



PT SELAMAT SEMPURNA Tbk.
MEMBER OF ADR GROUP



Institusional Investor Day

2014 Performance

Indonesia Stock Exchange

Jakarta, 22 April 2015

Fact Sheet about SMSM

- ❑ PT Selamat Sempurna Tbk (SMSM) is the flagship of ADR Group (Automotive Division)
- ❑ The Largest Filter Manufacturer in the region
- ❑ The Most Comprehensive range of products
- ❑ Serve more filtration and radiator products than any other auto component company
- ❑ Exported to more than **115** countries worldwide
- ❑ Trademark Registration in more than **100** countries worldwide
- ❑ Over 90% of our revenue is recurring aftermarket revenue
- ❑ Strong Balance Sheet and Cash Flow

Product Range

- *With more than 8,000 part numbers available for automotive and heavy duty applications, we serve wide range of products than any other auto component company.*
- *With additional \pm 500 part numbers every year.*



Exported to more than 115 countries worldwide

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- | | | | | |
|----------------|-----------------------|-----------------|----------------------|------------------------|
| 1. Afghanistan | 26. El Salvador | 51. Kosovo | 76. Paraguay | 101. Tajikistan |
| 2. Angola | 27. Ecuador | 52. Kuwait | 77. Papua New Guinea | 102. Tanzania |
| 3. Argentina | 28. Ethiopia | 53. Kyrgyzstan | 78. Peru | 103. Thailand |
| 4. Austria | 29. Equatorial Guinea | 54. Lebanon | 79. Philippines | 104. Trinidad & Tobago |
| 5. Australia | 30. Fiji Island | 55. Libya | 80. Poland | 105. Tunis |
| 6. Azerbaijan | 31. Finland | 56. Lithuania | 81. Portugal | 106. Turkey |
| 7. Bahrain | 32. France | 57. Luxembourg | 82. Puerto Rico | 107. Turkmenistan |
| 8. Bangladesh | 33. Ghana | 58. Macedonia | 83. Qatar | 108. U.A.E |
| 9. Barbados | 34. Germany | 59. Madagascar | 84. People R.O.C | 109. Uganda |
| 10. Belarus | 35. Greece | 60. Malaysia | 85. Rep. of Dominica | 110. Ukraine |
| 11. Belgium | 36. Guatemala | 61. Maldives | 86. Rep. of Yemen | 111. United Kingdom |
| 12. Bolivia | 37. Guyana | 62. Malta | 87. Romania | 112. U.S.A |
| 13. Brazil | 38. Honduras | 63. Morocco | 88. Russia | 113. Uruguay |
| 14. Brunei | 39. Hong Kong | 64. Mauritius | 89. Saudi Arabia | 114. Venezuela |
| 15. Bhutan | 40. India | 65. Mexico | 90. Singapore | 115. Vietnam |
| 16. Bulgaria | 41. Iran | 66. Myanmar | 91. South Africa | 116. Zambia |
| 17. Cambodia | 42. Iraq | 67. Nepal | 92. South Korea | |
| 18. Cameroon | 43. Ireland | 68. Netherlands | 93. Spain | |
| 19. Canada | 44. Israel | 69. New Zealand | 94. Sri Lanka | |
| 20. Chile | 45. Italy | 70. Nigeria | 95. Sudan | |
| 21. Cyprus | 46. Ivory Coast | 71. Nicaragua | 96. Suriname | |
| 22. Colombia | 47. Japan | 72. Oman | 97. Syria | |
| 23. Costa Rica | 48. Jordan | 73. Palestine | 98. Sweden | |
| 24. East Timor | 49. Kazakhstan | 74. Pakistan | 99. Switzerland | |
| 25. Egypt | 50. Kenya | 75. Panama | 100. Taiwan | |
- 33 Additional Countries in 2007 - 2012
■ 10 Additional Countries in 2013 - 2014

Capacity & Utilization Main Products

Filtration	Capacity	Production	% Utilization
2009	72.000	39.596	55%
2010	72.000	48.256	67%
2011	96.000	51.974	54%
2012	96.000	51.800	54%
2013	96.000	53.580	56%
2014	96.000	60.810	63%

Radiator	Aluminum			Copper Brass		
	Capacity	Production	%	Capacity	Production	%
2009	750	629	84%	450	108	24%
2010	1.500	739	49%	450	89	20%
2011	1.500	778	52%	450	71	16%
2012	1.500	703	47%	450	58	13%
2013	1.500	733	49%	450	38	8%
2014	1.500	717	48%	450	25	5%

Brand Names

Our Product brand names are well recognized in the after market as well as OEM & OES, both locally and internationally. Some of our brand names are:



