

Asia Rising Dragons Forum

JP Morgan

Hilton , Kuala Lumpur – May 05, 2014

- The Largest Filter Manufacturer in the region
- The Most Comprehensive range of products
- Exported to more than 110 countries worldwide
- Trademark Registration in more than 110 countries worldwide

Filtration



Automotive Filter

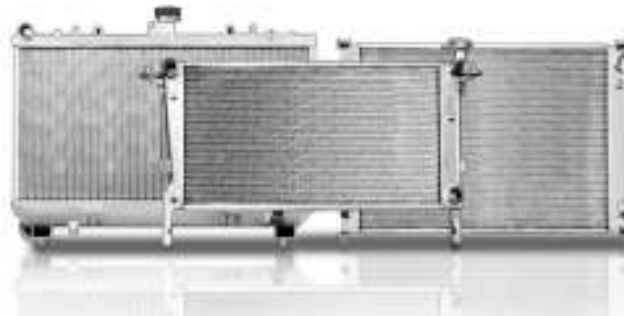


Heavy Equipment Filter

Heat Exchanger



Aluminum Plastic Radiator



All Aluminum Racing Radiator



Copper Brass Radiator



Oil Cooler



Copper Plastic Radiator



Heavy Equipment Radiator



Radiator for Genset

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



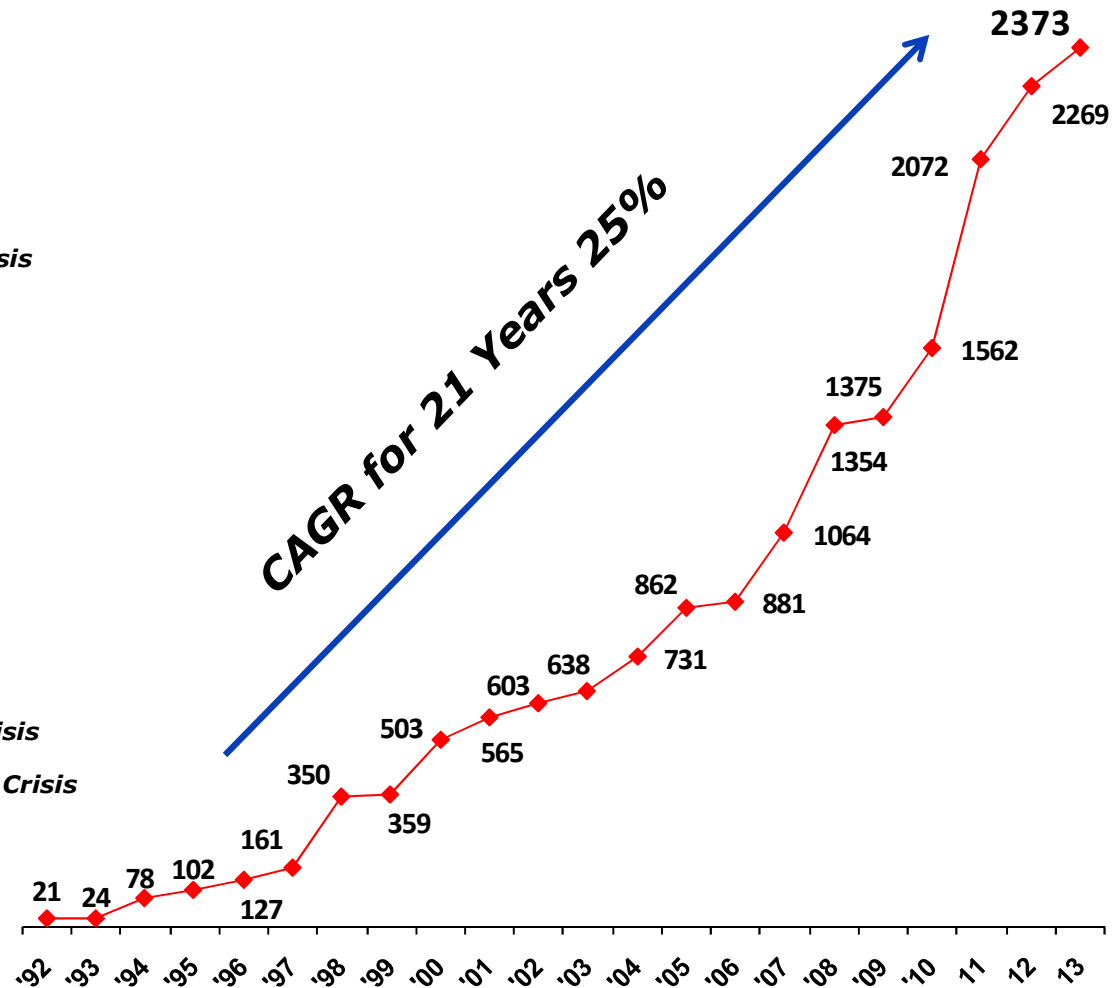
BRAKE PARTS

List of OEM/OES

- Anhui HA
- Bei Ben
- Caterpillar
- Chery
- Chevrolet
- 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

