SIG 9M 2025 Earnings Call
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Panelists :

Mr. Indrieffouny Indra	: President Director
Mr. Andriano Hosny Panangian	: Vice President Director
Mr. Sigit Prastowo	: Director of Finance and Risk Management
Mr. Dicky Saelan	: Director of Sales and Marketing
Mr. Hasan Arifin	: Group Head of Corporate Finance
Mr. Gathut Wicaksono	: Group Head of Marketing
Ms. Maya Savitri	: GM of Investor Relations

Maya : Good afternoon ladies and gentlemen. So, thank you for joining Semen Indonesia's 9M25 Earnings Call. We have here the team of BoD. We have our CEO, President Director Bapak Indrieffouny Indra. We also have Pak Hosny, Vice CEO and also Pak Sigit as the CFO and our Chief Marketing Officer Pak Dicky as well as Group Heads that are joining us this afternoon.

So yeah, the schedule for today is a presentation by the BoD and then we will follow up with a Q&A session after the presentation. We would like to open the Q&A session through the Q&A chat box so if you'd like to answer question, ask a question, we will prioritize the Q&A from the Q&A box first and then we will open the line for any online questions that you may have. So, without further ado, I would like to pass on to Pak Arif to give an opening speech.

Arif : Thank you, Bu. Good afternoon Bapak/Ibu, ladies and gentlemen, investor and analyst. Thank you for joining SIG 9M25 Earning Call and we really appreciate for the continued interest and trust of this company. Over the past 9M, we navigate a challenging market environment marked by a softer domestic demand and still continue with the pricing competition. Despite this, since the new management joined this Company end of May 2025, we already formulated and implemented a new strategy to drive a turnaround in performance and win back our lost market share. In the first 3M of implementation. We are happy to share that the results are positive, giving a solid start to a better company performance going forward. The management and myself along with the rest of SIG are extending our efforts to ensure that every initiative we take continues to enhance shareholder value. With that I would like to hand over to Pak Dicky, Director of Sales and Marketing to begin our presentation. Thank you. Please Pak Dicky.

Dicky : Thank you Pak Arif. I would like to begin with the broader macroeconomic context. National conditions overall remained challenging, however going forward we should look forward to some signs of positive development. Indonesia's GDP growth moderated to around 4.9% YoY in the 1H, with construction and real estate still lagging the national average. However, Q2 data show some early signs of stabilization with growth higher than the Q1, as government spending and rate cuts begin to take effect. Consumer confidence remains subdued at about 115, indicating that purchasing power has not fully recovered.

On the credit side, banking loan growth has softened to around 7% to 8%, with property lending still slower than the overall system. This is in line with the movement of construction and real estate GDP that are still lagging. Inflation rose slightly to 2.65%, though this is still within Bank Indonesia's target range. Bank Indonesia also has cut rates by 125 basis points YTD, providing scope for further monetary easing. Overall, although the environment remains challenging, we are hopeful to…for a recovery heading into 2026.

Let me continue with the topline performance for SIG. Moving forward, umm…moving to industry demand, the overall cement market remains under pressure, and despite the expected cyclical demand in the 2H, overall domestic demand is still slowing compared to last year. National demand contracted by 2.4% YoY as of 9M25, a modest recovery from the -2.5% recorded in 1H25. The bag segment was the main stabilizer, turning positive at 0.5%, indicating gradual improvement in retail demand. In contrast, bulk demand remains weak, still down 8.9%, though slightly better than the earlier quarters — showing early signs of recovery in infrastructure and project based consumption. For SIG, total domestic sales also improved, with contraction narrowing from -7.7% in 1H25 to -6.2% in 9M25. The bag segment drove the recovery, narrowing its decline to -3.2%, while bulk sales remained under pressure at -13.3% YoY, reflecting slower government and private project execution.