SAKURA
Filtration Product



RADIATOR



DUMP HOIST



COOLANT



BRAKE PARTS

List of OEM/OES

- Anhui HA
- Bei Ben
- Carrier
- Caterpillar
- Chery
- Chevrolet
- CNH (New Holland)
- Daihatsu
- Ford
- Foton
- Greatwall
- Hino
- Hitachi
- Holden
- Honda
- Hyundai
- Isuzu
- JCB
- KIA
- Kobelco
- Komatsu
- Kubota
- MAN
- Mazda
- Mercedes-Benz
- Mitsubishi
- Nissan
- Shanghai DE
- Shantui CM
- Suzuki
- TCM
- Toyota
- UD Trucks
- Yanmar

Filters

- **1984:** Donaldson Company Inc., USA (PT Panata Jaya Mandiri)
- **1985:** Mahle Japan Limited, Japan. (formerly Tsuchiya Manufacturing Co. Ltd., Japan)
- **1988:** Tokyo Roki Co., Ltd., Japan (PT Selamat Sempurna Tbk)

Radiators & Others

- **1979:** Tokyo Radiators Mfg. Co. Ltd., Japan
(Radiator - PT Selamat Sempurna Tbk)
- **1982:** Usui Kokusai Sangyo Kaisha Ltd., Japan
(Brake Pipes - PT Selamat Sempurna Tbk.)
- **1989:** ShinMaywa Industrial Co. Ltd., Japan.
(PT Hydraxle Perkasa)
- **2013:** Sueyoshi Kogyo Co. Ltd., Japan.
(Fuel Tank and Hydraulic Tank for Construction Machinery – PT Selamat Sempurna Tbk)