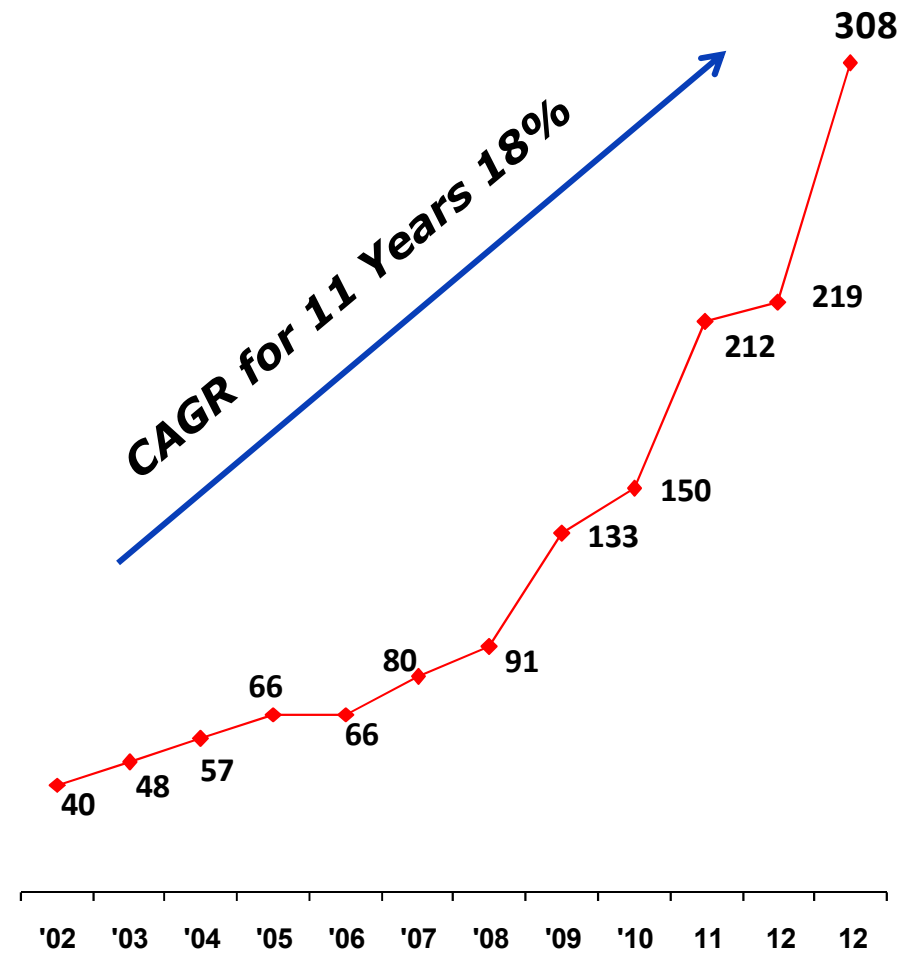
21 Years Consecutive Sales Growth

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	2.373



11 Years Consecutive Net Income

