

***Indofood CBP***

## Management Dashboard

*Seasoning Flour*

**Nov 24**

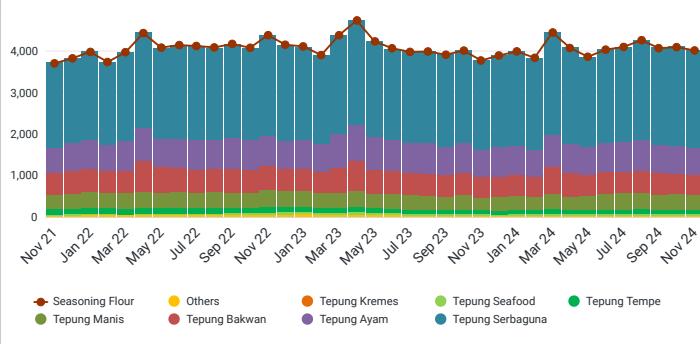
Period

### KEY FINDINGS

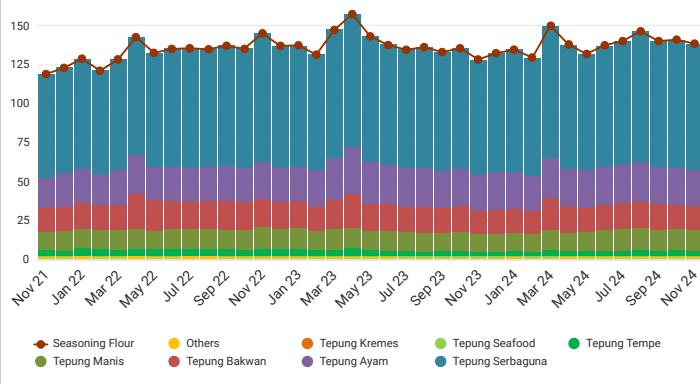
No Results

## MARKET PERFORMANCE

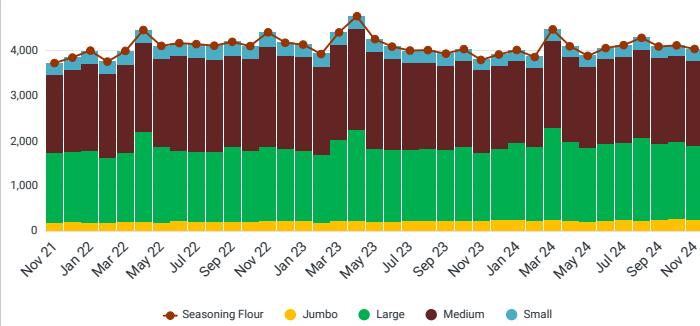
Volume Size - Monthly Trended ('000 KG) Variant Group



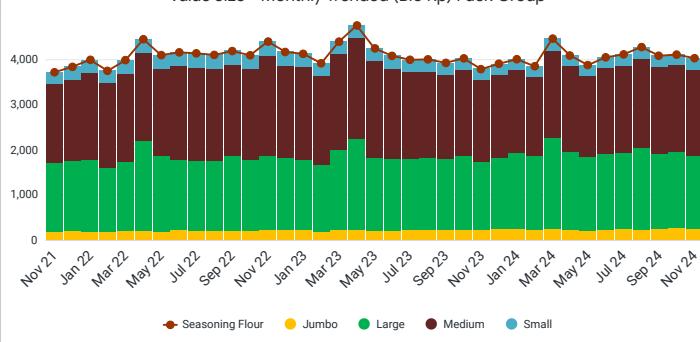
Value Size - Monthly Trended (Bio Rp) Variant Group



Volume Size - Monthly Trended ('000 KG) Pack Group



Value Size - Monthly Trended (Bio Rp) Pack Group



### Seasoning Flour

Volume Size - MAT TY		Volume Size - YTD TY		Volume Size - This Month	
Vol in '000 KG	% Growth	Vol in '000 KG	% Growth	Vol in '000 KG	% Growth
48,785	-1.2%	44,884	-0.7%	4,023	-2.0%

Value Size - MAT TY		Value Size - YTD TY		Value Size - This Month	
Val in Bio. Rp	% Growth	Val in Bio. Rp	% Growth	Val in Bio. Rp	% Growth
1,660	0.1%	1,527	0.4%	138	-1.8%

### By Variant Group

Variant Group	% Contr	MAT TY		YTD TY		This Month	
		Vol Size	+/- Change	Vol Size	+/- Change	Vol Size	+/- Change
Tepung Serbaguna	57.1%	27,834	2.0%	25,617	2.7%	2,358	-1.2%
Tepung Ayam	17.4%	8,469	-4.0%	7,754	-5.0%	652	-6.5%
Tepung Bakwan	12.8%	6,246	-6.8%	5,756	-6.2%	491	2.8%
Tepung Manis	8.8%	4,317	0.6%	3,983	2.0%	363	-2.9%
Tepung Tempe	2.4%	1,163	-7.9%	1,070	-6.8%	91	-7.8%
Tepung Seafood	0.9%	445	-16.2%	413	-14.7%	35	-12.0%
Tepung Kremes	0.0%	0.24	-66.2%	0.23	-67.4%	0.01	-8.5%
Others	0.6%	311	-33.4%	291	-29.1%	34	15.8%

### By Pack Group

Pack Group	% Contr	MAT TY		YTD TY		This Month	
		Vol Size	+/- Change	Vol Size	+/- Change	Vol Size	+/- Change
Small	6.2%	3,031	-9.9%	2,776	-9.3%	264	12.0%
Medium	46.2%	22,559	-6.2%	20,724	-5.8%	1,892	-1.2%
Large	42.1%	20,522	5.3%	18,937	5.8%	1,647	-3.3%
Jumbo	5.5%	2,673	9.1%	2,446	9.4%	220	-11.7%

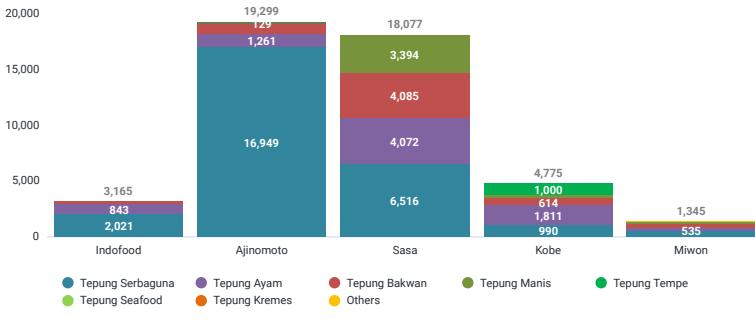
## MANUFACTURER PERFORMANCE

Volume Share, Volume Size, Value Size

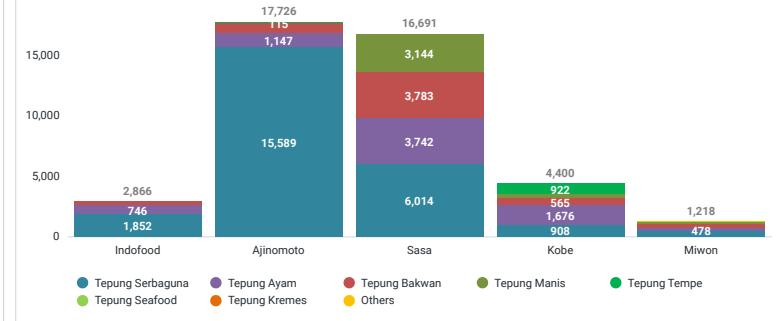
Manufacturer	MAT TY						YTD TY					
	Vol Share (%)	Vol Share (+/- change)	Vol Size ('000 KG)	Vol Size % growth	Val Size (Bio. Rp)	Val Size % growth	Vol Share (%)	Vol Share (+/- change)	Vol Size ('000 KG)	Vol Size % growth	Val Size (Bio. Rp)	Val Size % growth
<b>Indofood CBP</b>	6.5%	-0.1%	3,165	-3.2%	104	-2.4%	6.4%	-0.8%	2,866	-12.3%	94	-11.6%
 Ajinomoto	39.6%	0.3%	19,299	-0.3%	674	1.2%	39.5%	0.6%	17,726	0.9%	619	2.2%
 Sasa	37.1%	1.7%	18,077	3.6%	600	4.0%	37.2%	1.9%	16,691	4.8%	555	5.3%
 Kobe	9.8%	-0.6%	4,775	-6.7%	169	-6.1%	9.8%	-0.5%	4,400	-5.6%	156	-5.5%
 Miwon	2.8%	-1.2%	1,345	-30.9%	50	-28.8%	2.7%	-1.2%	1,218	-31.1%	45	-29.2%

### Variant Group

Volume Size - MAT TY ('000 KG)