This slide shows that while volumes remained under pressure domestically, regional and export markets helped improve topline performance for SIG, while the Company also managed to maintain pricing resilience ya. SIG's total group sales volume saw a contraction of 1.8% YoY as of the first 9M25, a noticeable improvement from the -2.2% recorded in the 1H. The quarterly trend also shows stabilization, with 3Q25 down only 1% vs the same period last year. In the midst of domestic headwinds, regional and export sales became a key support for us. Regional sales grew 18%, driven by exports from Indonesia, which grew 25% YoY. We expect this good momentum to continue towards the end of the year for export. On pricing, SIG's blended ASP was up by 0.5% from June to September 2025, in line with a higher mix of bag sales and along with price adjustments implemented in September. So we have adjusted some of the price in September. We expect to continue this price increase trend ya and hopefully this will improve our profitability as well. Bag ASP stayed relatively flat, but fighting-brand ASP increased by 2.2%, while export ASP also improved by 1.9% — this is reflecting better pricing discipline that we have done so far. As we mentioned in the last quarter, pricing will be a focus to improve profitability and also drive better competitive environment in the market.

Next. In the 3Q25, total cement — total SIG cement volume reached 10.15 million tons, showing a strong QoQ increase of 16.3% — so this is a very good numbers that we have achieved, supported by both bag and bulk segments. The bag segment grew 25% QoQ as we implemented the strategy to focus on the retail segment, while bulk volume rose 28%, helped by improving project shipments on the ground. As I mention earlier, export sales increased by 26% YoY, underscoring strength in overseas markets, although Vietnam operations unfortunately remained soft until this date. YoY, total group volume in 3Q25 was broadly stable at -1.0%, as SIG's performance begins to pick up. In terms of bag segment product mix, main brand accounted for around 75% of bag sales, while the fighting brand portion rose slightly to 25% — but we're able to maintain the contribution of the fighting brand still in healthy level and this is reflecting more balanced channel strategy and price segmentation that we're doing to defend the market share.

Next, to present our financial performance, I would like to hand over to Pak Sigit, our CFO. Pak Sigit, the time is yours.

Sigit : Thank you, Pak Dicky. For the first 9M25, our total revenue declined by 3.8% YoY to Rp25.3 trillion. This was mainly due to softer domestic demand, which led to a 2.8% drop in cement revenue, down to Rp22.6 trillion. The non-cement and other businesses also recorded an 11.2% decrease, in line with smaller contribution from trading and also supporting services.

Quarterly, revenue trends show a gradual recovery toward the 3Q25, reaching Rp8.9 trillion, supported by stronger cement revenue that was higher than 3Q24. The cement portion of total revenue also increased, rising from 86.9% in 2Q24 to over 91% in 3Q25, reflecting a stronger core business focus. Overall, while topline performance was impacted by lower volumes, our revenue composition shows resilience in the core cement segment, setting a base for recovery as demand improves into year-end.

Moving to costs, overall COGS and OPEX remained stable despite ongoing cost pressures. Total COGS slightly declined by 0.6% YoY to Rp20.3 trillion. Within this, variable COGS rose 1.6% on higher fuel costs, while fixed COGS decreased 2.1% from lower depreciation, labor, and maintenance expenses. Non-cement related costs also fell in line with its lower revenue during the current portfolio refocus. Operating expenses were down 2.3% to Rp3.9 trillion, reflecting savings in transportation, maintenance, and promotional activities. Meanwhile, net finance costs dropped significantly by 35.5% to Rp501 billion, supported by ongoing deleveraging through lower interest-bearing debt. On a per-ton basis, total cost increased slightly by 1.0%, mainly due to lower production volume. Consequently, EBITDA declined 23.8% YoY to Rp3.3 trillion, reflecting topline pressure and higher cost per ton. Overall, disciplined cost control and financing optimization have helped cushion profitability amid weaker market conditions.

Looking at our balance sheet and cash flow, we see that SIG continues to maintain a solid financial position with the highest credit rating of idAAA. Operating cash flow remained sufficient at Rp1.8 trillion, while the cash conversion cycle extended slightly by three days to 29 days as we saw slightly extended receivables period. On the balance-sheet side, current ratio stood at 1.13 times, slightly lower than last year due to higher short-term borrowings, while interest-bearing debt decreased by 17.5% to Rp11 trillion, demonstrating continued deleveraging discipline. As a result, debt-to-equity improved to 0.25 times, while debt-to-EBITDA rose modestly to 2.46 times, mainly due to lower EBITDA. Importantly, PEFINDO reaffirmed our idAAA rating with a Stable outlook in August 2025, marking the second year SIG has maintained the highest national credit rating — a reflection of our strong balance sheet, prudent capital management, and sustained financial resilience.