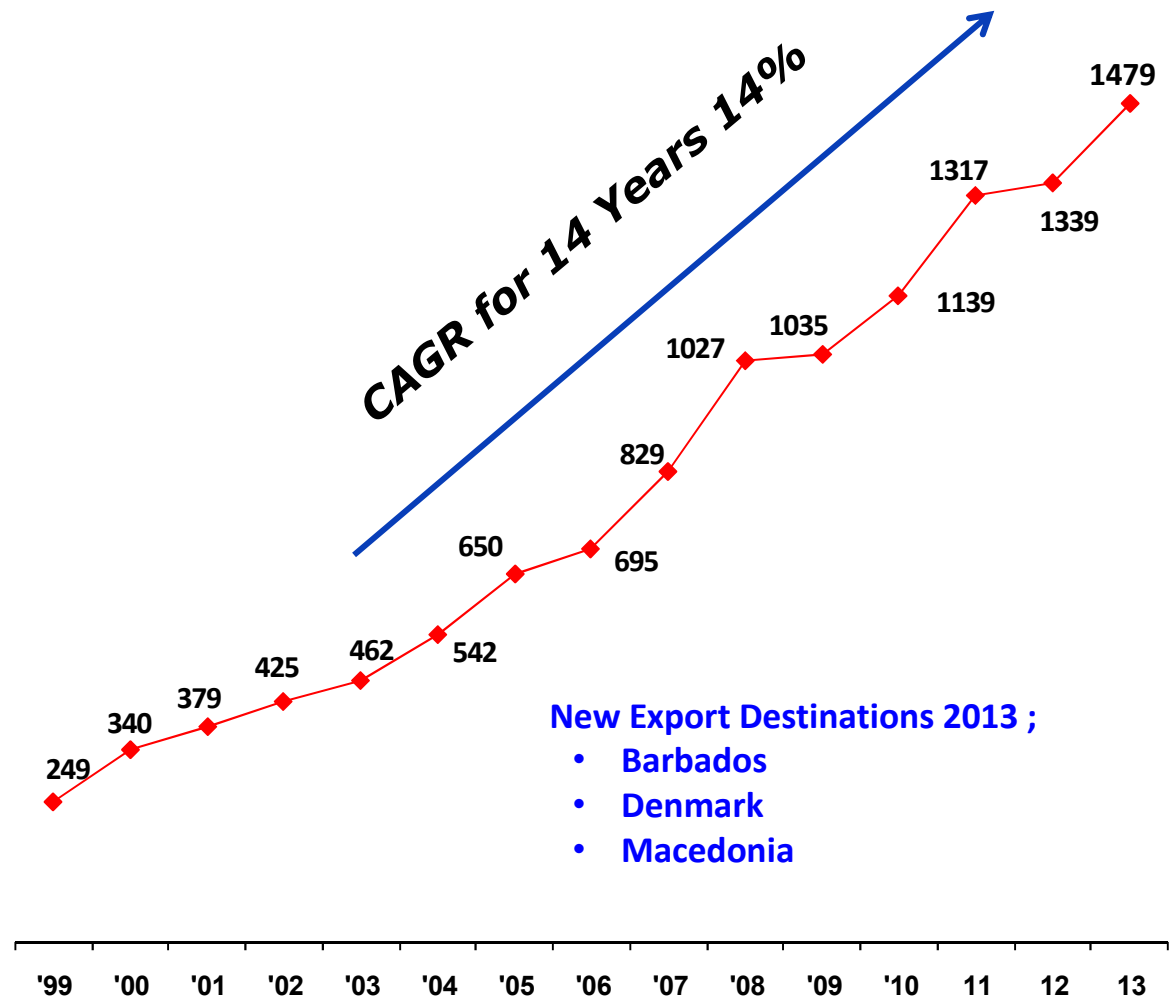
	Year	Net Income
	2002	40
1	2003	48
2	2004	57
3	2005	66
4	2006	66
5	2007	80
6	2008	91
7	2009	133
8	2010	150
9	2011	212
10	2012*)	219
11	2013	308



