

RHB**4** 

21 May 2025

# Hanjaya Mandala Sampoerna (нмsp JJ)

# Margin Improvement, Albeit Slightly; KEEP BUY

- Maintain BUY, with new IDR730 TP from IDR970, 16% upside and c.9% yield. We cut 2025F-2026F earnings by 35.9% and 43.6% on flattish sales volume growth and weak purchasing power, limiting Hanjaya Mandala Sampoerna's ability to increase prices. The zero-excise tax increase in 2025 should only enable sales volume to grow flat. Our TP, which includes a 6% ESG premium, is based on a 12x P/E - a 29% premium to peer average as HMSP offers a consistent 100% payout ratio.
- · Continued weak purchasing power and growing illicit cigarettes should result in flat volume growth in 2025. The same two factors caused sales volume to drop 3.7% YoY in 2024. Persistent weakening purchasing power will likely encourage consumers to opt for cheaper cigarettes such as below Tier-2, hand rolled kretek cigarettes (SKT) and illicit cigarettes. We anticipate HMSP's machine-rolled cigarettes (SKM) brand, Sampoerna Mild's volume to contract in 2025, but the cheaper SKT, Sampoerna Kretek, should see some growth, hence supporting HMSP's flattish YoY total sales volume.
- Slight margin improvement to support low single-digit earnings growth. With the zero-excise tax hike 2025, we should expect GPM to slightly improve on decent price increases. Note that HMSP has raised prices of some of its brands YTD ie 2.5% for Marlboro Red, 2.4% for Sampoerna Kretek, 1.7% for A Mild, 0.3% for A Ultra Mild and 0.5% for Marlboro Filter. However, given the weakening purchasing power, we expect no price hikes going forward. We estimate GPM to slightly improve to 16% from 15.7% in 2024.
- Zero-excise tax increase and soft price hike to support GPM improvement in 2Q25. While 2Q historically should be the weakest quarter for tobacco players as the annual excise tax hike starts to kick in, we believe in 2Q25, GPM should see a slight improvement supported by a soft price hike and zero-excise tax increase. Additionally, sales volume should slightly improve as cigarette consumption normalises post fasting month. Therefore, we expect 2Q25 results to post QoQ and YoY growth.
- No catalysts in sight. In light of the factors mentioned above, we cut our 2025F-2026F earnings by 35.9% and 43.6%, resulting in our TP falling to IDR730.
- Key risks to our call: i) Tight competition, ii) cut in fuel subsidies, and iii) weak consumer purchasing power.

Forecasts and Valuation	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27F
Total turnover (IDRb)	115,983	117,880	120,300	126,306	132,683
Recurring net profit (IDRb)	7,591	6,415	6,526	6,994	7,784
Recurring net profit growth (%)	21.5	(15.5)	1.7	7.2	11.3
Recurring P/E (x)	9.65	11.42	11.23	10.48	9.41
P/B (x)	2.5	2.6	2.6	2.5	2.5
P/CF (x)	9.02	8.40	9.06	9.77	8.68
Dividend Yield (%)	8.7	11.0	8.9	9.1	9.8
EV/EBITDA (x)	3.75	3.91	3.72	3.53	3.26
Return on average equity (%)	27.9	22.8	23.8	25.3	27.5
Net debt to equity (%)	net cash				

Source: Company data, RHB

## Consumer Non-cyclical | Tobacco

# **Buv** (Maintained)

Price (Market Cap):	IDR630 (USD4,465m)
ESG score: Avg Daily Turnover (IDR/USD)	3.3 (out of 4) 9,455m/0.57m
Analyst	

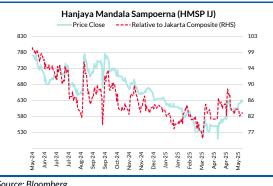
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## Share Performance (%)

	YTD	1m	3m	6m	12m
Absolute	(0.8)	9.6	8.6	(3.8)	(18.2)
Relative	(1.7)	(1.2)	3.6	(3.8)	(17.6)
52-wk Price lo	w/high (I[	DR)		51	0 -775



Source: Bloomberg

Overall ESG Score: 3.3 (out of 4)

E Score: 3.5 (EXCELLENT) S Score: 3.0 (GOOD) G Score: 3.0 (GOOD) Please refer to the ESG analysis on the next page



# **Emissions And ESG**

Trend analysis	Emissions (tCO2e)	Dec-22	Dec-23	Dec-24	Dec-25
In FY24, Scope 1 emissions decreased to 9,824 tCO2e from 12.591 tCO2e in 2023	Scope 1	11,630	12,591	9,824	na
12,571 (CO2e in 2025	Scope 2	-	na	na	na
	Scope 3	na	na	na	na
	Total emissions	11,630	12,591	9,824	na
	Source: Company data PU	P			

Source: Company data, RHB

# Latest ESG-Related Developments

In 2024, HMSP achieved an energy consumption intensity of 5.44 GJ per million cigarettes (GJ/MioCig), marking a 5% reduction from the previous year. The company is on track to achieve carbon neutrality in its production facilities by 2025.