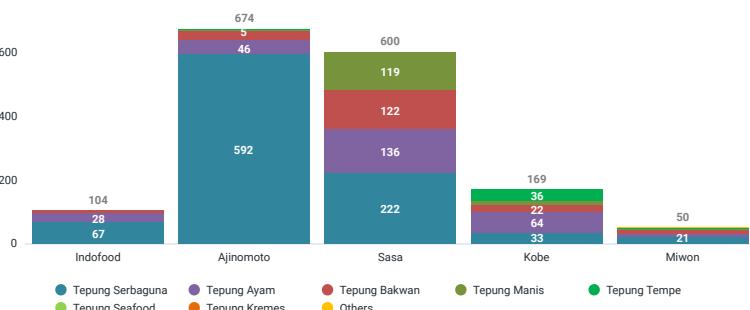
Volume Size - YTD TY ('000 KG)



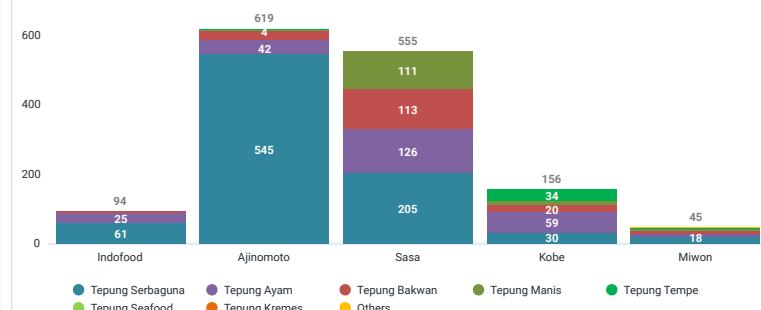
Growth MAT Variant Group	Growth vs LY	Indofood	Ajinomoto	Sasa	Kobe	Miwon
		Growth vs LY				
Tepung Serbaguna	10.3%	1.7%	1.9%	-1.1%	-29.4%	
Tepung Ayam	-21.2%	-7.7%	2.8%	-3.3%	-21.9%	
Tepung Bakwan	-17.7%	-15.8%	2.2%	-15.1%	-32.7%	
Tepung Manis	∅	-29.0%	10.9%	-20.4%	-43.6%	
Tepung Tempe	∅	-21.5%	∅	-6.3%	-29.7%	
Tepung Seafood	∅	∅	-100.0%	∅	17.5%	
Tepung Kremes	-81.0%	∅	∅	∅	∅	
Others	∅	∅	-76.4%	∅	-22.0%	

Growth YTD Variant Group	Growth vs LY	Indofood	Ajinomoto	Sasa	Kobe	Miwon
		Growth vs LY				
Tepung Serbaguna	1.1%	3.1%	3.2%	-0.1%	-30.8%	
Tepung Ayam	-30.2%	-7.9%	3.3%	-2.2%	-23.0%	
Tepung Bakwan	-27.0%	-14.5%	3.4%	-13.9%	-31.5%	
Tepung Manis	∅	-30.3%	12.8%	-20.1%	-43.1%	
Tepung Tempe	∅	-26.2%	∅	-5.1%	-26.1%	
Tepung Seafood	∅	∅	-100.0%	∅	11.5%	
Tepung Kremes	-82.2%	∅	∅	∅	∅	
Others	∅	∅	-78.7%	∅	-19.7%	

Value Size - MAT TY (Bio. Rp)



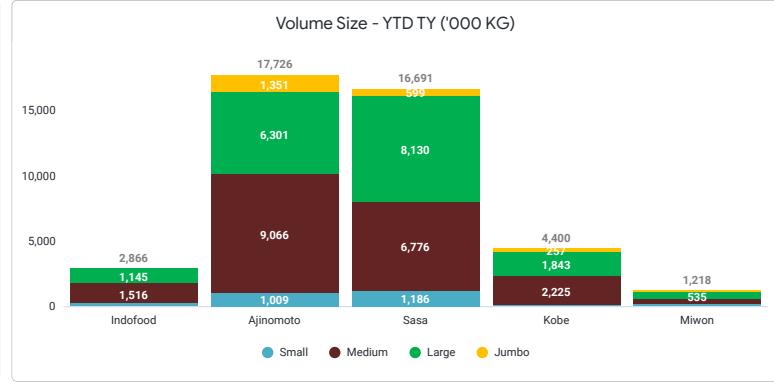
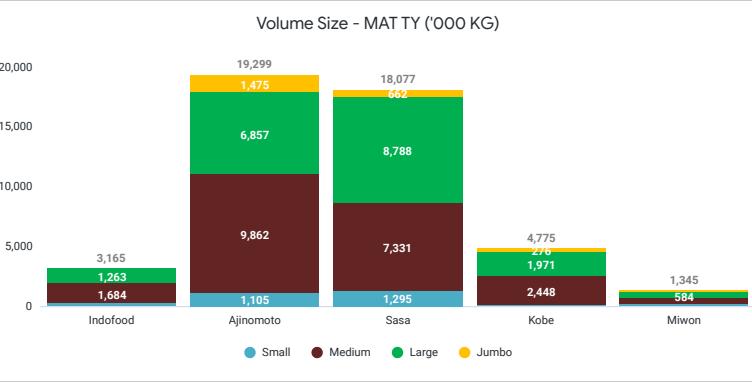
Value Size - YTD TY (Bio. Rp)



Growth MAT	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Variant Group		Growth vs LY				
Tepung Serbaguna		10.6%	2.7%	0.6%	-7.1%	-28.7%
Tepung Ayam		-20.7%	-2.9%	4.3%	-1.0%	-17.4%
Tepung Bakwan		-15.4%	-12.2%	2.9%	-11.7%	-31.9%
Tepung Manis		∅	-28.0%	14.1%	-19.8%	-41.4%
Tepung Tempe		∅	-18.3%	∅	-4.2%	-28.9%
Tepung Seafood		∅	∅	-100.0%	∅	17.1%
Tepung Kremes		-77.6%	∅	∅	∅	∅
Others		∅	∅	-80.2%	∅	-16.5%

Growth YTD	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Pack Group		Growth vs LY				
Tepung Serbaguna		1.3%	3.9%	1.9%	-7.4%	-30.6%
Tepung Ayam		-29.8%	-3.5%	5.1%	-0.3%	-18.6%
Tepung Bakwan		-24.8%	-11.3%	4.1%	-10.9%	-30.5%
Tepung Manis		∅	-29.3%	16.2%	-20.0%	-40.6%
Tepung Tempe		∅	-23.6%	∅	-2.9%	-25.3%
Tepung Seafood		∅	∅	-100.0%	∅	11.0%
Tepung Kremes		-79.0%	∅	∅	∅	∅
Others		∅	∅	-82.4%	∅	-15.0%

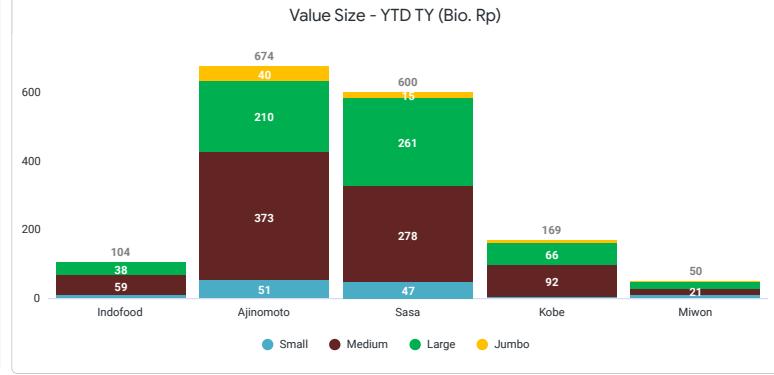
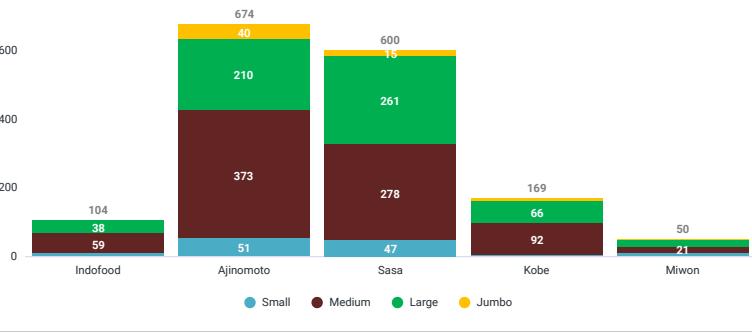
## Pack Group



Growth MAT	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Pack Group		Growth vs LY				
Small		-17.4%	-21.6%	0.2%	-11.7%	-35.5%
Medium		-5.7%	-2.1%	-0.4%	-23.4%	-38.6%
Large		3.7%	3.9%	8.3%	24.2%	-26.4%
Jumbo		∅	15.6%	-3.4%	14.2%	-12.8%

Growth YTD	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Pack Group		Growth vs LY				
Small		-22.9%	-20.2%	0.9%	-11.6%	-36.2%
Medium		-15.1%	-1.0%	1.9%	-23.5%	-39.4%
Large		-5.9%	5.3%	8.7%	27.3%	-26.0%
Jumbo		∅	16.3%	-4.3%	16.5%	-12.7%