14 Years Consecutive **Export** Sales Growth

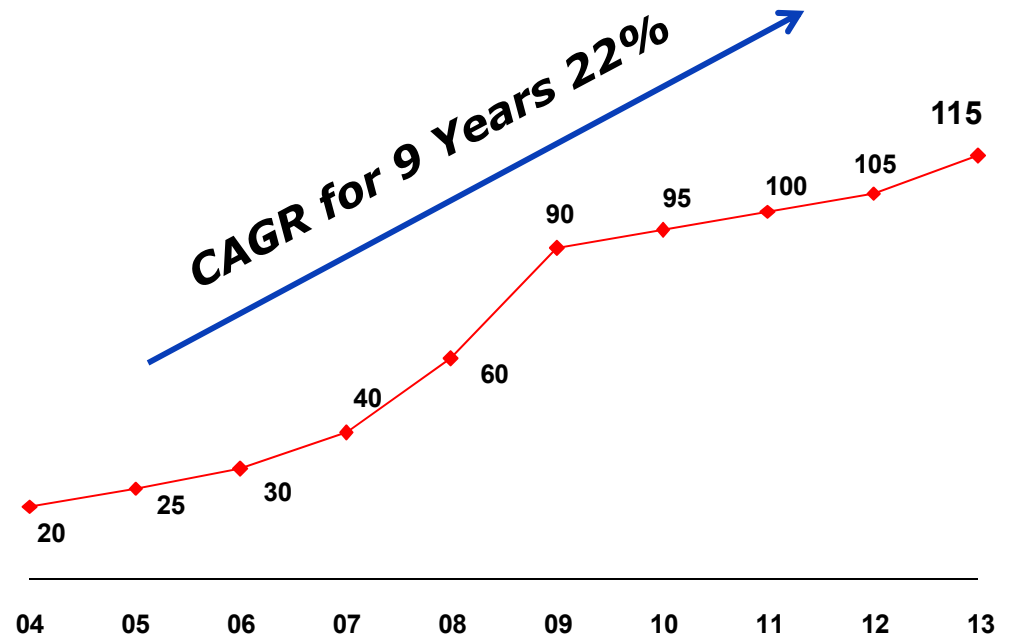
No	Year	Export Sales
	1999	249
1	2000	340
2	2001	379
3	2002	425
4	2003	462
5	2004	542
6	2005	650
7	2006	695
8	2007	829
9	2008	1.027
10	2009	1.035
11	2010	1.139
12	2011	1.317
13	2012	1.339
14	2013	1.479

Amount in Billion Rupiah



9 Years Consecutive Dividend Payment Growth

No	Financial Year	Dividend Per Share	Earning Per Share	Payout Ratio
	2004	20	44	45%
1	2005	25	46	49%
2	2006	30	46	62%
3	2007	40	56	72%
4	2008	60	64	94%
5	2009	90	92	98%
6	2010	95	104	91%
7	2011	100	140	71%
8	2012	105	162	65%
9	2013	115	214	54%



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%.

Comparative Financial Highlights

Financial Highlights	1Q'14(U)	1Q'13(U)	2013	2012
Net Sales	628	500	2.373	2.269
Gross Profit	166	136	638	600
Net Income attributable to:				
Equity holders of the Parent Company	83	51	308	219
Non-controlling Interest	6	6	30	35
Current Asset	1.097	939	1.097	986
Total Asset	1.716	1.508	1.701	1.556
Current Liabilities	459	382	523	481
Total Liabilities	620	552	694	646
Equity attributable to :				
Equity holders of the Parent Company	921	790	838	645
Non-controlling Interest	175	165	169	175
EPS	58	36	214	152

Financial Ratio

Financial Ratio	1Q'14(U)	1Q'13(U)	2013	2012
Net Sales Growth	26%		5%	
Asset Growth	14%		9%	
Equity Growth *)	17%		30%	
Gross Profit Margin	26%	27%	27%	26%
Net Income Margin *)	13%	10%	13%	10%
Return on Assets	5%	4%	20%	16%
Return on Equity *)	9%	6%	37%	34%
Total Debt / Total Asset	36%	37%	41%	42%
Total Debt / Total Equity	57%	58%	69%	79%
Current Ratio	239%	246%	210%	205%

