

Asia Pacific Emerging Corporate Day

The Ritz-Carlton Millennia Singapore
06 December 2012

Fact Sheet

- The Largest Filter Manufacturer in region
- The Most Comprehensive range of product
- Exported to more than 100 countries worldwide
- Trademark Registration in more than 100 countries worldwide

Filtration



Heavy Equipment Filter



Automotive Filter



Cabin Air Filter

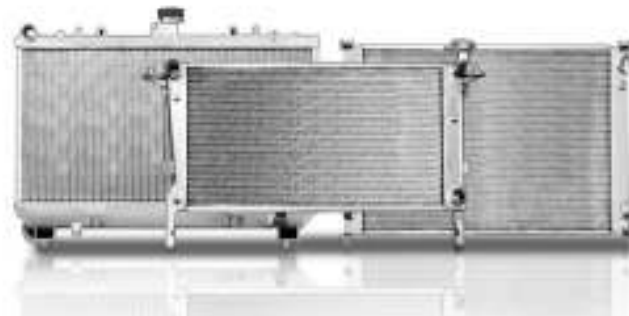


Air Oil Separator Filter

Heat Exchanger



Aluminium Plastic Radiator



All Aluminium Racing Radiator



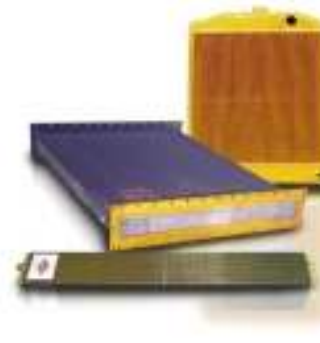
Copper Brass Radiator



Oil Cooler



Copper Plastic Radiator



Heavy Equipment Radiator



Radiator for Genset

Capacity & Utilization

Filtration	Capacity	Production	% Utilization
2008	70.800	44.950	63%
2009	72.000	39.596	55%
2010	72.000	48.256	67%
2011	96.000	51.974	54%
2012	96.000	55.000 (P)	57%

Heat Exchanger	Capacity	Production	% Utilization
2008	1.200	607	51%
2009	1.200	737	61%
2010	1.950	827	42%
2011	1.950	849	44%
2012	1.950	900 (P)	46%

Amount in Thousand Unit

Capacity and Production of Other Products

Product	Capacity	Production							
		3Q'12	%	2011	%	2010	%	2009	%
Brake Pipe	1.800	691	38%	610	34%	477	26%	219	12%
Fuel Tank	96	50	52%	56	58%	45	47%	27	28%
Muffler	76	31	41%	31	40%	28	37%	11	15%

