Toko

Store management guidance for convenience customer experience  
Edukasi penataan toko untuk pengalaman belanja konsumen yang nyaman



### Financial Inclusion | Inklusi Finansial

Business capital access, banking, cashless payment via QRIS  
Akses permodalan usaha, perbankan, *cashless payment* dengan QRIS



### Digitalization | Digitalisasi

Digital ecosystem support for store management and customers' needs  
Dukungan ekosistem digital untuk pengelolaan toko dan kebutuhan konsumen

## Digital literacy for traditional retailers

Kontribusi bagi literasi digital toko kelontong



**>160,000**

AYO SRC Toko users  
(digital platform)  
Pengguna aplikasi  
AYO SRC Toko

**IDR 11 Trillion** | triliun

Online transactions from SRC &  
SRC Partner Stores in one year  
Nilai transaksi online dari SRC &  
Mitra SRC dalam satu tahun

## 'Local Corner' in SRC stores

'Pojok Lokal' di toko kelontong SRC

Extending support to MSMEs in  
surrounding communities

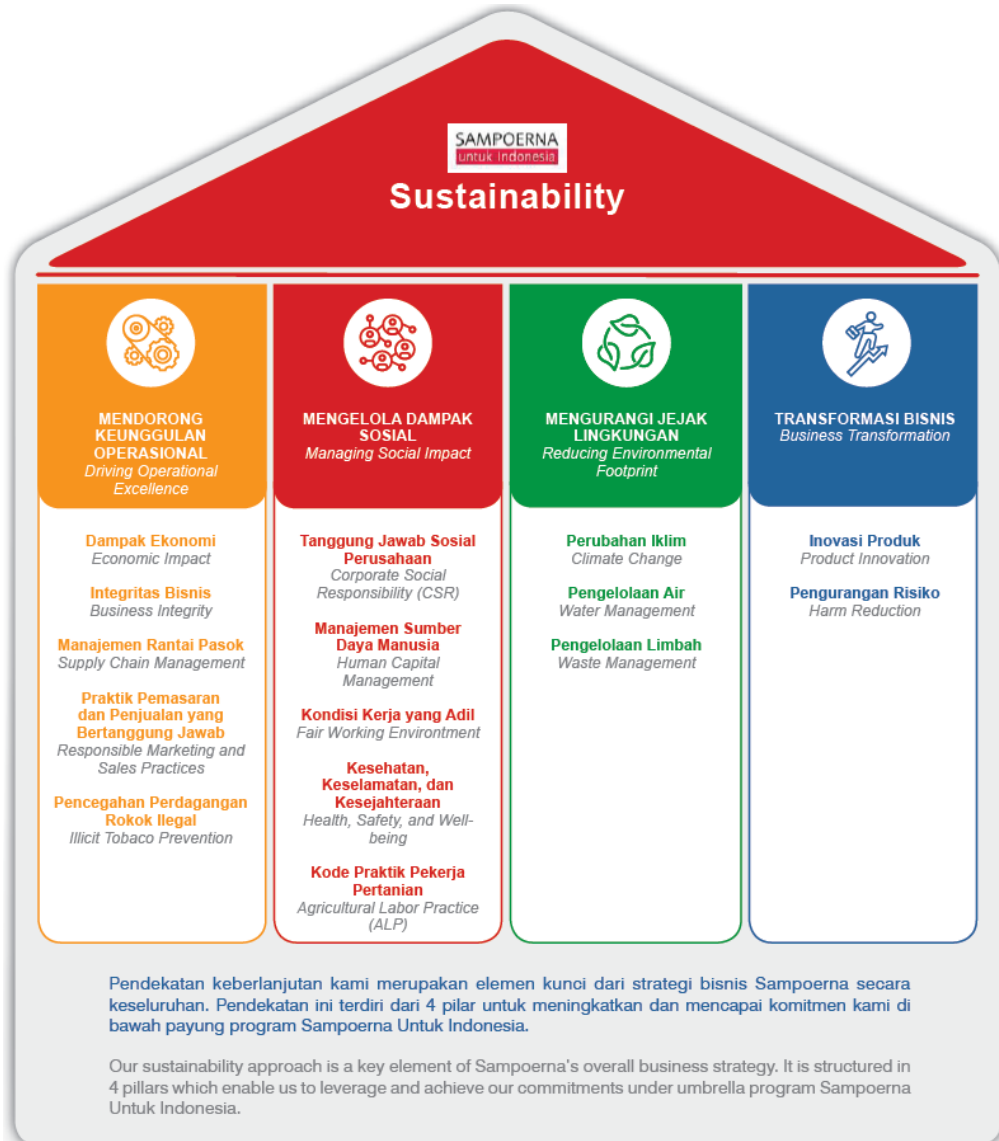
Memberi dukungan pada UMKM di  
komunitas sekitar