*) attributable to Equity holders of Parent Company

Sales by Region

Region	1Q-2014		1Q-2013		FY2013		FY2012	
	Rp	%	Rp	%	Rp	%	Rp	%
Local	198	32%	198	40%	894	38%	930	41%
Asia	150	24%	102	20%	550	23%	499	22%
America	133	21%	98	20%	444	19%	390	17%
Europe	94	15%	62	12%	305	13%	282	12%
Australia	43	7%	33	7%	148	6%	138	6%
Africa	10	2%	6	1%	33	1%	31	1%
Total	628	100%	500	100%	2.373	100%	2.269	100%







Amount in Billion Rupiah

Sales Performance by Market & Product

Market	Sales (Rp)							
	1Q-2014	%	1Q-2013	%	FY 2013	%	FY 2012	%
Export	430	68%	301	60%	1.479	62%	1.339	59%
Local	198	32%	198	40%	894	38%	930	41%
Total	628	100%	500	100%	2.373	100%	2.269	100%

Product	Sales (Rp)							
	1Q-2014	%	1Q-2013	%	FY 2013	%	FY 2012	%
Filter	481	77%	354	71%	1.687	71%	1.560	69%
Radiator	96	15%	91	18%	398	17%	385	17%
Body Maker	38	6%	44	9%	198	8%	296	13%
Trading	76	12%	74	15%	329	14%	290	13%
Others	85	14%	59	12%	270	11%	237	10%
(Eliminasi)	(148)	(24%)	(121)	(24%)	(509)	(21%)	(498)	(22%)
Total	628	100%	500	100%	2.373	100%	2.269	100%

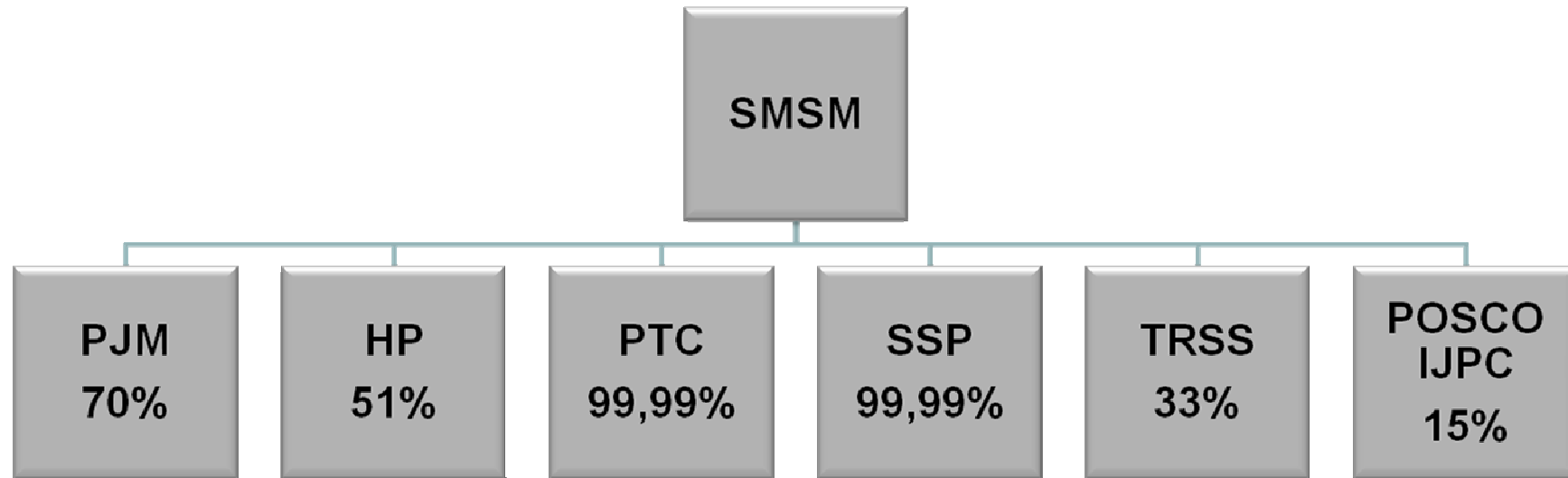
Summary Performance

	Position as per 31 Des'13	Changes	Position as per 31 Mar'14	Changes
Net Sales	Rp. 2.373 T 	4,57%	Rp. 628 B 	25,7%
Net Income	Rp. 308 B 	40,39%	Rp. 83 B 	62,3%
EPS	Rp. 214 	40,39%	Rp. 58 	62,3%