I would like to hand over now to Pak Hosny, our Vice President Director for the update of our strategy and closing remark.

Hosny : Thank you so much, Pak Sigit. So overall I think our result — 9M result as explained basically due to the progress of our transformation program that we already started in the beginning of July and I would like to update you on the progress of our strategic initiatives to improve overall of our Company performance.

Our performance recovery strategy so far is on track and has shown positive results in the first 3M of execution. To reiterate further, we are currently focused on three key pillars.

a. First, retail business model transformation where we reassign sales and outbound logistic functions to regional cement subsidiaries to improve market proximity and strengthen our go-to-market capabilities.
b. Second, on our cost leadership through supply chain rearrangement and interplant logistics optimization to improve both fixed and variable cost structures.
c. Third on cement derivatives and portfolio refocusing, optimizing product offerings such as our application mortars, interlock bricks, and ready-mix, while revitalizing our subsidiary portfolios.

Since the implementation that began in the beginning of July, we have seen encouraging outcomes, average monthly sales volume as explained before by Pak Dicky has increased from 2.25 million tons in 2Q25 to 2.82 million tons in 3Q25. Another encouraging indicator is the…is that we experienced improvement in market share. Our market share rose 0.3% to around 46.8% owing to our point…owing to our business strategy and improvement in operating profit margin by 0.2 percentage points to 3.5% as also we continue our cost leadership initiatives. Overall, we see that this is a good traction and these early gains confirm that we that our strategy direction is gaining traction and we see further positive measures in the future.

Maya : Yeah, thank you BoD and Pak Hosny. So now we're moving to the Q&A session if you'd like to ask question, you can type in the Q&A box and we will read it out. We will prioritize that first or else you can raise your hand and we will call out your name for you to be able to unmute your mic. We will give a couple of minutes for everybody to get their questions together and just let us know.

No questions so far.

Hi Aranto, we see your raised hand. You can unmute and ask the question to the Management.

Arnanto : Thanks Maya, thanks for taking the question two questions from my side focusing on the cost side still. On the first question, do you mind explaining what drove the increase on fuel and energy costs on a per ton basis in Q3 referring to the fact that coal prices are actually down significantly on a YoY basis.

And question number two, if we look at the earnings of SMCB and SMBR, they're actually quite strong. How do we reconcile with that with SMGR's relatively weaker earnings in the Q3 itself? Thank you.

Maya : Okay, thanks Arnanto. So we will open the answers with Pak Sigit.

Sigit : Yeah, thank you. I would like to explain the first question related to fuel cost. If we see that the fuel price, especially coal price is ICI 4 is down but we relatively or slightly increase. Why? As you know that we refer DMO as reference price of coal and if we see that DMO is using USD, US$46 and flat time to time. And as you know that interest — sorry, as you know that USD stronger compared to Rp or Rp is weaker but when we try to calculate our coal price in Rp so it reflecting because of currency. And I have a moving price of our coal price. Average our price on Q4 2024 around Rp935 increased to 1H Rp941per ton and increase — continue to increase Rp947 but in the Q3 2025 we already renegotiate with our supplier down to Rp938,000 per ton. So, we expect we can continue to cutoff coal price by the end of this year, back to last year. And we see that Rp938,000 per ton is good price for this position. And we expect we can continue down to maybe around Rp930,000 or 925,000 per ton. So, this is what we expect. Yes. Why our fuel slightly increased because of currency and our reference not because of ICI 4 but using our DMO. I think this is a reason behind why our coal price slightly increased. Because following the currency in the Q1 and Q2.