# Sustainability is at the core of our business strategy

## Keberlanjutan merupakan inti dari strategi bisnis kami



Our business strategy aims to ensure that the Sustainable Development Goals (SDGs) become a reality. Following our Sustainability Materiality Study, we have developed our SDGs prioritization strategy. We have continued to strengthen our contributions to Indonesia through sustainability initiatives under the program “**Sampoerna Untuk Indonesia**” (“**Sampoerna for Indonesia**”). **Our four pillars of sustainability are:**

1. Driving operational excellence
2. Managing our social impact
3. Reducing our environmental footprint
4. Transforming our business through innovations

Strategi bisnis Sampoerna bertujuan untuk berkontribusi dalam mewujudkan Tujuan Pembangunan Berkelanjutan (TPB). Strategi prioritas TPB kami merupakan hasil dari studi materialitas keberlanjutan yang telah kami laksanakan. Kami terus memperkuat kontribusi kami bagi Indonesia melalui inisiatif-inisiatif keberlanjutan di bawah program “**Sampoerna Untuk Indonesia**”. **Empat pilar keberlanjutan kami adalah:**

1. Mendorong keunggulan operasional
2. Mengelola dampak sosial
3. Mengurangi dampak lingkungan
4. Transformasi bisnis melalui inovasi. Laporan Keberlanjutan

For further information informasi lebih lanjut  
<https://www.sampoerna.com/id/sustainability/overview>

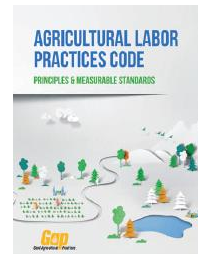
# Key achievements and recognitions

## Pencapaian dan penghargaan utama



Youth Smoking Prevention Program reached **>1.5 million retailers** across Indonesia

Program Pencegahan Akses Pembelian Rokok oleh Anak-anak (PAPRA) menjangkau **>1,5 juta peritel** di seluruh Indonesia



Sustainable tobacco production through **Integrated Production System (IPS)** reached **22,000** farmers

Produksi tembakau yang berkesinambungan melalui **Sistem Produksi Terpadu (SPT)** menjangkau **22.000** petani



- Trained **>56,000** beneficiaries across Indonesia  
Memberi pelatihan **>56.000** peserta di seluruh Indonesia
- Received East Java SDGs awards  
Menerima penghargaan SGD Jawa Timur



**100%** of electricity from Renewable Sources (Solar Panel & Renewable Energy Certificate)

Konsumsi listrik berasal dari sumber terbarukan (*Solar Panel & Renewable Energy Certificate*)



**Certified Alliance Water Stewardship** for our production facilities in Karawang (2021) and Sukorejo (2019)

Sertifikasi *Alliance Water Stewardship* untuk fasilitas produksi kami di Karawang (2021) dan Sukorejo (2019)



**Ministry of Environment & Forestry Proper Award**

Penghargaan Kementerian Lingkungan Hidup dan Kehutanan

- Green rating for Sukorejo facility  
Peringkat Hijau untuk fasilitas produksi Sukorejo
- Blue rating for Karawang facility  
Peringkat Biru untuk fasilitas produksi Karawang



