



# 1H2022 Results Update



**EMBRACING  
FUTURE HEALTHCARE**  
GOING STRONGER THROUGH PANDEMIC



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# CORPORATE OVERVIEW



- **More than 49 years experience** in Clinical Lab Industry since 1973
- Has the **most recognized Brand** in Indonesia
- **Largest** private independent clinical lab chain by size of network and revenue, with **39.5% market share in Indonesia**
- The **first** and **the only** Clinical Independent Lab with **CAP (College of American Pathologists) accreditation** in Indonesia since 2012

**IDR 1.04 Trillion**

1H2022 Revenue (-16.3% yoy; 3yrs CAGR +9.1%)

**>1.4 Million**

1H2022 Visit (-16.0% yoy; 3yrs CAGR +5.1%)

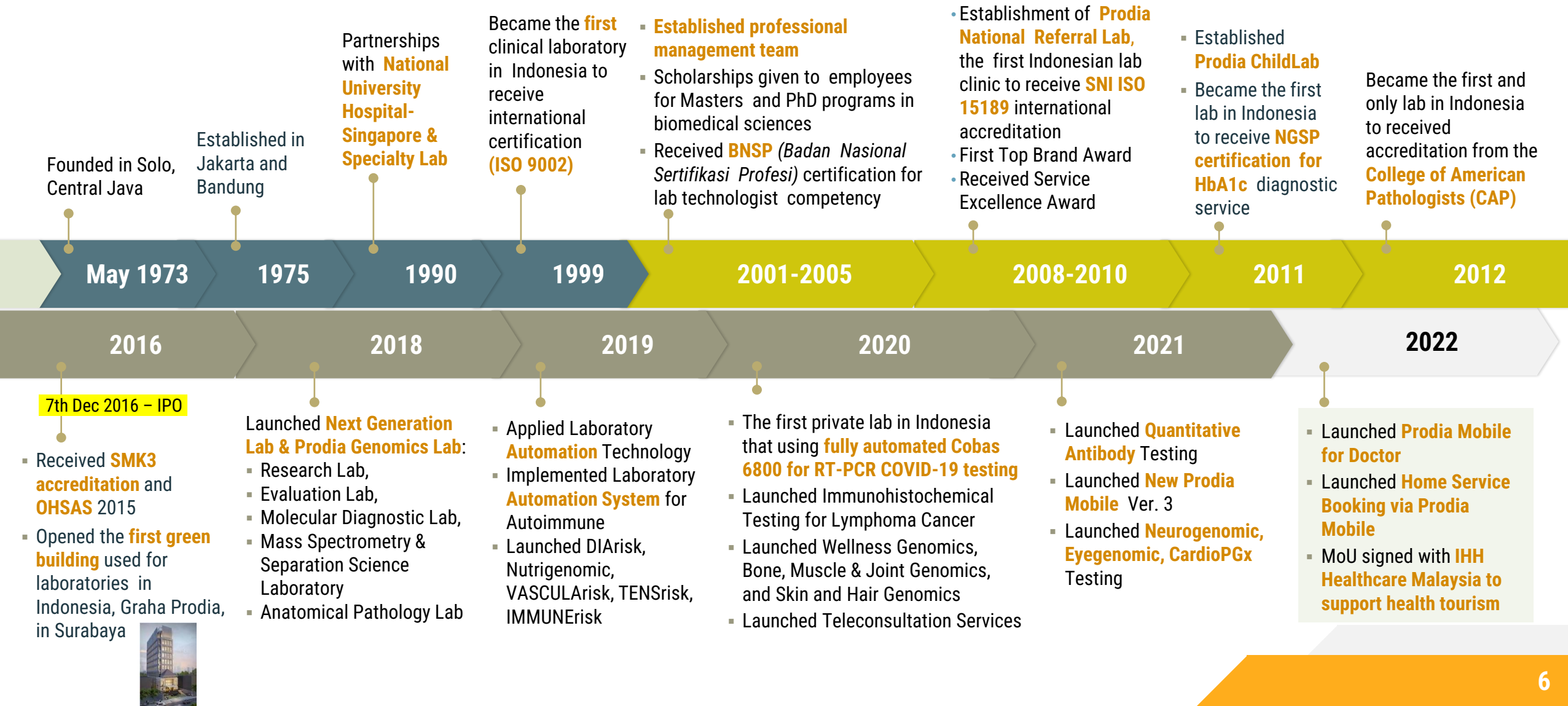
**> 8.3 Million**

1H2022 Volume (-5.0% yoy; 3yrs CAGR +4.2%)

**254 Outlets**

in 34 Provinces throughout Indonesia

# Strong Track Record in Clinical Laboratory Testing



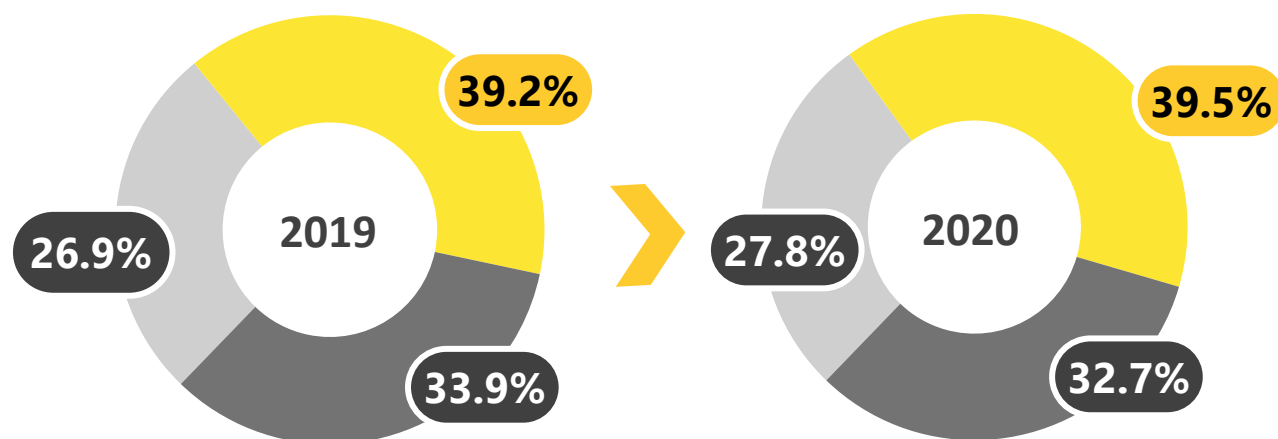
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## INVESTMENT HIGHLIGHT

