

NOMURA

ASEAN All Access 2013



Fullerton Hotel Singapore  
Feb 28, 2013

## 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*

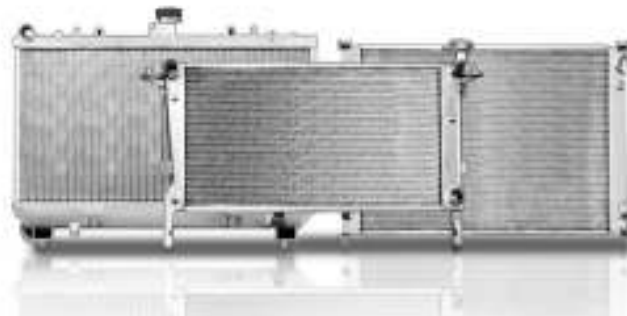


*Air Oil Separator Filter*

# Heat Exchanger



**Aluminum Plastic Radiator**



**All Aluminum 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%

Heat Exchanger	Aluminum			Copper Brass		
	Capacity	Production	%	Capacity	Production	%
2008	750	525	70%	450	82	18%
2009	750	629	84%	450	108	24%
2010	1.500	739	49%	450	89	20%
2011	1.500	778	52%	450	71	16%

*Amount in Thousand Unit*

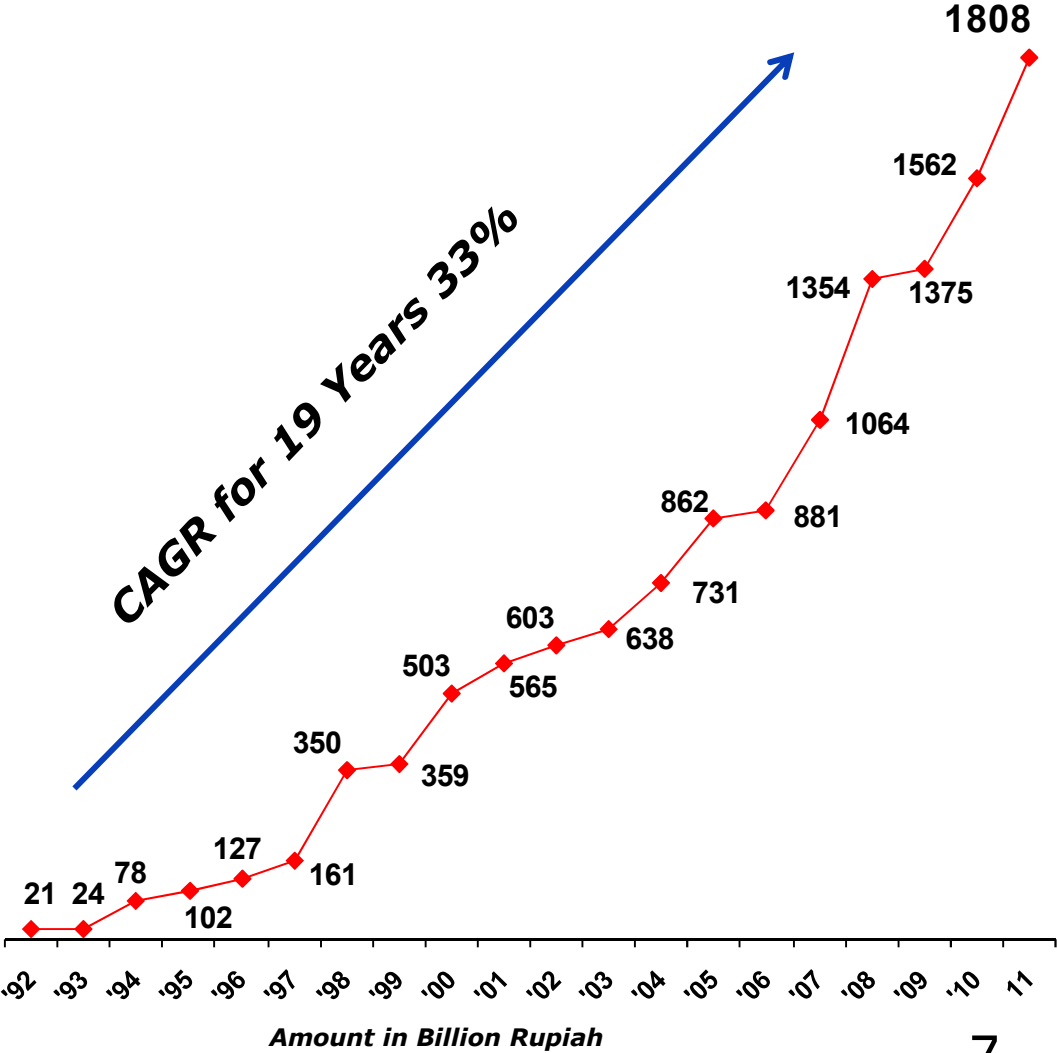
## Capacity and Production of Other Products

