



Update – 1st Half 2014

PT INDUSTRI JAMU DAN FARMASI SIDO MUNCUL TBK



Blessings of nature

Rahmat dari alam



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COMPANY OVERVIEW

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VISION & MISSION



VISION

Become herbal medicine, health food-beverage and herbal raw material processing company that provides benefit to the society and environment.



MISSION

- Develop herbal-based products that are rational, safe and truthful and are based on scientific research.
- Develop continuous research on herbal medicines
- Assist and encourage the government, educational institutions, medical professionals to play more active roles in research and development of traditional medicines and medications.
- Improve public awareness on the importance of maintaining health through healthy lifestyle, the use of natural ingredients and naturopathy medication.
- Conduct intensive corporate social responsibility (CSR)
- Manage an environmentally friendly company
- To become a worldwide herbal medicine company

MILESTONES



The company initially was a domestic herbal medicine industry managed by Mrs. Rahmat Sulistio in Yogyakarta.



The limited partnership was formed under the name CV Industri Jamu & Farmasi Sido Muncul.



The factory was moved to Lingkungan Industri Kecil in Jl. Kaliwage, Semarang. In order to accommodate the growing market demand, the plant began to be equipped with modern machinery.



The new factory is located in Klepu, sub Bergas, Ungaran with an area of about 30 hectares was inaugurated by the Minister of Health and Social Welfare of the Republic of Indonesia.

1940

1970

1984

2000

1951

1975

1997

2013



The production process was moved to Semarang, and an unpretentious company was founded with the name SIDO MUNCUL which means "a dream come true" with its first factory located in Jl. Mlaten Trenggulun, Semarang.



Establishment of herbal medicine industry turned into a Limited Company under the name of PT Industri Jamu dan Farmasi Sido Muncul.



Cornerstone-laying was held for the construction of a new, bigger and more modern factory in Klepu, Ungaran by Sri Sultan Hamengkubuwono X and witnessed by Director General of Food and Drug Administration.



Sido Muncul conducted initial public offering of 1,500,000,000 shares with the issue price of Rp 580.- per share.

STRUCTURE



PRODUCTS PORTFOLIO



HERBAL MEDICINE

TOLAK ANGIN VARIANTS



TRADITIONAL HERBAL MEDICINE



PRODUCTS PORTFOLIO



ENERGY DRINK



PRODUCTS PORTFOLIO



HEALTHY DRINK



PRODUCTS PORTFOLIO



BEVERAGE & CONFECTIONERY



PRODUCTS PORTFOLIO



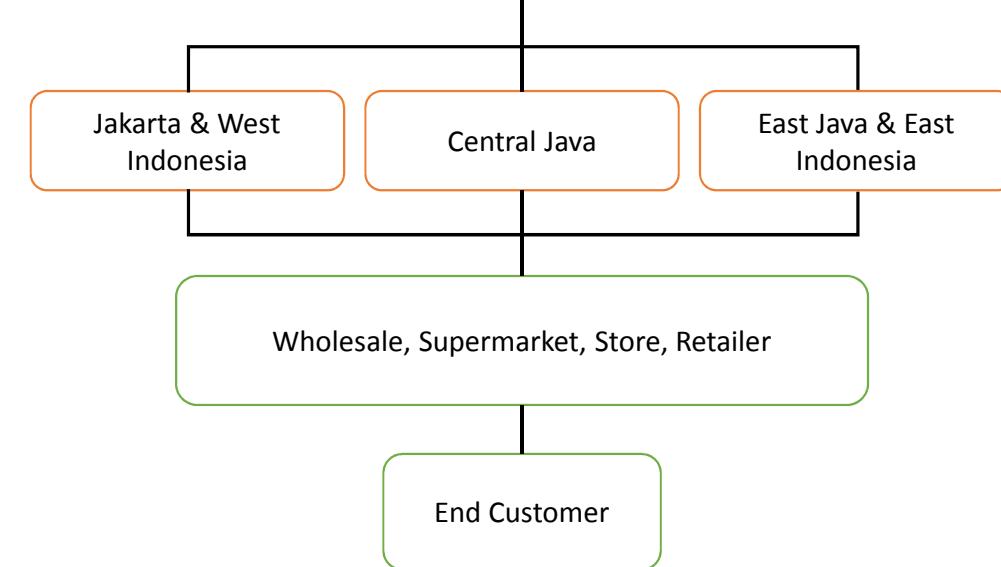
SUPPLEMENT & OTHERS



DISTRIBUTION SYSTEM



PT. MUNCUL MEKAR



Sido Muncul is supported by over 108 Sub-Distributors and over 160,000 wholesalers that cover 76 major cities in Indonesia



EXPORT MARKET



The Company products are sold in some countries in America, Europe, Asia, Africa and Australia due to the higher demand of Company's products.