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	idAA- (07April 2014)

Structure of Company relationship with the Subsidiaries and Associates



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

PT Panata Jaya Mandiri – PJM (Subsidiary Company)

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

Financial Highlights	1Q'14 (U)	1Q'13 (U)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	125	101	488	450	509	441
Gross Profit	28	23	118	106	116	91
Income From Operations	23	18	98	83	84	66
Net Income	17	14	73	62	61	48
Current Asset	248	194	239	181	200	163
Total Asset	320	269	312	260	281	242
Current Liabilities	61	37	69	43	53	72
Total Liabilities	72	49	81	54	65	81
Total Equity	248	220	231	206	216	161

Amount in Billion Rupiah **A = Audited**
U = Unaudited

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

Financial Highlights	1Q'14 (U)	1Q'13 (U)	2013 (A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	50	55	243	340	310	229
Gross Profit	5,4	7	39	63	43	27
Income From Operations	2,6	3,1	24	47	32	18
Net Income	2,6	2,6	20	34	22	11
Current Asset	136	120	135	147	102	84
Total Asset	230	223	230	250	196	160
Current Liabilities	17	17	20	14	80	51
Total Liabilities	21	21	24	19	84	55
Total Equity	209	202	206	231	112	105

Amount in Billion Rupiah **A = Audited**
U = Unaudited

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	1Q 14 (U)	1Q 13 (U)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	76	74	329	290	259	223
Gross Profit	12	10	49	39	34	31
Income From Operations	7	5	27	19	14	13
Net Income	5	3	20	13	10	10
Current Asset	142	125	138	120	113	100
Total Asset	148	130	144	126	119	105
Current Liabilities	82	73	84	72	56	54
Total Liabilities	86	76	87	75	58	54
Total Equity	62	54	56	50	61	51

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	1Q 14 (U)	1Q'13 (U)	2013(A)	2012 (A)	2011 (A)	2010 (A)
Net Sales	46	30	138	115	108	106
Gross Profit	6	3	18	13	11	9
Income From Operations	4	2	11	7	5	5
Net Income	4	1	8	5	3	3
Current Asset	51	41	39	43	35	26
Total Asset	73	63	60	66	58	46
Current Liabilities	18	11	9	16	15	8
Total Liabilities	22	17	13	21	18	8
Total Equity	51	46	47	45	40	37