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

*Amount in Thousand Unit*

# 19 Years Consecutive Sales Growth

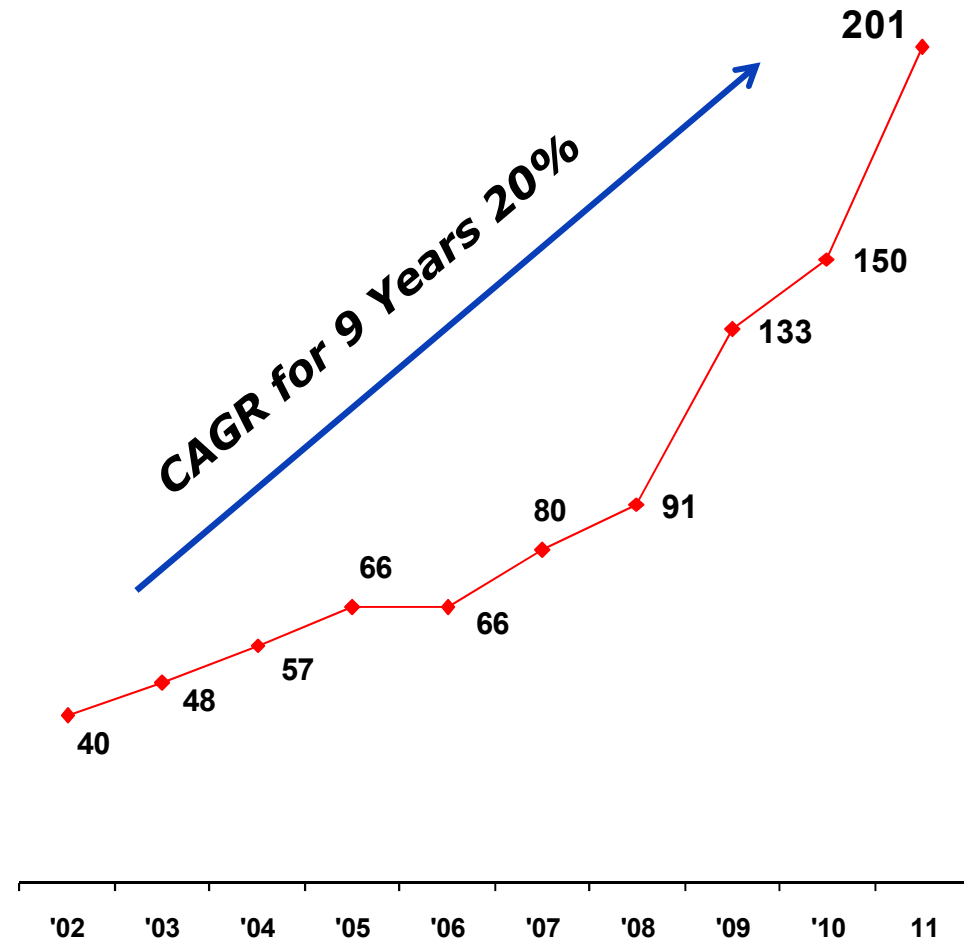
No	Year	Net Sales
	1992	21
1	1993	24
2	1994	78
3	1995	102
4	1996	127
5	1997	161
6	1998	<b>350</b> → <i>Asia Crisis</i>
7	1999	359
8	2000	503
9	2001	565
10	2002	603
11	2003	638
12	2004	731
13	2005	862
14	2006	881
15	2007	1.064
16	2008	<b>1.354</b> → <i>USA Crisis</i>
17	2009	<b>1.375</b> → <i>Europe Crisis</i>
18	2010	1.562
19	2011	1.808