# Largest Network & Market Share in Independent Clinical Lab Industry



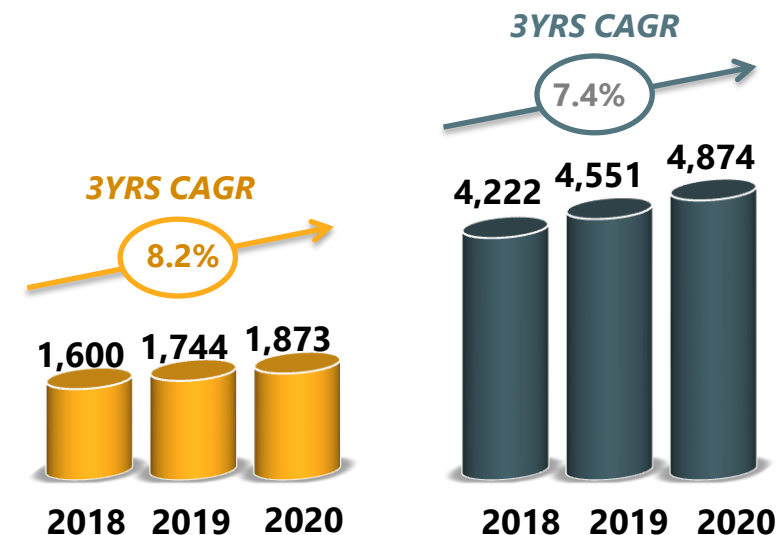
**Market Share by Revenue**  
Independent Clinical Labs (2019 & 2020)



■ Prodia ■ Next 5 Players Combined ■ Other Independent Labs

Source: IQVIA Analysis (2021)

**Prodia vs Total Independent Labs**  
(Billion IDR)



■ Prodia ■ Total Independent Labs

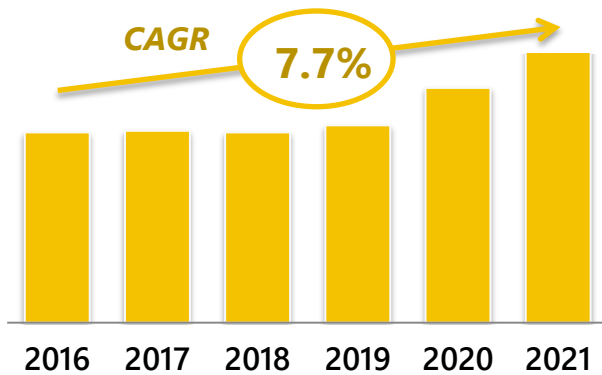
Source: IQVIA Analysis (2021), Company calculation



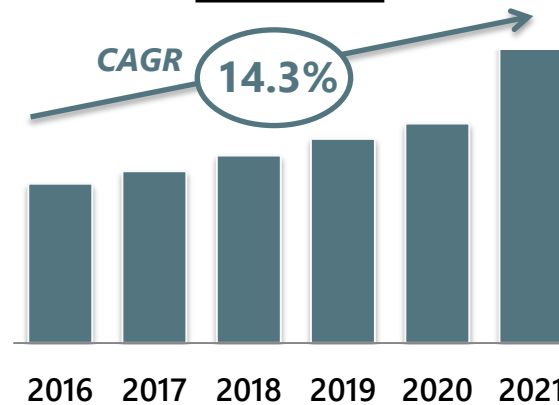
# Operational Track Record



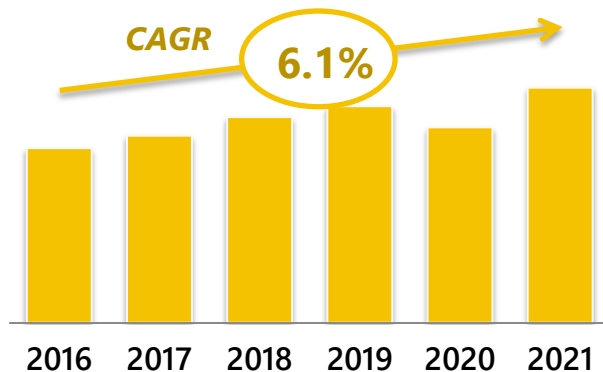
## VISITS



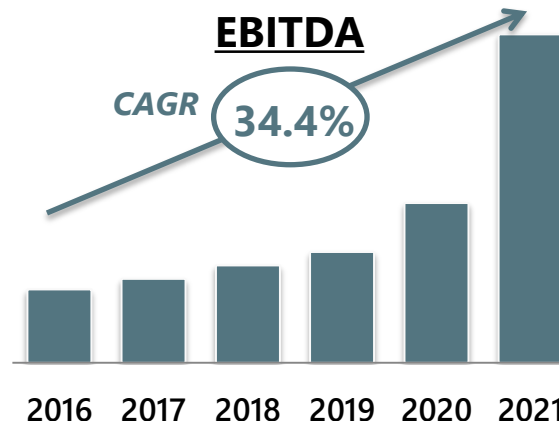
## REVENUE



## REVENUE PER VISIT












## EBITDA



Prodia has **generated continuous revenue growth and increasing number of visits** that supported Company's profitability

# Comprehensive Service Offering with Multiple Customer Segments



 <b>Routine Testing</b>	 <b>Non-Laboratory Testing</b>	 <b>Specialty Clinics</b>
 <b>Esoteric Testing</b>	 <b>Referral Lab Services</b>	 <b>Doctor Consultation</b>
 <b>Predictive, Preventive, Personalized Package Testing</b>	 <b>General Medical Check-Up Services</b>	 <b>Preventive Treatment</b>

## **Walk-In Customers**

- Individual Walk-In Patients
- Payment made out-of-pocket

## **Doctor Referrals**

- Patients referred by their doctors
- Payment made out-of-pocket

## **External Referrals**

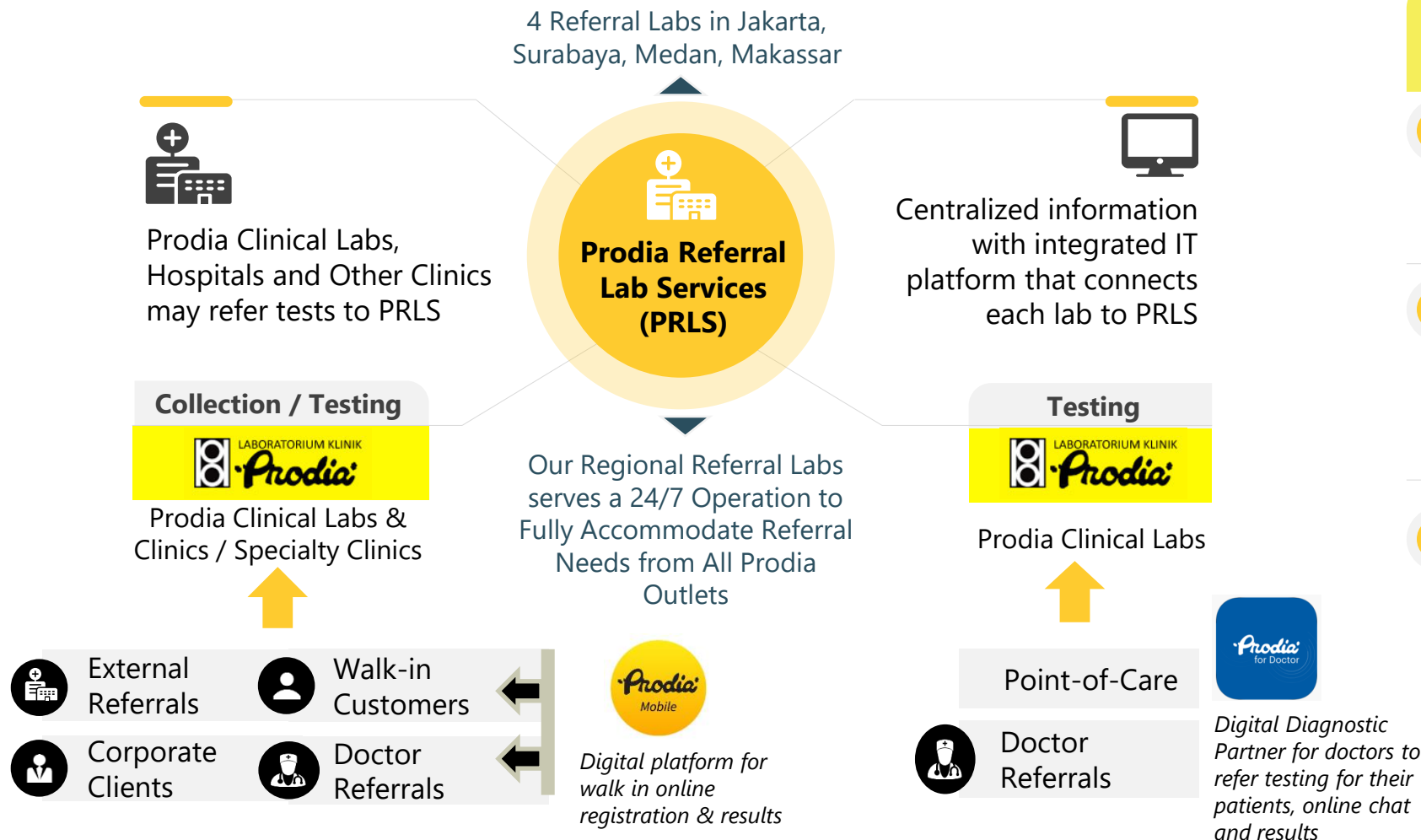
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Funded by healthcare providers