Yeah. The second question related our subsidiaries SMBR that the performance SMBR is good but not reflected on the SIG consolidated. Because we also have another subsidiaries that they contribute a loss especially coming from TLCC, our Vietnam Cement. They contribute a negative profit around 216. So this is make consolidated numbers drop to a significant number. But we believe in the Q4 our performance continue to improve and hopefully we can — by the end of the year our performance better than the first 9M25.

Maya : Thank you, Pak Sigit. Arnanto, does that answer your question?

Arnanto : Can I have a follow up question?

Maya : Yes, sure.

Arnanto : So actually if we look at fuel and energy costs in 2022 when coal price was at 300, 400 on a per ton basis, Q3 level was actually higher than 2022 level. So again. What. What can explain that ya? Because I mean coal price is definitely a lot lower than 2022, but fuel and energy cost on a per ton level is actually higher now compared to 2022. So, is it the fact that you guys are maybe perhaps using more coal or is it the transportation cost that is more expensive now?

Sigit : Yeah, mix Arnanto. Because we also see that our transportation costs increase significantly. But for the coal price, we also noted that our average coal price QoQ slightly increased. And this is part of our focus today to renegotiate with a supplier to make sure that our coal price follow the international price without any — and we expect that DMO is our ceiling. Based on the discussion with our team, they think that the DMO is the price that we already contracted but should be that is the selling price. And we try to renegotiate with our team with the supplier to reduce the coal price following the market price of coal.

Maya : Okay, Arnanto, can we close on that note?

Arnanto : Yes, thank you.

Maya : Okay, thanks Arnanto. Yeah, we will move on to the chat box first. So, we have a question from Cheryl. She says thank you for the presentation. Could you please share SMGR's view on the impact of the ODOL regulation recently enforced by the West Java Governor? Does this policy also apply to the cement segment? How significant is the expected increase in transportation cost as a result of this regulation?

Dicky : Yeah. Okay. Thank you for the questions, Bu Cheryl. So, basically at this point of time we are still waiting for the final regulation on this Zero ODOL — Over Dimension Over Loading. We have heard that West Java will impose this regulation earlier, probably by 2026. We are still monitoring the actual regulation to be implemented. However, since the beginning we always prepared for this regulation to be imposed by the government. What we have understood is actually the, the central government is preparing to have the Zero ODOL by 2027 while we are still waiting for the implementation, whether in West Java or in national context. However, we already calculated all the implications to this including the cost. So yes, the cost will increase significantly. So, we have a calculated around 60% cost increase for cement if this implemented for all products or categories. However, with the some of the action plan that we have mitigated, we may be able to reduce some of the cost implication from this regulation if it's being implemented. So, I think in short, we are still waiting for the actual regulation to be announced and implemented. However, we are ready if this implemented whether it's in January or in 2027. Thank you.

Maya : Yeah, thank you. Thank you Pak Dicky. Going back to the chat box, we have a question from Rafdi Prima. He asked where the operation margin would be aimed in coming quarters.

If I may answer. At the moment, you know that the new management is going through each cost items and where we can save and also that ties into the top line growth as well. So, I think as we navigate through the new strategy, we haven't really set, you know, a certain target but I think with the current levels of, you know, 3.9%-ish, we would like to at least double that in the upcoming quarters. But again, you know this is, is, a process that we are going through and should we have numbers going forward in our fixed business plan, we will update you.

Okay, we will go back online. Vivek has his hand up. We can open the line for you. Vivek, you can unmute and ask your question.

Vivek : Hello, can you hear me?

Maya : Yes, we can hear you.

Vivek : Thank you so much for the presentation. Just two questions from me. Firstly, just to clarify, for the previous participant, I think sir mentioned that the logistics cost could increase by 60%. Is that 60% only for the implementation in West Java or implementation across Indonesia? That was the one clarification I wanted.

Dicky : So the 60% that we have calculated, that's for total national.

Vivek : Okay, got it. Got it, sir. And the second question that I had was just, you know, from, from a demand outlook perspective going into 2026, any thoughts on how we could see the demand growth and you know, which segments could be driving that the demand growth, given that you know, 24 and 25 have obviously been fairly muted. Thank you.