AWARDS & CERTIFICATIONS



MINISTRY OF HEALTH

CPOB AND CPOTB CERTIFICATE

The first Herbal Company in Indonesia with pharmacy standard



BLOOMBERG BUSINESSWEEK & FRONTIER CONSULTING GROUP

COPORATE IMAGE AWARD

Traditional Herbal Medicine Category 2012



MARKETEERS MAGAZINE IN COLLABORATION WITH MARKPLUS INSIGHT

INDONESIA BRAND CHAMPION

Herbal Medicine Category 2013 and Minor Health Category Pro 2013 – Tolak Angin



MARKETING MAGAZINE IN COLLABORATION WITH FRONTIER CONSULTING GROUP

TOP BRAND AWARD 2013

Tolak Angin and Kuku Bima



FRONTIER CONSULTING GROUP & SWA MAGAZINE

ICSA 2012

The Best in Achieving Total Customer Satisfaction – Kuku Bima TL



SWA & MARS MAGAZINES

INDONESIA BEST BRAND AWARD 2012

Tolak Angin



HERBAL INDUSTRY AT A GLANCE

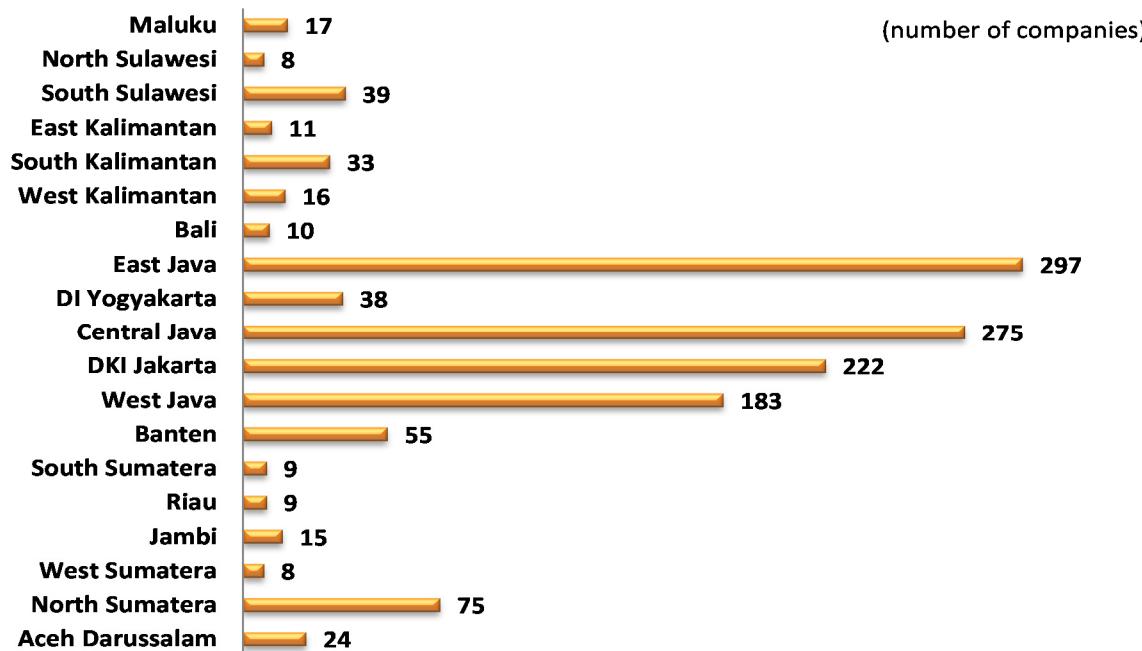
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TRADITIONAL MEDICINE INDUSTRY



DISTRIBUTION OF TRADITIONAL MEDICINE COMPANIES – 2012



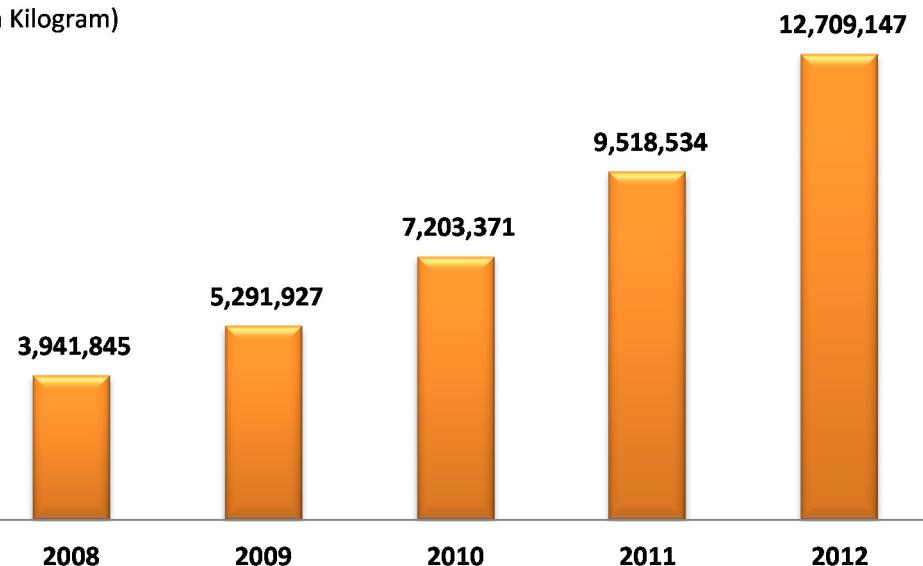
In 2012, there are 1,358 herbal medicine companies where about 78% from total is from Java and there are 6,176 registered herbal medicine brand in BPOM (Indonesia's Food & Drug Administration) during the period 2008 – May 2013.