## **Corporate Clients**

- Customers whose employers offer them access to diagnostic testing as form of compensation
- Funded by corporate clients and private insurance

One-stop shop, offering the **most comprehensive range of clinical lab tests** in Indonesia, allowing us to meet the needs of a wide range of customers

# Scalable Hub and Spoke Business Model



## Significant Economies of Scale Achieved

- ✓ “Hub and spoke” model offers scalable platform **reducing turnaround time and cost**
- ✓ **Spokes** facilitate **deeper penetration within region** strengthening brand and driving higher volumes
- ✓ **Efficiency of a clinical laboratory improves** with increasing test volumes making automated tests less expensive and labs more cost efficient

# Strong Relationship with Medical Community



Strong relationships through the work of **more than 500 Marketing and Laboratory Information Service personnel**

## Quality Service

**Introduced new tests**, such as NIPT ProSafe, Amino Acid Profile, Fatty Acid Profile, CARisk, DIARisk, Liquid biopsy EGFR Mutation, New Born Screening, 17OH Progesterone & PKU

## New Test Introduction

Prodia has developed long-term relationships with healthcare practitioners and medical and scientific community, which **generated an ongoing source of referrals and scientific breakthrough.**



## Ongoing Referrals

Received referrals from **>47,000 doctors in 1H2022)**

## Research Collaboration

Entered into agreement with **44 institutions:** 39 Faculty of Medicines, 1 Faculty of Pharmacy, 1 Faculty of Health Sciences, 1 Institution in Science and Tech., 1 Institution in Molecular Biology, and 1 Professional Organization

# One of the Largest Digital Healthcare Platform in Indonesia



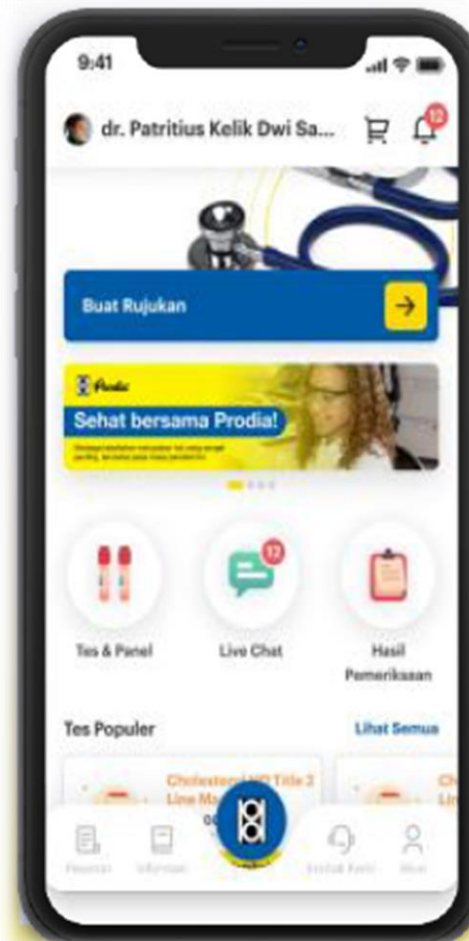
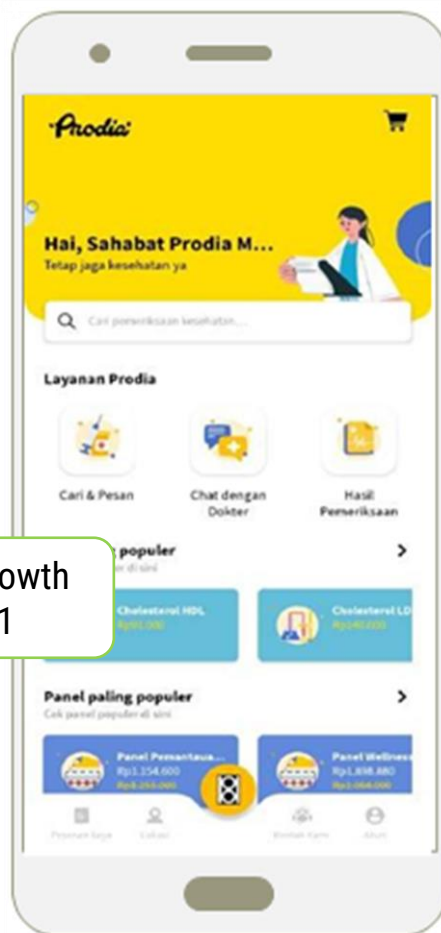
## Walk-in Apps Prodia Mobile



More than 1.1 mio  
downloaders

- Online registration
- Online Payment
- Online Results
- Chat with Doctors
- Home Service Booking

244.6% Patient's Growth  
in 1H22 VS 1H21



## Doctor Referral Apps Prodia Mobile for Doctor

Launched in April 2022

- Online Referral
- Online Chat
- Online Results

# Experienced Senior Leadership and Management Team



Professional Management Team with Strong Track Record in Delivering Superior Growth and Innovation