Dicky : Yeah, I'll answer that. So, yeah, thank you again for the questions. Basically it's — we are expecting for a better market growth in 2026. So, we have — as we have explained that this year we are seeing around 2.5% minus growth in market. But given that we have seen that the plan for budget in 2026, they are putting some plan to increase the budget for infrastructure around 38% while we know that our business is still 70% is retail. But the impact to the overall cement industry, we are seeing or expecting at around 0.6% to 1% volume growth next year. However, of course I think given the performance that we are having this year with the things that we have done, as Pak Hosny has explained, we are expecting to have — we are still calculating the for the final numbers but we are expecting to continue performing, hopefully performing better than the market. And I think that the cyclical will continue. So, we know that in Q3 usually is the highest volume for the industry. However, what we have discussed internally is actually if we can and we have shown so far is a MoM growth. So, I think so far since July we have seen a MoM growth quite steadily and we are expecting that to continue happening until 2026, which if that happens then we will have a good year of 2026. Thank you.

Maya : Okay, thank you, Pak Dicky. Okay, so for the next question we'll jump back to the chat box. We have a question from Everson Sugianto. He says, hi management. Do you mind explaining the slight increase on your other operating expenses. We will pass on Pak Sigit to tackle the question.

Sigit : Yeah. Increase on other expenses mainly coming from number one is impairment because impairment especially coming from the TLCC. So, we spend impairment and also taxes. TTA also taxes. I think this is a part of a portion that we significantly increase on others. Another component is cost for supply chain financing and accounts receivable financing because we try to optimize our cash flow. So, this is cost of debt. So, but the main drivers coming from the impairment and also taxes. Thank you.

Maya : Okay, thank you Pak Sigit. Everson hope that answers your question. We still have Vivek's hand raised up. Do you have a follow up question, Vivek?

Vivek : Sorry, just one more question from my side. I think you'd mentioned in the earlier comments that you would continue to try to raise prices because it's important for profitability. Just wanted to, you know, clarify that. Do you think you would be still be able to raise prices if you're assuming, you know, a demand growth of 0.6% to 1%? Just wanted to understand how the competitive landscape would evolve in that scenario.

Thank you.

Dicky : Yeah, as we mentioned that ASP or average selling price is something that we are continue to have a look in terms of how can we be better compared to this year. And as we have seen, we have already increased the price for the first round in September and we are already increasing the price in 1st of November. So, while we continue to be also vigilant in terms of what are the impact to the volume from that price increase or price action that we have took. But so far we are able to compensate the volume impact by other things that we are doing. So, as we always discuss internally that in the end it's not only price. So, we have the strategy of the 4A which is the of course price is part of the first A which is the affordability. But we also have the availability, we have the attractiveness, we have the advocacy that we are also doing in line with the price action that we are taking. So, thank God. I think fortunately up to now we are seeing — we are able to increase the price while continue to maintain our competitiveness by doing other things as well. So, we will continue to be again cautious of course in taking the price action, however, whenever we are seeing the opportunity and because in the end cost continue to increase. Right. So, we need to be able to, you know, absorb the cost impact through the price that we have not taken. So, and again as I mentioned, because of the price action that we have taken, we have managed to increase our ASP from around 906, 908 to now at around 916,000 per ton ya, 916 per kg. So that's something that again, as I mentioned, we will continue to to have a look whether we are able to any opportunity for us to increase the price. But at the same time continue to be more also vigilant in terms of the volume impact that might created by that action. But yes, we definitely will see the opportunity to increase the price if we can. Thank you.

Maya : Okay, thank you, Pak Dicky. Hi Vivek. Any further follow up before we move on?

Vivek : No, thank you so much and all the very best.

Maya : Okay, thank you. Okay, we will go back to the chat box. We have a question from Kevin Halim, Maybank. He asked on the impairment cost and taxes classified in other cost. Will there be more of this cost coming in the next quarter? Pak Sigit, would you like to clarify on this question please?