Equal Salary Certified in 2018-2021

Sertifikasi *Equal Salary* pada 2018-2021



Top Employer Indonesia Award in 2018-2021

Penghargaan *Top Employer Indonesia* pada 2018-2021

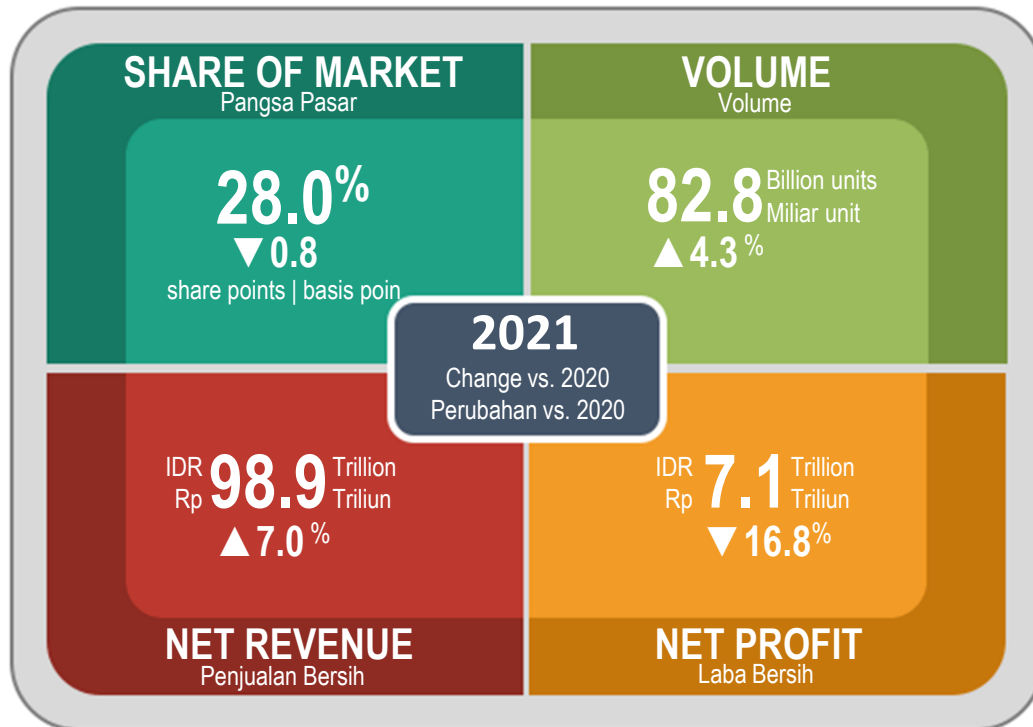
# Key business highlights 2021

## Ikhtisar bisnis utama 2021

**Cigarette industry volume:** after contracting ~10% in 2020, volumes started to recover with the easing of the public mobility restrictions (PPKM). In 2021, the industry grew by 7.2% in volume, driven by below Volume tax tier one (below V1) segment that is being advantaged by fiscal policy.

**Volume industri:** setelah mengalami kontraksi sekitar 10% pada tahun 2020, volume industri mulai pulih dengan pelonggaran PPKM. Untuk tahun 2021, volume industri tumbuh sebesar 7,2% didorong oleh segmen di bawah Golongan 1 yang diuntungkan oleh kebijakan cukai.

### SAMPOERNA PERFORMANCE | KINERJA SAMPOERNA



Despite the challenging business environment, we achieved volume growth of 4.3% and corresponding net revenue growth of 7.0%

Terlepas dari lingkungan bisnis yang menantang, kami berhasil membukukan pertumbuhan volume sebesar 4,3% dan penjualan bersih sebesar 7,0%

Our share of market was impacted by downtrading trend due to elevated consumer affordability issues and widening excise tax gaps

Pangsa pasar kami terdampak oleh tren *downtrading* karena daya beli konsumen yang semakin menurun dan melebarnya jarak tarif cukai

Our net profit was impacted by significant excise tax increase and the unlevel playing field between V1 and below V1 segments

Laba bersih kami terdampak oleh kenaikan tarif cukai yang signifikan serta iklim persaingan yang tidak seimbang antara Golongan 1 dan di bawah Golongan 1



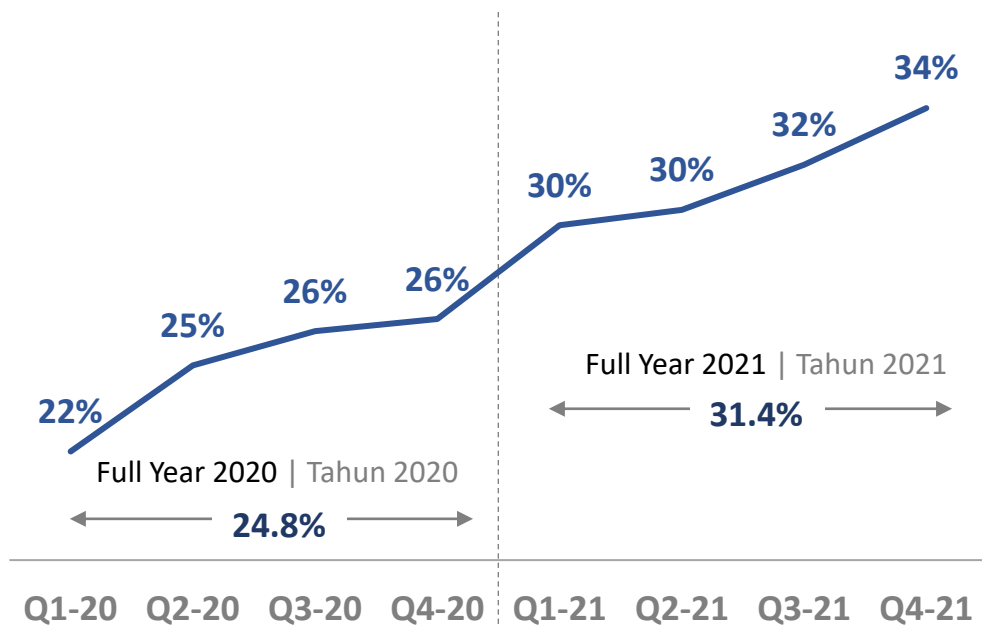
# Continuous affordability issues and widening excise tax gaps accelerated the growth of the Below-Volume Tax Tier 1

Berlanjutnya isu *menurunnya daya beli masyarakat* dan melebarnya kesenjangan pajak cukai mengakselerasi pertumbuhan Dibawah-Golongan 1

## Below-Volume Tax Tier 1 (Below-V1) Segment Trend

Tren Segmen Di bawah Golongan I

Share of Market | Pangsa Pasar



Source: Company Estimates

The economic impact of the pandemic has further elevated the affordability issues that were prevalent even prior to Covid-19.

