

HM Sampoerna Tbk (HMSP)

Penurunan Laba di tengah Naiknya Penjualan

HMSP membukukan penjualan 2021 sebesar Rp98,9 triliun (+7,0% YoY) yang didorong oleh penjualan SKM. Laba kotor mengalami penurunan 9,9% dari tahun sebelumnya di tengah kenaikan COGS tahun 2021 menjadi Rp81,9 triliun. Adapun, kenaikan cukai juga berdampak pada penurunan laba bersih 2021 sebesar 16,8% menjadi Rp7,1 triliun (vs 2020 Rp8,6 triliun)

Segmen SKM Mendorong Penjualan

- Pada 4Q21, HMSP membukukan penjualan sebesar Rp26,4 triliun atau meningkat 5,9% secara QoQ. Sehingga secara kumulatif, penjualan HMSP untuk tahun 2021 tumbuh 7,0% YoY menjadi Rp98,9 triliun (vs 2020 Rp92,4 triliun) yang dikontribusi oleh penjualan SKM sebesar Rp65,2 triliun.
- Penjualan masing-masing segmen juga mencatatkan kenaikan secara YoY dengan kenaikan tertinggi yaitu penjualan SPT sebesar Rp545 miliar (vs 2020 Rp17 miliar), kemudian disusul oleh penjualan lainnya, SKT, SKM, dan SPM yang masing-masing mencatatkan kenaikan YoY sebesar 8,5%, 6,6%, 6,6%, 5,6%.
- Adapun, penjualan ekspor HMSP mengalami penurunan sebesar 29,7% YoY menjadi Rp154 miliar dibanding periode yang sama tahun sebelumnya sebesar Rp219 miliar.
- Beban pokok penjualan (COGS) tahun 2021 mencatatkan kenaikan sebesar 11,3% YoY menjadi Rp81,9 triliun (vs 2020 Rp73,6 triliun) yang dikontribusi oleh pita cukai sebesar Rp57,4 triliun (+9,9% YoY). Kenaikan ini menyebabkan penurunan laba kotor 2021 sebesar 9,9% YoY menjadi Rp16,9 triliun dibanding tahun 2020 sebesar Rp18,8 triliun.

Rasio Profitabilitas Belum Mampu Tumbuh

- Laba bersih HMSP pada 4Q21 mengalami pertumbuhan sebesar 11,4% menjadi Rp1,6 triliun (vs 3Q21 Rp1,4 triliun). Namun, sepanjang tahun 2021 HMSP mencatatkan penurunan 16,8% YoY menjadi Rp7,1 triliun dibanding tahun 2020 sebesar Rp8,6 triliun akibat dampak dari adanya kenaikan cukai.
- Adapun, rasio profitabilitas baik Gross Profit Margin, Operating Profit Margin, dan Net Profit Margin untuk tahun 2021 tercatat lebih rendah dari tahun sebelumnya yaitu masing-masing sebesar 17,1%, 8,7%, 7,2 (vs 2020 20,3%, 11,3%, 9,3%).

Market Share Alami Penurunan

- Tahun 2021, volume penjualan HMSP tercatat 82,8 miliar unit atau naik 4,3% YoY (vs 2020 79,5 miliar unit). Penjualan SKM berkontribusi paling besar terhadap volume penjualan tahun 2021 yaitu sebesar 53,5 miliar unit, kemudian disusul oleh SKT, SPM, dan SPT.
- Market share HMSP tahun 2021 mengalami penurunan menjadi 28,0% dibanding tahun sebelumnya sebesar 28,8%. Market Share Dji Sam Soe dan Marlboro turun masing-masing menjadi 7,6% dan 4,0% sedangkan market share Sampoerna A, Sampoerna Kretek, dan lainnya naik masing-masing menjadi 12,7%, 3,0%, dan 0,7%.