Sigit : Yeah, we plan to what we call ya. It's because we see that the impairment still there and we try to spending more on Q4 and we expect by the end of the year all the impairment already impair and already spend. And we see that some of impairments such as TLCC, our receivable and also some of taxes we still have. But it's part of what we expected. So, We believe Q4 2025 our performance is better than the previous quarter and we have capability to spending more to cover our impairment. So, this is our plan when we expect that most of our like cleansing our balance sheet. So, we try to more spending of that. And we expect by 2026 we already less impacted by another impairment. So, we plan to finish auto fix it all the impairment by the end of the year this year. And on top of that of course we need more budget. But we believe we have also more revenue on the Q4 2025. So, we can see that by the next two months we will spending more on debt and hopefully all the impairment can be spending by the end of this year.

Maya : Okay, thank you, Pak Sigit. Okay, we have another question from Danif also he asked other than coal what other COGS components are USD linked and what percent of COGS is USD Linked? Okay, maybe I can just open the answer for this question.
So, aside from coal, we also have other supporting materials to support the part of our raw materials to support the production and also the packaging which is also USD related. USD linked. Sorry. In terms of the percentage, I think we will. We will get back to you on the number. It should be around 30%. But again we will clarify back to you on this.

Okay. Okay. Sorry Danif. So, to clarify around 15% of our COGS. But again we will clarify to you and all of the participants here as well. We will send the question by the answer by email.

More questions. Here we have Aditya Sutandi with hand raised. You may unmute and ask your question, Aditya.

Aditya : Yeah, thank you for the opportunity. Just a quick question for me. First of all congratulations on your bag cement performance as you grow in line with the market while your fighting brand YoY was on the Q3 actually declined. But if I may, if I may would you mind you know giving some color on what would be the eco brand performance in the overall retail segment in the country Q3 on a YoY has that been raising? Has the non big two player actually growing faster than the industry?

And on the second question is on your labor cost per ton which you know continue to see more efficiency. Do you mind sharing what is the nature of this efficiency and should we expect and one of cost of ERP sometimes in the next quarter or in the upcoming years. Thank you.

Maya : Yeah, thank you Aditya. So, I think the first question regarding the fighting brand or eco brand in the market will be addressed by Pak Dicky and then followed by Pak Sigit on the next question.

Dicky : Yeah. Okay. So thank you for the questions. It's a good question actually, because I think the industry has seen how the eco brand not gradually in fact quite fast increasing in terms of the contribution and we have seen now the contribution of in some area differs from area to area and from brand to brand. But we are seeing around 35 to even some of brands in some of the areas could go up to around 50 shares for fighting brands or eco brands. However, in our case we are really trying to, we're trying to really hard avoiding this because I think if we are allowing the eco brand or the fighting brand to continue growing faster than main brand then it will dilute the our value of the category of the market. So that's why while we are seeing other brands and in other markets seeing the fighting brands and eco brands growing faster than main brand. But, in our case we are continue to try our best holding the contribution of fighting brand. Now as I mentioned we are maintaining around 25% now it's increasing but it's much lower compared to the competitors in terms of the growth of the fighting brand. So again we are still doing overall efforts and almost all marketing efforts that we're putting is to drive the growth of the main brand instead of the eco brand or fighting brands. Because I think that should be being done by all the players actually. You know, to drive the main brand rather than following just following the you know, the demand from the consumer for the fighting brand. So again yeah, I think in the future we will still see in especially in during this macroeconomic situation in which the consumer confidence is still quite low, the fighting brand will continue to grow. However, it's also part of our obligation or you know, as a marketeers to continue driving the main brand rather than allowing the fighting brands to grow faster. Thanks.

Maya : Thank you. Pak Dicky. So Pak Sigit next on the labor cost and if we have a Early Retirement Program (ERP) on.

Sigit : Yeah, on labor cost we have efficiency on that area mainly due to reversal in the past service liabilities, PSAK 24. We revise our policy on the long-term service award before the previous policies award based on the gold gramage. So, this impacted by rising gold price and we move or we revise to the certain amount in Rp. And that's why our past service liabilities using the new policy we can maintain on the certain level compared to the previous policy. It depends on the gold price. So, time to time gold increase and that's why our liabilities also following and after we implement the new policy we can saving and reversal amount of a certain amount from the past service liabilities. Thank you.