## 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

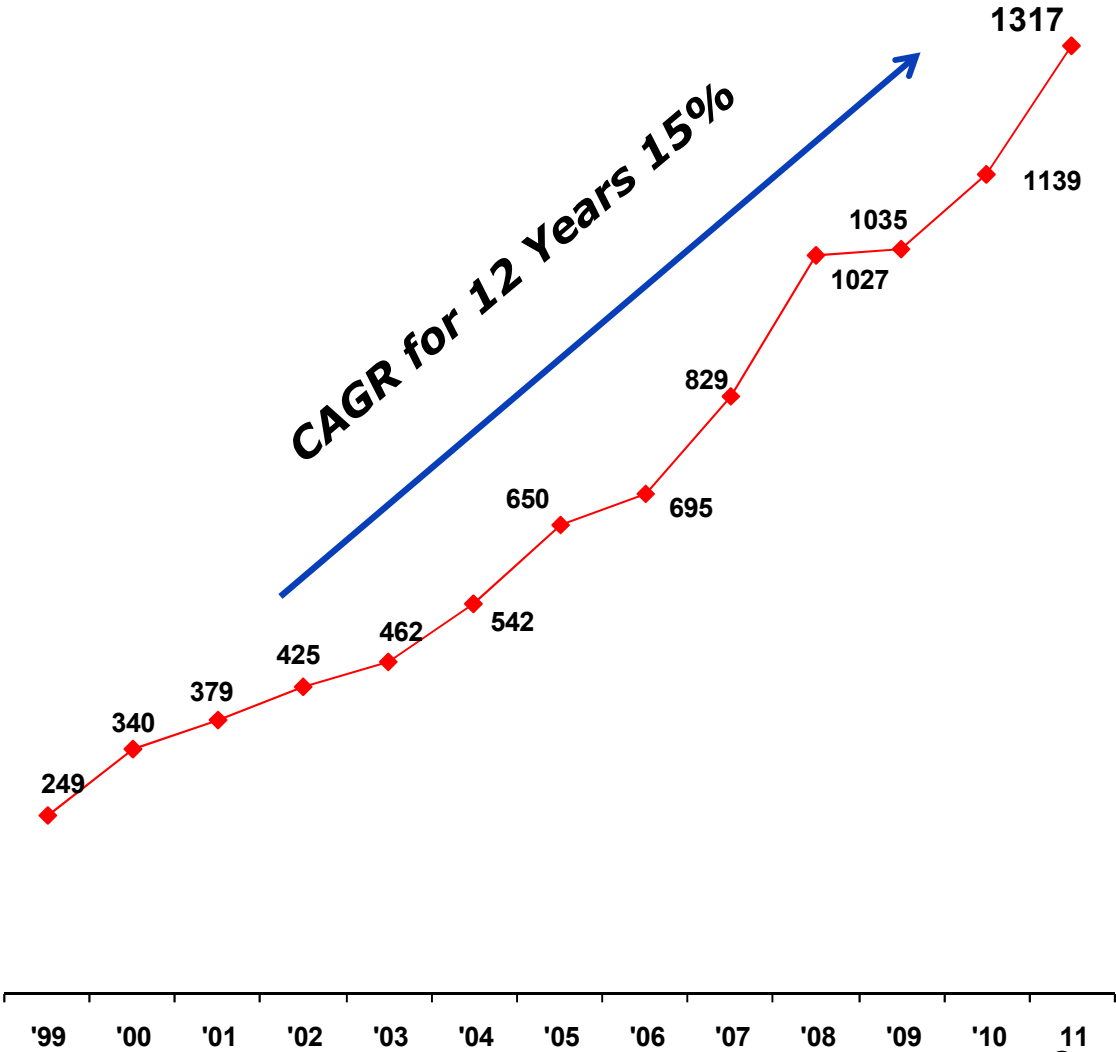




# 12 Years Consecutive **Export** Sales Growth

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

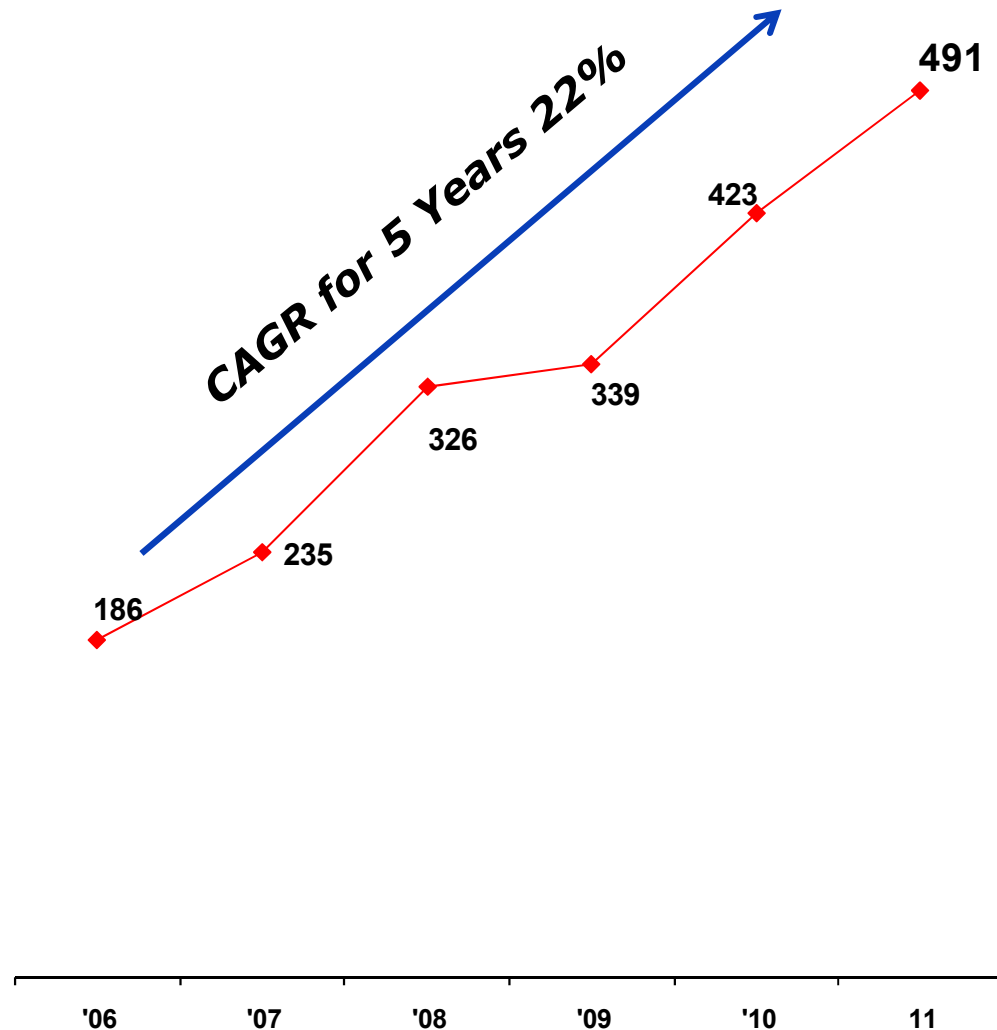
Amount in Billion Rupiah



## 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

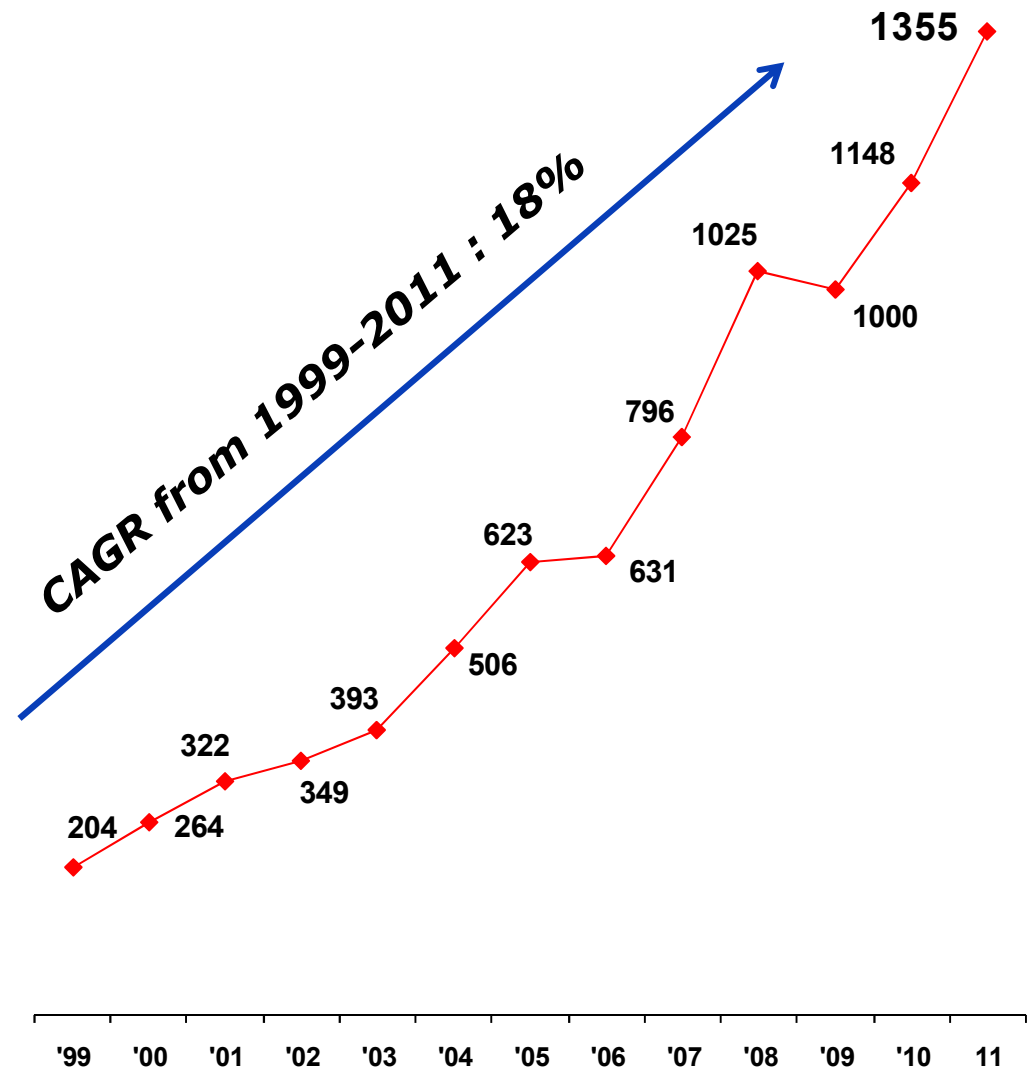
*Amount in Billion Rupiah*



# 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

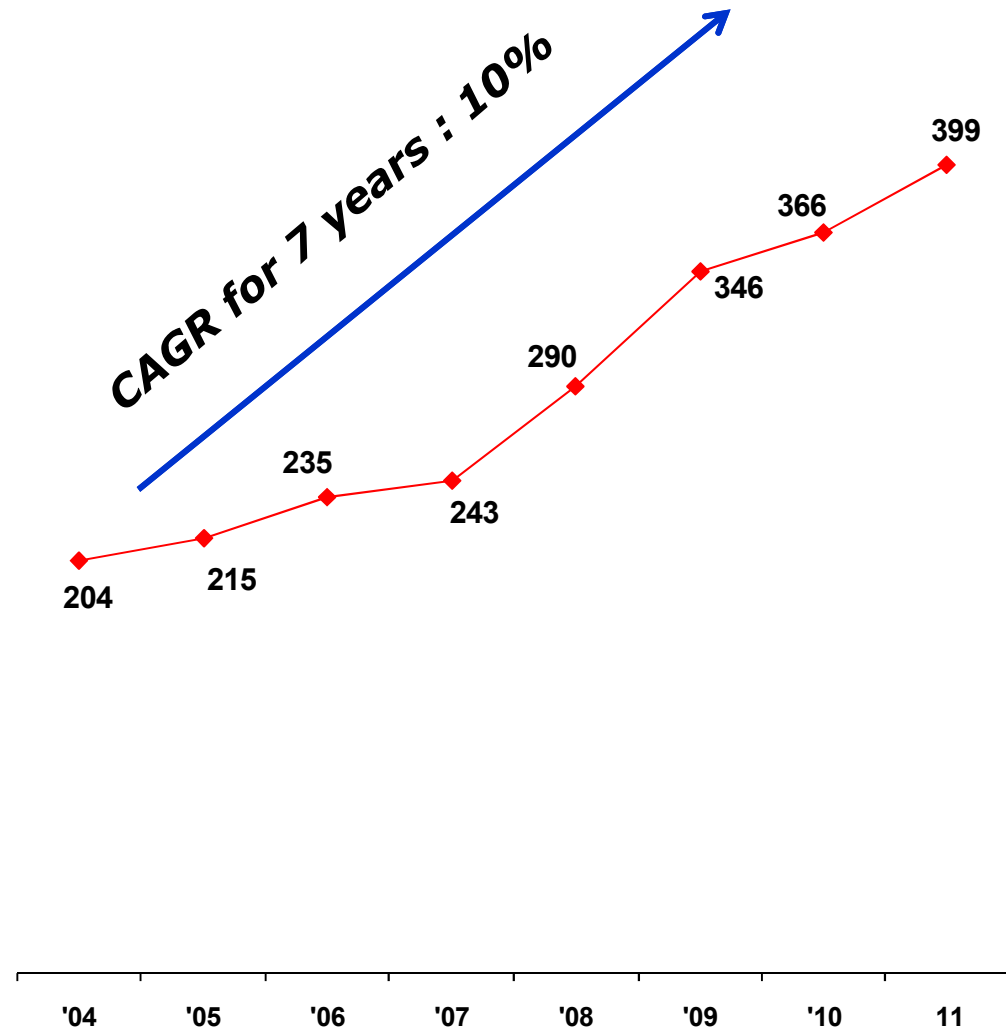
Amount in Billion Rupiah



## 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

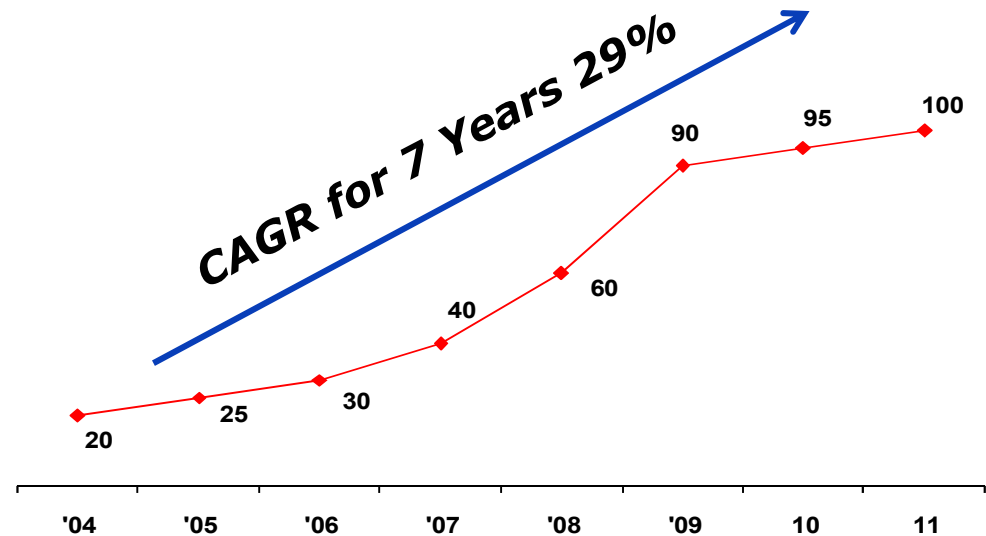