Amount in Thousand Unit

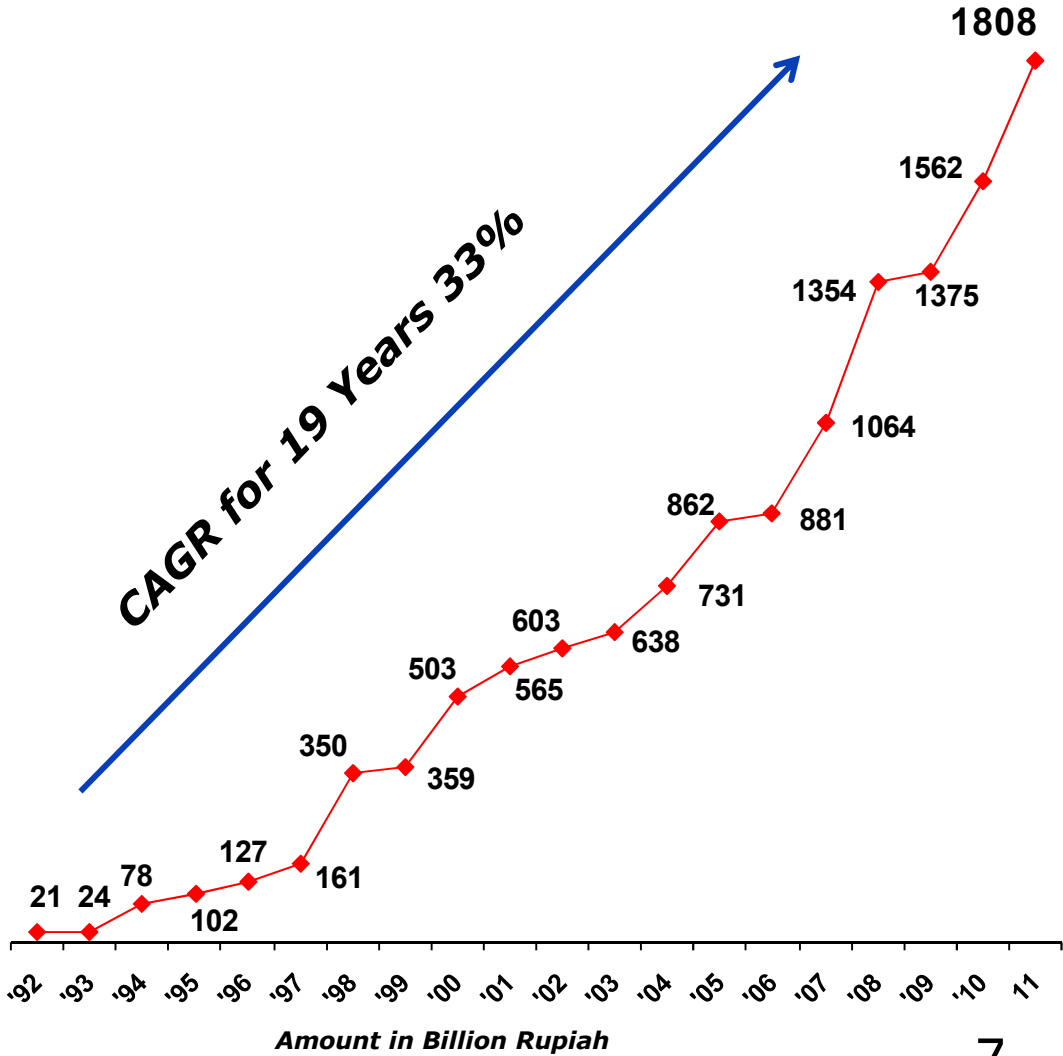
19 Years Consecutive Sales Growth

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	1.808

→ Asia Crisis

→ USA Crisis

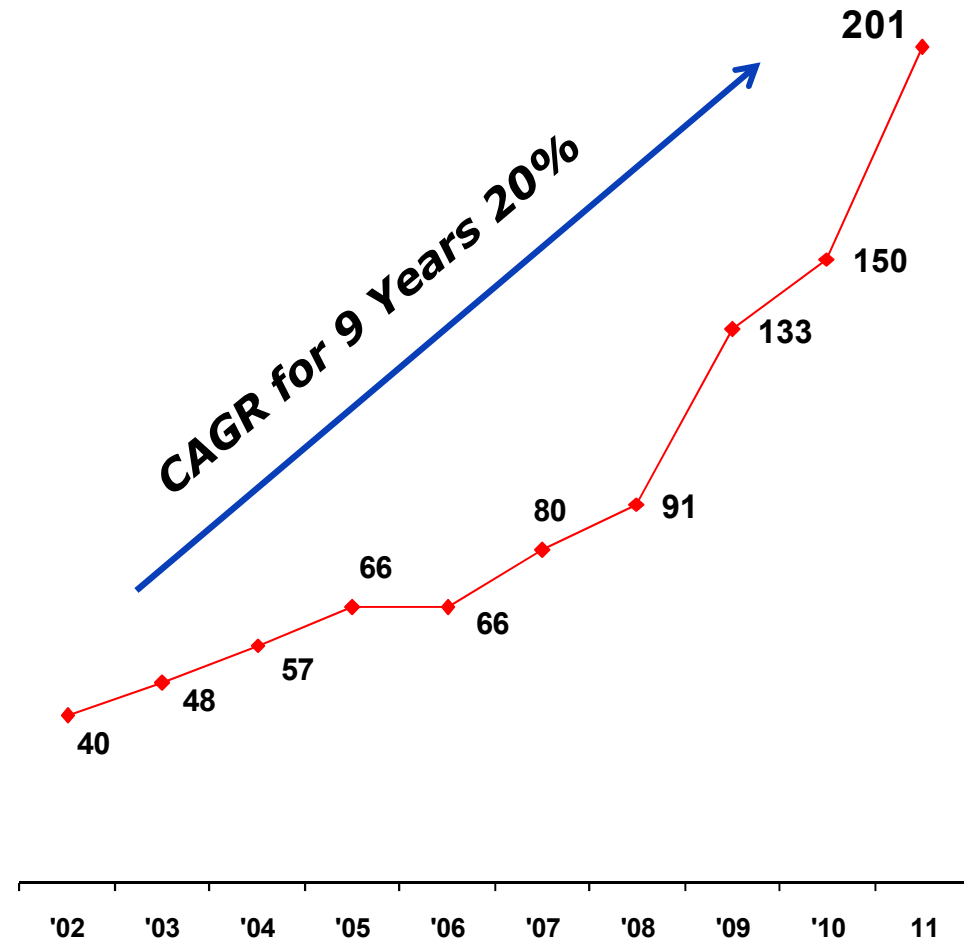
