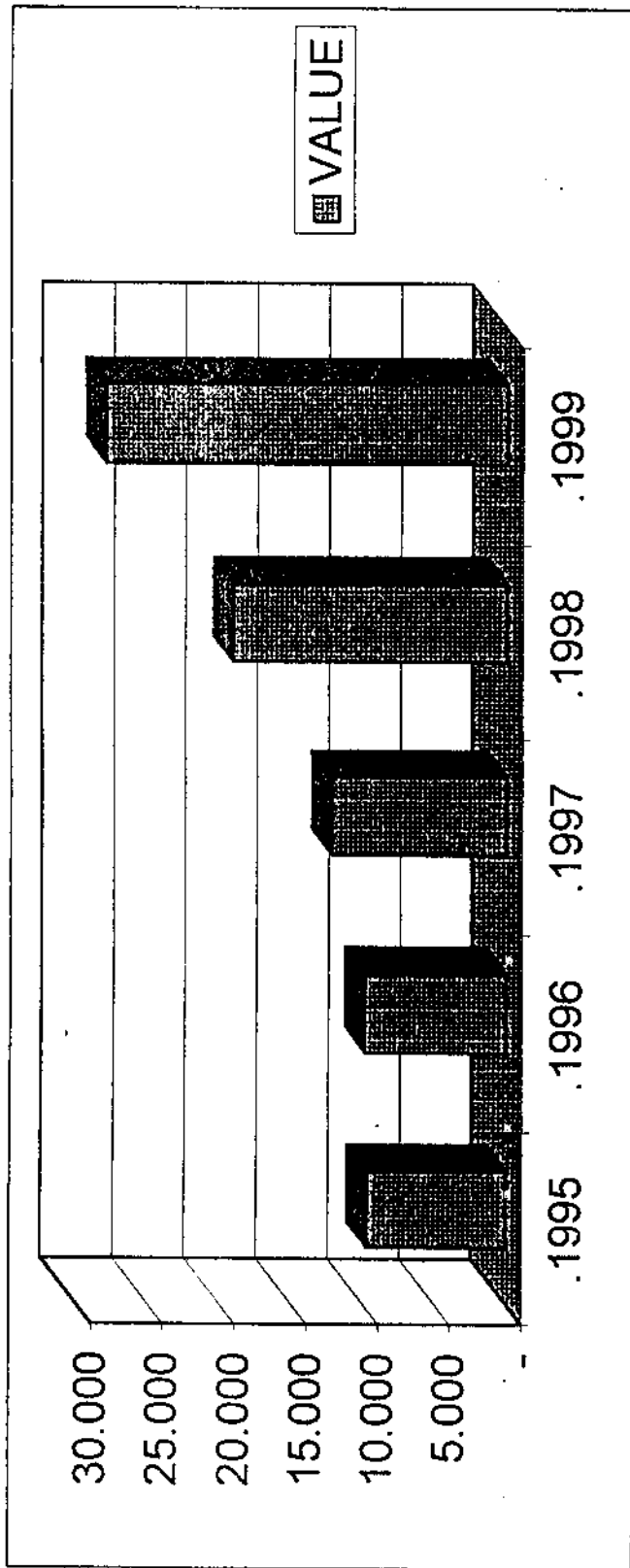


SALES IN VALUE

In Rp Mio

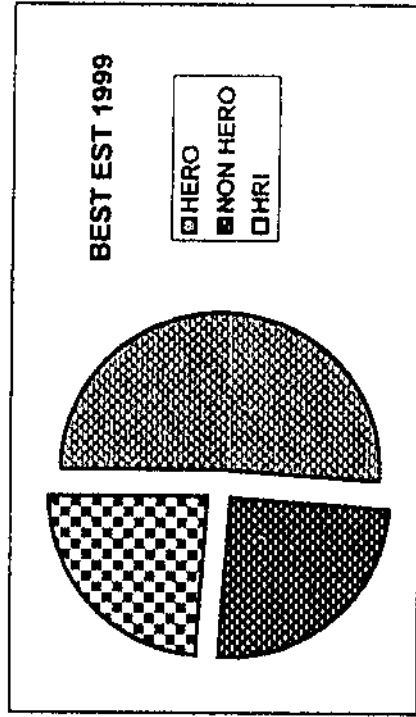
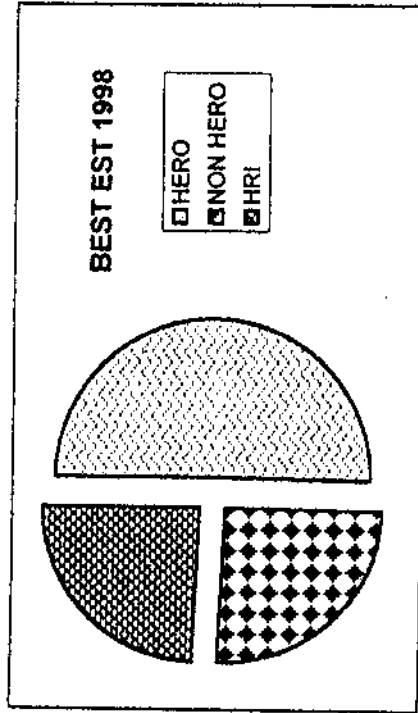