No	Year	Dividend Per Share	Earning Per Share	Payout Ratio
	2004	20	44	45%
1	2005	25	46	49%
2	2006	30	46	62%
3	2007	40	56	72%
4	2008	60	64	94%
5	2009	90	92	98%
6	2010	95	104	91%
7	2011	100	140	71%
	2012	80*)	109	70%

\*) *Dividend Interim Declare*

### DEVIDEND POLICY

Devidend 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%.



## Financial Ratio 3Q - 2012 Performance

	9 Months ended		Compare Q to Y	
	30 Sep'12	30 Sep'11	30 Sep'12	2011
<i>Net Sales Growth</i>	4%			
<i>Total Asset Growth</i>	25%		25%	
<i>Total Stockholders' Equity Growth</i>	17%		19%	
<i>Gross Profit / Net Sales</i>	25%	25%	25%	26%
<i>Income from Operations / Net Sales</i>	17%	17%	17%	16%
<i>Comprehensive Net Income / Net Sales</i>	12%	11%	12%	11%
<i>Return on Assets</i>	11%	13%	11%	18%
<i>Return on Equity</i>	20%	22%	20%	30%
<i>Debt / Total Assets</i>	44%	40%	44%	41%
<i>Debt / Equity</i>	78%	65%	78%	70%
<i>Current Ratio</i>	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
<b>Net Sales</b>	466	431	1,359	1,306	1,359	1,808
<b>Gross Profit</b>	111	104	344	323	344	461
<b>Income from Operations</b>	68	73	225	220	225	297
<b>Comprehensive Net Income</b>						
<i>Attribute to Owners of The Parent</i>	45	49	157	148	157	201
<b>Earnings per Share</b>	31	34	109	103	109	140
<b>Total Assets</b>			1,418	1,131	1,418	1,137
<b>Total Current Assets</b>			890	711	890	719
<b>Investment in Shares of Stock</b>			13	8	13	8
<b>Net Working Capital</b>			462	459	462	454
<b>Total Current Liabilities</b>			427	252	427	265
<b>Total Liabilities</b>			621	447	621	466
<b>Stockholders' Equity</b>			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	998	74%	970	74%
Radiator	272	20%	298	23%
Karoseri	29	2%	-	-
Other	60	4%	38	3%
Total	1.359	100%	1.306	100%