Source: Capricorn Indonesia Consult, September 2013

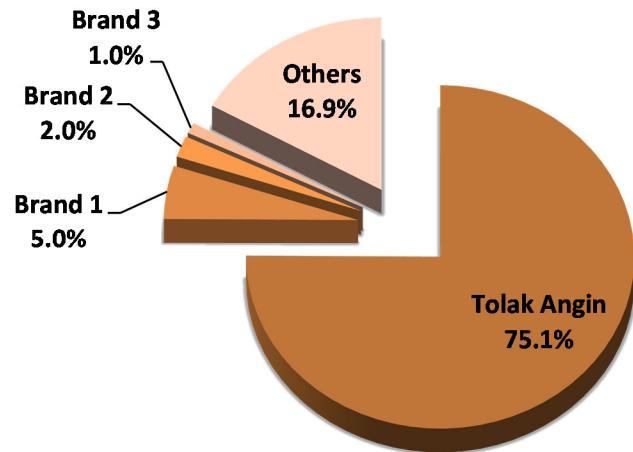
COMPANY'S POSITION – HERBAL MEDICINE COLD SYMPTOMS

PRODUCTION OF HERBAL MEDICINE COLD SYMPTOMS

(in Kilogram)



TOLAK ANGIN MARKET SHARE



Source: Capricorn Indonesia Consult, September 2013

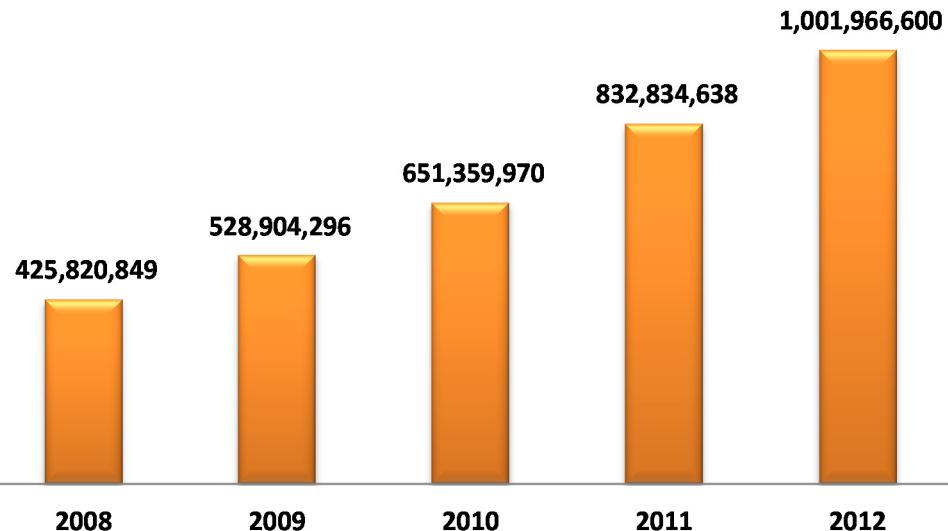
Increased consumption of herbal medicine coupled with an increasingly modern production technology has led to the production of herbal medicine increased rapidly. In the period 2008-2012, the production of herbal medicine colds recorded increased an average of 34% per year. Production of herbal medicine which in 2008 amounted to 3,941.8 tonnes in 2012 has increased to 12,709.1 tons

COMPANY'S POSITION – ENERGY DRINK

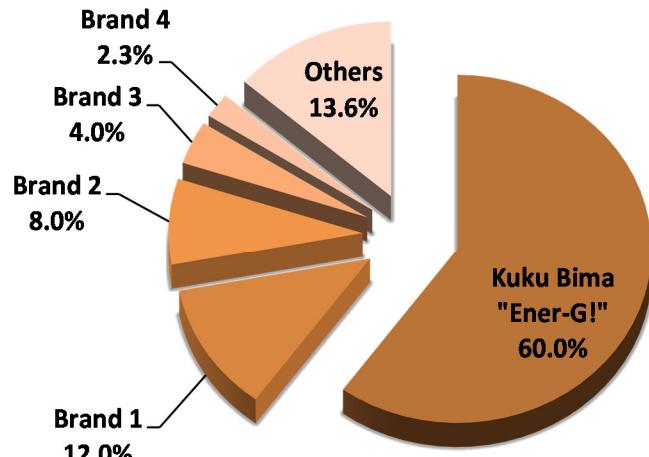


PRODUCTION OF ENERGY DRINK

(in Liter)



KUKU BIMA "ENER-G!" MARKET SHARE



Source: Capricorn Indonesia Consult, September 2013

Market demand and industry developments have prompted increased production of energy drinks in Indonesia. During the period 2008-2012 the production of energy drinks in Indonesia on average each year increased 23.9%. Production of energy drinks in 2008 amounted to 425.8 million liters, and continue to increase to 1 billion liters by 2012.