48 Years of Experience

**Andi Wijaya**  
Co-Founder and Chairman



48 Years of Experience

**Gunawan Prawiro Soeharto**  
Co-Founder and Commissioner



38 Years of Experience

**Endang Hoyaranda**  
Commissioner



30 Years of Experience

**Kemal Imam Santoso**  
Independent Commissioner



30 Years of Experience

**Keri Lestari Dandan**  
Independent Commissioner



34 Years of Experience

**Dewi Muliaty**  
President Director



25 Years of Experience

**Liana Kuswandi**  
Finance Director



25 Years of Experience

**Indriyanti Rafi Sukmawati**  
Business & Marketing Director



24 Years of Experience

**Andri Hidayat**  
Digital Service Transformation & IT Director



20 Years of Experience

**Ida Zuraida**  
Human Capital & GA Director

# Shareholder Composition



Contract  
Research  
Organization



Research, therapy  
and banking of  
stem cell



Distributor for  
healthcare  
products



Occupational  
Health  
Service



In Vitro  
Diagnostics  
(IVD) industry

*In 2015, Prodia disposed the 4 non-core subsidiaries to Prodia Group, in order to focus on core clinical lab business*



Untuk Diagnosa Lebih Baik

**PT Prodia Widyahusada Tbk**  
Nationwide Outlet Network across Indonesia

- ✓ **No.1 clinical lab chain in Indonesia<sup>(1)</sup>**
- ✓ **Premium clinical laboratory brand**
- ✓ **Dominant and industry pioneer**

*(1) Based on revenue share and network size*

# 3

## MARKET OVERVIEW & GROWTH STRATEGY



## 4.7% – 5.4%

### Indonesia's GDP Growth Projection for 2022

#### GDP Growth Projection 2022

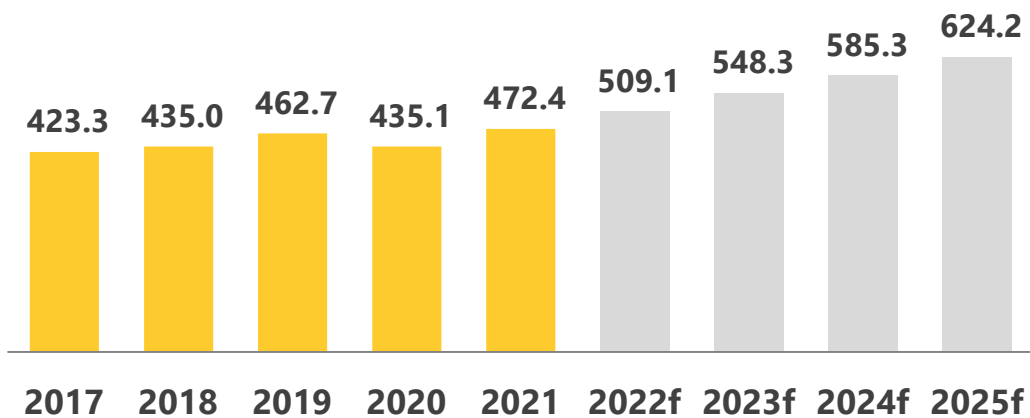
	Indonesia	World
Indonesia's Govt'	4.9% - 5.4%	N/A
World Bank	5.1%	2.9%
Organization for Economic Cooperation and Development (OECD)	4.7%	3.0%
Asian Development Bank	5.2%	N/A
International Monetary Fund (IMF)	5.3%	3.2%

Indonesia's economic recovery and improvement in 2022 will be supported by the **stability to control COVID-19 pandemic, response on fiscal and monetary policies, as well as job creation and readiness for transformation.**

# Indonesia Healthcare Market



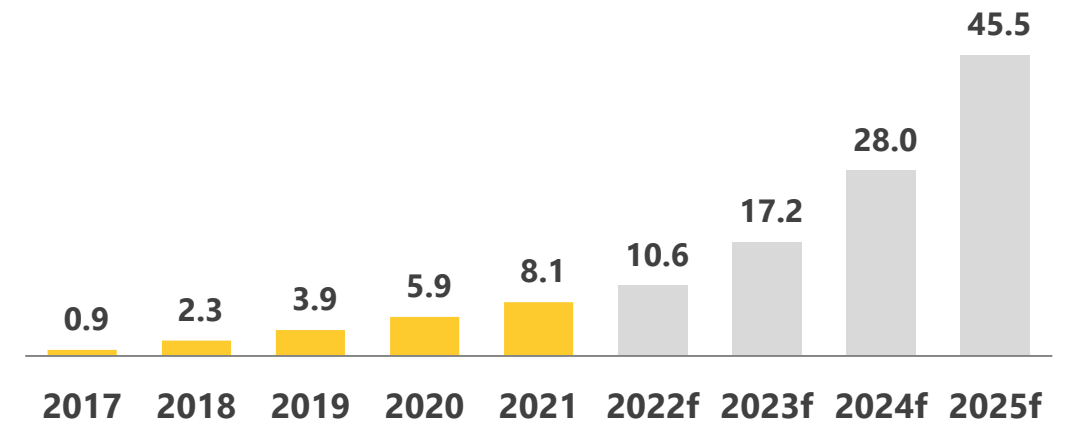
## Indonesia Healthcare Market (IDR Trillion)



Year	2018	2019	2020	2021	2022f	2023f	2024f	2025f
Growth	2.8%	6.4%	-6.0%	8.6%	7.8%	7.7%	6.7%	6.6%

Source: Statista Report 2021

## Indonesia Digital Healthcare Market (IDR Trillion)



Year	2018	2019	2020	2021	2022f	2023f	2024f	2025f
Growth	155.6%	69.6%	51.3%	37.3%	30.9%	62.3%	62.8%	62.5%

The development of Indonesia Digital Healthcare Market creates good opportunity for Healthcare Players to **expand Healthcare Digital Service** in Indonesia.

# Company's Growth Strategy



A

## Near-term



**Expand** our presence and grow our **network of outlets** in both physical and digital channel in Indonesia



**Upgrade** existing clinical laboratories to provide wider range of tests and services and increase volume



Strengthen **digital capabilities** to enable business growth



Develop **data & analytics capabilities** to create business values



Enhance internal **operating efficiency**



Focus on providing **quality diagnostic** and related healthcare tests and services

B

## Long-term

### Transform Health Delivery in Indonesia



Focus on the development of **next-generation diagnostic technologies** for precision medicine