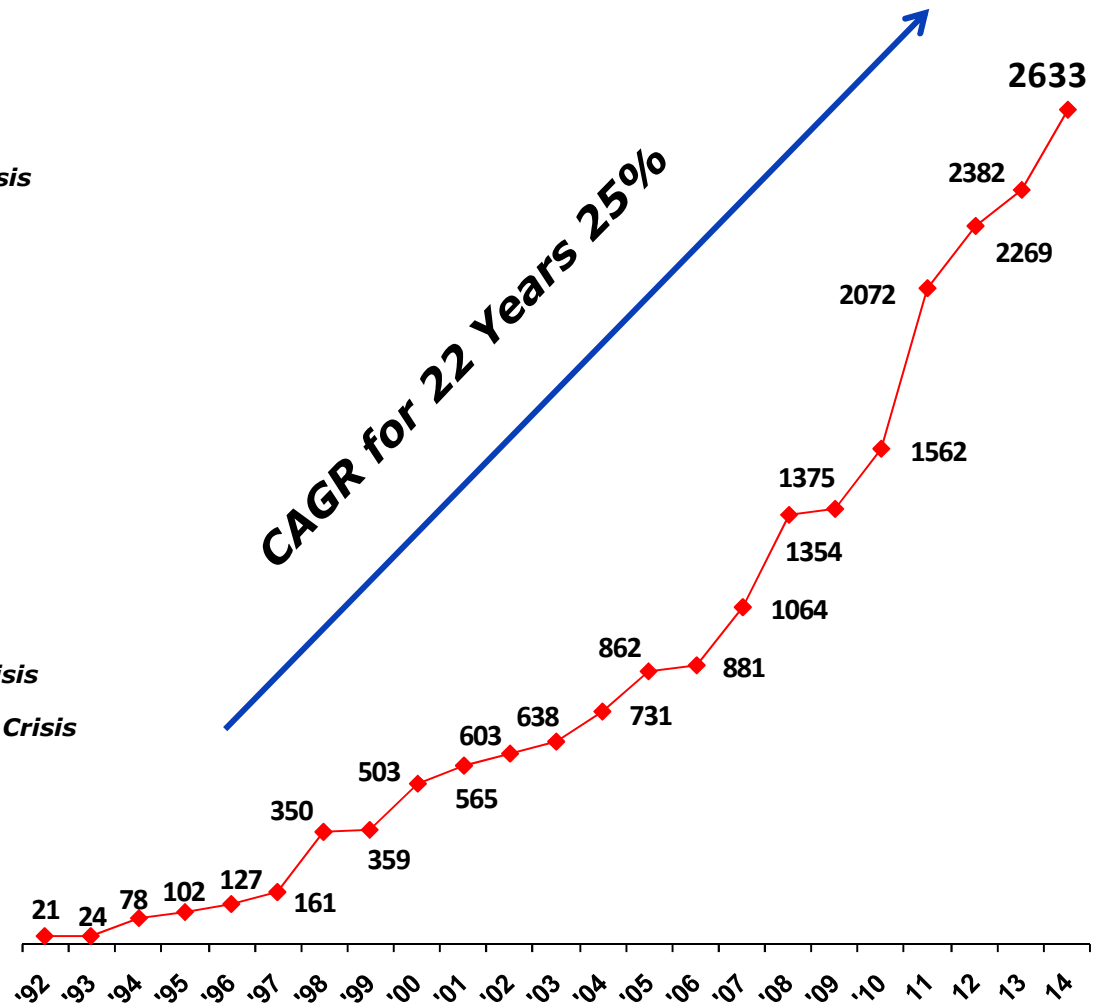
22 Years Consecutive Sales Growth

No	Year	Net Sales
	1992	21
1	1993	24
2	1994	78
3	1995	102
4	1996	127
5	1997	161
6	1998	350
7	1999	359
8	2000	503
9	2001	565
10	2002	603
11	2003	638
12	2004	731
13	2005	862
14	2006	881
15	2007	1.064
16	2008	1.354
17	2009	1.375
18	2010	1.562
19	2011	2.072
20	2012	2.269
21	2013	2.382
22	2014	2.633