→ Europe Crisis



9 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	201

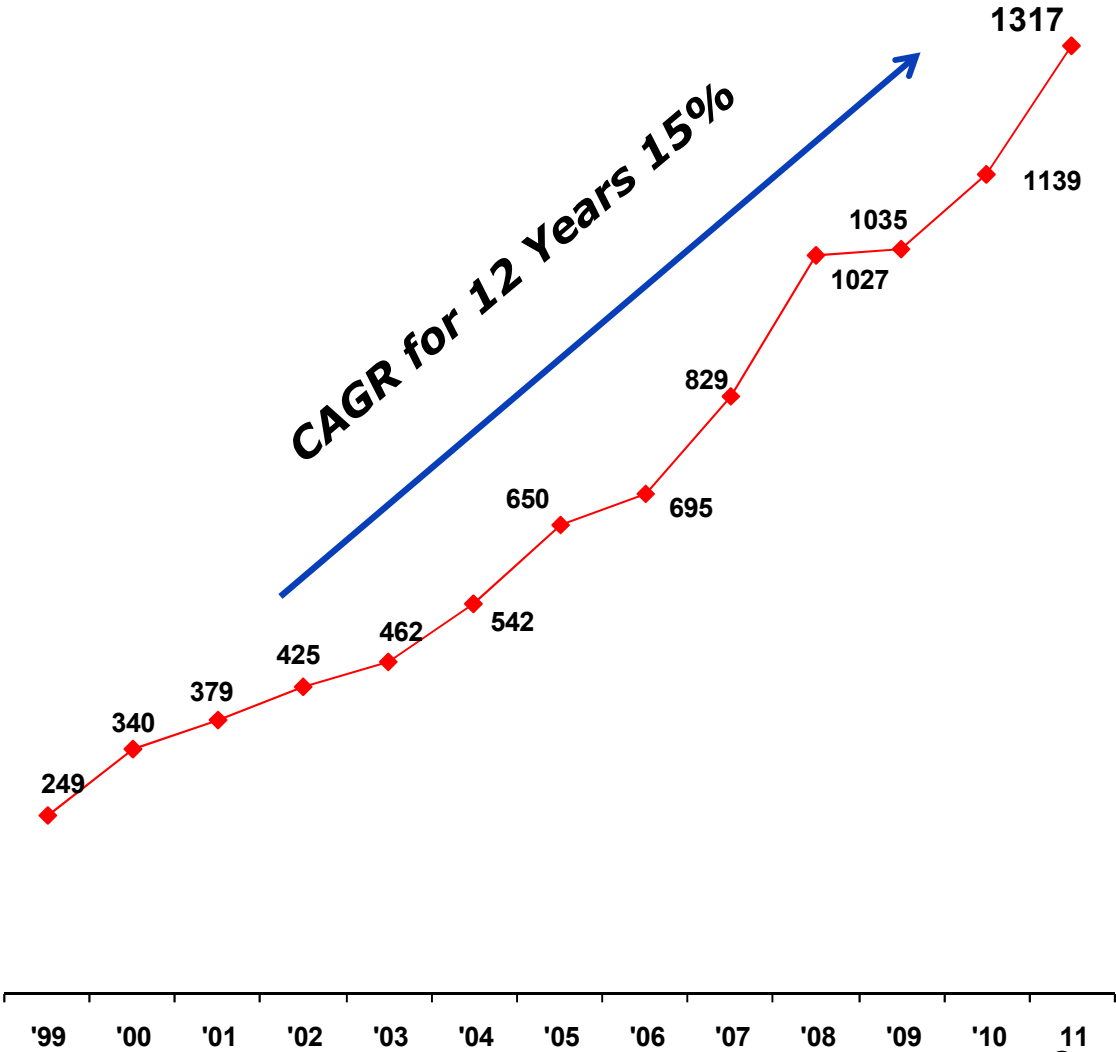
Amount in billion Rupiah



12 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