**Transform B2C Model** through Omnichannel customer journey and POC as growth engine



Build **new growth pillars**

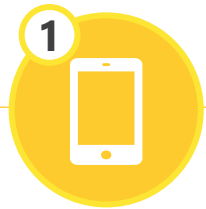


Orchestrate highest quality **health ecosystem**



Be industry-**leader on cost**

# Global Trend in Diagnostic Lab Market



## Creating Digital Ecosystem

Healthcare Platform

Electronic Health Record

Care & Management Disease



## Strategic Partnership and Collaboration

B2B Business Expansion

Market Consolidation



## Customer Centric Model

Digital Customer Journey

Retail Customer and POC Expansion

Wellness for Corporate Clients



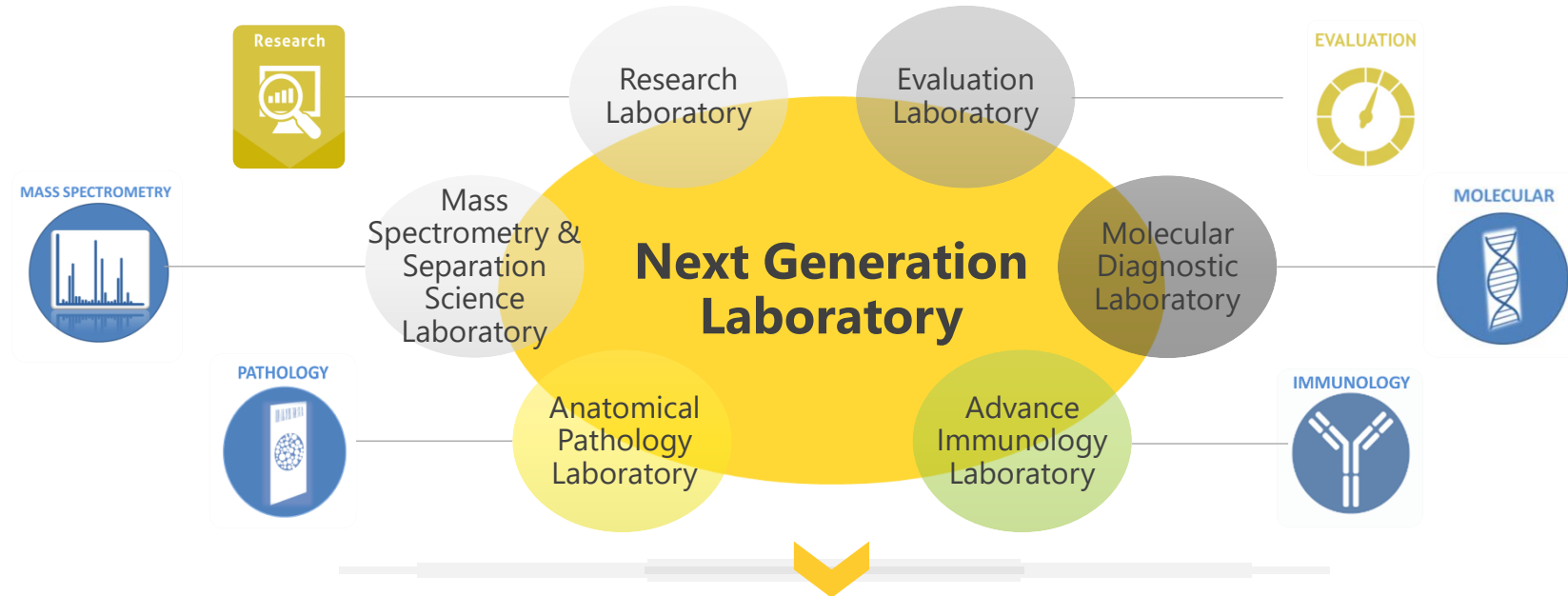
## Development of testing technology and AI

Preventive Genomics

Medical Genomics

The use of AI

# Leader in Next Generation Technology



**Personalized Treatment and Prevention**

**The Concept of Precision Medicine**

**Targeted Therapy**



Global initiative to move towards personalized treatment and prevention



Leverages genomics, proteomics, and metabolomics analysis



Key to the successful offering of precision medicine is the availability of diagnostic information



# Our Response to Business Landscape



- Wellness Package
- Genomic Tests



## Product and Lab Testing Innovation

- License Upgrade
- Adjusted Facilities related to Safety and Hybrid Service Model



## Upgrade Building & Service Facilities

## Lab Market: New Players Coming



## Digital Service Development

- Upgrade Prodia Mobile
- Prodia Mobile for Doctor
- ProdiaLink for External Referral
- Ethos – HS platform
- Prodia in Your Car



- Added more HS phlebotomists
- Home Service Booking through Prodia Mobile

## Home Service Expansion





# Prodia Sustainable Action Plan

Prodia Sustainable Action Plan is an initiative and effort made by Prodia in order to achieve sustainable business growth so as to create added value for stakeholders including shareholders, customers, medical personnel, regulators, the communities and the environment. This program contains our contribution in the fields of health, education and environment in line with the Sustainable Development Goals (SDGs) in Indonesia.



## Enhancing the Health Quality of Indonesian People



Ensuring the Quality of Product and Healthcare



Promoting Health Paradigm



Thalassaemia Screening & Medical Check Up



Responds to COVID-19 Pandemic



## Managing Competitive Human Capital in Health Sector



Prodia Education Research Institute & Research Collaboration



Prodia Corporate University



Healthy Workforce (Employee Wellness) & Safety Workplace



Women Leadership



## Reducing Environmental Impact



Waste Management



Prodia in U



Green Infrastructure



Coral Reef Revitalization

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## BUSINESS UPDATE



# DELIVER SOLUTION FOR CUSTOMER NEEDS

Respond to People Behavior Changing and Customer's Voice



## Services & Lab Facilities

- Safety, Quality & Cleanliness of Our Lab/Facilities/Staffs
- Prodia Mobile
- Home/Office Service
- ProdiaLink
- Teleconsultation
- Prodia in Your Car
- Kontak Prodia/Tania
- Prodia Mobile for Doctor



## Product Innovation

- Complete Testing from Routine to Esoteric Test, Genomics Testing
- Testing package value for customer
- Specific Testing for New Born, Children, Women, Senior
- Add more Testing for Autoimmune Disease



## Online Marketing and Education Activities

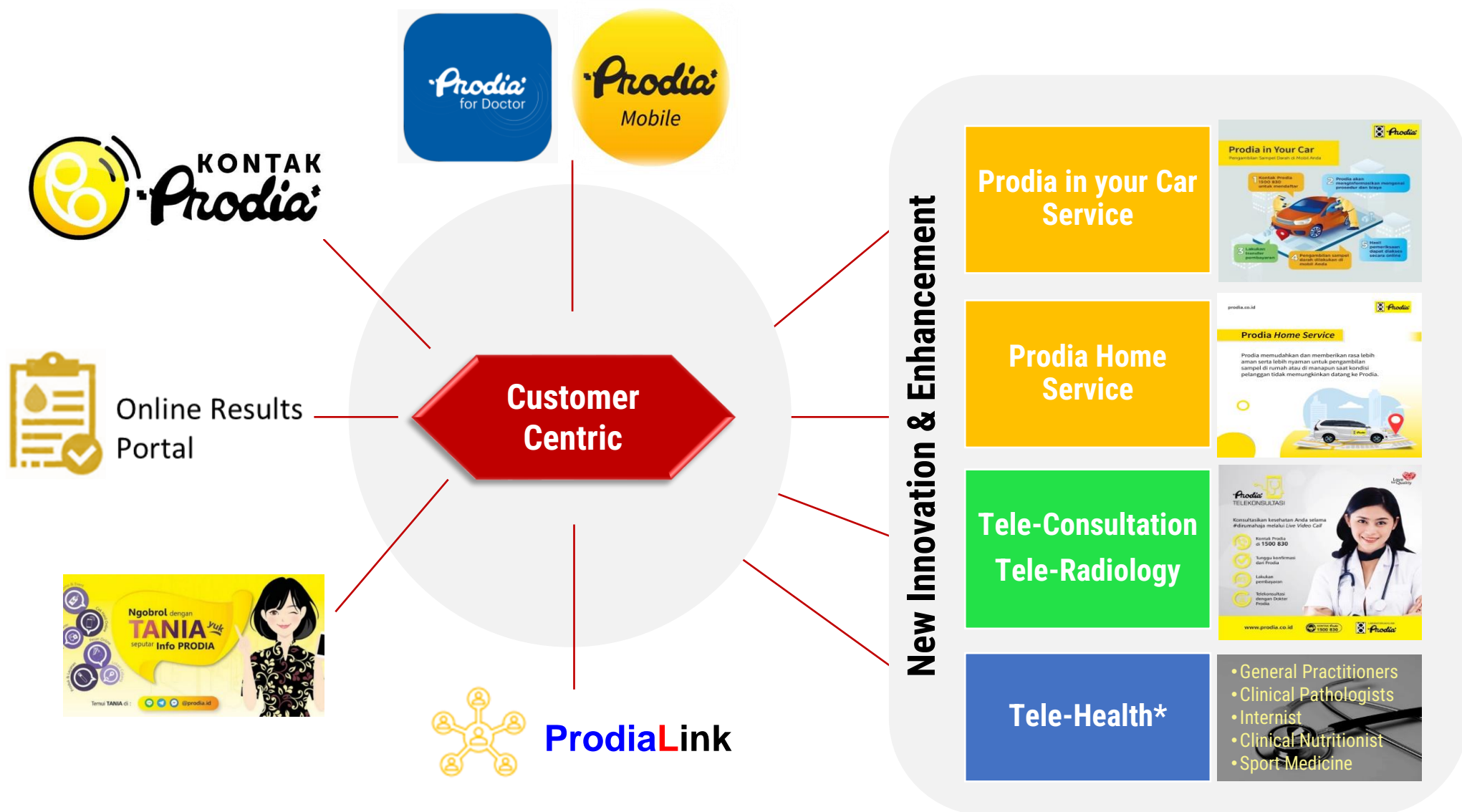
- Digital Communication
- Digital Promotion
- Digital Education
- RTD with Professional Lab Association, HCP, and Vendors