Dampak ekonomi dari pandemi semakin memperburuk daya beli masyarakat yang sudah marak bahkan sebelum terjadinya Covid-19.

Price gaps between Volume Tax Tier One (V1) and the Below V1 segments further increased as a result of widened excise tax gap.

Semakin melebarnya kesenjangan harga antara segmen Golongan I dan Di bawah Golongan I karena dampak melebarnya kesenjangan pajak cukai.

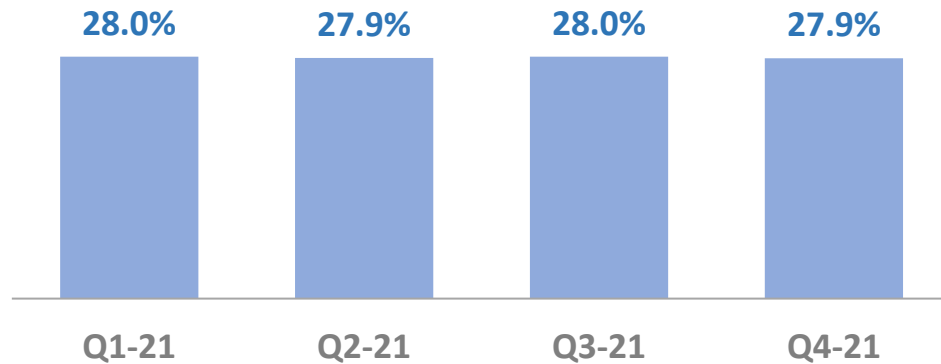
The above factors have accelerated the growth of the Below V1 segment that offers super-low price products, at the cost of V1 segment. Below V1 segment by the end of 2021 grew to 1/3 of the Industry

Faktor-faktor diatas mempercepat pertumbuhan segmen Di bawah Golongan 1, yang menawarkan produk-produk dengan harga sangat rendah, sehingga menggerus pangsa pasar V1; Dibawah Golongan-1 tumbuh menjadi sepertiga dari industri di akhir 2021

# Sampoerna share performance

## Kinerja pangsa pasar Sampoerna

**Sampoerna Share of Market**  
Pangsa Pasar Sampoerna

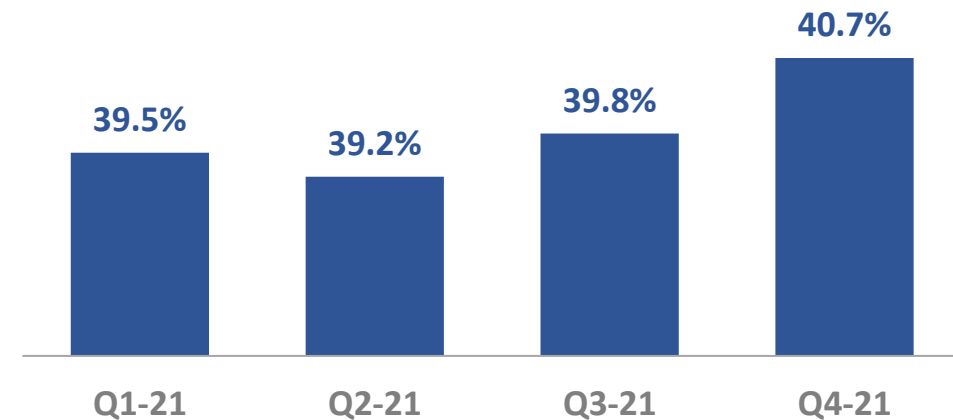


Source: Company Estimates

Despite the challenging environment and downtrading trends, our share of market was broadly stable on a sequential basis through the year

Terlepas dari situasi yang menantang dan tren downtrading, pangsa pasar kami secara periodik tetap stabil sepanjang tahun 2021

**Sampoerna Share of Segment in Volume Tax Tier 1**  
Pangsa Pasar Sampoerna pada Segmen Golongan 1



Source: Company Estimates

Within the Volume Tier 1 segment where we operate on a level playing field, we strengthened our presence to 40.7% in Q4'21, or +2.3 share points versus prior year driven by our higher margin brands in SKM category and the SKT portfolio