Value Size - MAT TY (Bio. Rp)



Growth MAT	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Pack Group		Growth vs LY				
Small		-21.2%	-21.4%	-14.8%	-20.2%	-30.4%
Medium		-4.6%	-1.3%	1.1%	-19.9%	-35.7%
Large		6.0%	10.8%	12.2%	21.3%	-22.1%
Jumbo		∅	19.7%	0.4%	14.5%	-10.7%

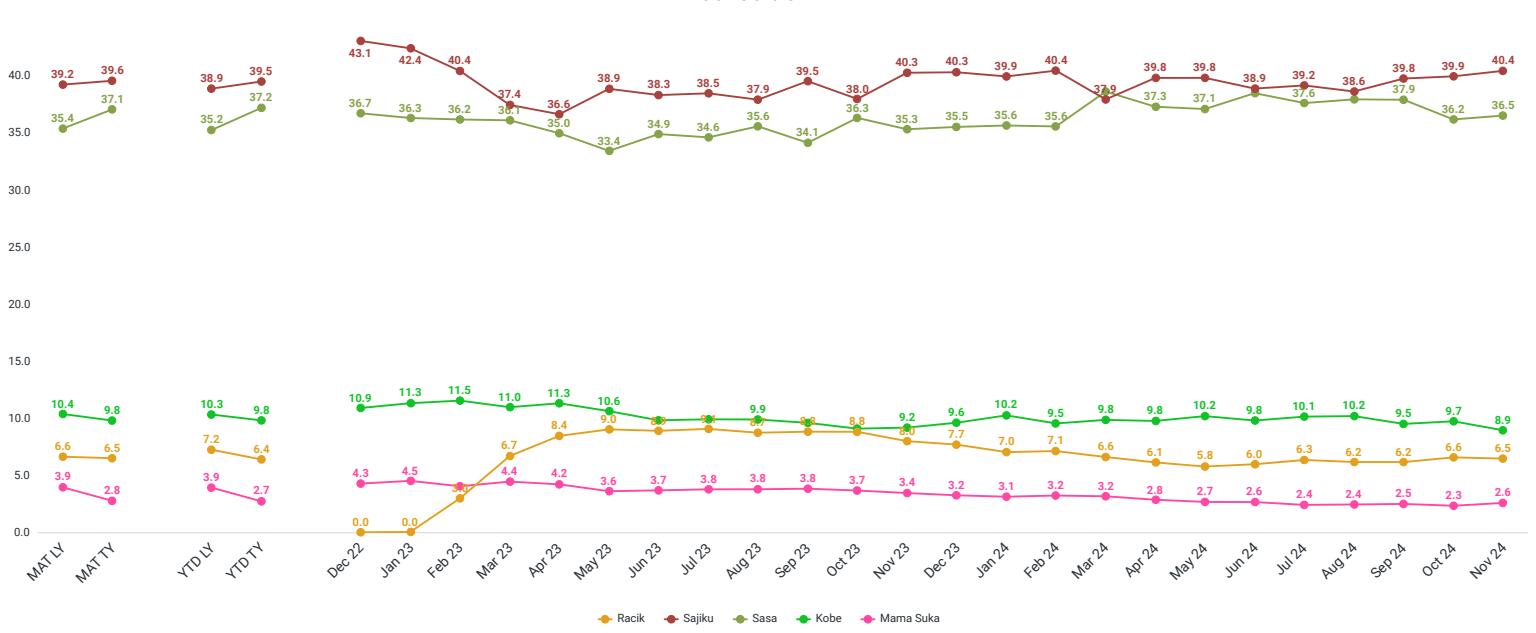
Growth YTD	>	Indofood	Ajinomoto	Sasa	Kobe	Miwon
Pack Group		Growth vs LY				
Small		-26.7%	-19.6%	-15.5%	-19.1%	-31.4%
Medium		-14.0%	-0.5%	3.3%	-20.3%	-36.6%
Large		-3.8%	11.9%	13.0%	23.9%	-21.7%
Jumbo		∅	19.9%	-0.3%	16.2%	-10.6%

## BRAND PERFORMANCE

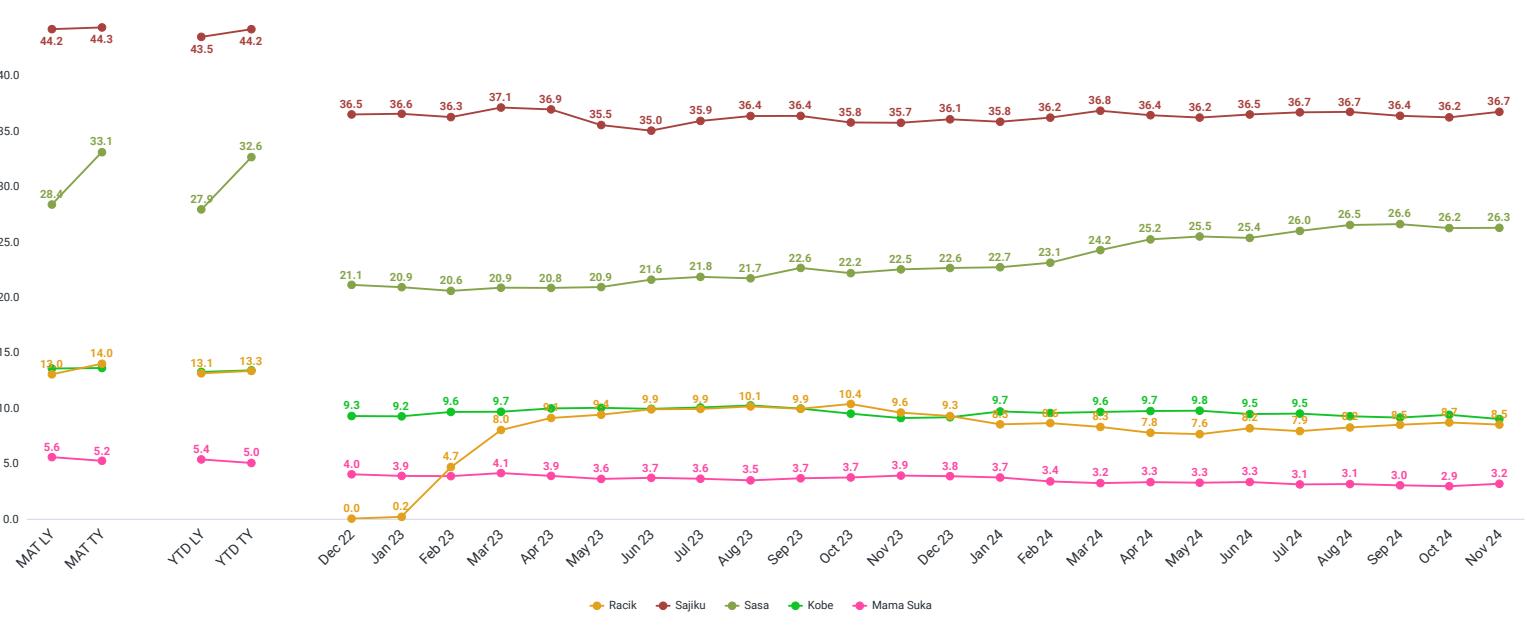
Volume Share - MAT TY, YTD TY, This Month

Brand	MAT TY (vol %)	MAT TY (+/- change)	YTD TY (vol %)	YTD TY (+/- change)	This Month (vol %)	This Month (+/- change)
 <b>Racik</b>	6.5%	-0.1%	6.4%	-0.8%	6.5%	-0.1%
 <b>Sajiku</b>	39.6%	0.3%	39.5%	0.6%	40.4%	0.5%
 <b>Sasa</b>	37.1%	1.7%	37.2%	1.9%	36.5%	0.3%
 <b>Kobe</b>	9.8%	-0.6%	9.8%	-0.5%	8.9%	-0.8%
 <b>Mama Suka</b>	2.8%	-1.2%	2.7%	-1.2%	2.6%	0.2%