*Amount In Billion Rupiah*



## Summary Performance 9 Months – 2012 (Q to Q)

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

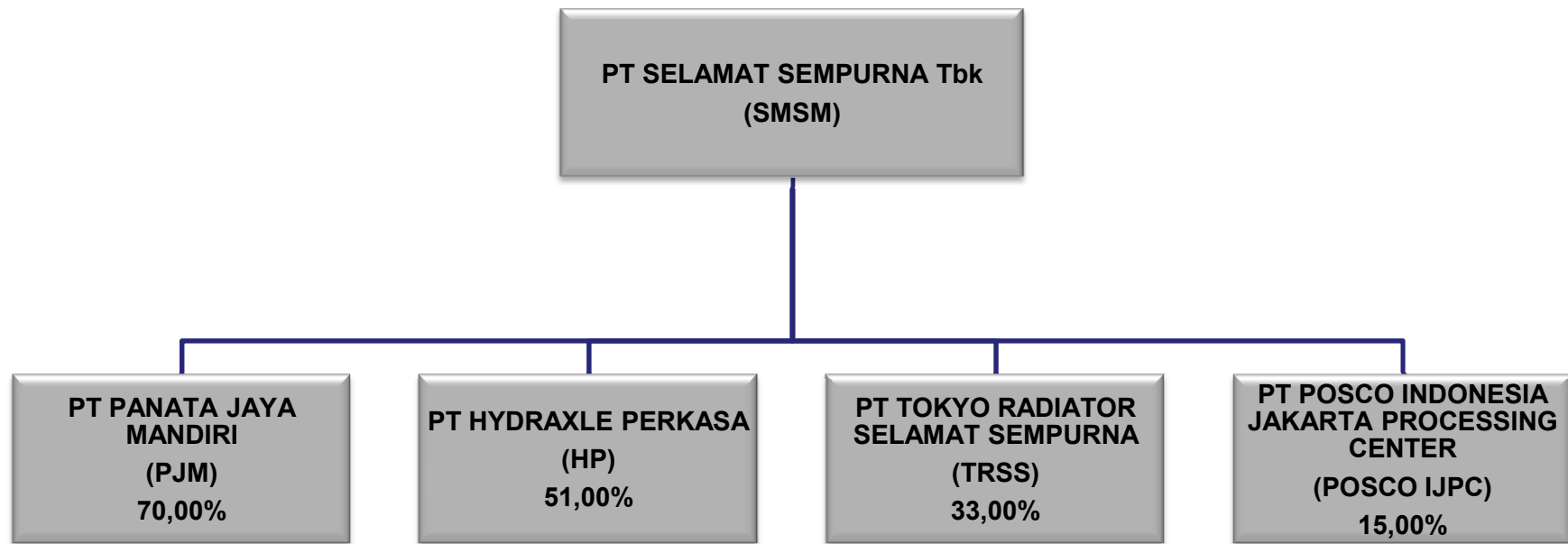
# Bond Information

Name	Obligasi Selamat Sempurna II Tahun 2010 Dengan Tingkat Bunga Tetap
Series and Maturity	<ul style="list-style-type: none"> <li>• <b>Seri A</b>      <b>Rp.80.000.000.000,-</b>      <b>Maturity 370 days [settle]</b></li> <li>• Seri B      Rp.80.000.000.000,-      Maturity    3 years</li> <li>• Seri C      Rp.80.000.000.000,-      Maturity    5 years</li> </ul>
Interest	<ul style="list-style-type: none"> <li>• <b>Seri A</b>      <b>8,9% per year</b>      <b>settle 13 July 2011</b></li> <li>• Seri B      10,3% per year      due 08 July 2013</li> <li>• Seri C      10,8% per year      due 08 July 2015</li> </ul>
Interest basis	Quarterly basis
Guarantee	Clean basis
Proceeds of fund to	<ul style="list-style-type: none"> <li>• Settlement of Bank Payable Rp180.000.000.000,-</li> <li>• Working Capital for payment of raw material, supporting material and finished good with maximum Rp 60.000.000.000,-</li> </ul>
Listed on & Issuance Date	Indonesia Stock Exchange , July 09 <sup>th</sup> 2010
Bond rating	idAA- (11 April 2012)

## 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

# Structure of Company relationship with the Subsidiaries and Associated



## PT Panata Jaya Mandiri – PJM (Subsidiary Company)

- ❑ SMSM owns a 70% stake in PJM since 1995
- ❑ *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