Pertahankan Rekomendasi Overweight dengan TP Rp1.000

- Kami mempertahankan rekomendasi Overweight untuk HMSP dengan target price yang tidak berubah pada Rp1.000/saham. TP ini memiliki potensi kenaikan sebesar 8,1%. Adapun, risiko utama dari rekomendasi ini adalah daya beli konsumen yang belum stabil dan kebijakan cukai rokok Pemerintah.

HM Sampoerna Tbk | Summary (IDR bn)

| | 2021A | 2022F | 2023F | 2024F |
|----------------|--------|---------|---------|---------|
| Sales | 98,875 | 106,332 | 111,820 | 118,177 |
| Growth | 7.0% | 7.5% | 5.2% | 5.7% |
| Net Profit | 7,137 | 7,988 | 8,884 | 9,680 |
| Growth | -16.8% | 11.9% | 11.2% | 9.0% |
| EPS (IDR) | 61 | 69 | 76 | 83 |
| P/E | 16.3x | 14.6x | 13.1x | 12.0x |
| P/BV | 3.5x | 3.3x | 3.2x | 3.2x |
| EV/EBITDA | 12.2x | 9.9x | 9.1x | 8.5x |
| ROE | 21.7% | 22.8% | 24.8% | 26.6% |
| Debt Ratio | 0.4% | 0.5% | 0.4% | 0.4% |
| Dividend Yield | 7.3% | 6.6% | 7.0% | 8.0% |

Source: Company Data, Bloomberg, NHKSI Research

Please consider the rating criteria & important disclaimer

Overweight

| | |
|---------------------------|--------------|
| Target Price (IDR) | 1,000 |
| Consensus Price (IDR) | 1,033 |
| TP to Consensus Price | -3.2% |
| vs. Last Price | +8.1% |

Shares data

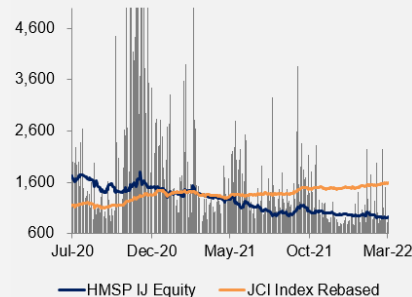
| | |
|------------------------|--------------|
| Last Price (IDR) | 925 |
| Price date as of | Mar 30, 2022 |
| 52 wk range (Hi/Lo) | 1,415 / 900 |
| Free float (%) | 7.5 |
| Outstanding sh.(mn) | 116,318 |
| Market Cap (IDR bn) | 107,594 |
| Market Cap (USD mn) | 7,498 |
| Avg. Trd Vol - 3M (mn) | 19.38 |
| Avg. Trd Val - 3M (bn) | 18.51 |
| Foreign Ownership | 0.6% |

Consumer Staples

Cigarette

| | |
|-----------|---------|
| Bloomberg | HMSP IJ |
| Reuters | HMSP.JK |

Share Price Performance



| | YTD | 1M | 3M | 12M |
|-----------|--------|-------|--------|--------|
| Abs. Ret. | -5.6% | -4.1% | -4.1% | -32.2% |
| Rel. Ret. | -11.4% | -6.0% | -11.3% | -48.4% |