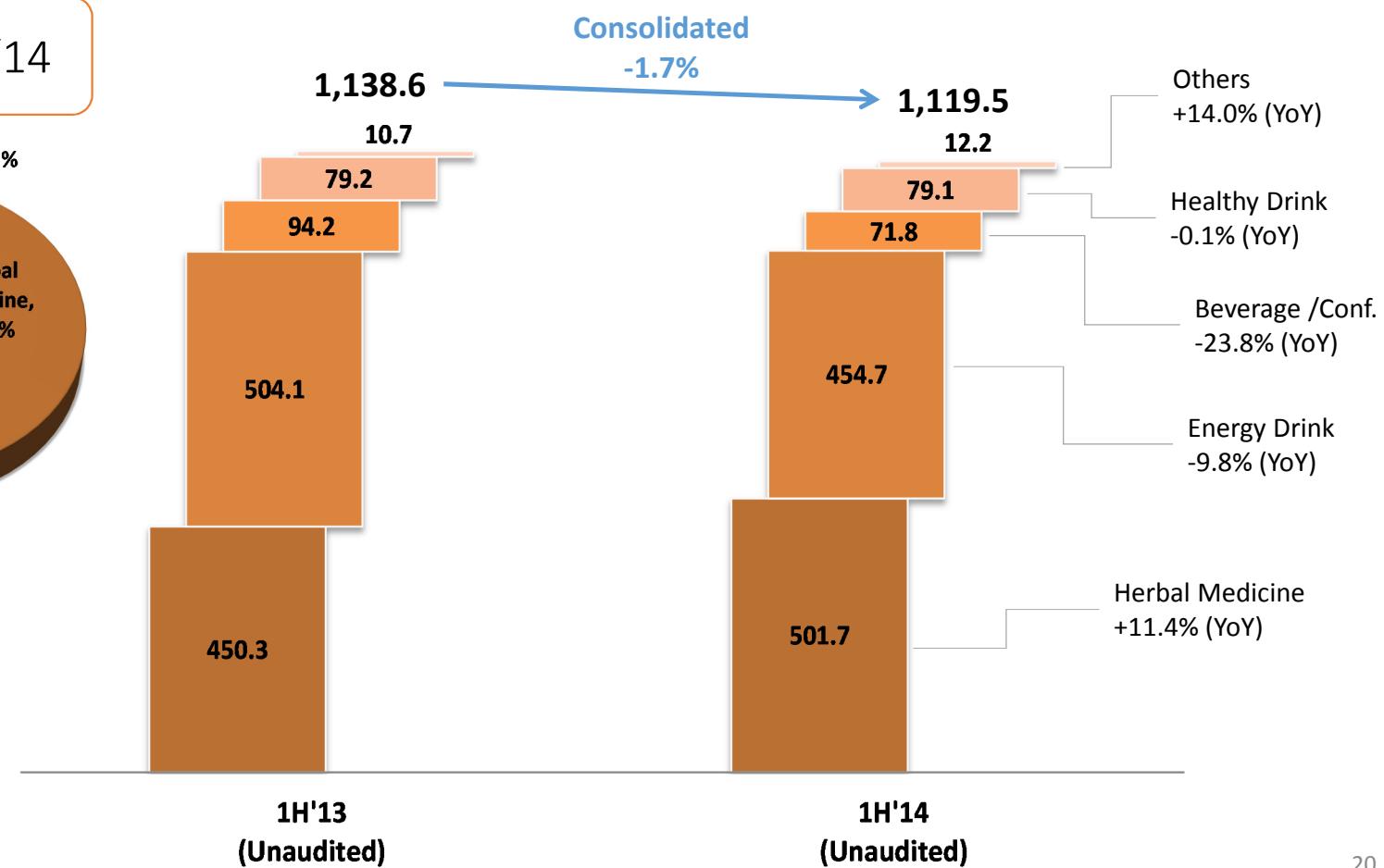
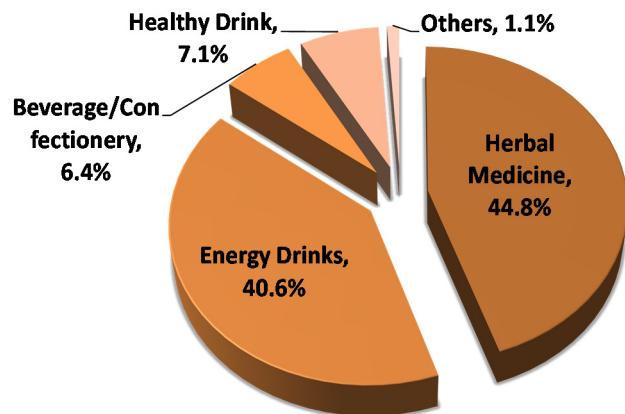
FINANCIAL OVERVIEW