→ **Asia Crisis**

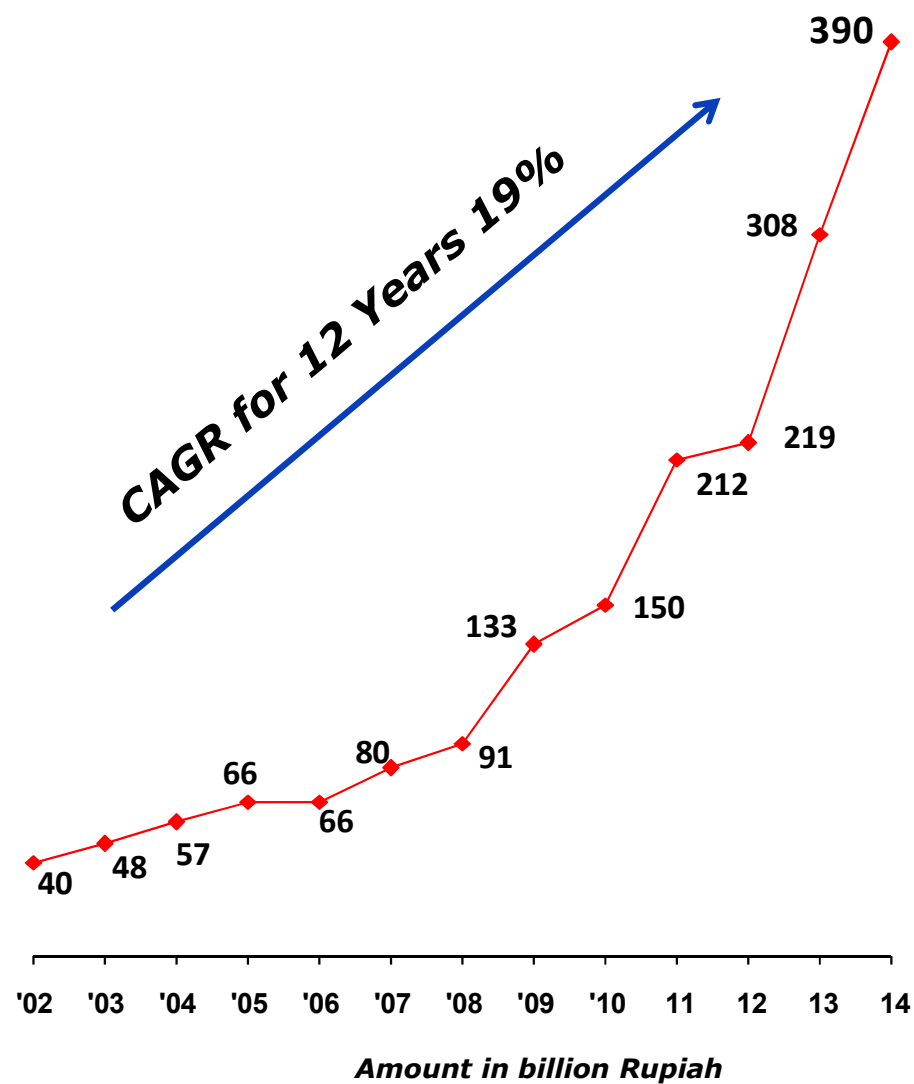
→ **USA Crisis**

→ **Europe Crisis**



12 Years Consecutive Net Income

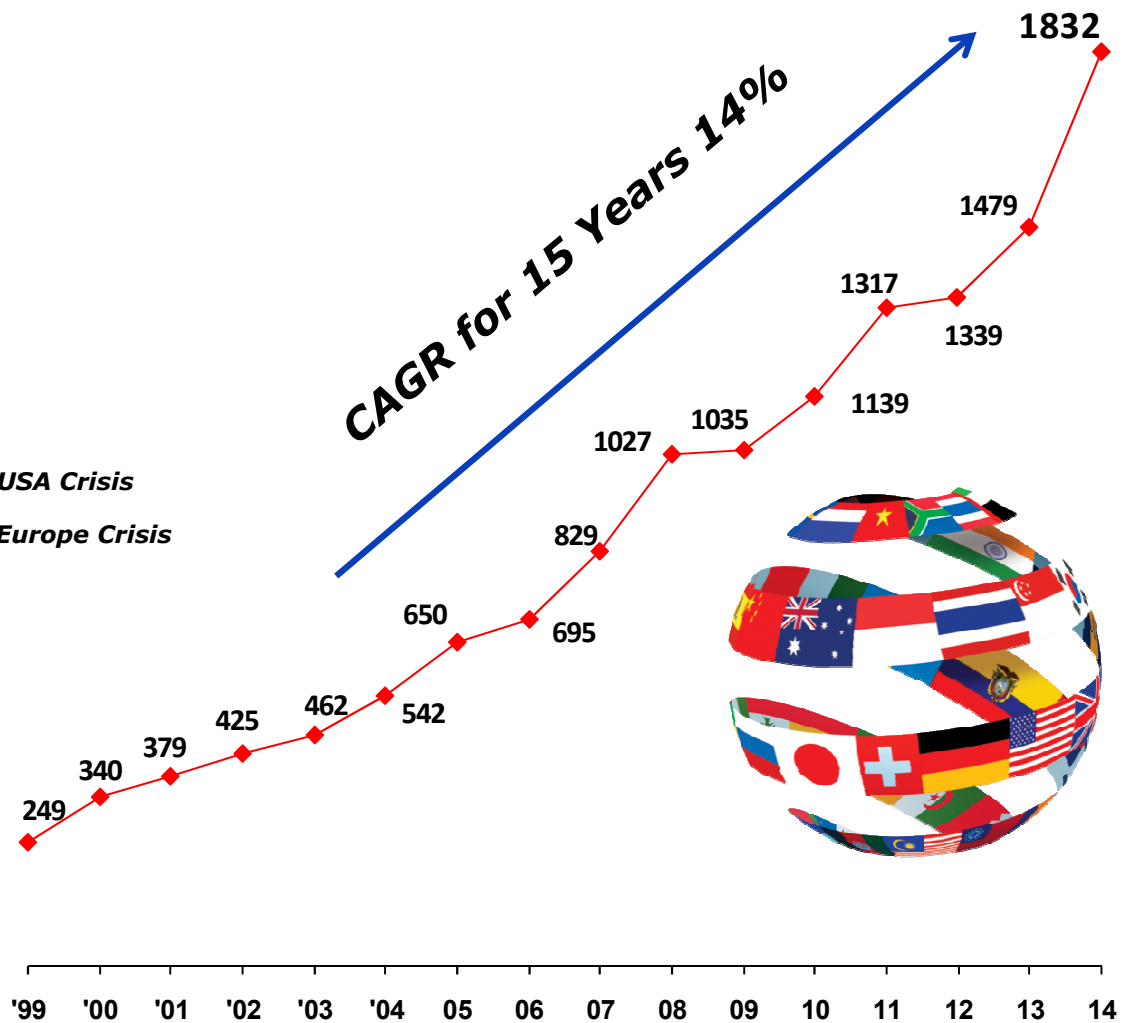
	Year	Net Income
	2002	40
1	2003	48
2	2004	57
3	2005	66
4	2006	66
5	2007	80
6	2008	91
7	2009	133
8	2010	150
9	2011	212
10	2012	219
11	2013	308
12	2014	390



15 Years Consecutive **Export** Sales Growth

No	Year	Export Sales
	1999	249
1	2000	340
2	2001	379
3	2002	425
4	2003	462
5	2004	542
6	2005	650
7	2006	695
8	2007	829
9	2008	1.027
10	2009	1.035
11	2010	1.139
12	2011	1.317
13	2012	1.339
14	2013	1.479
15	2014	1.832