Volume Share - YTD TY



### ND Max - YTD TY



### Vol. Contribution and Vol. Growth by Area & Channel - YTD

			>	Racik		Sajiku		Sasa		Kobe		Mama Suka	
MBD	% Vol. Contribution	% Vol. Growth		% Vol Contr	% Vol Growth								
Indonesia	100.0	-0.7	100.0	-12.3	100.0	0.9	100.0	4.8	100.0	-5.6	100.0	-31.1	
MT HySu	11.8	8.7	9.4	39.8	7.5	5.6	15.7	10.5	13.8	14.9	23.6	-18.4	
MT Mini	19.7	7.0	21.8	35.2	12.3	6.5	27.2	3.6	23.9	14.6	23.9	-18.0	
GT	68.5	-4.1	68.8	-24.6	80.1	-0.3	57.1	3.9	62.3	-14.8	52.5	-39.7	
Jakarta	16.1	3.7	18.1	0.2	3.2	-3.1	26.6	4.8	31.9	10.5	12.8	-33.0	
W. Java	11.4	17.4	16.1	-27.6	7.0	37.8	16.2	24.6	13.3	13.2	5.5	-31.8	
C. Java + DIY	18.3	1.5	16.7	-9.2	18.2	4.7	20.8	1.3	14.6	-3.9	11.2	-30.6	
E. Java	19.4	-13.4	25.0	-13.8	17.1	-10.3	16.9	-8.7	16.7	-30.4	16.7	-43.6	
N. Sumatra	6.1	-3.1	2.5	-8.9	11.2	-1.6	1.9	0.0	2.3	-11.4	3.2	-43.2	
C. Sumatra	2.4	-7.7	1.5	-29.2	3.3	-5.4	1.7	2.6	1.8	-26.0	5.5	-19.7	
S. Sumatra	5.0	-7.3	5.6	-29.9	7.1	-11.5	3.0	12.5	5.8	6.7	4.4	-27.8	
Bali Nusra	3.7	-1.0	2.1	-43.4	3.6	16.7	3.8	11.8	5.6	-31.0	5.3	-30.9	
Kalimantan	10.0	11.1	7.9	33.8	16.3	11.2	6.2	10.9	4.3	13.5	8.3	-30.0	
Sulawesi	5.9	-1.7	3.8	20.8	10.5	-2.5	2.4	-0.5	3.1	1.8	8.7	-7.2	
Papua	1.1	-15.9	0.5	1.7	-13.1	0.2	86.1	0.2	-19.1	9.7	-32.1		
Maluku	0.7	-12.0	0.1	-26.3	0.7	-13.8	0.3	16.4	0.2	-27.0	8.9	-16.8	

### ND Max and ND Max Change by Area & Channel - YTD

			>	Racik		Sajiku		Sasa		Kobe		Mama Suka	
MBD	ND Max	ND Max Change		ND Max	ND Max Change	ND Max	ND Max Change						
Indonesia	64.0	4.0	13.3	0.2	44.2	0.7	32.6	4.7	13.4	0.1	5.0	-0.3	
MT HySu	99.3	-0.1	84.4	3.3	96.3	-0.9	95.8	-2.4	93.7	-1.3	94.0	-0.3	
MT Mini	97.2	0.3	80.1	-2.5	92.6	0.7	92.7	0.2	86.0	-1.2	53.1	-1.4	
GT	63.4	4.1	12.1	0.2	43.3	0.7	31.6	4.8	12.1	0.1	4.2	-0.3	
Jakarta	53.8	7.1	12.3	2.1	8.8	0.5	47.6	7.2	17.9	-0.7	1.2	-0.3	
W. Java	47.1	9.9	11.6	0.9	25.2	5.1	33.7	13.2	12.6	2.7	2.2	0.3	
C. Java + DIY	67.0	1.9	18.8	-0.8	45.4	-0.8	45.5	0.8	15.3	-2.0	5.9	-2.5	
E. Java	78.6	3.6	20.6	0.2	48.1	-3.6	49.3	1.2	20.4	2.0	7.1	0.1	
N. Sumatra	68.7	4.4	6.8	0.2	67.9	3.9	9.7	1.9	4.4	-2.1	1.7	-2.1	
C. Sumatra	41.1	-0.9	7.0	0.4	36.9	-0.6	12.1	3.5	6.7	-0.8	4.5	-0.1	
S. Sumatra	67.7	4.6	14.1	-1.1	58.9	2.6	15.8	5.2	10.8	0.2	4.2	0.2	
Bali Nusra	62.4	-1.8	8.7	-1.4	44.4	1.5	29.8	1.5	20.5	-4.6	8.7	-2.7	
Kalimantan	76.1	-1.9	12.9	-0.8	74.8	-0.5	25.9	0.2	9.0	-0.1	9.2	3.2	
Sulawesi	78.8	-0.8	7.3	1.2	74.7	-2.5	10.6	4.5	6.9	2.0	4.1	0.7	
Papua	72.6	4.0	4.4	2.7	59.8	-0.0	7.0	4.7	1.2	-0.2	25.8	2.6	
Maluku	71.3	13.0	1.1	-0.2	36.5	6.5	2.6	0.2	1.5	-1.0	41.6	6.5	

# SEASONING FLOUR BY AREA & CHANNEL

## Volume Share by Area - Monthly Trend



Nov 24

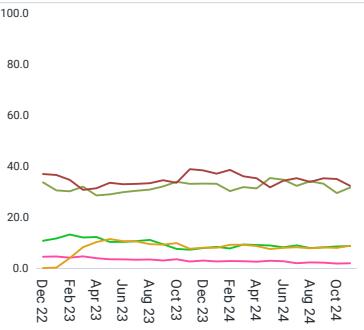
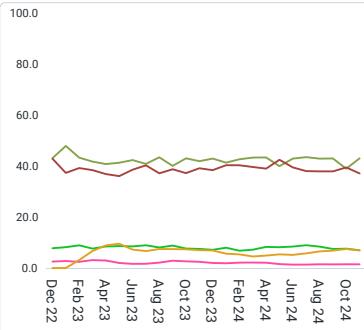
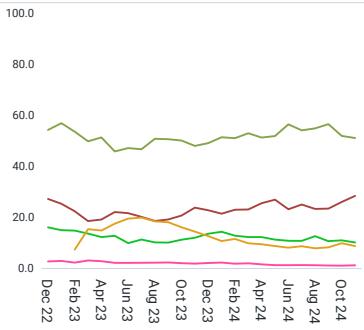
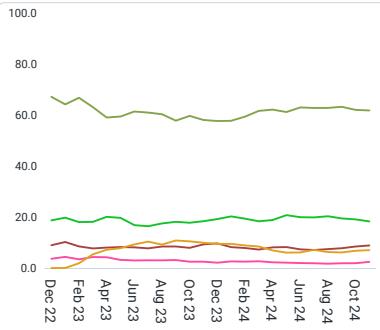
Period

Jakarta

W. Java

C. Java + DIY

E. Java

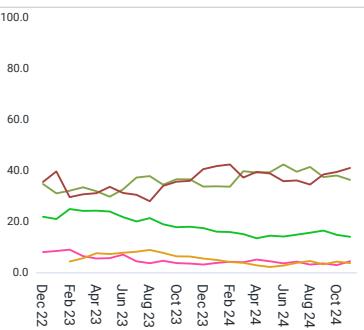
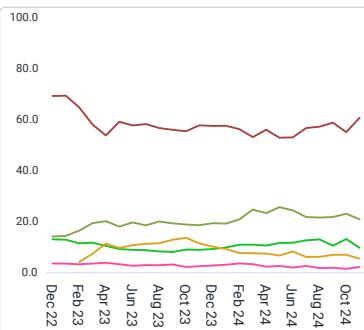
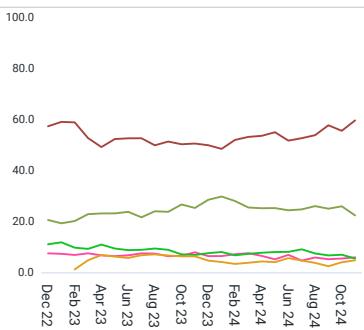
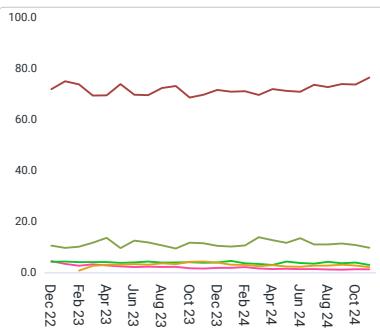


N. Sumatra

C. Sumatra

S. Sumatra

Bali Nusra

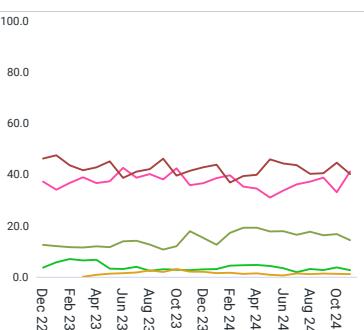
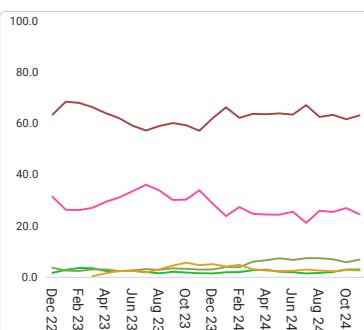
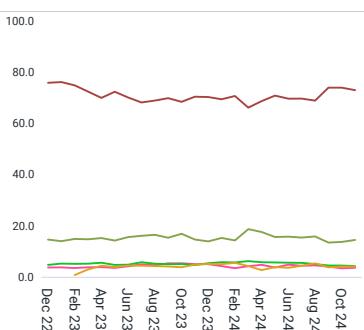
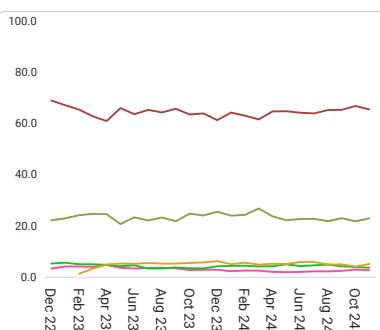