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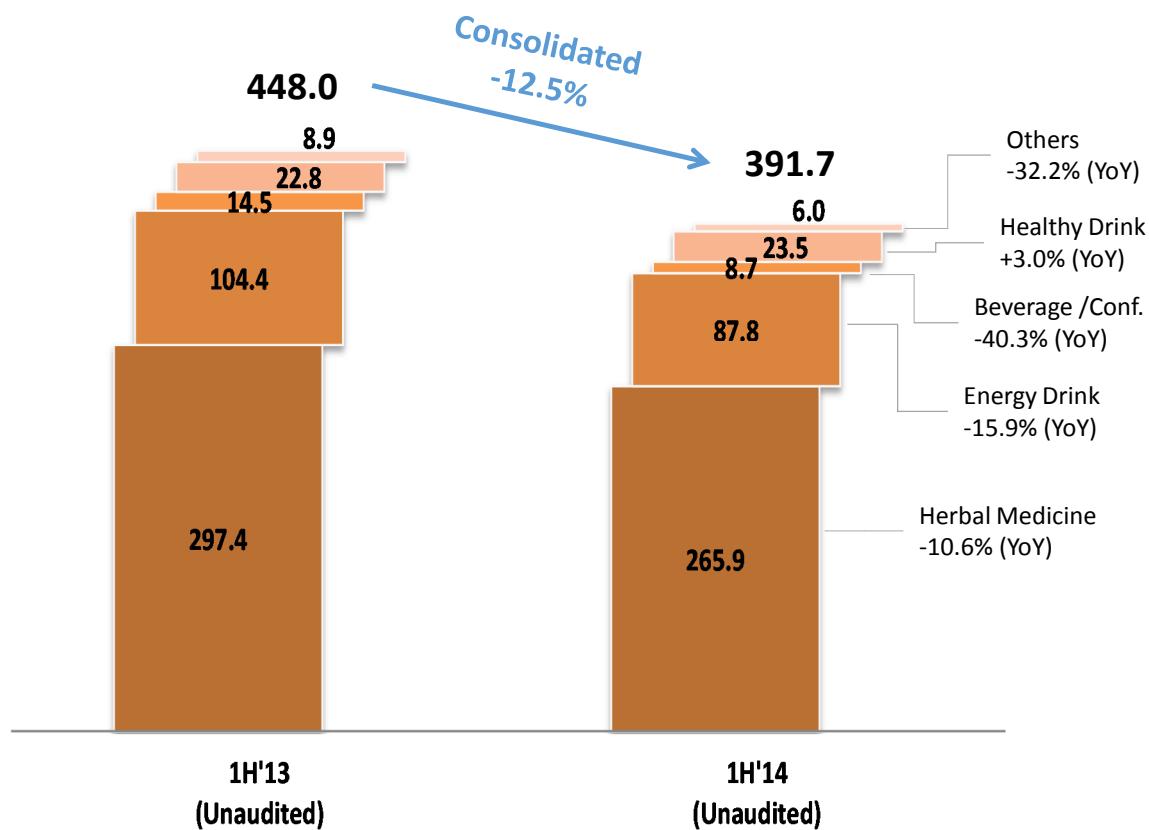
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SALES MIX (Rp Billion)

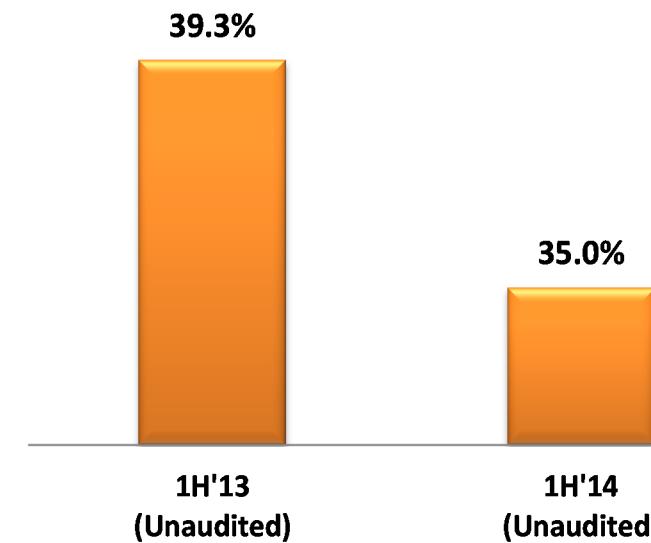
SALES PROPORTION 1H'14



GROSS PROFIT MIX (Rp Billion)