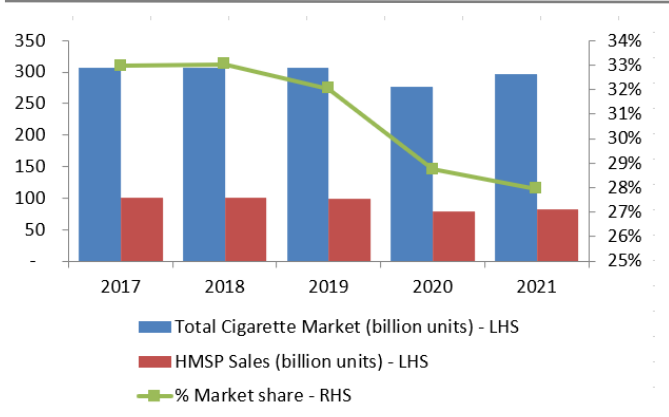
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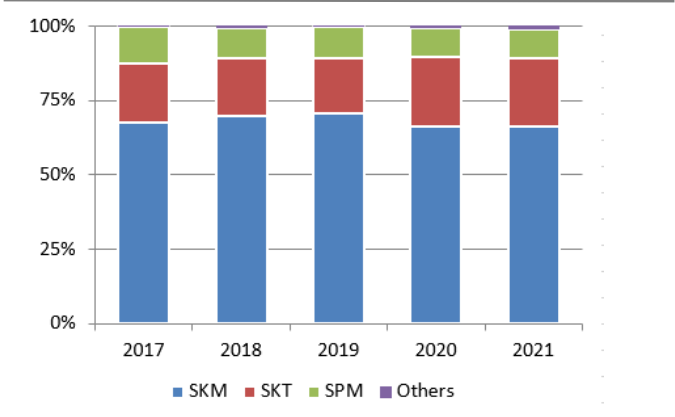
Performance Highlights in Charts

HMSP Cigs. Market Share vs Industry | FY17 - FY21



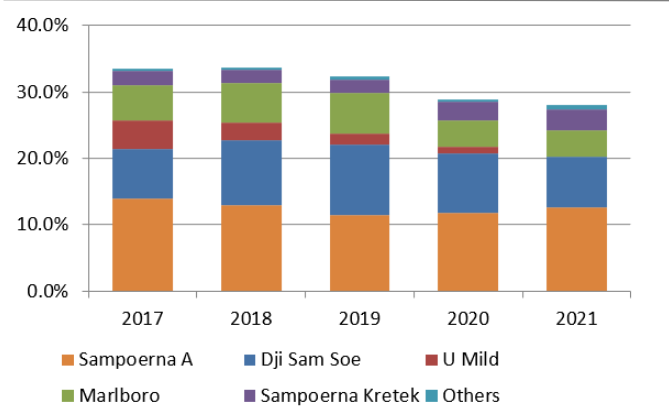
Source: Company Data, NHKSI Research

Revenue Breakdown by Segment | FY17 - FY21



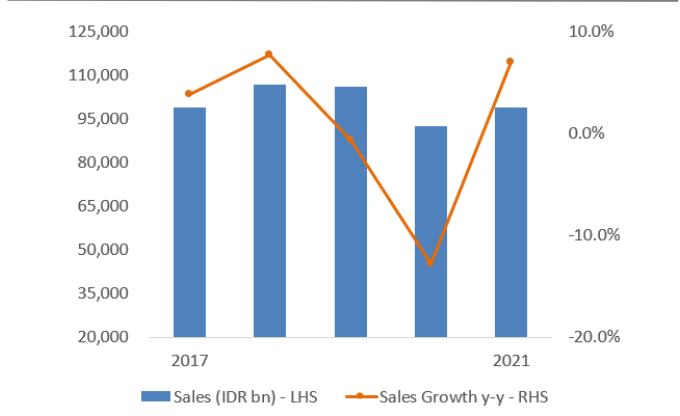
Source: Company Data, NHKSI Research

Market Share by Brand | FY17 - FY21



Source: Company Data, NHKSI Research

HMSP Quarterly Sales | FY17 - FY21



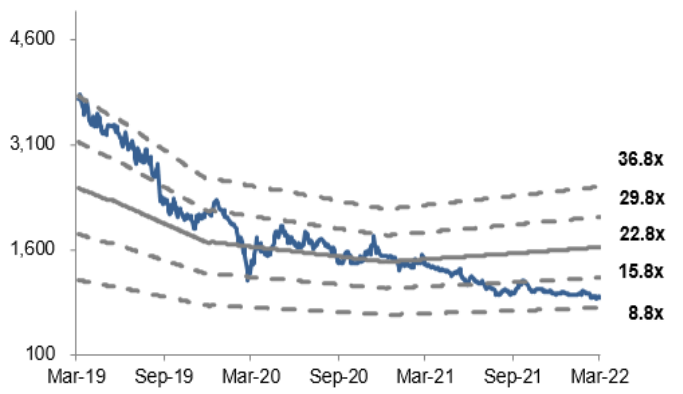
Source: Company Data, Bloomberg, NHKSI Research