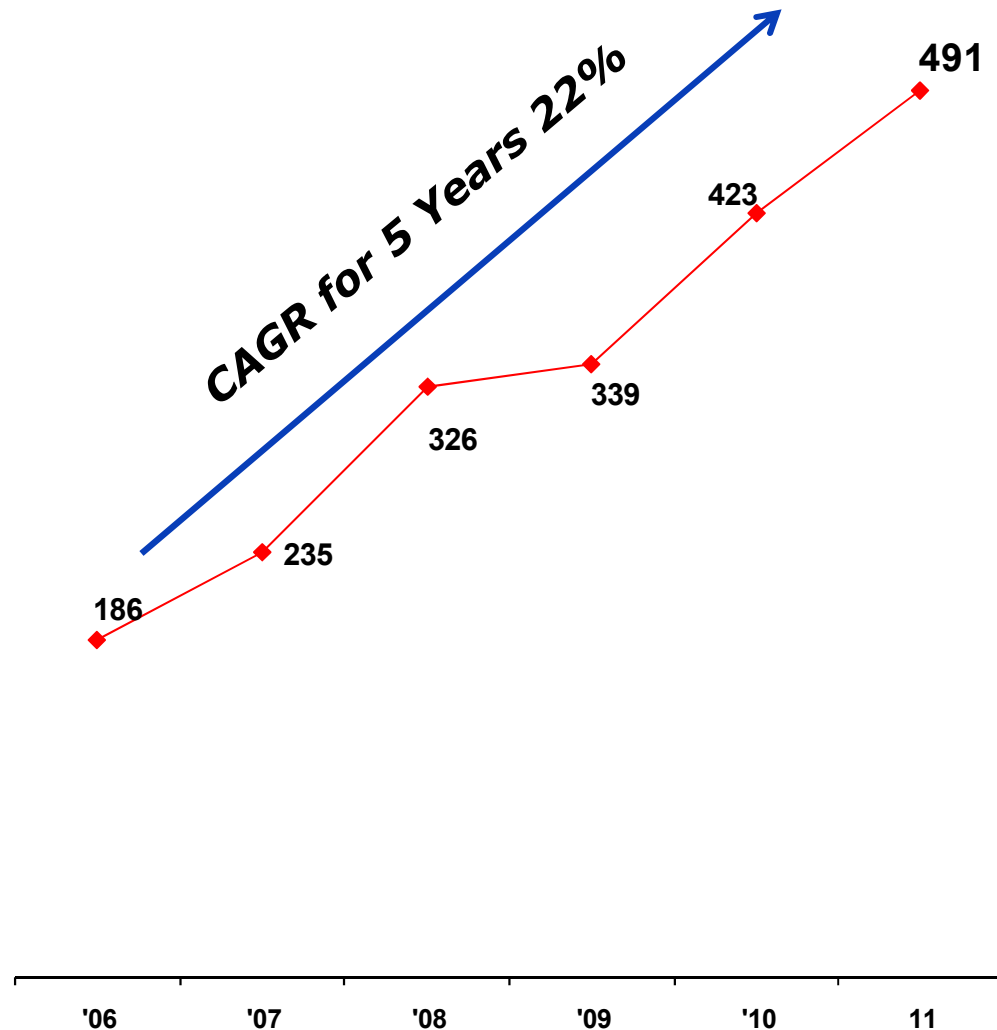
Amount in Billion Rupiah



5 Years Consecutive **Local** Sales Growth

No	Year	Local Sales
	2006	186
1	2007	235
2	2008	326
3	2009	339
4	2010	423
5	2011	491