Aditya : Thank you. Can I have a follow up questions?

Maya : Yes, sure Aditya.

Aditya : Yeah. Maybe just following up on the first questions. But so is it actually safe to conclude to say that in the Q3 fighting brand continue to have a higher — sorry, eco brand continue to have a higher share in terms of total back in the Q3. And secondly, based on your pricing monitoring with your competitors, when you raise the price of fighting brand did others follow through?

Dicky : Okay, thanks for the follow up question. So yes, as I mentioned, the fighting — the eco brand grow faster than the main brand in total category. So, it increased by 3% compared you know like the contribution of of eco brand increased by 3%. So, and of course that's as a contribution it reduced 3% on the main brand. So that's for the market for overall category in cement. Now in terms of the pricing action that we have taken in September, we are monitoring very closely in terms of how competitors are following our actions. We are seeing most of the players are following. Unfortunately, there is one player who have not been seen, you know, is still sporadic. Of course, I will not be able to say that they are not following. But I think given the situation so we know that the industry actually has been probably wanting to increase the value of the market because so far, you know, for the past few months or even year the category continue to drop price and the fact that the volume is not coming. So, when we took the price increase in September, it's been followed mostly by the competitors and we are not seeing a significant impact to the volume in September or even in October. So, in October we have one of the highest volume especially in retail compared to previous months or even years. So again, we continue to, like I said, continue to be vigilant and cautious in terms of all the price action that we have taken. But I think safe to say that at this point of time we are still quite confident that we can continue to take the pricing actions you know. While again like I said, cautiously and very in careful manner ya.

Aditya : Okay. Thank you Pak Dicky and thank you Pak Sigit. I wish you the best of luck.

Dicky : Thank you. Thank you. Thank you so much.

Maya : Thank you. Thank you. Aditya, we're closing in on to the end of the call. Arnanto, maybe you have one last question before we close.

Arnanto : Yeah, just a follow up from Adit's question. Pak Dicky just want to get your thought. Do you see the risk of fighting an eco-brand mix, let's say going up to 50%, 70% share of the market, what do you think players can do to stop this?

And point number two, let's say in the case of a economic recovery in 2026, do you think customers will be inclined to move back to the main brand or do you think they'll stick to the eco brand? Thank you.

Dicky : I think another good question. So, as you know as I mentioned in year to the September and especially in Q3, it's continue to increase the contribution of eco brand for the total industry is almost 50% actually it's 46%. So increased from 42% to 46%. But and again, I don't think this is favorable for the industry. And again, I think we are sending the signals to other players that we should not allow this. We should. I think the industry has been too long allowing the price war happening in the market and therefore we should fight in a different field, especially in the marketing field, in promotion, in branding and equity building and all of those stuff which we are doing now. So, I think and again that's also part of your answer to your questions in terms of how should we do as a player and that's what we have been doing. As I mentioned, we have 4A in our strategy and we are doing, you know, improving our distribution in the availability we are improving our brand equity. We start putting the, the equity building activities. We put, you know, ATL, BTL and then we also put the advocacy to, to our networks of masonry and stuff. You know, so but that's to me it's one of the way in terms of we should not be, you know, get drawn only in price wars.

Now to answer to next question that you have in terms of, in terms of the economic situation, I think it depends on us ya whether I think when we are able to convince the consumers that the it's not only about product but it's also the total surface, the total brand equity, the value that we are giving. I still believe that this industry still have chance to, you know, to be able to play on the brand side rather than only on price and product ya. So, it is a mix and that's what we are doing now. And hopefully that's being followed by other players which I'm seeing now as well. So, and that's the expectation for me is you know, we are seeing a playing a different playing field. It's not only price field but also a marketing field. Thanks.

Maya : Thank you, Pak Dicky. So, I think because we're closing in on time, we will close on that question from Arnanto.

Thank you everyone. Okay, so again thank you everyone. On behalf of the management and the Company, we'd like to say thank you for your participation. As usual, we are open for follow up questions through our email and yeah, I hope you stay healthy and we'll see you in the next quarter. Thank you and goodbye.

[Call Ended]