## Lab Testing in COVID-19 Pandemic

- COVID-19 Testing
- COVID-19 Related Testing
- Immunity, Vitamin-mineral anti-oxidant Testing
- Vulnerable risk for COVID-19 Testing (comorbidity)
- Collateral damage of COVID-19 Testing

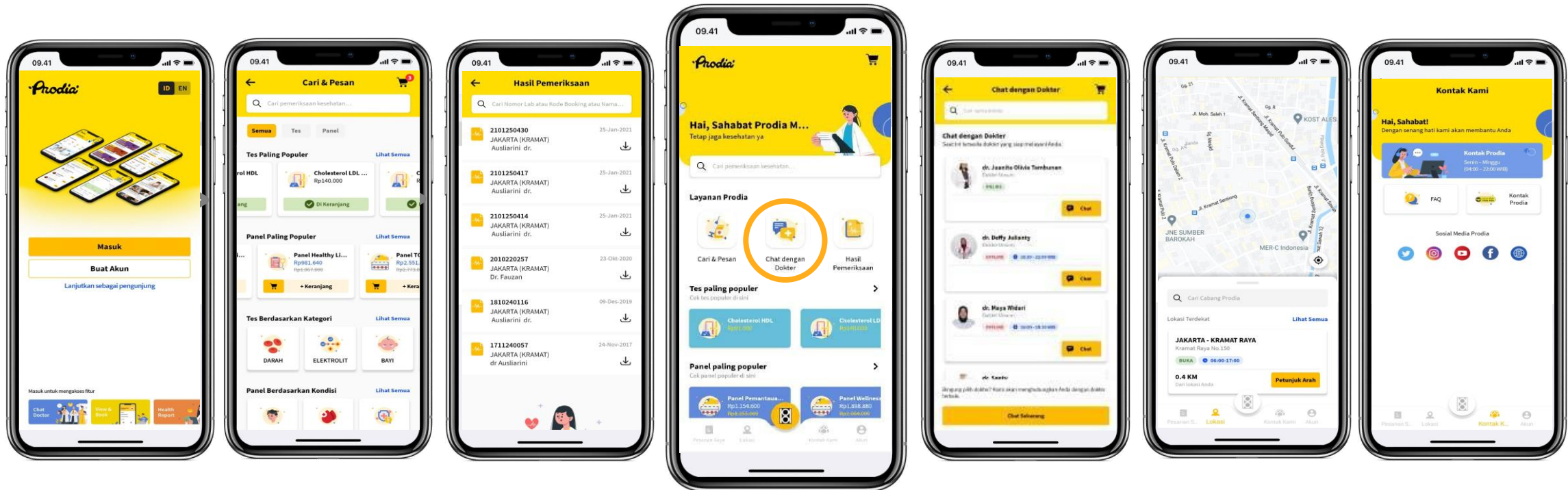
# Customer Centric Model



# Digital Transformation to Fulfill Customer Needs



Prodia Mobile apps provides online registration/booking, online payment, online results, chat with doctors, and home service booking.