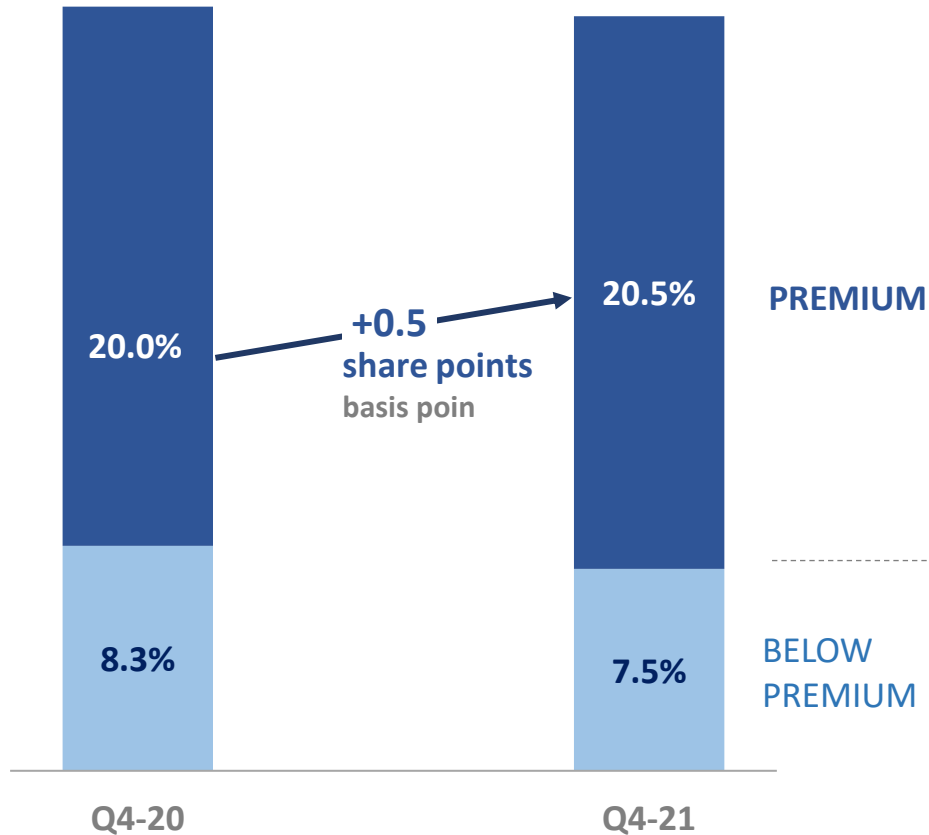
Dalam segmen Golongan I, dimana kami beroperasi dalam iklim persaingan sehat, kami memperkuat pangsa pasar di segmen Golongan I menjadi sebesar 40,7% pada kuartal IV'21 atau +2.3 basis poin dari periode yang sama tahun sebelumnya, didorong oleh merek dengan margin tinggi pada kategori portofolio SKM dan SKT

# Our premium portfolio performed well

## Kinerja yang baik dari portofolio premium kami

### Sampoerna Share of Market

Pangsa Pasar Sampoerna



*Sampoerna A* grew 0.4 share points in Q4'2021 (vs. Q4'20)

Pangsa pasar *Sampoerna A* tumbuh 0,4 basis poin pada kuartal IV 2021 (vs. kuartal IV 2020)



The SKM HT brand *Dji Sam Soe Magnum* gained 0.3 share points to 2.3% in Q4'21, the highest market share in five years

Pada SKM HT portofolio, pangsa pasar *Dji Sam Soe Magnum* tumbuh 0,3 basis poin menjadi 2,3% pada kuartal IV 2021, yang merupakan pangsa pasar tertinggi selama lima tahun terakhir

This was partially offset by 0.2 share points decline in SPM portfolio in Q4'21

Hal ini diimbangi sebagian dengan Penurunan pangsa pasar SPM sebesar 0,2 basis poin di kuartal IV 2021

Our below premium price products, including *Dji Sam Soe Magnum Mild* and *Marlboro Filter Black*, remained under pressure due to the elevated price gap versus the super-low price products from the Below V1 segment

Produk kami yang berada pada harga dibawah premium seperti *Dji Sam Soe Magnum Mild* dan *Marlboro Filter Black* terus mendapatkan tekanan karena kesenjangan harga yang terus membesar terhadap produk dengan harga sangat rendah pada segmen Di bawah Golongan I

# Strengthening our leadership in SKT segment and supporting employment by investing in the most labor-intensive segment

Memperkuat posisi kepemimpinan pada segmen SKT dan mendukung serapan tenaga kerja dengan berinvestasi pada segmen yang paling padat karya

In the last decade, SKT segment has been consistently declining. However, it shows a sign of recovery in the past two years due to favorable SKT excise policy

Dalam satu dekade terakhir, segmen SKT terus menurun. Namun, penurunan ini menunjukkan tanda pemulihan dalam dua tahun terakhir karena dukungan kebijakan cukai SKT

In 2021, we grew our SKT volume by 1.6 billion units

Pada tahun 2021, volume SKT kami tumbuh sebesar 1,6 miliar batang

We continue to drive innovation and invest in the hand-rolled category, including:

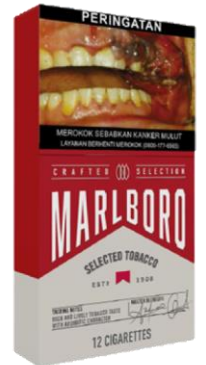
Kami terus berinovasi dan berinvestasi di kategori liting tangan, di antaranya:

- *Marlboro Crafted*, the first Hand-Rolled White Cigarette (SPT) launched in November 2020 and was initially available in selected areas. In 2021, we expanded distribution nationwide and achieved 0.3% share of market.