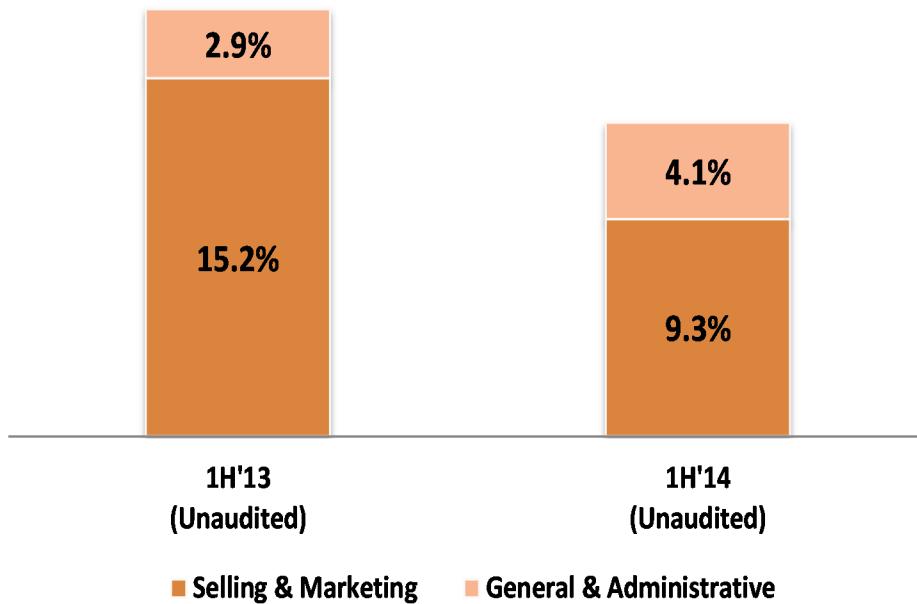
CONSOLIDATED GROSS PROFIT MARGIN



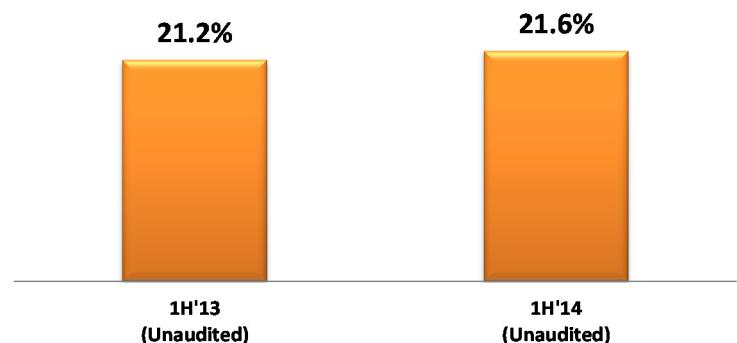
■ Herbal Medicine ■ Energy Drinks ■ Beverage/Confectionery ■ Healthy Drink ■ Others

OPERATING PERFORMANCE (Rp Billion)