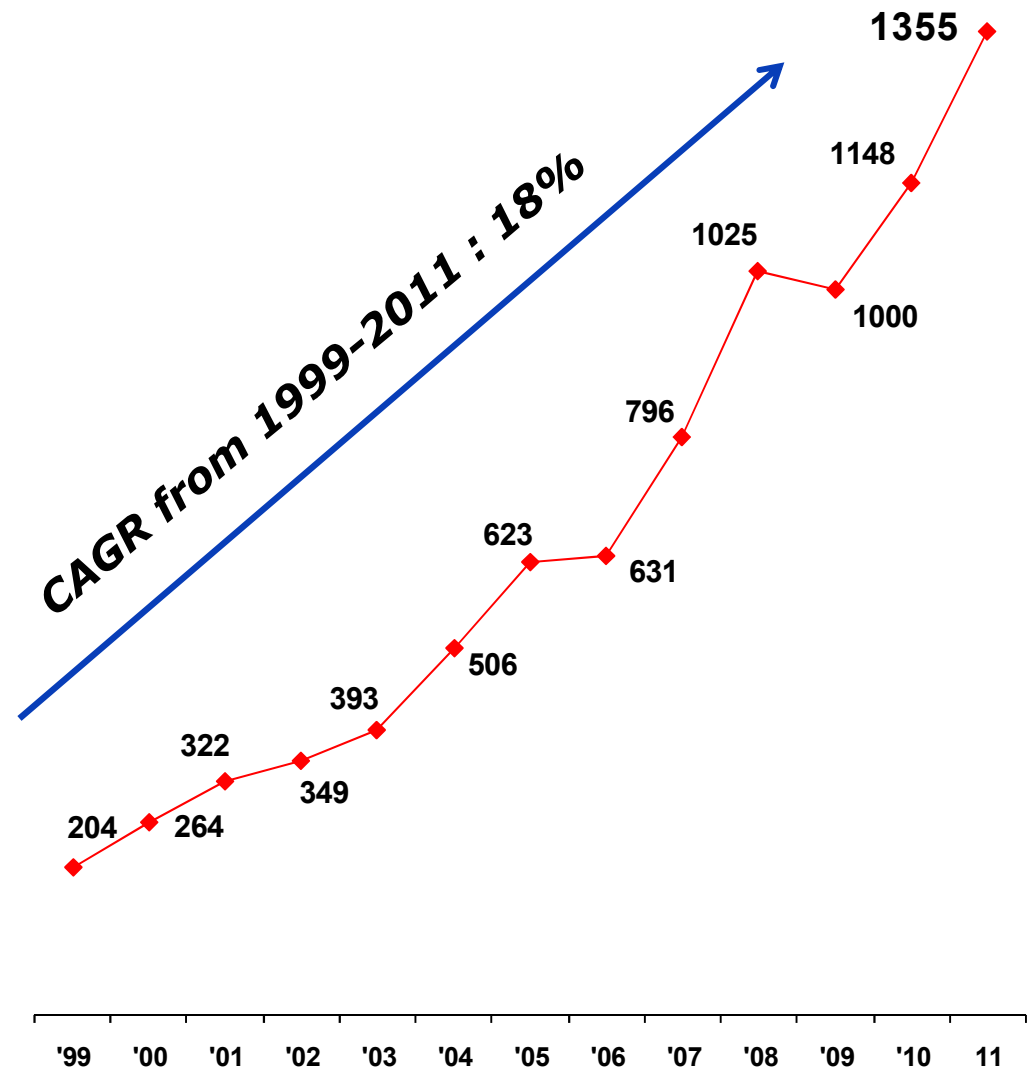
Amount in Billion Rupiah



Filter Sales Growth

Year	Sales
1999	204
2000	264
2001	322
2002	349
2003	393
2004	506
2005	623
2006	631
2007	796
2008	1.025
2009	1.000
2010	1.148
2011	1.355

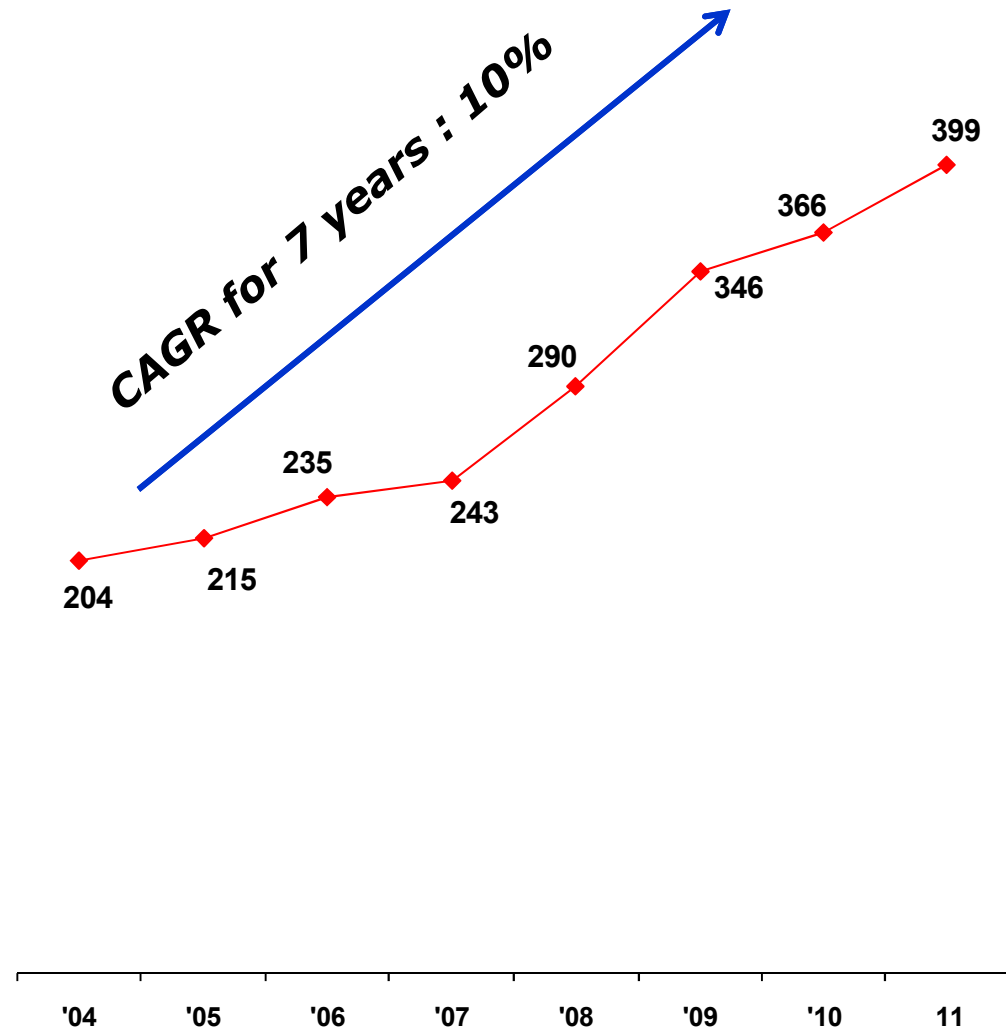
Amount in Billion Rupiah



7 Years Consecutive Radiator Sales Growth

No	Year	Sales
	2004	204
1	2005	215
2	2006	235
3	2007	243
4	2008	290
5	2009	346
6	2010	366
7	2011	399