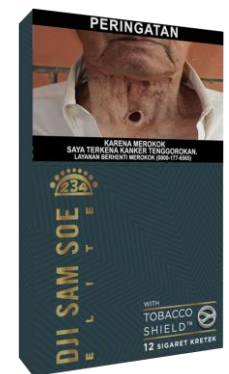
*Marlboro Crafted*, Sigaret Putih Tangan (SPT) pertama yang diluncurkan pada bulan November 2020 dan awalnya tersedia di wilayah tertentu. Pada tahun 2021, kami memperluas distribusi ke tingkat nasional dan meraih 0,3% pangsa pasar.

- *Dji Sam Soe Elite*, was launched in some selected areas in August 2021. This is an innovative SKT brand with a tobacco shield experience that maintains the “King of Kretek” quality flavor.

*Dji Sam Soe Elite*, diluncurkan di wilayah tertentu pada bulan Agustus 2021. Produk SKT inovatif dengan teknologi *Tobacco Shield* yang mampu menjaga kualitas rasa sebagai “Raja Kretek.”



*Marlboro Crafted*



*Dji Sam Soe Elite*

# Commitment to preserving our workforce

## Komitmen dalam mempertahankan sumber daya manusia kami

- We are fully committed to supporting the SKT segment given that more than **85%** Sampoerna's direct and indirect employees work in the SKT facilities

Kami berkomitmen penuh untuk mendukung segmen SKT di mana lebih dari **85%** karyawan langsung maupun tidak langsung Sampoerna bekerja di fasilitas produksi SKT kami

- During these challenging times when it is important to protect employment, Sampoerna continued to support the labor force by investing and creating new jobs in this most labor-intensive segment. In 2021, Sampoerna added SKT production capacity through our Third-Party Operators (TPOs) and created **incremental employment for more than 6,000 people** across Java

Pada masa yang menantang di mana mempertahankan serapan tenaga kerja menjadi hal yang penting, Sampoerna terus mendukung tenaga kerja dengan berinvestasi dan menciptakan lapangan kerja baru pada segmen yang paling padat karya ini. Pada tahun 2021, Sampoerna menambah kapasitas produksi SKT melalui Mitra Produksi Sigaret (MPS) dan **menciptakan lapangan pekerjaan untuk lebih dari 6.000 tenaga kerja** di pulau Jawa

- We appreciate the government's decision to increase the 2022 excise tax for SKT at a lower rate compared to SKM, and in that way protect employment

Kami mengapresiasi keputusan pemerintah atas kenaikan cukai untuk SKT yang lebih rendah dari SKM pada tahun 2022, di mana hal tersebut melindungi serapan tenaga kerja