Kalimantan

Sulawesi

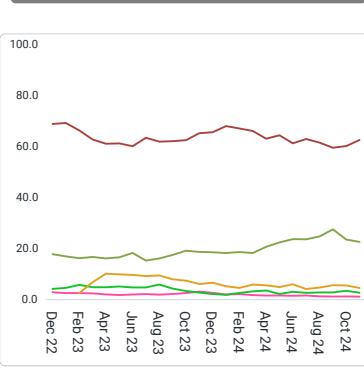
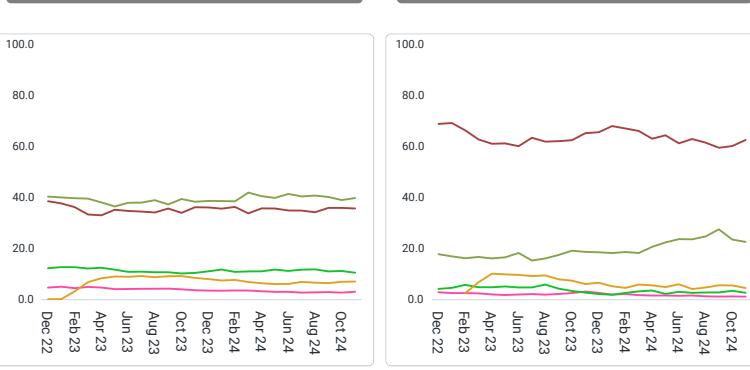
Papua

Maluku



Urban

Rural

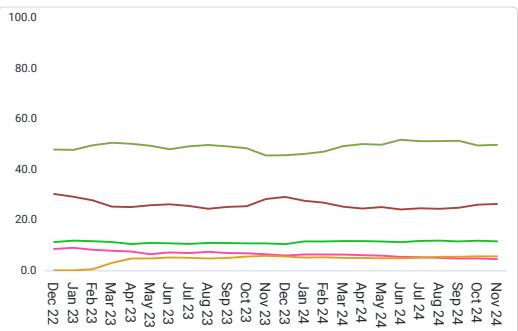


### Volume Share by Channel - Monthly Trend

**MT HySu**

**MT Mini**

**GT**



### Volume Share - Area YTD LY vs YTD TY



**Jakarta**

**W. Java**

**C. Java + DIY**

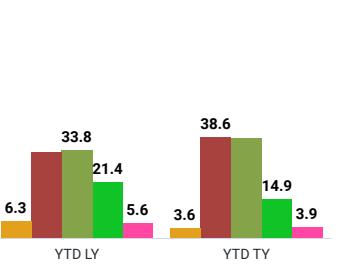
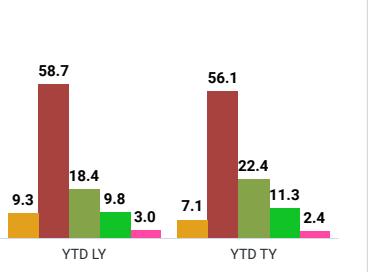
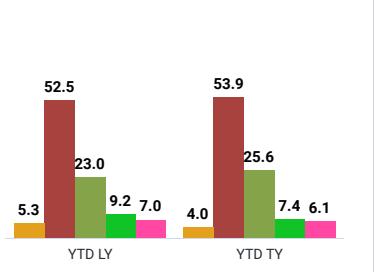
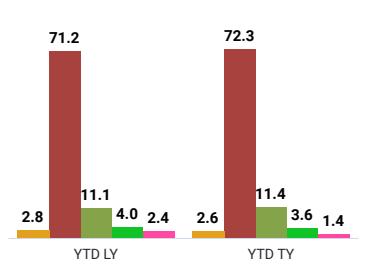
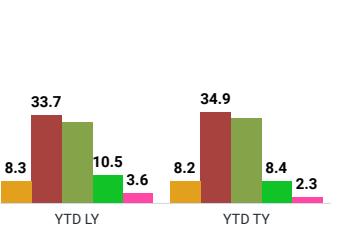
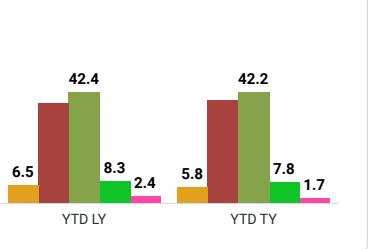
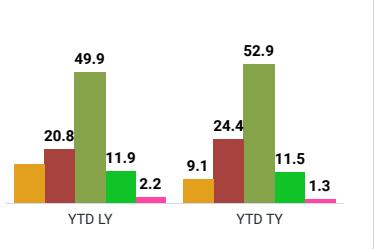
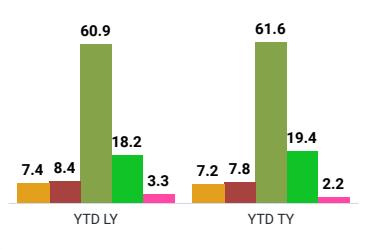
**E. Java**

Brand	YTD YA	YTD TY	+/- Chg
Racik	7.4	7.2	-0.2
Sajiku	8.4	7.8	-0.5
Sasa	60.9	61.6	0.7
Kobe	18.2	19.4	1.2
Mama Suka	3.3	2.2	-1.2

Brand	YTD YA	YTD TY	+/- Chg
Racik	14.7	9.1	-5.6
Sajiku	20.8	24.4	3.6
Sasa	49.9	52.9	3.0
Kobe	11.9	11.5	-0.4
Mama Suka	2.2	1.3	-0.9

Brand	YTD YA	YTD TY	+/- Chg
Racik	6.5	5.8	-0.7
Sajiku	38.0	39.2	1.2
Sasa	42.4	42.2	-0.1
Kobe	8.3	7.8	-0.4
Mama Suka	2.4	1.7	-0.8

Brand	YTD YA	YTD TY	+/- Chg
Racik	8.3	8.2	-0.0
Sajiku	33.7	34.9	1.2
Sasa	30.7	32.4	1.7
Kobe	10.5	8.4	-2.1
Mama Suka	3.6	2.3	-1.3



## Kalimantan

## Sulawesi

## Papua

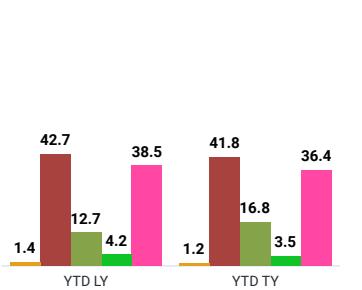
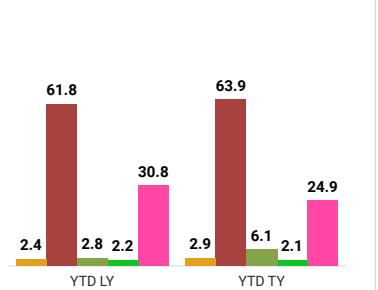
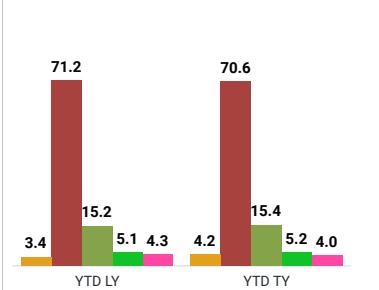
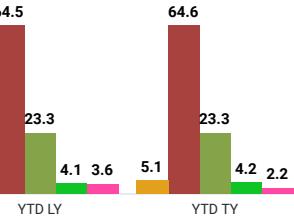
## Maluku

Brand	YTD YA	YTD TY	+/- Chg
Racik	4.2	5.1	0.9
Sajiku	64.5	64.6	0.1
Sasa	23.3	23.3	-0.0
Kobe	4.1	4.2	0.1
Mama Suka	3.6	2.2	-1.3

Brand	YTD YA	YTD TY	+/- Chg
Racik	3.4	4.2	0.8
Sajiku	71.2	70.6	-0.6
Sasa	15.2	15.4	0.2
Kobe	5.1	5.2	0.2
Mama Suka	4.3	4.0	-0.2

Brand	YTD YA	YTD TY	+/- Chg
Racik	2.4	2.9	0.5
Sajiku	61.8	63.9	2.1
Sasa	2.8	6.1	3.3
Kobe	2.2	2.1	-0.1
Mama Suka	30.8	24.9	-5.9

Brand	YTD YA	YTD TY	+/- Chg
Racik	1.4	1.2	-0.2
Sajiku	42.7	41.8	-0.9
Sasa	12.7	16.8	4.1
Kobe	4.2	3.5	-0.7
Mama Suka	38.5	36.4	-2.1