Forward P/E Band | Last 3 Years



Source: Company Data, NHKSI Research

Dynamic Forward P/E Band | Last 3 Years



Source: Company Data, NHKSI Research

Summary of Financials

| INCOME STATEMENT | | | | | PROFITABILITY & STABILITY | | | | |
|--------------------------|---------------|----------------|----------------|----------------|---------------------------|----------|----------|----------|----------|
| (IDR bn) | 2021/12A | 2022/12E | 2023/12E | 2024/12E | | 2021/12A | 2022/12E | 2023/12E | 2024/12E |
| Sales | 98,875 | 106,332 | 111,820 | 118,177 | ROE | 21.7% | 22.8% | 24.8% | 26.6% |
| <i>Growth</i> | 7.0% | 7.5% | 5.2% | 5.7% | ROA | 15.5% | 16.2% | 17.8% | 19.1% |
| COGS | (81,955) | (88,168) | (92,617) | (97,955) | Inventory Turnover | 4.6x | 4.5x | 4.4x | 4.5x |
| Gross Profit | 16,920 | 18,163 | 19,204 | 20,223 | Receivable Turnover | 45.5x | 32.6x | 32.5x | 36.0x |
| <i>Gross Margin</i> | 17.1% | 17.1% | 17.2% | 17.1% | Payables Turnover | 26.6x | 22.7x | 23.3x | 24.1x |
| Operating Expenses | (8,336) | (8,584) | (8,430) | (8,450) | Dividend Yield | 7.6% | 6.6% | 7.0% | 8.0% |
| EBIT | 8,583 | 9,579 | 10,774 | 11,773 | Payout Ratio | 98.9% | 107.1% | 102.7% | 104.5% |
| <i>EBIT Margin</i> | 8.7% | 9.0% | 9.6% | 10.0% | DER | 0.0x | 0.0x | 0.0x | 0.0x |
| Depreciation | (170) | 844 | 667 | 447 | Net Gearing | 0.0x | 0.0x | 0.0x | 0.0x |
| EBITDA | 8,413 | 10,424 | 11,441 | 12,220 | Equity Ratio | 71.5% | 71.0% | 71.6% | 71.6% |
| <i>EBITDA Margin</i> | 8.5% | 9.8% | 10.2% | 10.3% | Debt Ratio | 0.4% | 0.5% | 0.4% | 0.4% |
| Interest Expenses | (57) | (53) | (53) | (54) | Financial Leverage | 139.8% | 140.8% | 139.6% | 139.6% |
| EBT | 9,152 | 10,243 | 11,392 | 12,413 | Current Ratio | 360.6% | 341.9% | 355.1% | 353.2% |
| Income Tax | (2,015) | (2,255) | (2,508) | (2,733) | Quick Ratio | 1.9x | 1.9x | 1.9x | 1.9x |
| Minority Interest | - | - | - | - | Par Value (IDR) | 4 | 4 | 4 | 4 |
| Net Profit | 7,137 | 7,988 | 8,884 | 9,680 | Total Shares (mn) | 116,318 | 116,318 | 116,318 | 116,318 |
| <i>Growth</i> | -16.8% | 11.9% | 11.2% | 9.0% | Share Price (IDR) | 965 | 1,000 | 1,000 | 1,000 |
| <i>Net Profit Margin</i> | 7.2% | 7.5% | 7.9% | 8.2% | Market Cap (IDR tn) | 112.2 | 116.3 | 116.3 | 116.3 |