→ **USA Crisis**
→ **Europe Crisis**



Amount in Billion Rupiah

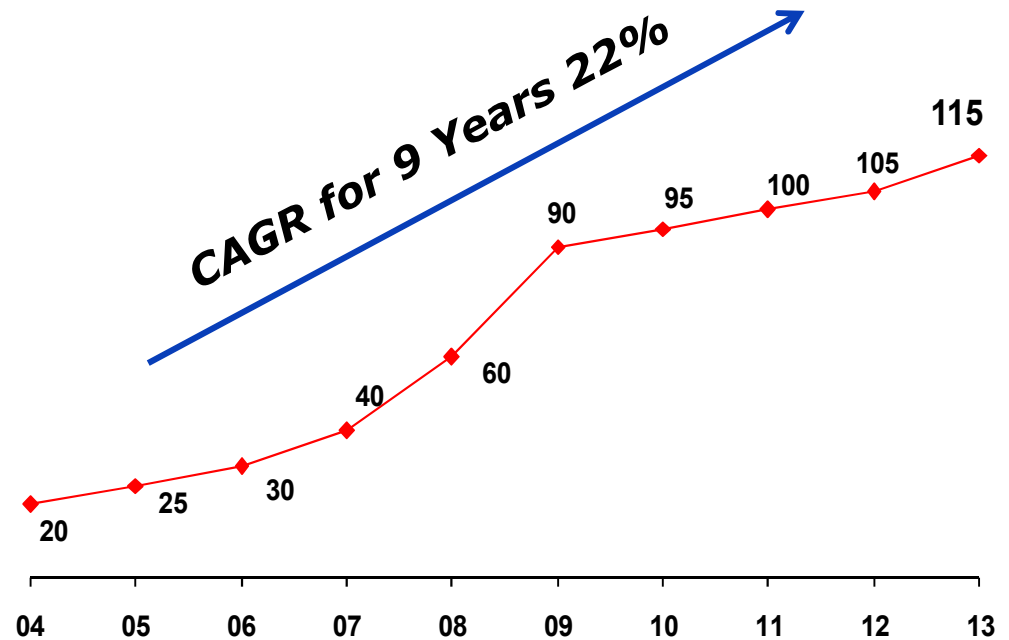
9 Years Consecutive Dividend Payment Growth

No	Financial Year	Total Dividend (In Bio IDR)	Dividend Per Share	Earning Per Share	Payout Ratio
	2004	25,97	20	44	45%
1	2005	32,47	25	46	49%
2	2006	41,08	30	46	62%
3	2007	57,59	40	56	72%
4	2008	86,38	60	64	94%
5	2009	129,57	90	92	98%
6	2010	136,77	95	104	91%
7	2011	143,97	100	140	71%
8	2012	151,27	105	162	65%
9	2013	165,56	115	214	54%
	2014	143,97	100*)	271	37%

DIVIDEND POLICY

Dividend percentage of net income are :

- Net income up to Rp 10 billion : 35% ;
- Net income above Rp 10 billion - Rp 30 billion : 40% ;
- Net income above Rp 30 billion : 45%.



*) **Interim Dividend :**

1st Interim Dividend = IDR 40 per share on Oct 10, 2014

2nd Interim Dividend = IDR 60 per share on Dec 11, 2014



Performance FY - 2014



Comparative Financial Highlights

Financial Highlights	2014	2013	Var	%Var
Net Sales	2.633	2.382	251	10,54%
Gross Profit	785	644	141	21,88%
Income from Operation	566	492	74	15,00%
Net Income attributable to:				
Equity holders of the Parent Company	390	308	82	26,71%
Non-controlling Interest	30	30	0,02	(0,08%)
Current Asset	1.134	1.108	26	2,32%
Total Asset	1.749	1.713	37	2,14%
Current Liabilities	537	525	12	2,31%
Total Liabilities	603	696	(93)	(13,42%)
Equity attributable to :				
Equity holders of the Parent Company	1.005	848	158	18,58%
Non-controlling Interest	142	169	(27)	(16,20)%
EPS	271	214	57	26,71%

Financial Ratio

Financial Ratio	2014	2013
Net Sales Growth	11%	
Asset Growth	2%	
Equity Growth *)	13%	
Gross Profit Margin	30%	27%
Operating Income Margin	22%	21%
Net Income Margin *)	15%	13%
Return on Assets	24%	20%
Return on Equity *)	39%	36%
Total Debt / Total Asset	34%	41%
Total Debt / Total Equity	53%	68%
Current Ratio	211%	211%

*) *attributable to Equity holders of Parent Company*

Sales by Continent

Continent	2014		2013		Increase /(Decrease)	
	Rp	%	Rp	%	Rp	%
Asia*	1.500	57%	1.452	61%	47	3,25%
America	532	20%	444	19%	88	19,84%
Europe	374	14%	305	13%	69	22,77%
Australia	190	7%	148	6%	42	28,13%
Africa	37	2%	33	1%	5	14,13%
Total	2.633	100%	2.382	100%	251	10,54%

Amount in Billion Rupiah

*** Asia included Indonesia**

Sales Performance 2014





Market	Sales (Rp)				Increase /(Decrease)	
	2014	%	2013	%	Rp	%
Export	1.832	70%	1.479	62%	353	23,83%
Local	801	30%	902	38%	(102)	(11,25%)
Total	2.633	100%	2.382	100%	251	10,54%

Product	Sales (Rp)				Increase /(Decrease)	
	2014	%	2013	%	Rp	%
Filter	2.046	78%	1.687	71%	358	21,22%
Radiator	395	15%	398	17%	(3)	(0,78%)
Body Maker	136	5%	198	8%	(61)	(30,96%)
Trading	329	13%	364	15%	(34)	(9,45%)
Others	321	12%	270	11%	51	19,06%
(Elimination)	(595)	(23%)	(535)	(22%)	(60)	(11,19%)
Total	2.633	100%	2.382	100%	251	10,54%