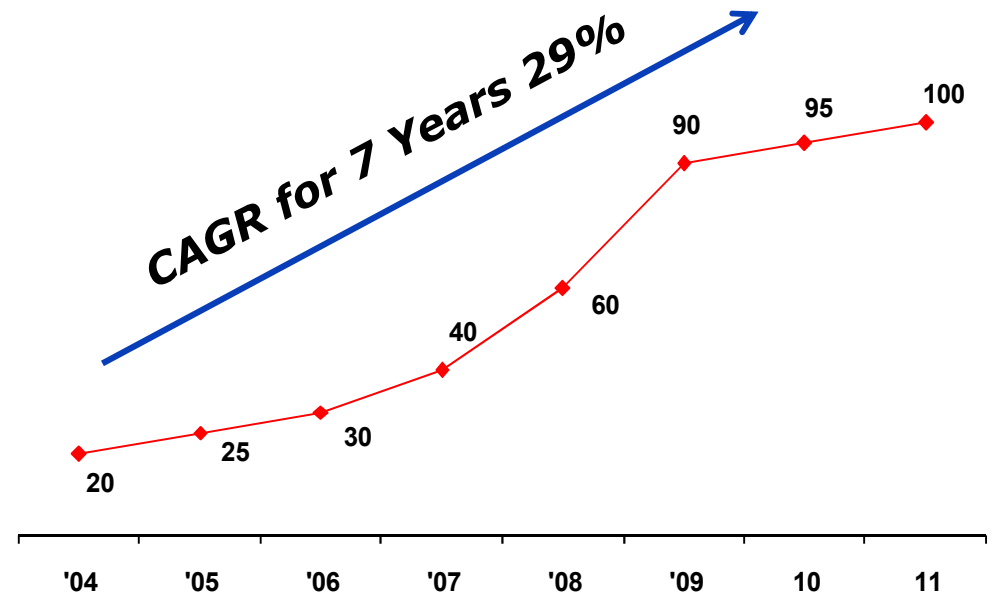
Amount in Billion Rupiah



7 Years Consecutive Dividend Payment

No	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%
	2012	80*)	109	70%

*) Dividend Interim Declare



Financial Ratio 3Q - 2012 Performance

	9 Months ended		Compare Q to Y	
	30 Sep'12	30 Sep'11	30 Sep'12	2011
Net Sales Growth	4%			
Total Asset Growth	25%		25%	
Total Stockholders' Equity Growth	17%		19%	
Gross Profit / Net Sales	25%	25%	25%	26%
Income from Operations / Net Sales	17%	17%	17%	16%
Comprehensive Net Income / Net Sales	12%	11%	12%	11%
Return on Assets	11%	13%	11%	18%
Return on Equity	20%	22%	20%	30%
Debt / Total Assets	44%	40%	44%	41%
Debt / Equity	78%	65%	78%	70%
Current Ratio	208%	282%	208%	272%

Comparative Financial Highlights

Descriptions	3 Months ended		9 Months ended		Compare Q to Y	
	30 Sep'12	30 Sep'11	30 Sep'12	30 Sep'11	30 Sep'12	2011
Net Sales	466	431	1,359	1,306	1,359	1,808
Gross Profit	111	104	344	323	344	461
Income from Operations	68	73	225	220	225	297
Comprehensive Net Income						
<i>Attribute to Owners of The Parent</i>	45	49	157	148	157	201
Earnings per Share	31	34	109	103	109	140
Total Assets			1,418	1,131	1,418	1,137
Total Current Assets			890	711	890	719
Investment in Shares of Stock			13	8	13	8
Net Working Capital			462	459	462	454
Total Current Liabilities			427	252	427	265
Total Liabilities			621	447	621	466
Stockholders' Equity			797	684	797	671

Amount In Billion Rupiah except EPS




Sales Performance 9 Months ended 30 Sept 2012

Market	Sales (Rp)			
	30 Sep'12	%	30 Sep'11	%
Local	418	31%	350	27%
Export	941	69%	956	73%
Total	1.359	100%	1.306	100%

Product	Sales (Rp)			
	30 Sep'12	%	30 Sep'11	%
Filter	1.111	82%	1.109	85%
Radiator	271	20%	298	23%
Karoseri	29	2%	-	-
Other	66	5%	38	3%
Elimination	(118)	(9%)	(140)	(11%)
Total	1.359	100%	1.306	100%

Amount In Billion Rupiah

Summary Performance 9 Months – 2012 (Q to Q)

	Position as per 30 Sept'12		Changes
Net Sales	Rp. 1.359 B		4,05 %
Net Income	Rp. 157 B		6,53%
EPS	Rp. 109		6,53%

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 • 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 due 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- (11 April 2012)