| BALANCE SHEET | | | | | VALUATION INDEX | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|------------------------|----------|----------|----------|----------|
| (IDR bn) | 2021/12A | 2022/12E | 2023/12E | 2024/12E | | 2021/12A | 2022/12E | 2023/12E | 2024/12E |
| Cash | 14,021 | 15,061 | 14,649 | 14,885 | Price /Earnings | 15.7x | 14.6x | 13.1x | 12.0x |
| Receivables | 2,173 | 3,266 | 3,435 | 3,286 | Price /Book Value | 3.4x | 3.3x | 3.2x | 3.2x |
| Inventories | 17,654 | 19,572 | 21,087 | 21,716 | PE/EPS Growth | -0.9x | 1.2x | 1.2x | 1.3x |
| Total Current Assets | 37,598 | 41,546 | 42,871 | 43,560 | EV/EBITDA | 11.7x | 9.9x | 9.1x | 8.5x |
| Net Fixed Assets | 6,358 | 5,844 | 5,175 | 5,215 | EV/EBIT | 11.5x | 10.8x | 9.6x | 8.8x |
| Other Non Current Assets | 1,963 | 1,981 | 1,972 | 1,977 | EV (IDR bn) | 98,401 | 103,268 | 103,834 | 103,850 |
| Total Non Current Asset | 8,321 | 7,825 | 7,147 | 7,191 | Sales CAGR (3-Yr) | -2.5% | 0.1% | 6.6% | 6.1% |
| Total Assets | 45,920 | 49,371 | 50,018 | 50,751 | Net Profit CAGR (3-Yr) | -19.2% | -16.5% | 1.2% | 10.7% |
| Payables | 3,084 | 3,888 | 3,976 | 4,070 | Basic EPS (IDR) | 61 | 69 | 76 | 83 |
| ST Bank Loan | 8 | 17 | 17 | 17 | BVPS (IDR) | 282 | 301 | 308 | 313 |
| Total Current Liabilities | 10,426 | 11,625 | 11,521 | 11,711 | DPS (IDR) | 73 | 66 | 70 | 80 |
| LT Debt | 175 | 206 | 200 | 208 | | | | | |
| Total Liabilities | 13,072 | 14,313 | 14,198 | 14,399 | | | | | |
| Capital Stock & APIC | 21,071 | 21,071 | 21,071 | 21,071 | | | | | |
| Retained Earnings | 11,161 | 13,371 | 14,133 | 14,665 | | | | | |
| Shareholders' Equity | 32,848 | 35,058 | 35,820 | 36,352 | | | | | |

| CASH FLOW STATEMENT | | | | | OWNERSHIP | | | | |
|----------------------------|--------------|--------------|--------------|------------|---------------------|--|--|--|------|
| (IDR bn) | 2021/12A | 2022/12E | 2023/12E | 2024/12E | | | | | |
| Operating Cash Flow | 10,306 | 7,114 | 7,711 | 9,864 | Shareholders | | | | % |
| Investing Cash Flow | 331 | (268) | (77) | (592) | Philip Morris Ind. | | | | 92.5 |
| Financing Cash Flow | (8,598) | (7,602) | (8,206) | (9,279) | Vanguard Group | | | | 0.3 |
| Net Changes in Cash | 2,039 | (757) | (571) | (7) | Blackrock | | | | 0.2 |
| | | | | | Schroder | | | | 0.1 |
| | | | | | By Geography | | | | % |
| | | | | | Indonesia | | | | 99.4 |
| | | | | | United States | | | | 0.2 |
| | | | | | Ireland | | | | 0.1 |
| | | | | | Japan | | | | 0.0 |

Source: NHKSI research, Bloomberg

NH Korindo Sekuritas Indonesia (NHKSI) Stock Ratings

1. Based on a stock's forecasted absolute return over a period of 12 months from the date of publication.
2. Rating system based on a stock's potential upside from the date of publication
 - Buy : Greater than +15%
 - Overweight : +5% to 15%
 - Hold : -5% to +5%
 - Underweight : -5% to -15%
 - Sell : Less than -15%

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