YEAR	VALUE
.1995	9.709
.1996	9.891
.1997	12.199
.1998	19.113
.1999	28.000

1998	1999
100% Price Increase	No Price Increase
50% Cut in Trade Discount	

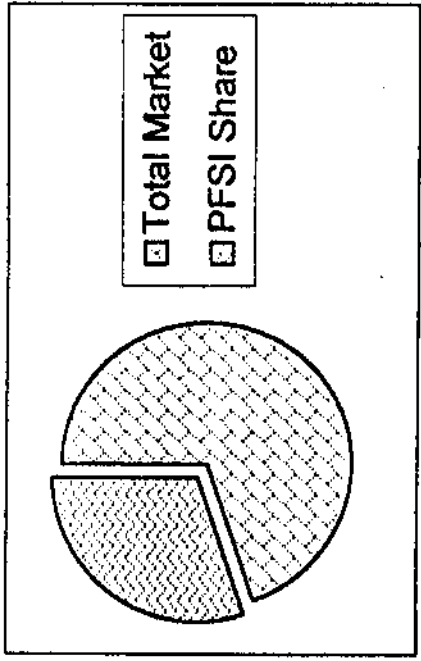
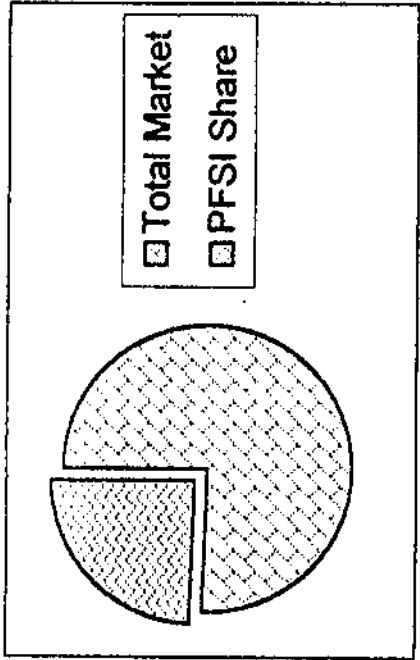
SALES BY ACCOUNT 1998 & 1999

ACCOUNT	1998	SHARE		BUDGET	SHARE		BEST EST
		%		1999	%		1999
HERO	460.9	50.3		479.2	51.2		400
NON HERO	231.2	25.2		232.2	24.8		430
HRI	223.9	24.5		224.8	24.0		370
	916.0	100.00		936.2			1200



MARKET SHARE BRANDED PRODUCT

	1998	1999
Total Market	2,770 MT	2,770 MT
PFSI Share	900 MT	1,200 MT
Market Share	32.5% MT	45% MT



Total Market drop by 50 %
Compare to 1997 of 5.500 MT

PFSI	900	MT
Madusari	450	MT
Kernfoods	420	MT
Bernardi	520	MT
Others	480	MT
Total =	2,770	MT

Market Stagnant

PFSI	1200	MT
Madusari	400	MT
Kernfoods	330	MT
Bernardi	485	MT
Others	355	MT
Total =	2,770	MT

BALANCE SHEET

Values in Rp. Million	1998 Actual	1999 LE	2000 Budget
<u>ASSETS :</u>			
Current Assets			
Cash	2214	2394	4274
Account Receivable	2713	3271	4291
Inventories	2383	3515	4096
Prepaid	0	526	524
Other assets	349	545	540
Total current assets	7659	10251	13725
Property, Plant & Equip Cost	11455	12504	13059
Accum Dep.	1480	2054	2680
NET Book Value	9975	10450	10379
Total Assets	17634	20701	24104
<u>LIABILITIES & EQUITY</u>			
Liabilities			
Account Payable	3027	2390	1710
Tax payable	510	1523	2040
Loan Payable	0	0	0
Total Current Liabilities	3537	3913	3750
Stocholder Equity			
Paid up Capital	12174	12174	12174
Refained Earning	1263	1923	4614
Beg Balance	13437	14097	16788
Net Income (loss)	660	2691	3567
Ending Balance	14097	16788	20355
Total Stocholder Equity	14097	16788	20355
Total Liabilities & Equity	17634	20701	24104
*Growth Surplus	1739	2823	5880
*Operating Liquidity	1390	1752	4815