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

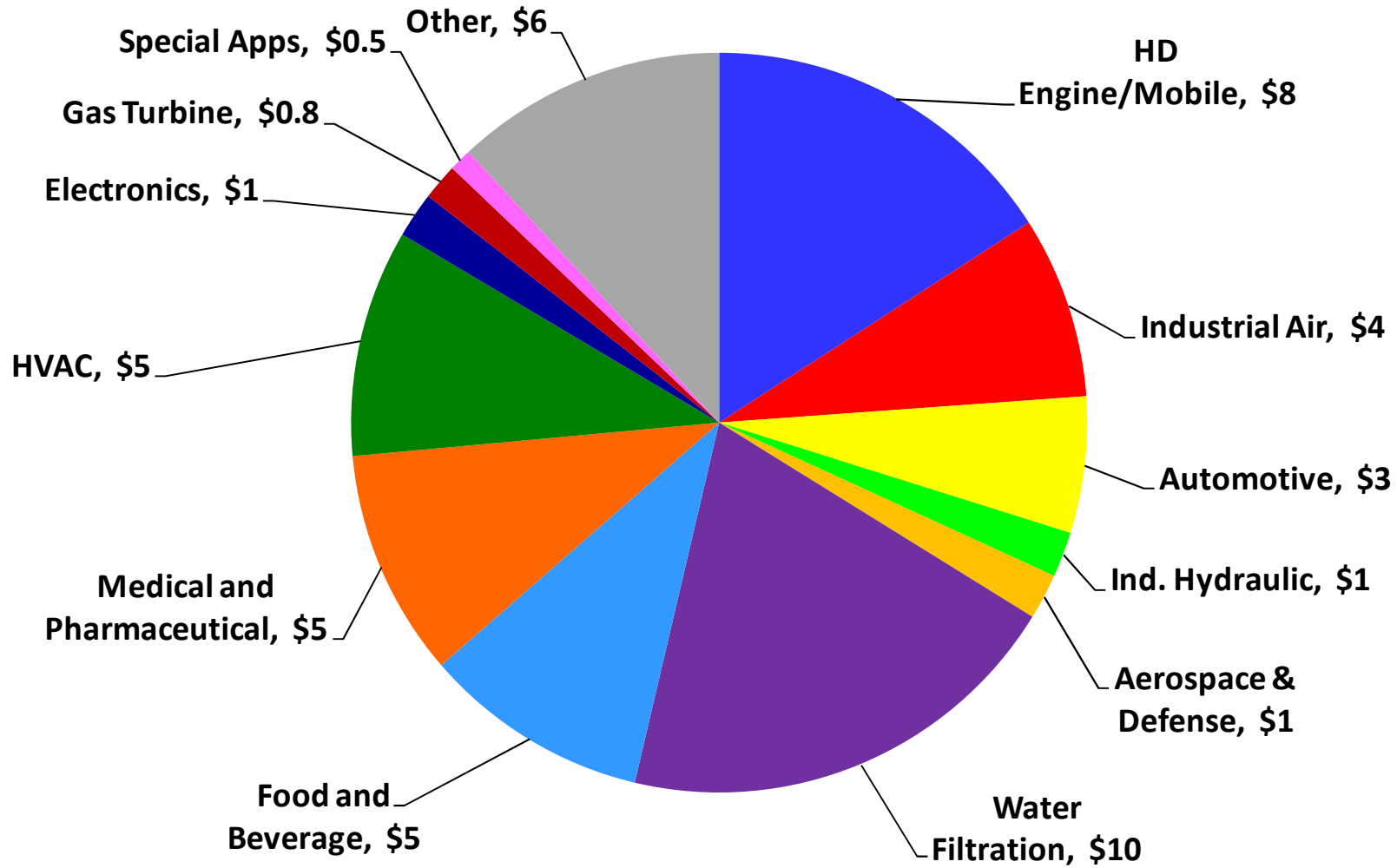
Financial Highlights	1Q'14(U)	1Q'13(U)	'13 (A)	'12 (A)	'11 (A)	'10(A)
Net Sales	18,6	17,0	73,6	67,9	58,3	35,1
Gross Profit	0,3	1,2	2,7	2,5	3,3	2,5
Net Income	0,9	0,5	(4,7)	(1,1)	0,1	0,8
Asset	102,2	80,8	85,3	65,6	45,6	45,6
Liabilities	85,6	59,5	69,0	44,8	39,2	39,2
Equity	16,7	21,3	16,2	20,8	6,4	6,4

PT Tokyo Radiator Selamat Sempurna (Associate Company)