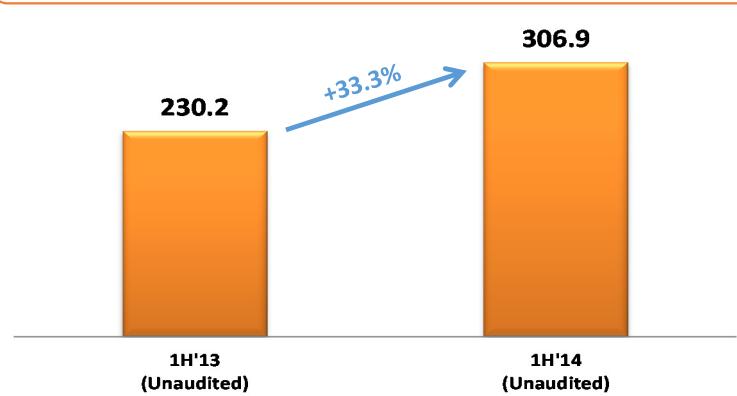
OPERATING EXPENSES TO NET SALES



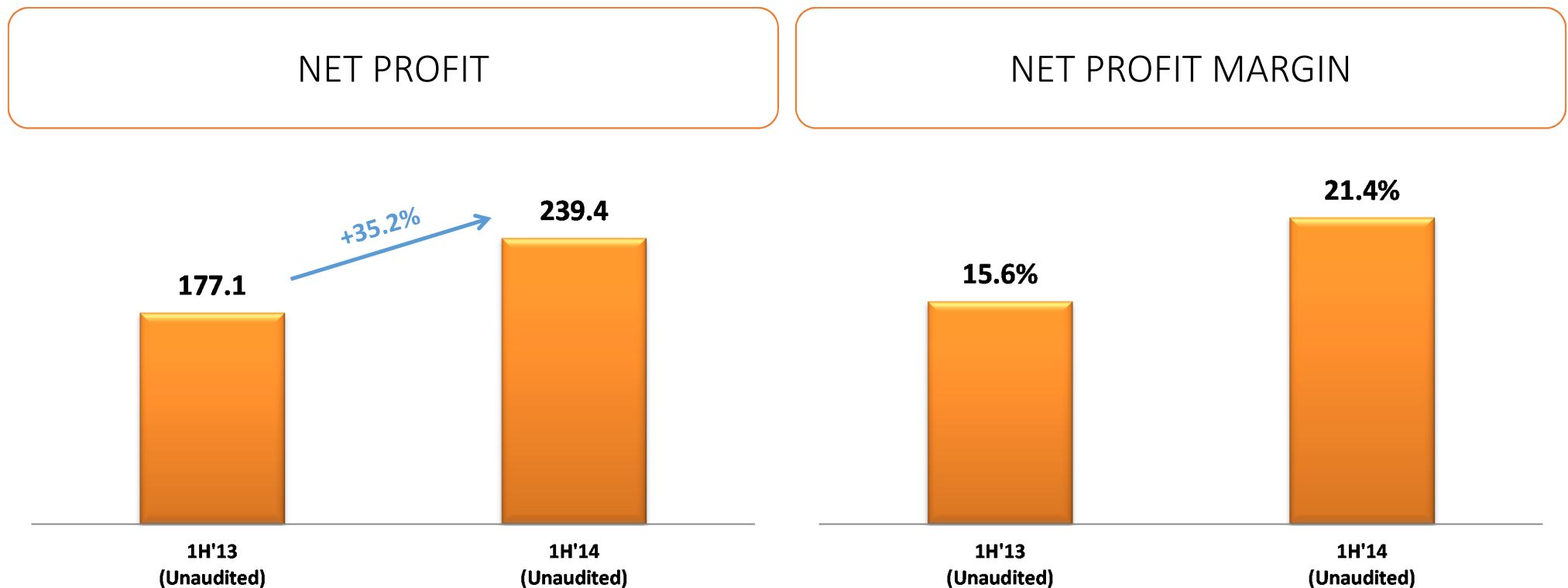
OPERATING PROFIT MARGIN



PRE-TAX EARNINGS



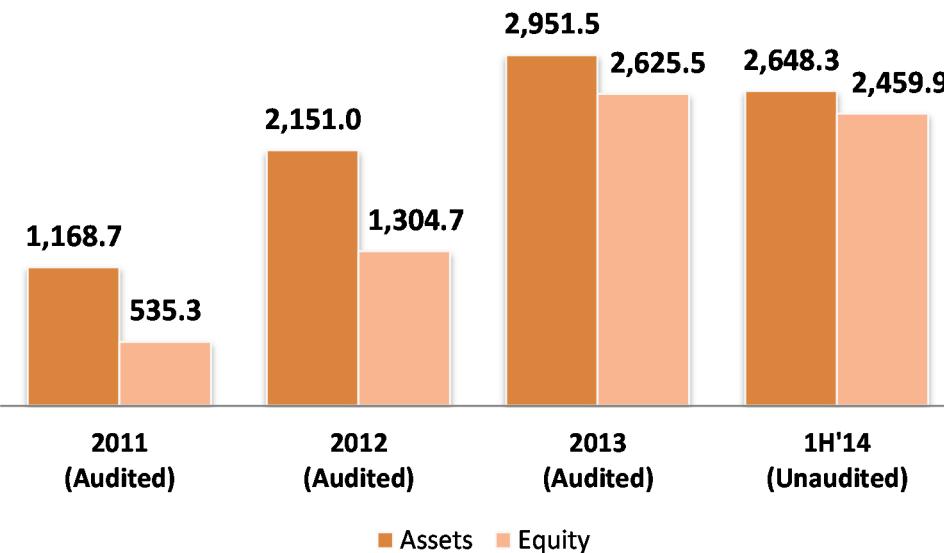
NET INCOME (Rp Billion)



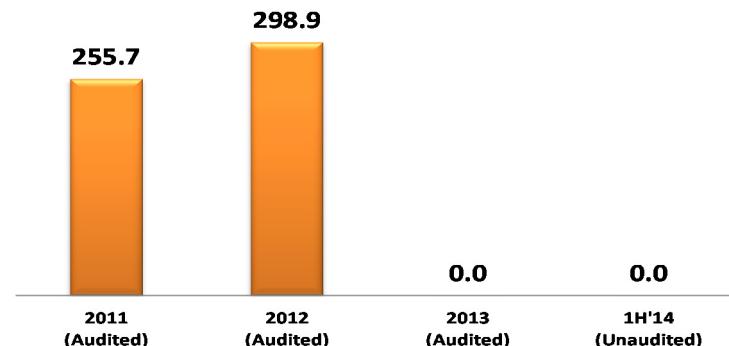
BALANCE SHEET (Rp Billion)