Growth Surplus = Stocholder Equity - Inventory - Net Property & Equip - Other Longterm Asset

Operating Liquidity = Cash & Receivable - Current Liabilities - Total Longterm Debt

Aspek Keuangan PT. Purefood Suba Indah

INCOME

Value In Rp. Million	1998 Actual	1999 LE	2000 Budget
Sales Volume (MT)	928	1200	1500
P & L (Rp. Million)	19099	27991	33625
Net Sales	6327	8733	11.258
Contribution Margin	33	31	33
CM Rate (%)	5486	4557	5368
OPEX	313	850	1009
A & P	(349)	(449)	(242)
Other exp (inc)	877	3775	5123
NIBT	217	1084	1557
INCOMETAX	660	2691	3567
NIAT			

Economic

Value Added *)	(4251)	(664)	1.855
Return On Sales	3,4	9,6	10,6
Return On Average Equity	4,8	19,1	21,2

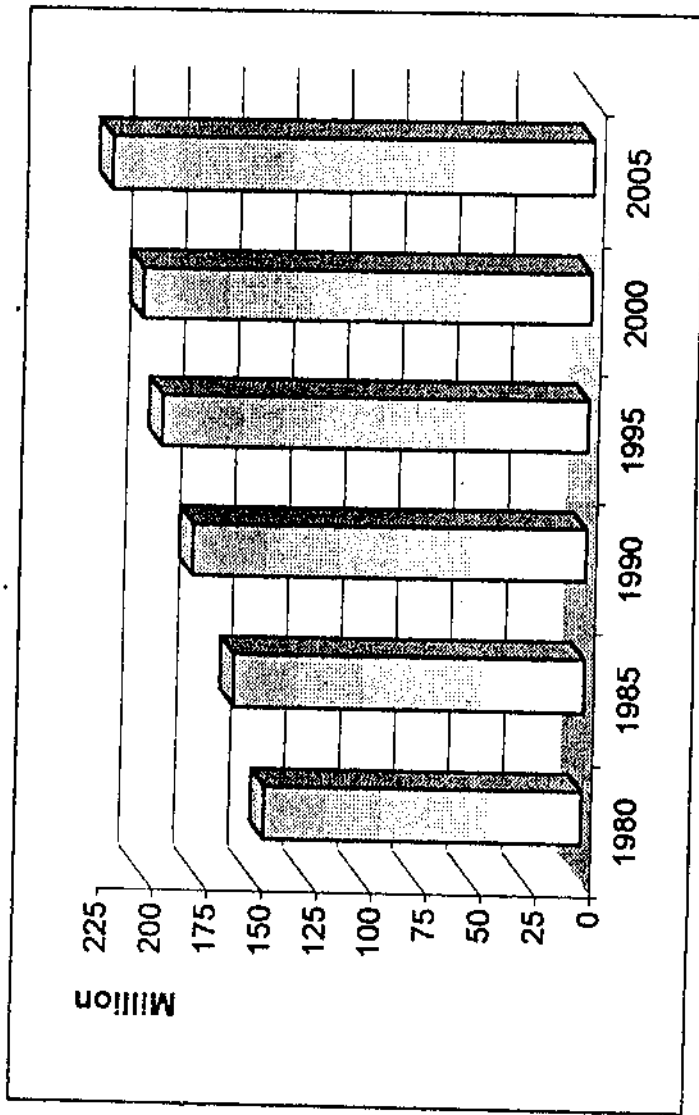
*) Economic Value Added = NIAT – Opportunity cost of capital.

Tabel F. Pertumbuhan Industri
"DAGING OLAHAN"
(Volume Dalam Metrik Ton / Tahun)

Tahun	Pasar	PFSI	Pangsa (%)
1995	2000	430	21,5
1996	3000	720	24,0
1997	3900	1040	26,7
1998	2700	900	33,3
1999 (LE)	2700	1200	44,4

Sumber : Informasi dan data yang diolah dari Laporan Intern PT. PFSI
1997 pasar mengalami kontraksi sebesar 30%

Indonesia Population And Growth Rate



Growth Rate :

1971 - 1980	: 2.32%
1980 - 1990	: 1.98%
1991 - 1995	: 1.66%
1996 - 2000	: 1.50%
2000 - 2005	: 1.20%

Indonesian Economic Trend