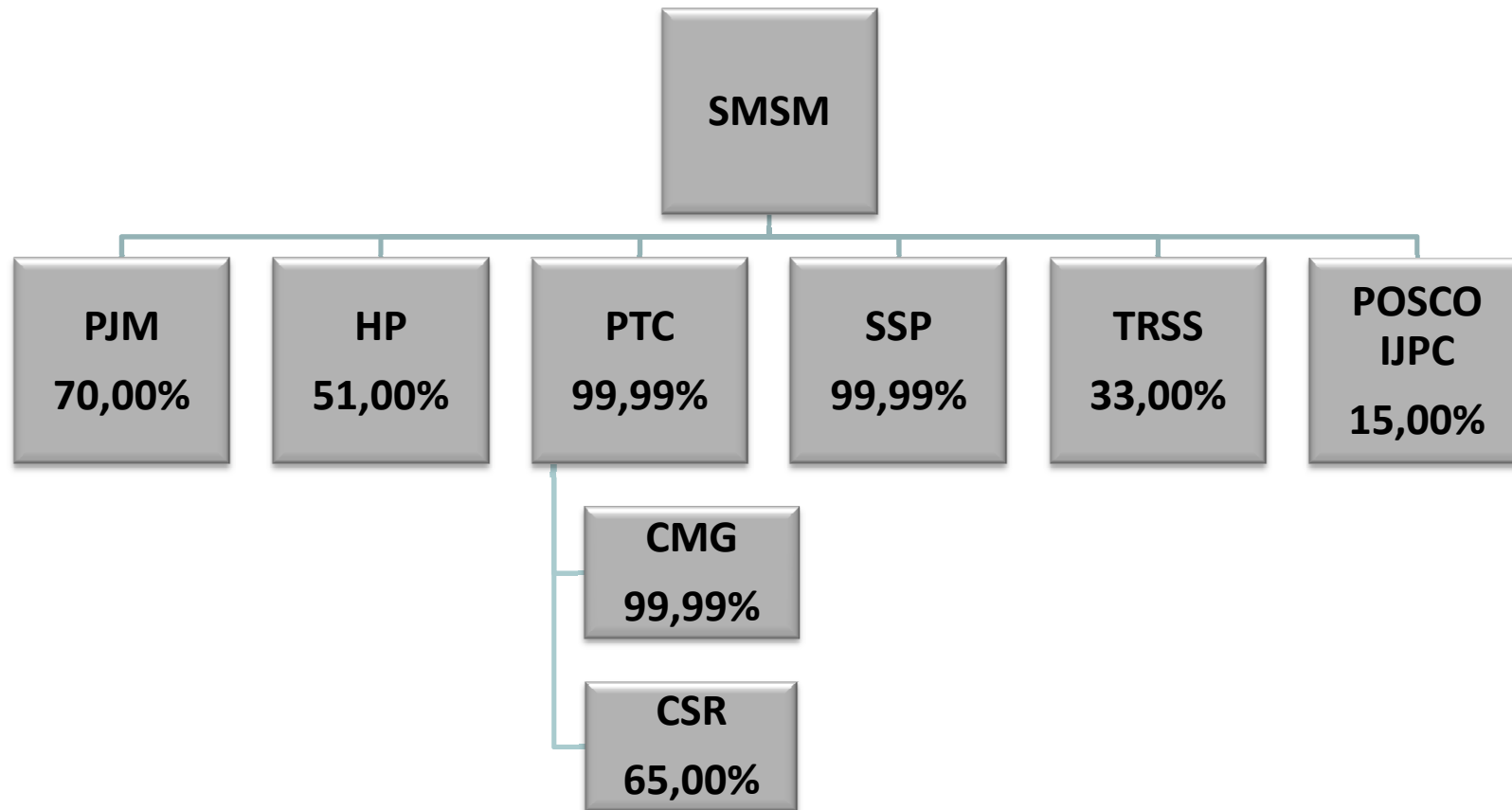
Bond Information

Name	Obligasi Selamat Sempurna II Tahun 2010 Dengan Tingkat Bunga Tetap
Series and Maturity	<ul style="list-style-type: none"> • Seri A Rp.80.000.000.000,- Maturity 370 days [settle] • Seri B Rp.80.000.000.000,- Maturity 3 years [settle] • Seri C Rp.80.000.000.000,- Maturity 5 years
Interest	<ul style="list-style-type: none"> • Seri A 8,9% per year settle 13 July 2011 • Seri B 10,3% per year settle 08 July 2013 • Seri C 10,8% per year due 08 July 2015
Interest basis	Quarterly basis
Guarantee	Clean basis
Proceeds of fund to	<ul style="list-style-type: none"> • Settlement of Bank Payable Rp180.000.000.000,- • Working Capital for payment of raw material, supporting material and finished good with maximum Rp 60.000.000.000,-
Listed on & Issuance Date	Indonesia Stock Exchange , July 09 th 2010
Bond rating	Pefindo has upgraded the ratings of SMSM to idAA (06 April 2015)