Outlook 2012


	2012 (F)	2011 (A)	2010 (A)	2009 (A)	2008 (A)
Net Sales	2.070	1.808	1.562	1.375	1.354
Net Income	235	201	150	133	91
NPM	11%	11%	10%	10%	7%
ROA	17%	18%	14%	14%	10%
Debt/Equity	58%	70%	96%	80%	62%
EPS	163	140	104	92	64

Amount in Billion Rupiah except EPS

The 2012 Forecast has been published on September 2011

F = Forecast ; A = Audited

Long-Term Goal in 5 year

- ❑ The Largest Filtration Manufacturer in Asia Pasific
- ❑  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 4 Trillion FY 2017

PT Panata Jaya Mandiri – PJM (Subsidiary Company)

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

Financial Highlights	3Q'12 (U)	3Q'11 (U)	2011 (A)	2010 (A)	2009 (A)
Net Sales	333	370	509	441	354
Gross Profit	77	80	116	91	70
Income From Operations	61	60	84	66	49
Net Income	46	59	61	48	34
Current Asset	196	210	200	163	163
Total Asset	276	288	281	242	231
Current Liabilities	61	79	53	72	70
Total Liabilities	72	89	65	81	79
Total Equity	204	199	216	161	152

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

PT Hydraxle Perkasa – HP (Subsidiary Company)

- On 1 May'12, SMSM acquired a 49% stake in HP, a leading domestic dump truck and hoist assembly company.
- On 1 August'12, Selamat Sempurna increased its shareholding in HP from 49% to 51%.

Financial Highlights PT Hydraxle Perkasa

Financial Highlights	2012 (F)	3Q'12 (U)	3Q'11 (U)	2011 (A)	2010 (A)	2009 (A)
Net Sales	360	274	222	310	229	154
Gross Profit	61	57	30	43	27	14
Income From Operations	47	44	23	33	18	6
Net Income	34	31	15	22	11	4
Current Asset	130	158	84	103	84	88
Total Asset	253	262	175	196	160	143
Current Liabilities	38	19	51	80	51	47
Total Liabilities	42	25	55	84	55	49
Total Equity	211	237	120	112	105	94

Amount in Billion Rupiah F = Forecast ; A = Audited
U = Unaudited

Sales Based on Business Segment in HP

Year	Karoseri		Machinery Engineering		Sitting Center		Total
	Rp	%	Rp	%	Rp	%	Rp
2010	188	82%	35	15%	6	3%	229
2011	263	85%	41	13%	6	2%	310
3Q'2012	246	90%	24	9%	4	1%	274

Amount in Billion Rupiah

POSCO IJPC (Associated 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	3Q'12	3Q'11	'11	'10
Net Sales	51,4	42,8	58,3	35,1
Gross Profit	1,6	3,6	3,3	2,5
Operating Income	(0,4)	1,7	0,9	0,6
Net Income	(1,4)	1,8	0.1	0,8

Amount in Million USD

PT Tokyo Radiator Selamat Sempurna (Associated Company)

Company Name	PT Tokyo Radiator Selamat Sempurna
Capital	Paid in Capital IDR 17.200.000.000
Shareholder Composition	Tokyo Radiator Mfg. Co. Ltd 67% PT Selamat Sempurna Tbk 33%
Main Product	Heat Exchanger / Radiator
Capacity	60.000 pcs Heat Exchanger / year
Segmen Market	OEM
Commmercial Operation	April 2013
Location	Komplek Industri ADR

Indonesia Guinness Book of Record for Filter Product



Indonesia Brand Champion 2012



The Best Brand Champion of Most Widely Used Car Oil Filter
The Brand Champion of Most Widely Used Car Air Filter



100 Top Emiten 2012



NO.	NAMA EMITEN	PERTUMBUHAN PENJUALAN 3 TAHUN (%)	NET OPERATING MARGIN (%)	ROE (%)	ASSET TURN OVER	PERTUMBUHAN LABA USAHA 3 TAHUN (%)	DIVIDEN / SAHAM (RP)	EPS 2011 (RP)
II ANEKA INDUSTRI								
1	Indomobil Sukses Internasional Tbk	28.84	6.50	29.02	150.98	111.90	**	695.00
2	Astra International Tbk	19.49	10.97	31.33	122.06	14.65	600.00	4,393.00
3	Selamat Sempurna Tbk	10.31	16.40	35.41	164.06	13.10	80.00	140.00
4	Indospring Tbk	12.54	14.64	28.05	129.35	113.65	**	772.00
5	Champion Pacific Indonesia Tbk	3.12	13.07	18.95	145.87	77.80	25.00	37.52
6	Multistrada Arah Sarana Tbk	29.36	9.86	8.41	73.62	17.61	1.00	23.40
7	Astra Otoparts Tbk	12.09	7.06	24.96	117.35	6.69	464.00	261.00
8	Gajah Tunggal Tbk	14.66	8.53	17.18	108.01	29.27	12.00	196.00
9	Indopoly Swekarsa Industry Tbk	15.04	6.80	4.70	75.15	42.87	3.00	7.79
10	Langgeng Makmur Industri Tbk	15.75	4.66	1.34	77.57	11.04	**	5.38
11	Trias Sentosa Tbk	4.64	9.44	11.23	97.35	9.98	**	51.00
12	Kedawung Setia Industrial Tbk	3.72	3.31	8.84	206.15	3.16	**	58.34