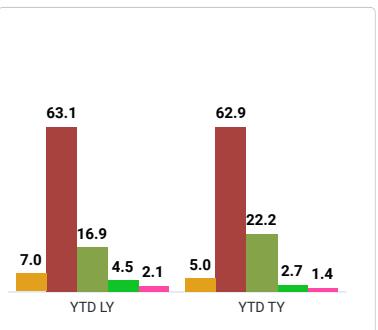
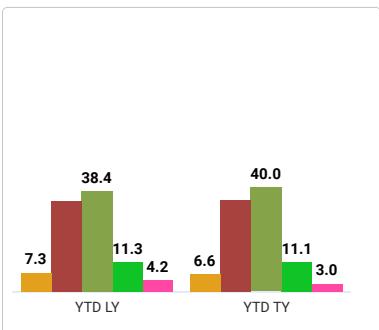


## Urban

## Rural

Brand	YTD YA	YTD TY	+/- Chg
Racik	7.3	6.6	-0.6
Sajiku	34.8	35.2	0.4
Sasa	38.4	40.0	1.6
Kobe	11.3	11.1	-0.2
Mama Suka	4.2	3.0	-1.2

Brand	YTD YA	YTD TY	+/- Chg
Racik	7.0	5.0	-2.0
Sajiku	63.1	62.9	-0.2
Sasa	16.9	22.2	5.3
Kobe	4.5	2.7	-1.8
Mama Suka	2.1	1.4	-0.8



## Volume Share - Channel YTD LY vs YTD TY

## MT HySu

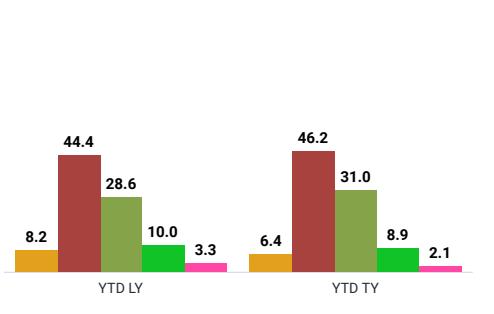
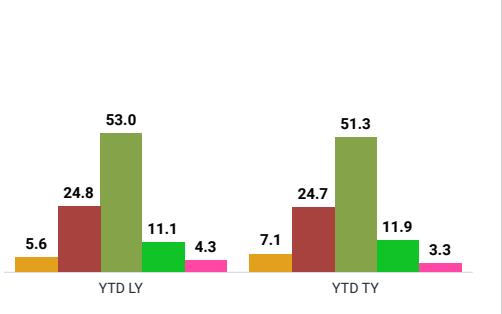
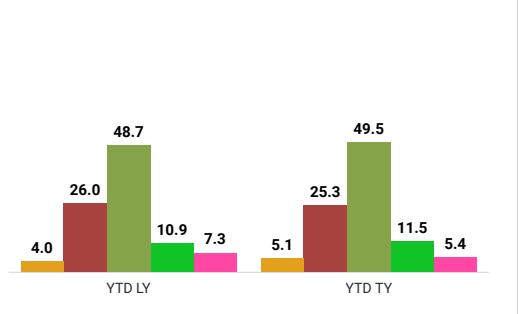
## MT Mini

## GT

Brand	YTD YA	YTD TY	+/- Chg
Racik	4.0	5.1	1.1
Sajiku	26.0	25.3	-0.7
Sasa	48.7	49.5	0.8
Kobe	10.9	11.5	0.6
Mama Suka	7.3	5.4	-1.8

Brand	YTD YA	YTD TY	+/- Chg
Racik	5.6	7.1	1.5
Sajiku	24.8	24.7	-0.1
Sasa	53.0	51.3	-1.7
Kobe	11.1	11.9	0.8
Mama Suka	4.3	3.3	-1.0

Brand	YTD YA	YTD TY	+/- Chg
Rack	8.2	6.4	-1.7
Sajiku	44.4	46.2	1.7
Sasa	28.6	31.0	2.4
Kobe	10.0	8.9	-1.1
Mama Suka	3.3	2.1	-1.2



## ND Max by Area - Monthly Trend



Nov 24

Period

Jakarta

W. Java

C. Java + DIY

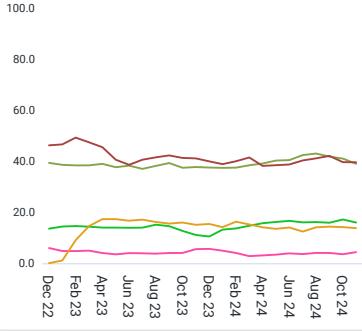
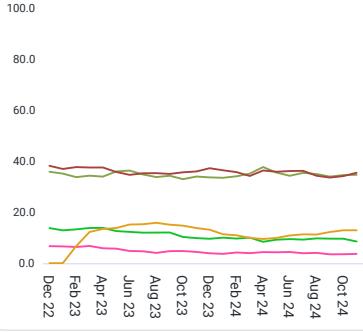
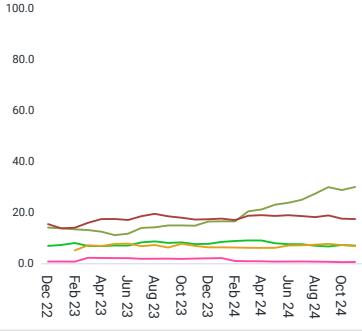
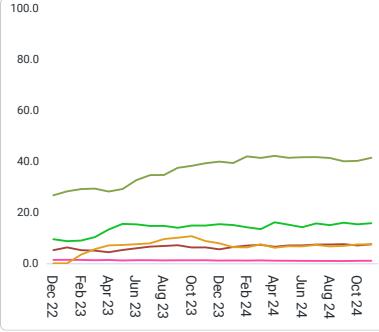
E. Java

Brand	LM	TM	+/- Chg
Racik	7.4	7.4	0.0
Sajiku	7.0	7.5	0.5
Sasa	40.1	41.3	1.2
Kobe	15.3	15.7	0.4
Mama Suka	1.0	1.0	0.0

Brand	LM	TM	+/- Chg
Racik	7.1	6.7	-0.4
Sajiku	17.5	17.3	-0.2
Sasa	28.7	29.9	1.2
Kobe	7.2	7.0	-0.2
Mama Suka	0.5	0.5	0.1

Brand	LM	TM	+/- Chg
Racik	12.9	12.9	0.0
Sajiku	34.2	35.5	1.3
Sasa	34.6	34.7	0.1
Kobe	9.6	8.5	-1.1
Mama Suka	3.6	3.7	0.1

Brand	LM	TM	+/- Chg
Racik	14.2	13.8	-0.4
Sajiku	39.6	39.6	-0.1
Sasa	41.0	39.0	-2.0
Kobe	17.2	16.0	-1.2
Mama Suka	3.6	4.4	0.8



N. Sumatra

C. Sumatra

S. Sumatra

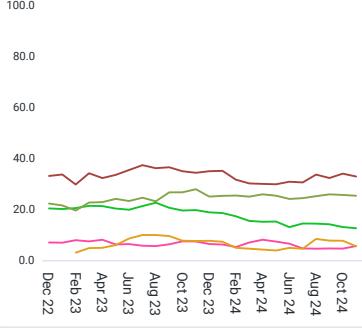
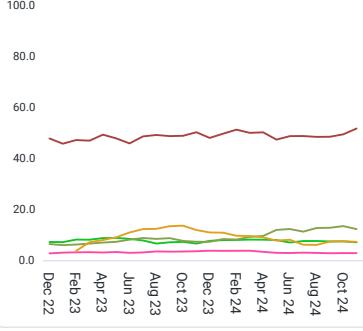
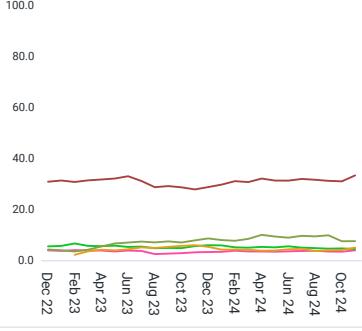
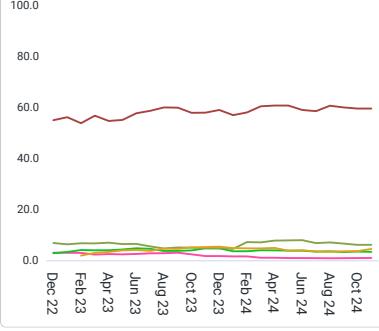
Bali Nusra

Brand	LM	TM	+/- Chg
Racik	3.6	4.5	0.9
Sajiku	59.5	59.5	0.0
Sasa	6.1	6.1	0.0
Kobe	3.4	3.3	-0.1
Mama Suka	0.9	0.9	0.0

Brand	LM	TM	+/- Chg
Racik	4.1	5.0	0.9
Sajiku	31.0	33.3	2.3
Sasa	7.5	7.5	0.0
Kobe	4.7	4.4	-0.2
Mama Suka	3.4	3.9	0.5