Summary Performance 2014

	Position as per 31 Des'14		Changes
Net Sales	Rp. 2.633 T		10,54%
Net Income	Rp. 390 B		26,71%
EPS	Rp. 271		26,71%
Share Price	Rp. 4.750		38%

Structure of Company relationship with the Subsidiaries and Associates



Manufacture :

PJM : PT PANATA JAYA MANDIRI
HP : PT HYDRAXLE PERKASA
SSP : PT SELAMAT SEMPANA PERKASA
TRSS : PT TOKYO RADIATOR SELAMAT SEMPURNA
POSCO IJPC : PT POSCO INDONESIA JAKARTA PROCESSING CENTER

Distribution :

PTC : PT PRAPAT TUNGGAL CIPTA
CMG : PT CAHAYA MITRA GEMILANG
CSR : PT CAHAYA SEJAHTERA RIAU

PT Panata Jaya Mandiri – PJM (Subsidiary Company)

- SMSM owns a 70% stake in PJM
- Joint venture* with Donaldson Company Inc., USA

Financial Highlights	2014 (A)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	557	488	450	509	441
Gross Profit	133	118	106	116	91
Income From Operations	112	98	83	84	66
Net Income	84	73	62	61	48
Current Asset	215	239	181	200	163
Total Asset	294	312	260	281	242
Current Liabilities	76	81	43	53	72
Total Liabilities	62	69	54	65	81
Total Equity	218	231	206	216	161

Amount in Billion Rupiah A = Audited

PT Hydraxle Perkasa – HP (Subsidiary Company)

- ❑ SMSM owns a 51% stake in HP
- ❑ Manufacture dump hoist and body maker of dump truck, trailer, mixer, and tank
- ❑ Effective on October 10, 2014, the shareholders of HP agreed to proportionately decrease the share capital in HP by Rp.45.917.640.000 to become Rp.107.141.160.000,- , in which, the proportion of decrease of the SMSM's shares ownership in HP is amounted to Rp.23.417.640.000,-

Financial Highlights	2014 (A)	2013 (A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	185	243	340	310	229
Gross Profit	26	39	63	43	27
Income From Operations	14	24	47	32	18
Net Income	12	20	34	22	11
Current Asset	89	135	147	102	84
Total Asset	179	230	250	196	160
Current Liabilities	16	20	14	80	51
Total Liabilities	21	24	19	84	55
Total Equity	158	206	231	112	105

Amount in Billion Rupiah

A = Audited

PT Prapat Tunggal Cipta– PTC (Subsidiary Company)

- ❑ SMSM owns a 99.9% stake in PTC
- ❑ Sole distributor that specializes on the trading of the Company products in Indonesia aftermarket sectors.

Financial Highlights PT Prapat Tunggal Cipta and its subsidiaries

Financial Highlights	2014(A)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	329	338	290	259	223
Gross Profit	67	55	39	34	31
Income From Operations	37	30	19	14	13
Net Income	26	20	13	10	10
Current Asset	169	149	120	113	100
Total Asset	176	155	126	119	105
Current Liabilities	94	85	72	56	54
Total Liabilities	98	89	75	58	54
Total Equity	78	66	50	61	51

Amount in Billion Rupiah A = Audited

PT Cahaya Mitra Gemilang– CMG (Subsidiary Company of PTC)

- ❑ PTC owns a 99,99% stake in CMG (acquire on June 2014)
- ❑ Specializes on the distribution of the Company products in North Sumatera and Nanggroe Aceh Darussalam

Financial Highlights	2014 (A)	2013(A)	2012 (A)	2011 (A)
Net Sales	35,7	34,9	31,8	27,5
Gross Profit	6,9	6,4	5,2	4,3
Income From Operations	2,6	2,6	1,9	1,3
Net Income	1,9	1,9	1,3	1,2
Current Asset	23,6	21,4	18,6	16,8
Total Asset	24,1	21,9	19,2	17,4
Current Liabilities	11,5	11,4	10,6	9,3
Total Liabilities	11,6	11,5	10,6	9,2
Total Equity	12,4	10,5	8,5	8,1

Amount in Billion Rupiah A = Audited

PT Selamat Sempana Perkasa – SSP (Subsidiary Company)

- ❑ SMSM owns a 99.9% stake in SSP
- ❑ manufacturers rubber O-rings, rubber compounds, polyurethanes, and plastisol adhesives for automotive industries

Financial Highlights	2014 (A)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	183	138	115	108	106
Gross Profit	27	18	13	11	9
Income From Operations	22	11	7	5	5
Net Income	16	8	5	3	3
Current Asset	44	39	43	35	26
Total Asset	67	60	66	58	46
Current Liabilities	13	9	16	15	8
Total Liabilities	16	13	21	18	8
Total Equity	52	47	45	40	37