Although water intensity increased slightly from 0.0026 to 0.0028 megaliters per million cigarettes, HMSP has taken significant steps to improve water management. The company established a new wastewater treatment facility with a capacity of up to 600 cubic meters per day, enabling the recycling of up to 80% of wastewater into high-quality water.

In 2024, 92% of air conditioners in HMSP's offices utilised non-HCFC refrigerants, aligning with global environmental standards. Additionally, 100% of the electricity supply at its production facilities came from clean energy sources, including solar power and renewable energy certificates purchased from the State Electricity Company (PLN). All production facilities are ISO 45001 certified, ensuring a commitment to occupational health and safety.

# **ESG Unbundled**

### Overall ESG Score: 3.3 (out of 4)

Last Updated: 21 May 2025

### E Score: 3.5 (EXCELLENT)

HMSP constantly reduces its carbon footprint across its entire operations, including shifting towards sustainable energy sources and making a strong commitment to reducing and recycling waste.

### S Score: 3.0 (GOOD)

It ensures that the socio-economic wellbeing within the supply chain and communities it operates in remain intact, and promotes a healthy and fair working environment.

### G Score: 3.0 (GOOD)

HMSP is committed to respecting human rights, and adhering to sustainable supply chain management and business integrity.

# **ESG Rating History**



# **Financial Exhibits**

Asia	Financial summary (IDR)	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27F
ndonesia	Recurring EPS	65.26	55.15	56.11	60.13	66.92
onsumer Non-cyclical	DPS	54.70	69.30	56.13	57.34	61.64
anjaya Mandala Sampoerna	BVPS	257.05	244.04	245.27	249.59	256.71
MSP IJ	Return on average equity (%)	27.9	22.8	23.8	25.3	27.5
цу						
	Valuation metrics	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27
aluation basis	Recurring P/E (x)	9.65	11.42	11.23	10.48	9.41
E	P/B (x)	2.5	2.6	2.6	2.5	2.5
	FCF Yield (%)	6.8	10.8	9.9	9.1	10.3
ey drivers	Dividend Yield (%)	8.7	11.0	8.9	9.1	9.8
i. Rising interest income;	EV/EBITDA (x)	3.75	3.91	3.72	3.53	3.26
<ul> <li>ii. New products launched;</li> <li>iii. Stronger-than-expected consumer purchasing</li> </ul>	EV/EBIT (x)	7.82	9.16	8.82	8.20	7.27
power.	Income statement (IDRb)	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27
	Total turnover	115,983	117,880	120,300	126,306	132,683
ey risks	Gross profit	19,330	18,534	19,269	20,431	21,447
i. Tight competition;	EBITDA	18,687	18,024	18,606	19,662	21,161
<ul><li>ii. Cut in fuel subsidies;</li><li>iii. Weak consumer purchasing power.</li></ul>	Depreciation and amortisation	(9,723)	(10,327)	(10,751)	(11,195)	(11,663)
in. Weak consumer purchasing power.	Operating profit	8,964	7,697	7,856	8,467	9,499
mpany Profile	Net interest	699	681	669	669	669
anjaya Mandala Sampoerna has been a subsidiary of	Pre-tax profit	10,311	8,686	8,869	9,523	10,602
ilip Morris Indonesia and Philip Morris International	Taxation	(2,214)	(2,040)	(2,083)	(2,236)	(2,490)
MI) since 2005. PMI is a leading international tobacco	Reported net profit	8,097	6,646	6,786	7,286	8,112
mpany selling products in approximately 175 markets d employing approximately 79,800 people worldwide.	Recurring net profit	7,591	6,415	6,526	6,994	7,784
	Cash flow (IDRb)	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27
	Change in working capital	1,983	1,259	2,443	(798)	(876)
	Cash flow from operations	8,128	8,725	8,092	7,497	8,446
	Capex	(3,153)	(795)	(811)	(851)	(894)
	Cash flow from investing activities	(2,424)	(1,126)	(418)	(1,116)	(1,196)
	Dividends paid	(6,363)	(8,061)	(6,529)	(6,670)	(7,170)
	Cash flow from financing activities	(6,292)	(7,925)	(6,461)	(6,565)	(6,840)
	Cash at beginning of period	3,283	2,695	2,370	3,581	3,397
	Net change in cash	(588)	(326)	1,212	(184)	410
	Ending balance cash	2,695	2,370	3,581	3,397	3,807
	Balance sheet (IDRb)	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27
	Total cash and equivalents	2,750	2,370	3,581	3,397	3,807
	Tangible fixed assets	9,253	9,444	9,831	10,238	10,665
	Total investments	444	428	428	428	428
	Total assets	55,316	54,291	53,355	55,045	57,505
	Total liabilities	25,446	25,934	24,855	26,043	27,674
	Total equity	29,870	28,356	28,500	29,002	29,831
	Total liabilities & equity	55,316	54,291	53,355	55,045	57,505
	Key metrics	Dec-23	Dec-24	Dec-25F	Dec-26F	Dec-27
	Revenue growth (%)	4.3	1.6	2.1	5.0	5.0
	Recurrent EPS growth (%)	21.5	(15.5)	1.7	7.2	11.3
	Gross margin (%)	16.7	15.7	16.0	16.2	16.2
	Operating EBITDA margin (%)	16.1	15.3	15.5	15.6	15.9
	Net profit margin (%)	7.0	5.6	5.6	5.8	6.1
	· · · · p. o	7.0				
	Dividend payout ratio (%)	78.6	121 3	96.2	91 5	88 /
	Dividend payout ratio (%) Capex/sales (%)	78.6 2.7	121.3 0.7	96.2 0.7	91.5 0.7	88.4