**Prodia has enhanced its digital platform services**  
**New Prodia Mobile Ver. 3.3.0 – Updated in April 2022**

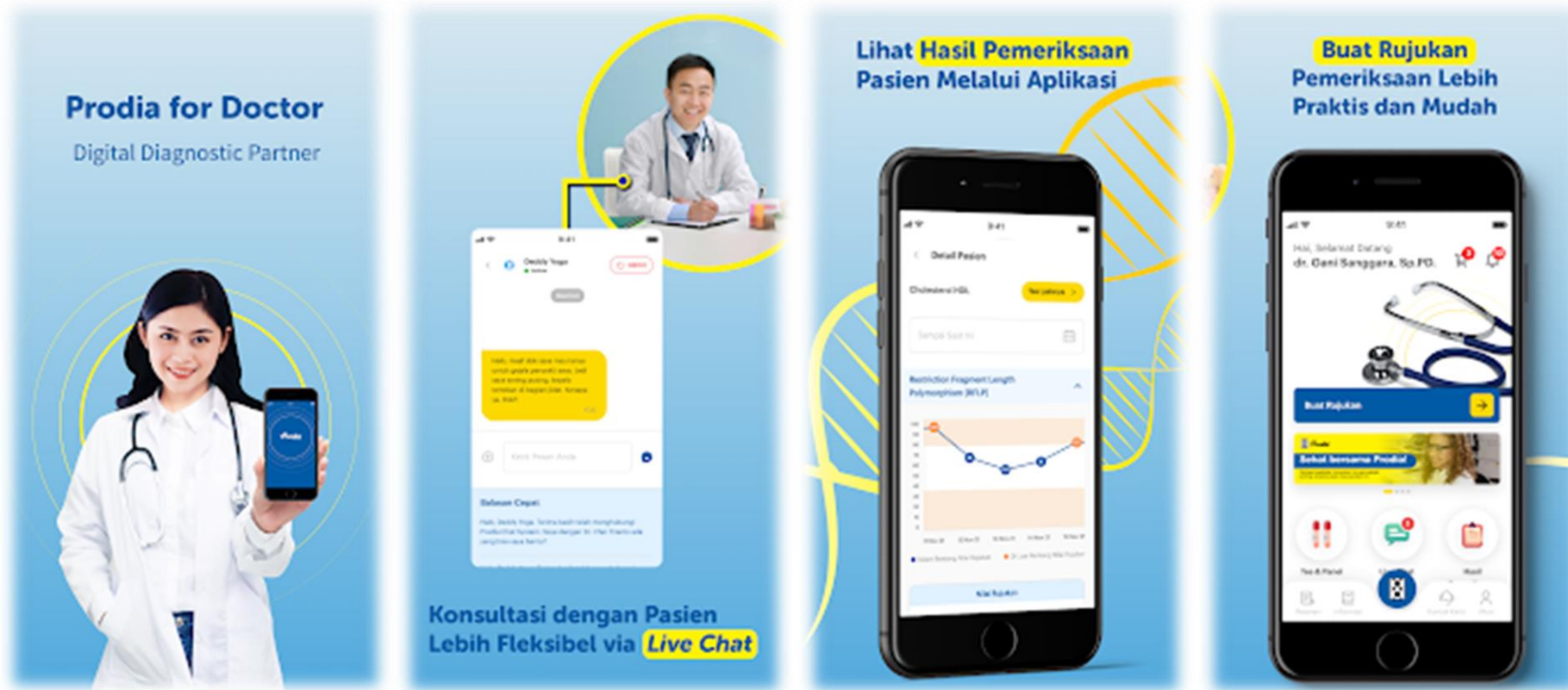




# Digital Diagnostic Partner for Doctors



Prodia Mobile for Doctor apps assist doctors to create testing referral to all Prodia's Lab Services, provides live chat and manage their patient's online health report.



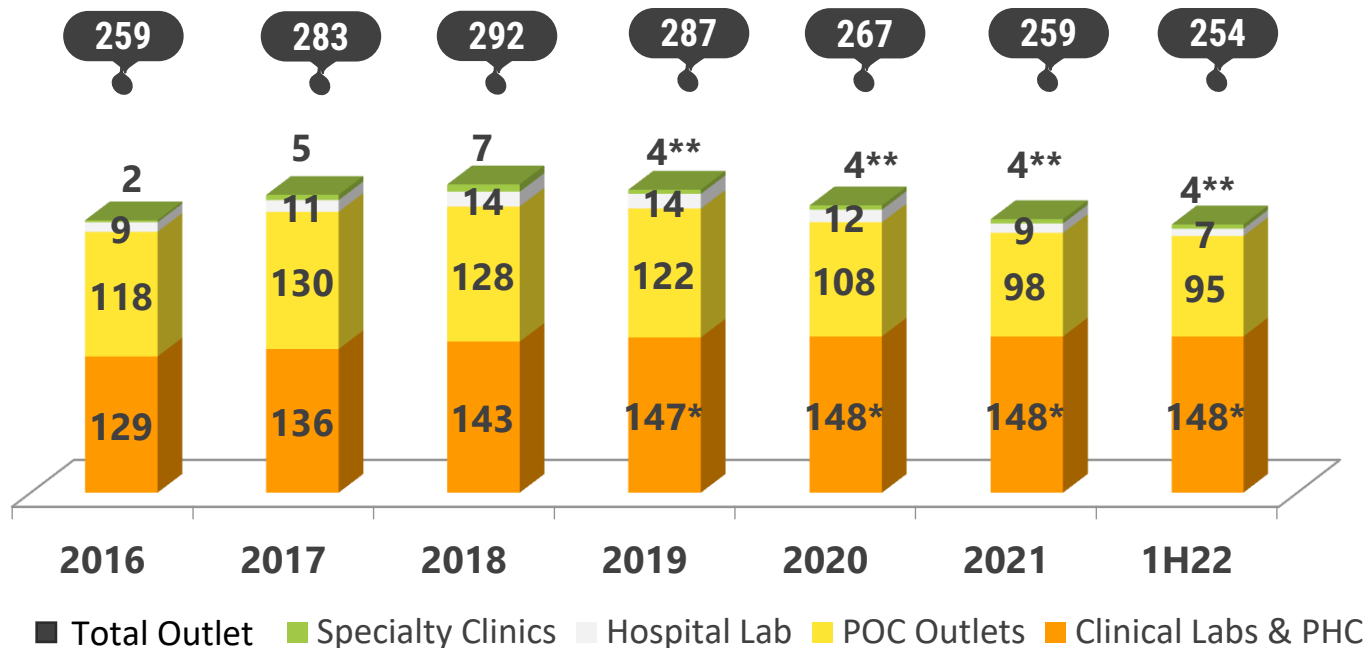
Launched in April 2022



# Outlet Development



## 2016-2022 Outlet Development



\*includes 1 (one) Standalone PHC Kemang, and 4 (four) specialty clinics that operate in existing clinical lab branches: 1)PCHC Jakarta, 2) PCHC Medan, 3) PWHC Medan, 4) PCHC Surabaya. \*\*consists of standalone specialty clinics (PWHC and PSHC Surabaya, PWHC and PSHC Jakarta)

## 2022 Outlet Development Target



“Prodia not only focus to develop physical outlets but also the digital network to create **omnichannel presence** for our customers”

# Strategic Partnership to Support Health Tourism



## Partnership with IHH Healthcare Malaysia:

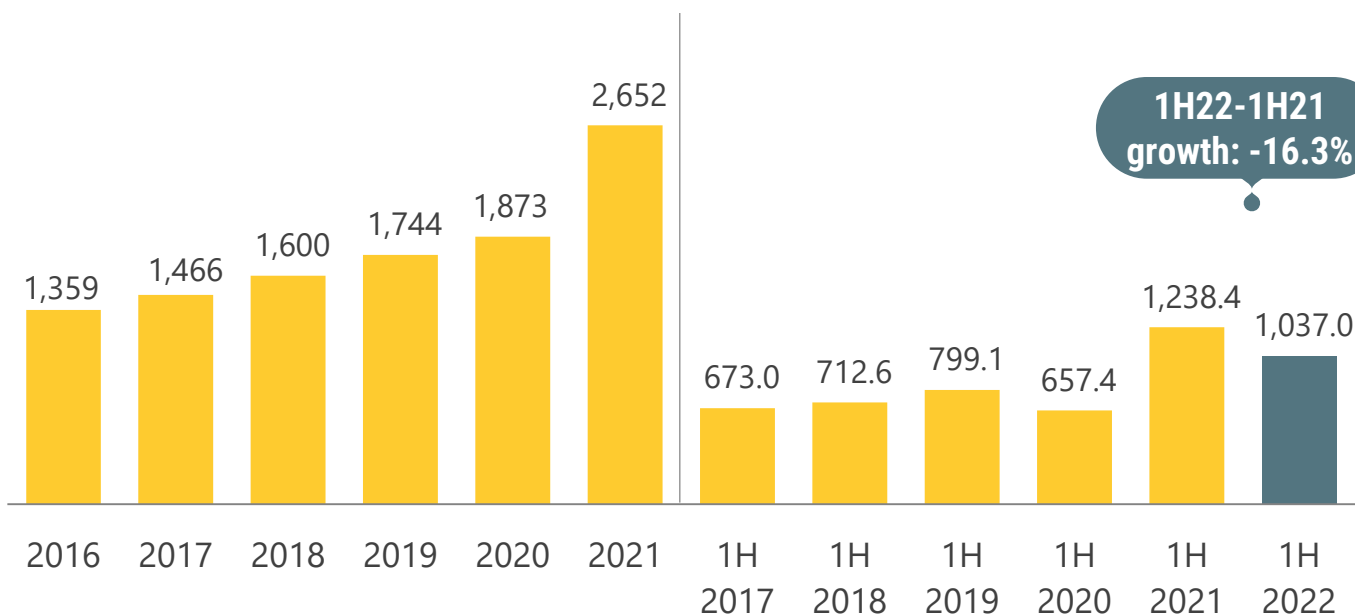
- Prodia as preferred Lab Partner through 152 branches in Indonesia.
- Optimizing management of patient to access advanced laboratory testing with high quality standard in Indonesia.
- Support Health Tourism development in Indonesia and Malaysia.