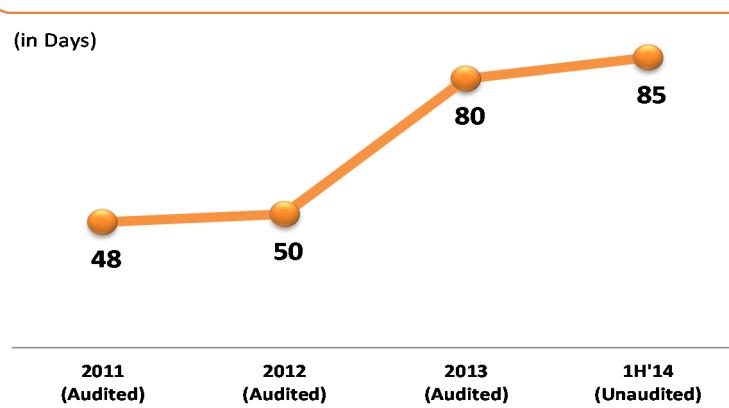
ASSETS & EQUITY



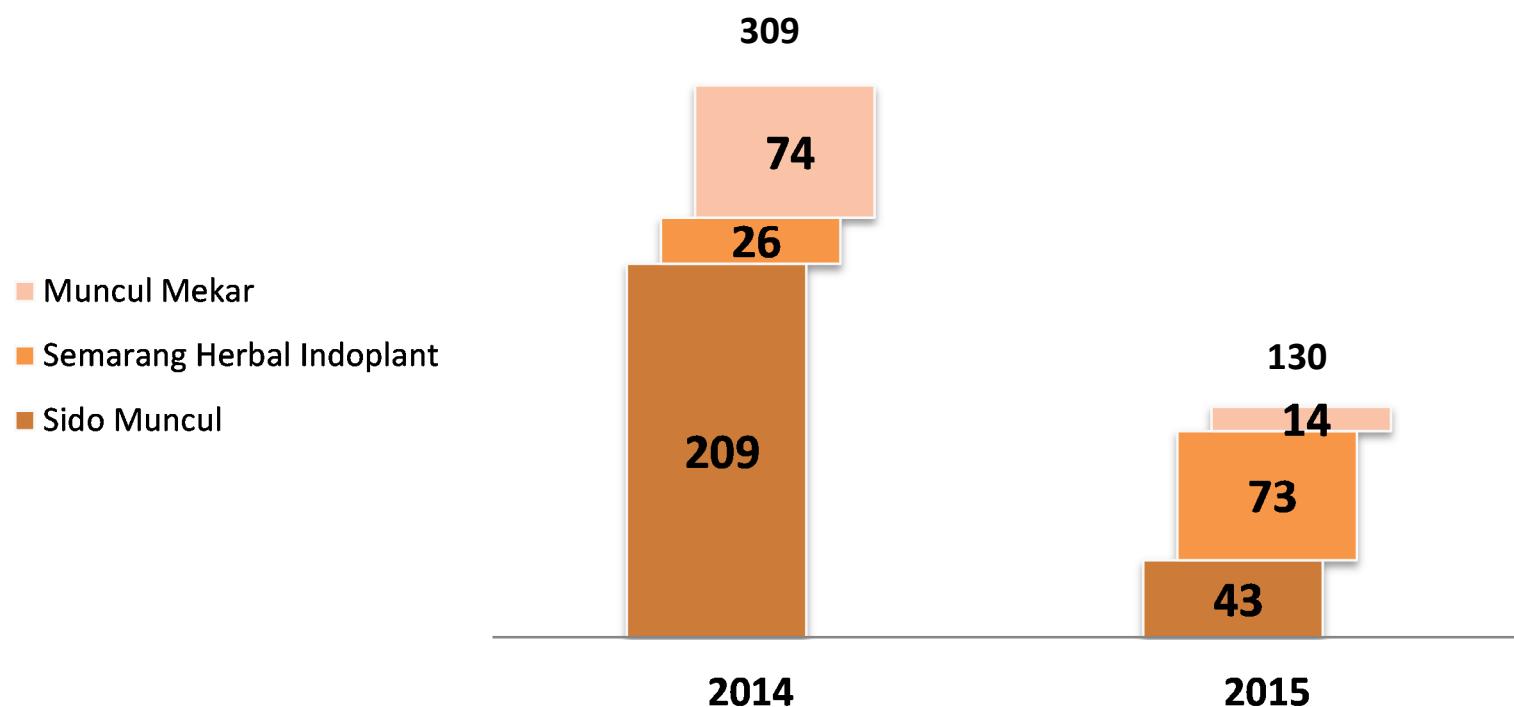
DEBT POSITION



CASH CONVERSION



CAPITAL EXPENDITURE PLAN (Rp Billion)





Main Office:

Gedung Menara Suara Merdeka Lantai 16
Jl Pandanaran No.30
Semarang 50134, Indonesia
Phone: (+6224) 7692-8811
Fax: (+6224) 7692-8815
Website: www.sidomuncul.com

Factory:

Jl Soekarno Hatta km 28
Kecamatan Bergas, Klepu
Semarang 50552, Indonesia
Phone: (+62298) 523-515
Fax: (+62298) 523-509

APPENDICES

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INCOME STATEMENT



| (Rp Billion) | H1'14 | H1'13 | % |
|---------------------------|---------|---------|--------|
| Sales | 1,119.5 | 1,138.6 | -1.7% |
| COGS | 727.8 | 690.6 | 5.4% |
| Gross Profit | 391.7 | 448.0 | -12.5% |
| Margin | 35.0% | 39.3% | |
| Selling Expenses | 103.6 | 173.5 | |
| General & Admin. Expenses | 45.9 | 33.2 | |
| Operating Profit | 242.3 | 241.2 | 0.4% |
| Margin | 21.6% | 21.2% | |
| Other Income (Expenses) | 64.6 | (11.0) | |
| Pre-Tax Income | 306.9 | 230.2 | 33.3% |
| Tax Expenses (Income) | 67.5 | 55.9 | |
| Other Comprehensive | | 2.8 | |
| Net Income | 239.4 | 177.1 | 35.2% |
| Margin | 21.4% | 15.6% | |

BALANCE SHEET



| (Rp Billion) | H1'14 | 2013 | 2012 | 2011 |
|-------------------------|----------------|----------------|----------------|----------------|
| Assets | 2,648.3 | 2,951.5 | 2,151.0 | 1,168.7 |
| Current Assets | 1,724.8 | 2,366.9 | 1,584.9 | 743.8 |
| Non-Current Assets | 923.6 | 584.6 | 566.1 | 424.9 |
| Liabilities | 188.5 | 326.1 | 846.3 | 633.3 |
| Current Liabilities | 187.2 | 324.7 | 837.7 | 360.7 |
| Non-Current Liabilities | 1.3 | 1.3 | 8.7 | 272.6 |
| Equity | 2,459.9 | 2,625.5 | 1,304.7 | 535.3 |