Brand	LM	TM	+/- Chg
Racik	7.5	7.2	-0.3
Sajiku	49.4	51.7	2.3
Sasa	13.4	12.2	-1.2
Kobe	7.4	7.1	-0.3
Mama Suka	2.8	2.8	0.0

Brand	LM	TM	+/- Chg
Racik	7.7	5.5	-2.2
Sajiku	34.0	32.8	-1.1
Sasa	25.6	25.3	-0.3
Kobe	13.0	12.6	-0.5
Mama Suka	4.6	5.6	1.0



Kalimantan

Sulawesi

Papua

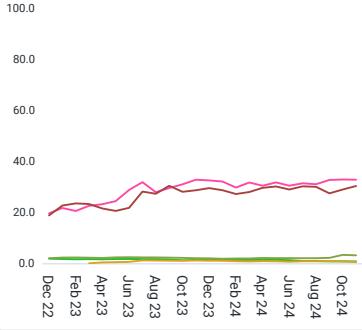
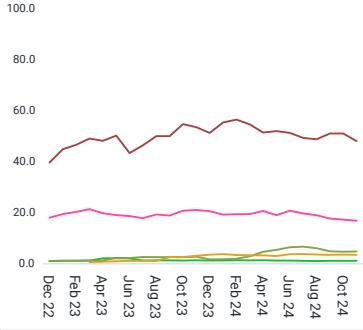
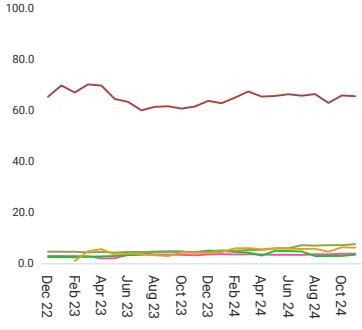
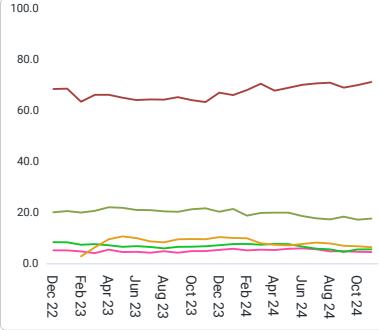
Maluku

Brand	LM	TM	+/- Chg
Racik	6.7	6.3	-0.4
Sajiku	69.8	71.1	1.2
Sasa	17.1	17.5	0.4
Kobe	5.5	5.5	0.0
Mama Suka	4.5	4.4	-0.1

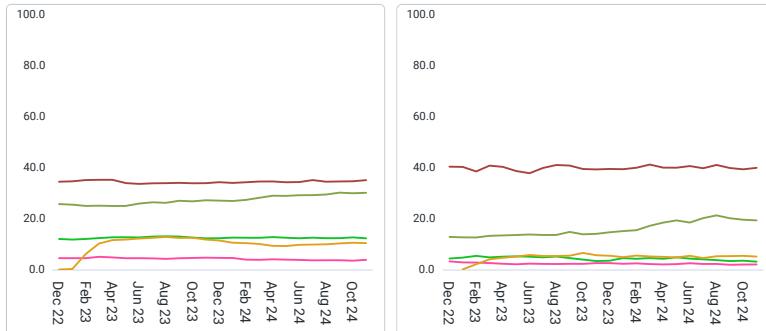
Brand	LM	TM	+/- Chg
Racik	6.3	6.2	-0.1
Sajiku	65.8	65.5	-0.3
Sasa	7.1	7.5	0.4
Kobe	2.9	3.4	0.5
Mama Suka	3.8	3.8	0.0

Brand	LM	TM	+/- Chg
Racik	3.4	3.3	-0.1
Sajiku	50.9	47.9	-3.0
Sasa	4.6	4.7	0.1
Kobe	1.0	1.0	0.0
Mama Suka	17.1	16.7	-0.4

Brand	LM	TM	+/- Chg
Racik	0.7	0.5	-0.2
Sajiku	28.9	30.3	1.4
Sasa	3.3	3.1	-0.2
Kobe	0.8	0.8	0.0
Mama Suka	32.8	32.8	-0.1



Urban				Rural			
Brand	LM	TM	+/- Chg	Brand	LM	TM	+/- Chg
Racik	10.5	10.4	-0.1	Racik	5.4	5.1	-0.3
Sajiku	34.6	35.0	0.5	Sajiku	39.3	39.9	0.6
Sasa	29.9	30.1	0.2	Sasa	19.5	19.3	-0.3
Kobe	12.6	12.2	-0.4	Kobe	3.5	3.1	-0.4
Mama Suka	3.5	3.8	0.3	Mama Suka	2.0	2.0	0.0



ND Max by Channel - Monthly Trend

MT HySu

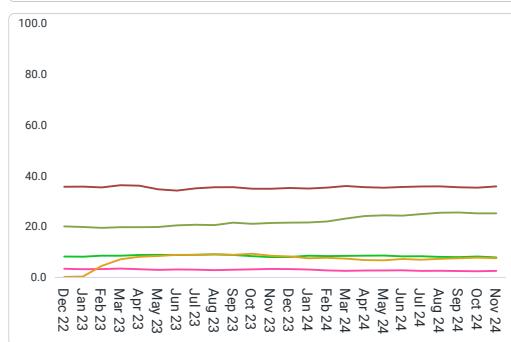
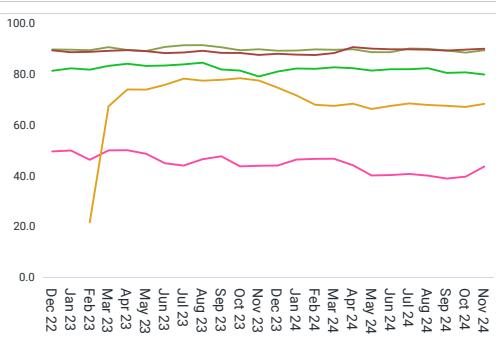
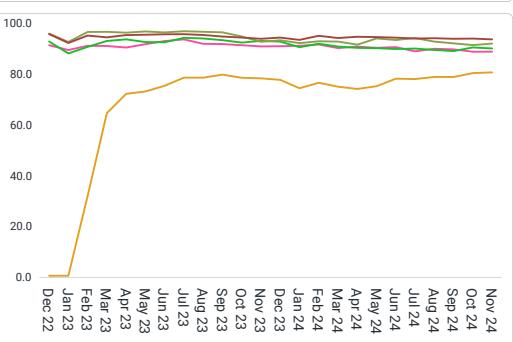
Brand	LM	TM	+/- Chg
Racik	80.5	80.8	0.3
Sajiku	94.1	93.8	-0.3
Sasa	91.5	92.1	0.6
Kobe	90.6	90.2	-0.4
Mama Suka	88.9	88.9	0.0

MT Mini

Brand	LM	TM	+/- Chg
Racik	67.1	68.3	1.2
Sajiku	89.7	90.1	0.3
Sasa	88.6	89.5	0.9
Kobe	80.8	79.9	-0.8
Mama Suka	39.6	43.6	4.0

GT

Brand	LM	TM	+/- Chg
Racik	7.6	7.4	-0.2
Sajiku	35.3	35.8	0.5
Sasa	25.1	25.1	0.0
Kobe	8.1	7.7	-0.4
Mama Suka	2.3	2.4	0.2



### Vol. Contribution, Vol.Share, & ND Max by Top 4 Variant Group - YTD

Vol. Contribution & Vol. Share																				
		Racik				Sajiku				Sasa				Kobe				Mama Suka		
MBD	% Vol. Cont	% Vol. Growth	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg			
Indonesia	100.0	-0.7	-12.3	6.4	-0.8	0.9	39.5	0.6	4.8	37.2	1.9	-5.6	9.8	-0.5	-31.1	2.7	-1.2			
• Tepung Serbaguna	57.1	2.7	1.1	7.2	-0.1	3.1	60.9	0.3	3.2	23.5	0.1	-0.1	3.5	-0.1	-30.8	1.9	-0.9			
• Tepung Ayam	17.3	-5.0	-30.2	9.6	-3.5	-7.9	14.8	-0.5	3.3	48.3	3.9	-2.2	21.6	0.6	-23.0	3.0	-0.7			
• Tepung Bakwan	12.8	-6.2	-27.0	4.6	-1.3	-14.5	14.0	-1.4	3.4	65.7	6.1	-13.9	9.8	-0.9	-31.5	5.1	-1.9			
• Tepung Manis	8.9	2.0	Ø	Ø	Ø	-30.3	2.9	-1.3	12.8	78.9	7.5	-20.1	8.2	-2.3	-43.1	3.7	-3.0			