Amount in Billion Rupiah A = Audited

POSCO IJPC (Associate Company)

- Established in 2005
- Formerly PT International Steel Indonesia
- SMSM owns a 15% stake in POSCO IJPC
- Joint venture* with POSCO and DAEWOO International Corporation
- Scope of activities mainly steel processing

Financial Highlights	'14(A)	'13 (A)	'12 (A)	'11 (A)	'10(A)
Net Sales	69,3	73,6	67,9	58,3	35,1
Gross Profit	3,3	2,7	2,5	3,3	2,5
Net Income	(1,1)	(4,7)	(1,1)	0,1	0,8
Asset	82	85,3	65,6	45,6	45,6
Liabilities	67	69,0	44,8	39,2	39,2
Equity	15	16,2	20,8	6,4	6,4

Amount in Million USD A = Audited

PT Tokyo Radiator Selamat Sempurna (Associate Company)

- ❑ Established in 2012 , Commercial Operation on June , 2013
- ❑ SMSM owns a 33% stake in TRSS
- ❑ *Joint venture* with Tokyo Radiator Mfg. Co. Ltd
- ❑ Scope of activities mainly manufacture heat exchanger for OE Market in Indonesia
- ❑ Obtain ISO/TS 16949:2009 on 05 Des 2014

Financial Highlights	'14(U)	'13 (U)
Net Sales	67	15
Gross Profit	10	1
Net Income/(Loss)	(3)	(13)
Asset	75	69
Liabilities	60	52
Equity	14	17

Amount in Billion IDR U = Unaudited

Outlook 2015

	2015 (F)	2014 (A)	2013 (A)	2012 (A)	2011 (A)	2010 (A)	2009 (A)	2008 (A)
Net Sales	3.068	2.633	2.382	2.269	2.072	1.562	1.375	1.354
Net Income *)	447	390	308	219	212	150	133	91
NPM	15%	15%	13%	10%	10%	10%	10%	7%
ROA	23%	24%	20%	16%	18%	15%	15%	11%
ROE	37%	39%	36%	30%	32%	29%	27%	17%
Debt/Equity	42%	53%	68%	71%	70%	88%	73%	58%
EPS	311	271	214	152	147	104	92	64

Amount in Billion Rupiah except EPS

F = Forecast ; A = Audited

**) attributable to Equity holders of Parent Company*

Long-Term Goal in 5 year

- ❑ The Largest Filtration Manufacturer in Region
- ❑  as One of World's Most Valuable Brands
- ❑ The Most Preferred Company to invest and to work for
- ❑ Committed to consecutive growth & financial performance
- ❑ Committed to strong dividend policy
- ❑ Sales more than IDR 5 Trillion FY 2019

Award



**Primaniyarta Award
(2009,2011,2012,2013&2014)**
Global Brand Developer
Global Brand Creator



**SWA Magazine
(2010 & 2011)**
Top 50 Indonesia Global Brand &
Top 250 Indonesia Original Brand



**Rekor Bisnis
(2011)**
Recognition as The Greatest
Number of Filter Brand
Registration and The Most
Comprehensive Range Product



**Museum Rekor Dunia -
Indonesia
(2011)**
Recognition as The Largest
Seller and Manufacturer of
Filter Product in Indonesia



**Marketing Award
(2011 & 2012)**
Recognition as The Best in
Market Driving Company & The
Best in International Marketing
from Marketing Magazine



**Rekor Bisnis
(2012)**
Recognition for PT Hydraxle
Perkasa as The Largest Dump
Truck Body Manufacturers in
Indonesia



**Brand Champion
(2012 & 2013)**
Recognition as The Indonesia
Brand Champion of Most Widely
Used Car Air & Oil Filter from
Markplus Insight.



**Indonesia Living Legend
Brands
(2013)**
"Sakura" is recognized as one
of the **Indonesia Living
Legend Brands** based on
SWA Magazine

Milestone and Achievement 2014

- The Best Vendor Contribution for Automotive Parts 2013
- The Best Vendor Performance 2013
- Best Listed Companies 2014 in Diversified Manufacturing Sector
- Recognition as one of Indonesia Most Admired Company 2014 (#3) in the category of Automotive Spare Parts from Frontier
- Most Committed to a Strong Dividend Policy from Finance Asia
- Best of the Best list, the top 50 best performing companies on the Indonesia Stock Exchange from Forbes Magazine
- One of 25 Stock Issuers listed on PEFINDO25 SME Index for period August 2014 – January 2015
- ASIAMONEY's Best Managed Company in the Small-Cap Corporate Category
- Primaniyarta Award 2014 – Global Brand Developer from The Government of Republic of Indonesia



Thank You

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