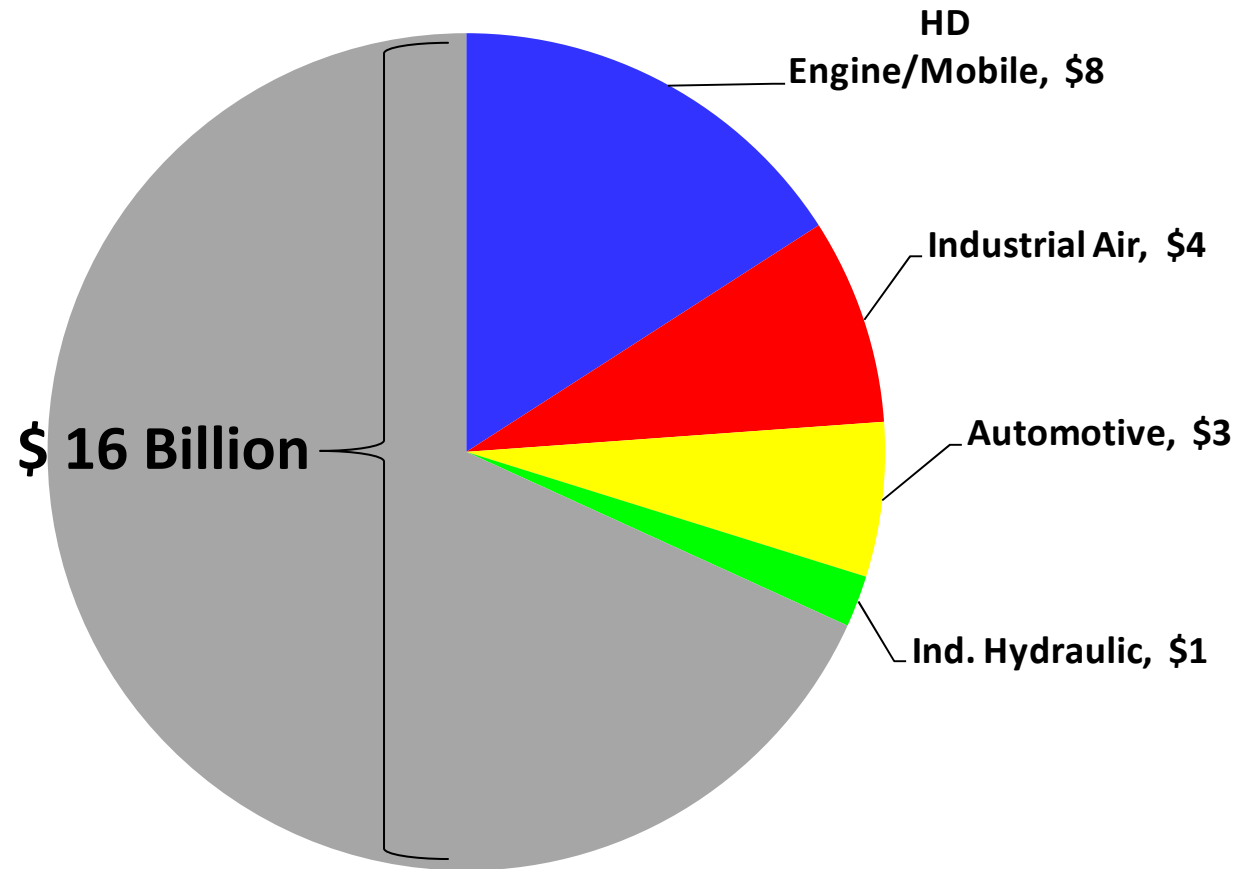
Company Name	PT Tokyo Radiator Selamat Sempurna
Capital	Paid in Capital IDR 33.700.000.000
Shareholder Composition	Tokyo Radiator Mfg. Co. Ltd 67% PT Selamat Sempurna Tbk 33%
Main Product	Heat Exchanger
Capacity	150.000 pcs Radiator / year 125.000 Intercooler/year
Segmen Market	OEM
Commercial Operation	04 June 2013 Loss as per 31 Mar 2013 : IDR 9,75 Bio (Audited) Loss as per 31 Mar 2014 : IDR 1,81 Bio (unaudited)
Auditor	Purwantono, Suherman & Surja (Ernst & Young)
Location	Komplek Industri ADR

\$50 Billion Filtration Market

Source : Donaldson Company Inc. Presentation



\$16 Billion Targeted Filtration Market



Award



**Primaniyarta Award
(2009, 2011, 2012 & 2013)**

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 1Q - 2014

- The Best Vendor Contribution for Automotive Parts 2013
- The Best Vendor Performance 2013





Thank You