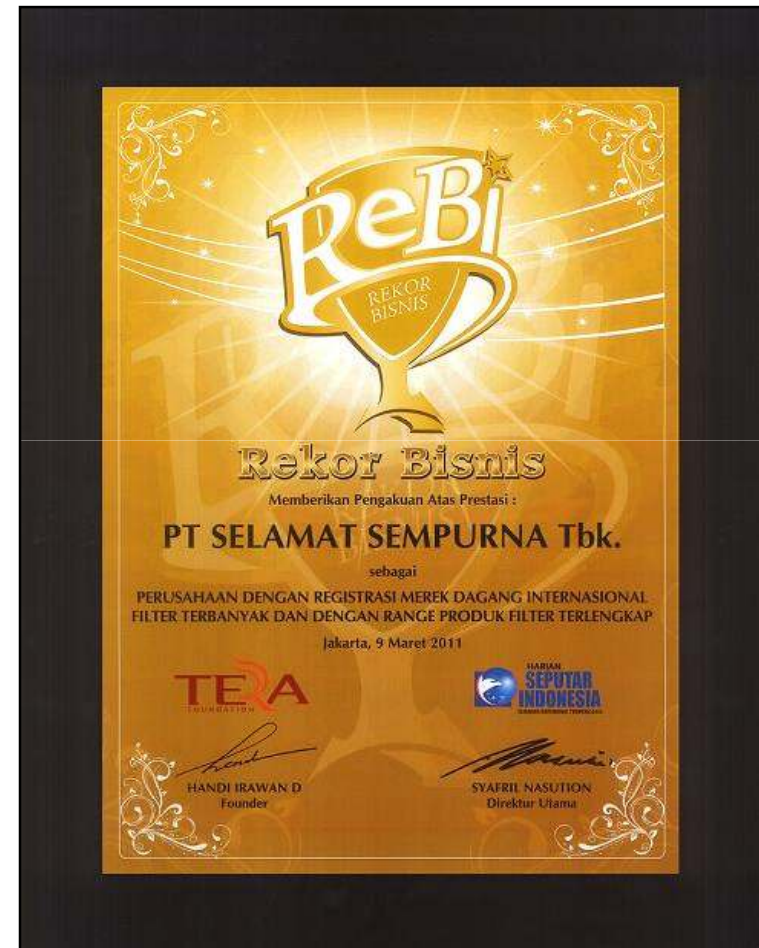
*Amount in Million USD*



# 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**



# Corporate Image Valuation 2012 & 100 Top Emiten 2012



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



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)
<b>II ANEKA INDUSTRI</b>								
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	23.45
7	Astra Otoparts Tbk	12.09	7.06	24.95	117.35	6.69	464.00	251.00
8	Gajah Tunggal Tbk	14.66	8.53	17.18	108.01	29.27	12.00	196.00
9	Indopoly Swakarsa Industri 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	Kedawuna Setia Industrial Tbk	3.72	3.31	8.84	206.15	3.16	**	58.34

# 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 membedakan material natural  
 seperti kulit dan kayu sebagai pembuat produk. Hal  
 ini menjadikan kari jadinya, Saba-batha cukup  
 istimewa dibanding produk multibrand di tempat-  
 tempat seperti Hawaii, Moskwa, Roma, India, Sui-  
 syei, dan Kuala Lumpur, plus sedang dalam tahap  
 persiapan berkepalan ke Belanda.

**Sakura**  
 Mulai ekspor tahun 1994, Sakura telah ekspor-  
 ke lebih dari 100 negara yang meliputi Asia, Eropa,  
 Meksiko, Afrika dan lebih terdapat di 50 negara. Nilai  
 ekspor tahun 2011 mencapai Rp 1,3 triliun.

**Sambal Indofood**  
 Produksi asal menengah di bagian utara pasar as-  
 iya. Mula, Indofood mengembangkan brand untuk  
 menggapai pasar ekspor ke berbagai negara.

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

**Sariayu**  
 Selain kopi di pasar nasional, produk Sariayu juga  
 diekspor ke negara-negara ASEAN. Pertumbuhan  
 ekspor merek ini mencapai 15-20% dan total  
 pendapatan 2010 atau sebesar Rp 8,8 miliar. Sari-  
 yu, Akula mengembangkan pasar ekspor di Asia  
 Tenggara, Tionghoa, Amerika Asia Pasifik,  
 Kawasan Maritim Terasi Shop di Malaysia, Singapura  
 dan Brunei Darussalam.

**Silver Queen**  
 Produk cokelat PT Perabindo 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**  
 Selektanya 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 brand di Manila, Filipina,  
 dan Korea Amerika Serikat sehingga banyak  
 distributor jenis (OEM) di negara-negara tersebut  
 sejak 2005.

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

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