 **PT SELAMAT SEMPURNA Tbk.**

Corporate Image Valuation 2012



Suku Cadang Kendaraan	CII 2012
PT Astra Otoparts, Tbk	4.000 (e)
PT Selamat Sempurna, Tbk	3.265
PT Indospring, Tbk	3.260
Industri	3.509

Best Small Cap Company – FinanceAsia Award 2012



Indonesia Global Brands 2012 by SWA Magazine



Sabbatha
 Label makanan asal Bali yang dibikin oleh Sab-
 batha Ratuwandi ini meredakan intrik intrik
 seperti kopi dan jam stone pada produk tas
 dan perhiasan lainnya. Sabbatha sudah
 menembus pasaran lokal multinasional di tempat-
 tempat seperti Hanoi, Moskwa, Roma, India, San-
 ryo, dan Kuala Lumpur, plus sedang dalam tahap
 persiapan berkepalai ke Belanda.

Sakura
 Mulai ekspor tahun 1994, Sakura telah ekspor
 ke lebih dari 100 negara yang meliputi Asia Barat
 dan Timur, Eropa Tengah, Amerika, Afrika, Ose-
 ania dan Timur Tengah. Saat ini, Sakura telah
 menembus pasar lebih dari 100 negara.

Sambal Indofood
 Produk ini telah menjadi pilihan untuk pasar as-
 ing. Maka, Indofood mengembangkan produk untuk
 menggapai pasar ekspor ke berbagai negara.

Sango Ceramic
 Tujuan ekspor: Amerika Utara, Amerika Serikat dan
 Kanada, Eropa Tengah, Jerman, Belanda, Prancis
 dan Italia, Asia (Hong Kong, Taiwan, Singapura dan
 Malaysia), Afrika Selatan, dan Australia.

Sariayu
 Selain kopi dan teh, produk Sariayu juga
 meliputi berbagai produk AGCA. Pengujian
 ekspor telah mencapai 15-20% dari total
 pendapatan 2010 atau sebesar Rp 3,5 miliar. Saat
 ini, AGCA mengembangkan pasar ekspor di Asia
 Tenggara, Timur Tengah, Amerika Asia Pasifik,
 Kawasan Maritim Asia Tenggara di Malaysia, Singapura
 dan Brunei Darussalam.

Silver Queen
 Produk cokelat PT Peroboda ini telah tersebar di
 17 negara di antaranya Thailand, Jepang, Filipina,
 Hong Kong, Australia dan Cina.

Baru sebagai brand premium di pasar ekspor,
 seperti Eropa, Amerika Serikat, Australia, Jepang,
 Singapura dan Malaysia.

The Executive
 Selentenggo bernama "Executive 88" yang ber-
 tahun 1971. Lalu pada tahun 1986 berganti merek
 dan tahun 2000 berganti nama menjadi The
 Executive. Saat ini, brand The Executive ter-
 sebar di Malaysia, Singapura, dan beberapa
 negara Asia Tenggara lainnya.

(X) S.M.L.
 Brand pakaian siap pakai ini menarik perhatian
 buyer dari beberapa negara di Manila, Filipina,
 dan Hong Kong. Saat ini, brand ini tengah ber-
 usaha untuk menembus pasar ekspor ke negara-negara
 lain.

aspek nasionalisme konsumen. "Kelebihan
 IOB dari merek asing adalah kredibilitas
 pemahaman kultur historis lokal Indone-
 sia," katanya. Karena itu, cerita awal bagai-
 mana merek dibangun oleh pendirinya,
 bagaimana merek melalui masa-masa
 sulit, menghadapi berbagai tantangan yang
 menghadang, sampai akhirnya berhasil saat
 ini akan mampu membangun kedekatan
 emosional antara merek dan konsumen.

Sebagai contoh, merek Sora terkenal
 dengan cerita bagaimana salinya mem-
 perkenalkan minuman teh di dalam botol
 kepada masyarakat Indonesia di masa
 lalu. Saat itu orang Indonesia mengang-
 gap bahwa minum teh itu harus dari
 teko-poci dan dengan gelas, bukan botol.

Awarded & Appreciation from PT Isuzu Astra Motor Indonesia



- ❑ Awarded for Outstanding Performance in Cost in Year 2011
- ❑ Appreciation for Valuable Contribution to Localization Project

Primaniyarta Award 2012



Marketing Award 2012



- The Best Innovation in Marketing
- The Best in International Marketing

The Largest Dump Truck Body Manufacturers in Indonesia



Otomotif Choice Awards 2012





Thank You