### ND Max

		Racik				Sajiku				Sasa				Kobe				Mama Suka		
MBD	ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg			
Indonesia	64.0	4.0		13.3	0.2		44.2	0.7		32.6	4.7		13.4	0.1		5.0	-0.3			
• Tepung Serbaguna	59.7	4.6		11.7	0.5		43.1	0.6		24.1	4.5		6.6	0.5		2.7	-0.3			
• Tepung Ayam	25.6	1.2		5.9	-1.6		5.9	-0.5		16.6	2.7		8.1	-0.5		1.3	0.0			
• Tepung Bakwan	21.9	2.8		2.1	-1.2		5.3	-0.1		16.0	2.9		3.8	-0.5		2.1	-0.1			
• Tepung Manis	18.8	2.8		Ø	Ø		1.3	-0.0		15.4	3.2		3.0	-0.4		1.0	-0.1			

### Vol. Contribution, Vol.Share, & ND Max by Pack Group - YTD

Vol. Contribution & Vol. Share																				
		Racik				Sajiku				Sasa				Kobe				Mama Suka		
MBD	% Vol. Cont	% Vol. Growth	% Vol Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg	% Vol. Growth	Vol. Share	+/- Share Chg			
Indonesia	100.0	-0.7	-12.3	6.4	-0.8	0.9	39.5	0.6	4.8	37.2	1.9	-5.6	9.8	-0.5	-31.1	2.7	-1.2			
• Small	6.2	-9.3	-22.9	7.4	-1.3	-20.2	36.3	-5.0	0.9	42.7	4.3	-11.6	2.7	-0.1	-36.2	4.0	-1.7			
• Medium	46.2	-5.8	-15.1	7.3	-0.8	-1.0	43.7	2.1	1.9	32.7	2.5	-23.5	10.7	-2.5	-39.4	2.1	-1.1			
• Large	42.2	5.8	-5.9	6.0	-0.8	5.3	33.3	-0.1	8.7	42.9	1.2	27.3	9.7	1.6	-26.0	2.8	-1.2			
• Jumbo	5.4	9.4	Ø	Ø	Ø	16.3	55.2	3.3	-4.3	24.5	-3.5	16.5	10.5	0.6	-12.7	6.0	-1.5			

### ND Max

ND Max																				
		Racik				Sajiku				Sasa				Kobe				Mama Suka		
MBD	ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg		ND	+/- ND Chg			
Indonesia	4.0	64.0		13.3	0.2		44.2	0.7		32.6	4.7		13.4	0.1		5.0	-0.3			
• Small	-1.3	18.4		2.9	-0.9		9.5	-1.9		9.4	0.2		1.4	0.1		1.5	-0.3			
• Medium	4.1	55.9		10.1	0.4		37.4	1.9		25.1	4.2		11.0	-0.4		3.0	-0.2			
• Large	0.1	17.0		3.7	-1.5		10.4	-0.0		5.5	0.6		3.6	1.3		1.5	0.2			
• Jumbo	0.4	1.4		Ø	Ø		0.9	0.2		0.5	0.3		0.4	0.1		0.1	-0.0			

### Vol. Contribution, Vol.Share, & ND Max by Variant and Pack Group - YTD

Vol. Contribution & Vol. Share																	
		>	Racik			Sajiku			Sasa			Kobe			Mama Suka		
MBD	% Vol. Cont	% Vol. Growth	% Vol Growth	Vol. Share	+/- Share Chg	% Vol Growth	Vol. Share	+/- Share Chg	% Vol Growth	Vol. Share	+/- Share Chg	% Vol Growth	Vol. Share	+/- Share Chg	% Vol Growth	Vol. Share	+/- Share Chg
Indonesia	100.0	-0.7	-12.3	6.4	-0.8	0.9	39.5	0.6	4.8	37.2	1.9	-5.6	9.8	-0.5	-31.1	2.7	-1.2
• Tepung Serbaguna Small	5.2	-15.0	-22.8	8.7	-0.9	-20.2	42.9	-2.8	-7.6	39.8	3.2	9.4	2.6	0.6	-41.6	3.4	-1.5
• Tepung Serbaguna Medium	26.9	1.4	4.5	8.8	0.3	2.0	65.8	0.4	3.0	16.4	0.2	-27.0	3.2	-1.2	-37.6	1.7	-1.1
• Tepung Serbaguna Large	21.5	8.1	6.3	6.0	-0.1	7.7	55.0	-0.2	6.9	31.9	-0.3	41.2	4.4	1.0	-16.8	0.5	-0.1
• Tepung Serbaguna Jumbo	3.5	13.9	∅	∅	∅	16.3	85.9	1.8	49.7	1.6	0.4	49.0	2.6	0.6	-13.2	9.2	-2.9
• Tepung Ayam Small	0.2	56.1	∅	∅	∅	∅	∅	∅	59.2	98.8	1.9	0.0	0.0	0.0	∅	∅	∅
• Tepung Ayam Medium	7.2	-17.1	-41.2	14.0	-5.7	-14.6	12.5	0.4	-2.9	48.8	7.1	-21.3	23.2	-1.2	-38.3	0.7	-0.2
• Tepung Ayam Large	8.0	5.8	-2.6	8.3	-0.7	-3.9	20.8	-2.1	12.3	41.7	2.4	24.8	20.0	3.1	-21.0	5.9	-2.0
• Tepung Ayam Jumbo	1.9	2.7	∅	∅	∅	∅	∅	∅	5.8	67.6	-6.1	11.9	25.5	2.1	∅	∅	∅
• Tepung Bakwan Small	0.2	64.0	∅	∅	∅	∅	∅	∅	64.0	100.0	0.0	∅	∅	∅	∅	∅	∅
• Tepung Bakwan Medium	6.4	-9.6	∅	∅	∅	-16.3	19.2	-1.5	3.4	64.7	8.1	-31.4	11.6	-3.7	-39.3	3.4	-1.7
• Tepung Bakwan Large	6.2	-3.9	-27.0	9.5	-3.0	-10.4	9.2	-0.7	1.4	65.8	3.4	34.7	8.4	2.4	-27.1	6.9	-2.2
• Tepung Bakwan Jumbo	0.0	-2.3	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	86.0	19.2	9.1
• Tepung Manis Small	0.1	85.4	∅	∅	∅	∅	∅	∅	85.4	100.0	0.0	∅	∅	∅	∅	∅	∅
• Tepung Manis Medium	4.2	-7.5	∅	∅	∅	-29.8	6.0	-1.9	5.5	72.3	8.9	-23.8	14.5	-3.1	-48.4	3.6	-2.8
• Tepung Manis Large	4.5	11.7	∅	∅	∅	-66.2	0.0	-0.1	18.1	84.6	4.6	8.3	2.6	-0.1	-37.9	4.0	-3.2
ND Max																	
		>	Racik			Sajiku			Sasa			Kobe			Mama Suka		
MBD	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	ND	+/- ND Chg	
Indonesia	4.0	64.0	13.3	0.2	44.2	0.7	32.6	4.7	13.4	0.1	5.0	-0.3					
• Tepung Serbaguna Small	-1.6	16.9	2.9	-0.9	9.5	-1.9	8.4	0.1	1.1	0.4	1.2	-0.2					
• Tepung Serbaguna Medium	5.1	50.3	8.6	0.8	36.3	2.1	15.7	4.4	4.0	-0.4	1.7	0.0					
• Tepung Serbaguna Large	0.4	13.8	2.5	-1.0	10.1	0.0	3.8	0.6	2.9	1.2	0.1	-0.0					
• Tepung Serbaguna Jumbo	0.4	1.2	∅	∅	0.9	0.2	0.2	0.2	0.1	0.0	0.1	-0.0					
• Tepung Ayam Small	0.6	2.0	∅	∅	∅	∅	1.9	0.6	∅	∅	∅	∅					
• Tepung Ayam Medium	0.4	22.0	4.8	-1.6	4.1	-0.6	13.3	1.9	6.7	-0.6	0.4	-0.1					
• Tepung Ayam Large	-0.4	5.3	1.6	-0.9	2.5	0.1	3.3	0.3	2.0	0.3	0.9	0.2					
• Tepung Ayam Jumbo	0.2	0.6	∅	∅	∅	∅	0.4	0.1	0.3	0.1	∅	∅					
• Tepung Bakwan Small	0.6	1.7	∅	∅	∅	∅	1.7	0.6	∅	∅	∅	∅					
• Tepung Bakwan Medium	2.2	18.1	∅	∅	4.9	0.3	12.6	1.9	3.2	-0.5	1.2	-0.2					
• Tepung Bakwan Large	-0.1	5.6	2.1	-1.2	0.9	-0.4	3.8	0.7	0.9	0.0	1.0	0.1					
• Tepung Bakwan Jumbo	-0.0	0.0	∅	∅	∅	∅	∅	∅	∅	∅	0.0	0.0					
• Tepung Manis Small	0.5	1.2	∅	∅	∅	∅	1.2	0.5	∅	∅	∅	∅					
• Tepung Manis Medium	2.6	15.9	∅	∅	1.3	-0.0	12.9	2.8	2.7	-0.3	0.8	-0.1					
• Tepung Manis Large	0.5	4.5	∅	∅	0.0	-0.1	3.6	0.5	0.6	0.0	0.3	-0.0					

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