Source: Company data, RHB



## 22 May 2025

# Indonesia Company Update

## Consumer Non-cyclical | Tobacco

## Figure 1: Changes to earnings estimates

		New			Old			New/old (%)	
	2025F	2026F	2027F	2025F	2026F	2027F	2025F	2026F	2027F
Income statement (IDRbn)									
Total turnover	120,300	126,306	-	132,596	142,831	-	(9.3)	(11.6)	-
Gross profit	19,269	20,431	-	23,760	27,333	-	(18.9)	(25.3)	-
EBIT	7,856	8,467	-	12,131	14,994	-	(35.2)	(43.5)	-
Net Profit	6,786	7,286	-	10,581	12,916	-	(35.9)	(43.6)	-
Key metrics									
Revenue growth (%)	2.1	5.0	-	12.5	7.7	-			
Gross margin (%)	16.0	16.2	-	17.9	19.1	-			
EBIT margin (%)	6.5	6.7	-	9.1	10.5	-			
Net profit margin (%)	5.6	5.8	-	8.0	9.0	-			

Source: Company data, RHB

### Figure 2: RHB vs Street estimates

		RHB			Street		RF	IB/Street (%)	
Income statement (IDRbn)	2025F	2026F	2027F	2025F	2026F	2027F	2025F	2026F	2027F
Total turnover	120,300	126,306	-	119,729	126,612	-	100.5	99.8	-
Gross profit	19,269	20,431	-	20,634	22,472	-	93.4	90.9	-
EBIT	7,856	8,467	-	9,121	10,820	-	86.1	78.3	-
Net profit	6,786	7,286	-	7,735	8,857	-	87.7	82.3	-

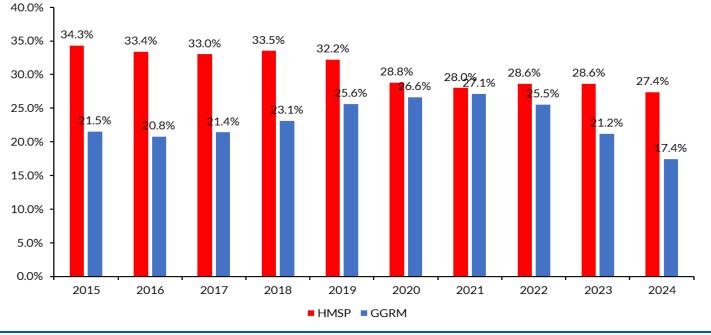
Source: Company data, Bloomberg, RHB

### Figure 3: Peer comparison

6	Tisless	Market cap	P/E (x)		
Company	Ticker	(USDm)	2025F	2026F	
Hanjaya Mandala Sampoerna	HMSP IJ	4,469	9.5	8.6	
Gudang Garam	<b>GGRM IJ</b>	1,182	8.9	7.8	
Wismilak	<b>WIIM IJ</b>	113	5.5	4.3	
Global weighted average		5,764	9.3	8.4	

Source: Bloomberg, RHB

### Figure 4: HMSP's vs GGRM's market share (2015-2024)



Source: Company data, RHB



# **Recommendation Chart**



Date	Recommendation	Target Price	Price
2024-03-18	Buy	970	835
2024-01-04	Buy	1,090	900
2023-11-22	Buy	1,090	950
2023-10-31	Neutral	930	910
2023-06-06	Neutral	930	995
2021-10-31	Buy	1,200	1,035
2021-09-12	Buy	1,400	1,005
2021-04-29	Neutral	1,400	1,310
2021-03-24	Neutral	1,400	1,375
2020-12-11	Neutral	1,550	1,555
2020-11-19	Buy	1,850	1,560
2020-07-24	Neutral	1,950	1,685
2020-07-22	Neutral	1,950	1,780
2020-04-22	Buy	2,200	1,575
2020-03-31	Buy	2,200	1,425

Source: RHB, Bloomberg

## Consumer Non-cyclical | Tobacco



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