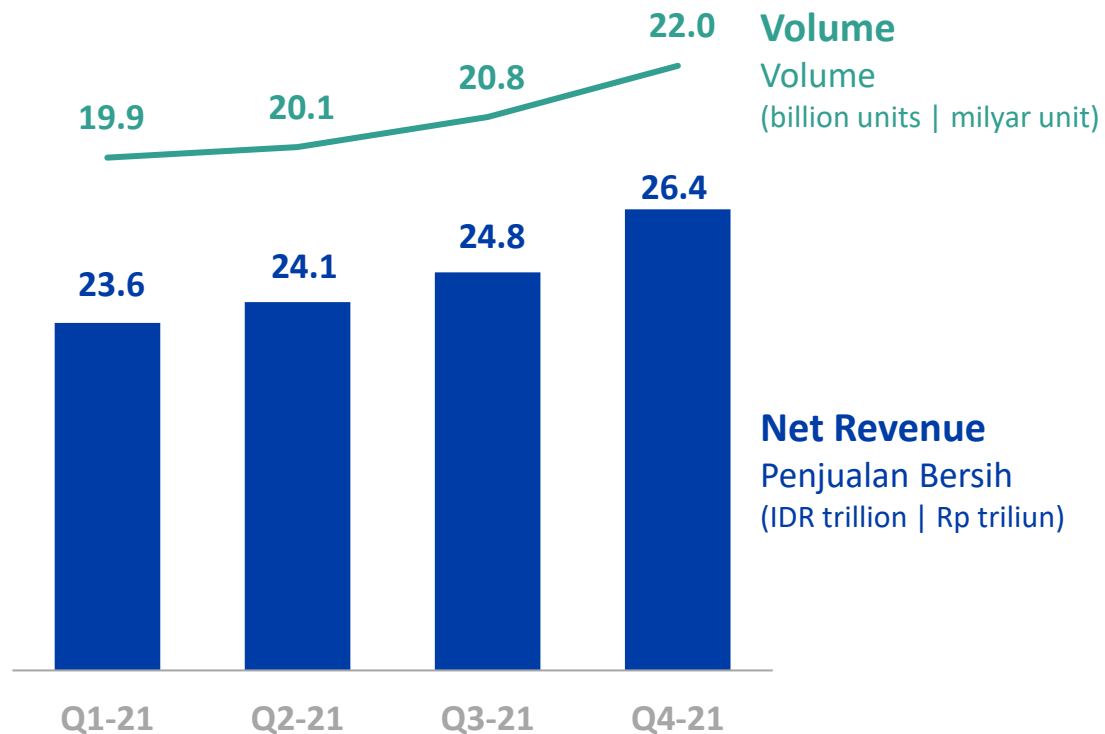




# Consistent net revenue and volume growth across 2021

Penjualan bersih dan volume tumbuh secara konsisten sepanjang tahun 2021

Sampoerna Volume and Net Revenue  
Volume dan Penjualan Bersih Sampoerna



Source: Company Financials

The Company's 2021 net revenues of **IDR 98.9 trillion, increased by 7.0%** versus 2020, due to the **higher volume by 4.3%** from prior year to 82.8 billion units.

Penjualan bersih Perseroan pada tahun 2021 adalah **Rp98,9 triliun, tumbuh sebesar 7,0%** dari 2020 yang didorong oleh **meningkatnya volume penjualan sebesar 4,3%** dibandingkan setahun sebelumnya menjadi 82,8 miliar unit.

# Significant excise tax increase and unlevel playing field, given the excise tax gaps, have impacted our profitability

Kenaikan pajak cukai yang signifikan dan iklim persaingan yang tidak sehat, mengingat kesenjangan tarif cukai, berdampak pada profitabilitas kami

In IDR trillion unless otherwise stated Dalam Rp triliun kecuali dicantumkan lainnya	Full Year 2021 Tahun 2021	Variance vs. 2020 Perubahan vs. 2020	
Volume (billion units)   Volume (miliar unit)	82.8	3.4	4.3%
Net Revenues   Penjualan Bersih	98.9	6.5	7.0%
Gross Profit   Laba Kotor	16.9	(1.9)	(9.9%)
EBIT   Laba Sebelum Pajak Penghasilan	8.6	(1.8)	(17.5%)
Net Profit   Laba Bersih	7.1	(1.4)	(16.8%)

Source: Company Financials

# We have continued to deliver shareholder returns through dividends

Kami terus memberikan pengembalian pada pemegang saham melalui dividen

**Dividend Payout Ratio**  
Persentase Dividen

98.2%

98.5%

100.7%

101.6%

98.7%

**Dividends | Dividen**  
(IDR Trillion) | (Rp Triliun)

12.5

12.5

13.6

13.9

8.5

2017

2018

2019

2020

2021

Payment Year



# Expanding IQOS Club Memperluas *IQOS Club*

The *IQOS Club Indonesia*, launched in March 2019, is a platform to conduct a limited market test to study the market potential and how to best bring *IQOS* to adult smokers in Indonesia. The Club members are adult smokers or users of alternative tobacco products aged 18+ years old. By joining the *IQOS Club*, members have the access to the products and accessories, services and warranty. *IQOS Club Indonesia*, didirikan pada Maret 2019, adalah sebuah *platform* untuk melakukan tes pasar secara terbatas, guna mempelajari potensi pasar dan cara-cara terbaik untuk memperkenalkan *IQOS* kepada perokok dewasa di Indonesia. Anggota klub adalah perokok dewasa atau pengguna produk tembakau alternatif yang berusia 18 tahun ke atas. Anggota *IQOS Club* memiliki akses ke produk dan aksesori, serta layanan dan garansi.

By end 2021 | Akhir 2021

Members | Anggota

**>65,000** (vs. 30,000 in 2020)

Outlets | Gerai

**78** (vs. 14 in 2020)

*IQOS* Outlets in the form of shops, kiosk and counters operate with strict health protocols.

Gerai *IQOS* dalam bentuk toko, kios, dan konter beroperasi dengan menerapkan protokol kesehatan yang ketat.

**2** device variants  
varian alat

**8** *HEETS* variants  
varian *HEETS*

Opened *IQOS* Official Stores for *IQOS Club* members in Tokopedia and Shopee  
Membuka Toko Resmi *IQOS* untuk anggota *IQOS Club* di Tokopedia dan Shopee





## Commitment to investing in Indonesia Komitmen investasi di Indonesia

- In November 2021, Sampoerna announced an investment of **USD 166.1 million** for the production of the tobacco sticks for *IQOS* under the *HEETS* brand in Karawang.

Pada bulan November 2021, Sampoerna mengumumkan komitmen investasi dengan total proyeksi nilai sekitar **USD 166,1 juta** untuk pembangunan fasilitas produksi untuk batang tembakau bagi *IQOS* dengan merek *HEETS*, di Karawang.

- Sampoerna believes this will increase the **multiplier effect** through the creation of added value, including the absorption of tobacco leaves from local farmers, creation of new job opportunities for highly skilled workers and the increase of investor confidence in Indonesia.

Sampoerna percaya hal ini dapat meningkatkan **multiplier effect** melalui penciptaan nilai tambah, antara lain serapan daun tembakau dari petani lokal, membuka lapangan kerja bagi tenaga kerja berketerampilan tinggi, dan meningkatkan kepercayaan investor atas iklim investasi di Indonesia.

- This facility is scheduled to be operational by the end of 2022 and will support the domestic and export markets in the Asia Pacific region.

Fasilitas ini dijadwalkan untuk mulai beroperasi pada akhir tahun 2022 dan akan mendukung permintaan dari pasar domestik dan ekspor Asia Pasifik.



*Note: IQOS is an innovative smoke-free tobacco product that eliminates combustion and promotes scientific research and technology, thus reducing exposure to harmful or potentially harmful constituents by an average of 90 - 95% in comparison to cigarette smoke.*

*Note: IQOS merupakan produk tembakau inovatif bebas asap tanpa pembakaran yang mengedepankan penelitian ilmiah dan teknologi sehingga mengurangi paparan zat berbahaya atau berpotensi berbahaya hingga rata-rata 90 - 95% dibandingkan asap rokok.*





PT HM SAMPOERNA Tbk.

# Annual General Meeting of Shareholders

## Rapat Umum Pemegang Saham Tahunan

June 9, 2022



PT HM SAMPOERNA Tbk.

# Glossary Terms and Definitions

# Glossary of Key Terms and Definitions

## Daftar Terminologi dan Definisi

- Numerical notations in all tables, graphics, and infographics in this presentation are in English  
Angka-angka pada seluruh tabel, grafik, dan infografis pada paparan ini menggunakan notasi Bahasa Inggris
- Trademarks are italicized  
Merek dagang dalam ditulis dalam notasi miring
- Comparisons are made to the same prior-year period unless otherwise stated  
Komparasi dilakukan terhadap period yang sama tahun sebelumnya, kecuali dinyatakan lain
- “SKM HT” is Machine Made Kretek High Tar  
“SKM HT” adalah Sigaret Kretek Mesin Kadar Tar Tinggi
- “SKM LT” is Machine Made Kretek Low Tar  
“SKM LT” adalah Sigaret Kretek Mesin Kadar Tar Rendah
- “SKT” is Hand Rolled Kretek  
“SKT” adalah Sigaret Kretek Tangan
- “SPM” is White cigarette  
“SPM” adalah Sigaret Putih Mesin
- "SoM" stands for share of market  
“SOM” adalah Pangsa Pasar

# Glossary of Key Terms and Definitions

## Daftar Terminologi dan Definisi

- “V1” stands for Volume Tax Tier 1 as per regulation 152/PMK.010/2019 defined as annual production volume per cigarette category of more than 3 billion units (for SKM and SPM) and 2 billion units (for SKT) for total company and affiliated companies  
“V1” adalah Golongan 1 berdasarkan peraturan 152/PMK.010/2019 berdasarkan masing-masing jenis dan jumlah produksi hasil tembakau dari total pabrikan dan afiliasinya, selama satu tahun fiskal, lebih dari 3 miliar batang (untuk SKM dan SPM) dan 2 miliar batang (untuk SKT)
- “Below-V1” stands for Below-Volume Tier 1 as per regulation 152/PMK.010/2019 defined as annual production volume per cigarette category of less than 3 billion units (for SKM and SPM) and 2 billion units (for SKT) for total company and affiliated companies  
“Dibawah-V1” adalah Dibawah-Golongan 1 berdasarkan peraturan 152/PMK.010/2019 berdasarkan masing-masing jenis dan jumlah produksi hasil tembakau dari total pabrikan dan afiliasinya, selama satu tahun fiskal, tidak lebih dari 3 miliar batang (untuk SKM dan SPM) dan 2 miliar batang (untuk SKT)
- “SRC” is Sampoerna Retail Community  
“SRC” adalah Sampoerna Retail Community
- Reduced-risk products or RRP is the term Philip Morris International (PMI) uses to refer to products that present, are likely to present, or have the potential to present less risk of harm to smokers who switch to these products versus continuing smoking. PMI has a range of RRP in various stages of development, scientific assessment and commercialization. PMI RRP are smoke-free products that produce an aerosol that contains far lower quantities of harmful and potentially harmful constituents than found in cigarette smoke.  
Produk lebih rendah risiko (reduced-risk products atau RRP) adalah istilah yang digunakan oleh Philip Morris International (PMI) untuk merujuk pada produk yang memiliki, kemungkinan besar memiliki, atau memiliki potensi untuk menghasilkan risiko bahaya yang lebih rendah bagi perokok yang beralih ke produk tersebut daripada terus merokok. PMI memiliki berbagai jenis RRP dalam berbagai tahap pengembangan, penilaian ilmiah, dan pemasaran. RRP PMI adalah produk bebas asap yang menghasilkan aerosol yang mengandung jumlah konstituen berbahaya dan berpotensi berbahaya yang lebih rendah daripada asap rokok.