# 1H2022 Revenue (Unaudited)

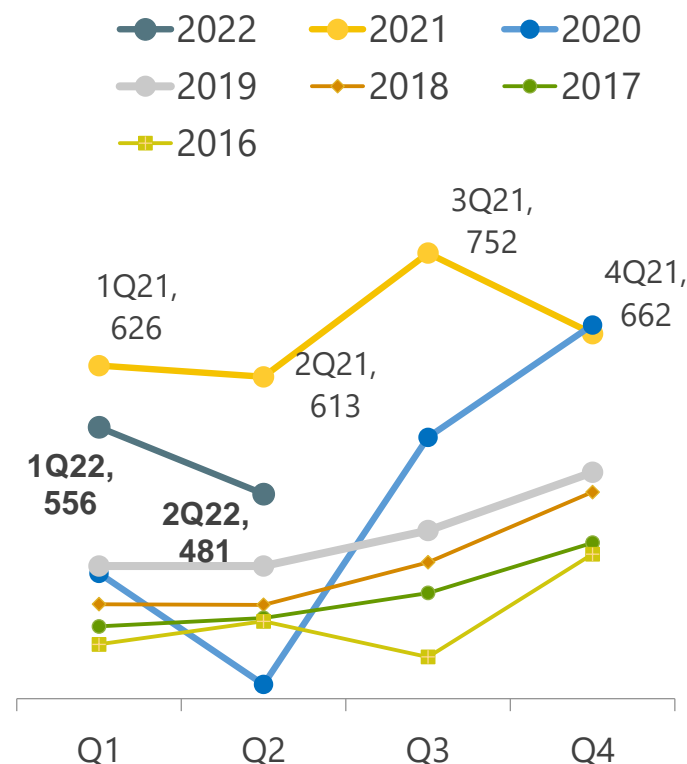
Revenue  
in IDR Billion

FY16-FY21 CAGR +14.3%

1H17-1H22 CAGR +9.0%



Quarterly Revenue  
in IDR Billion



- Revenue slowing down by -16.3% yoy, due to healthcare market normalization and the impact of Holiday and Fasting period in 2Q22.
- We still observed positive revenue growth on non covid genomic tests and non lab in 1H22 amid a set back on routine and covid tests.

# 5

## FINANCIAL UPDATE



# 1H2022 Gross Profit & Net Income (Unaudited)

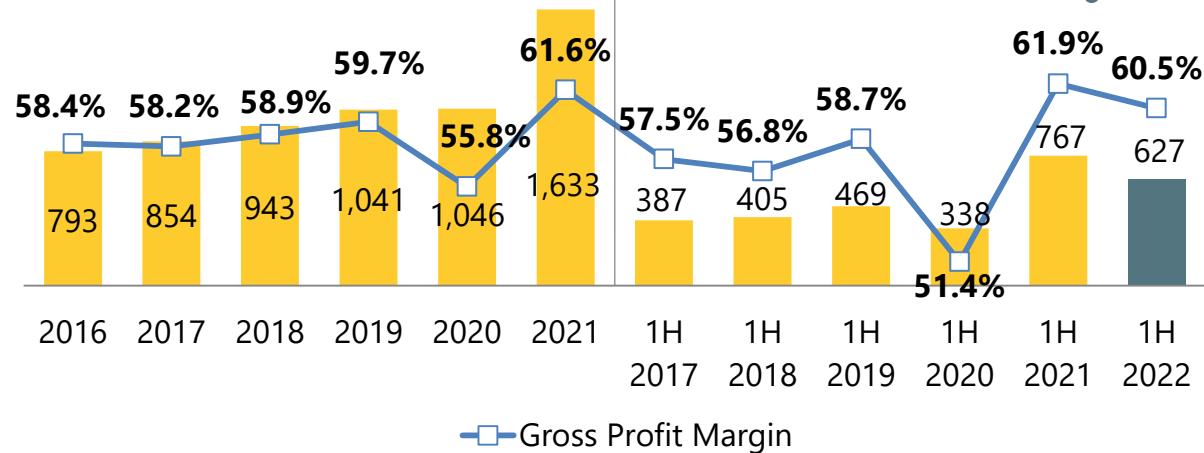


Gross Profit (in IDR Billion)

FY16-FY21 CAGR +15.5%

1H17-1H22 CAGR +10.2%

1H21-1H22  
growth -18.2%



Gross Profit slow down due to top line drop and increase on indirect cost of sales.

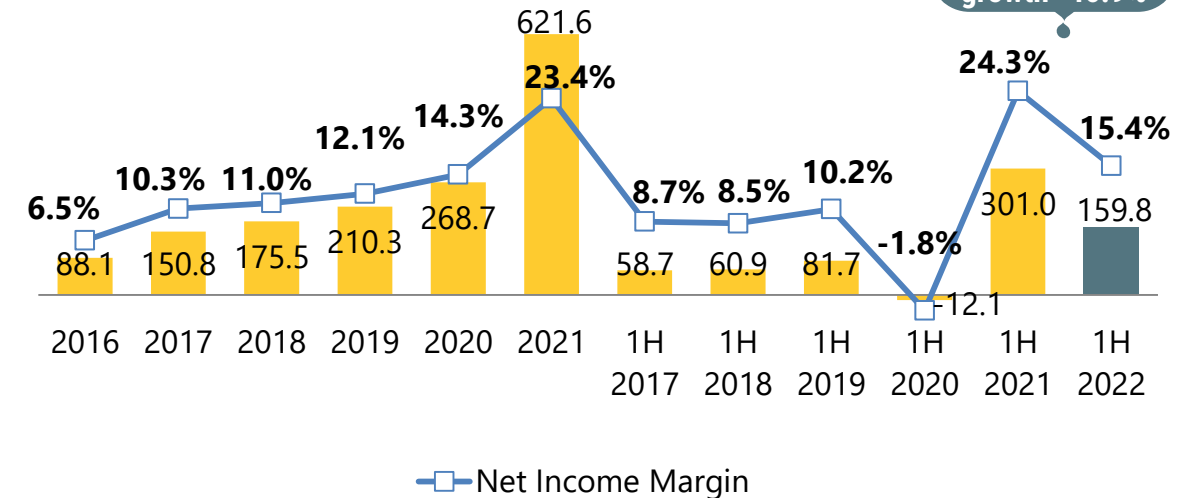


Net Income (in IDR Billion)

FY16-FY21 CAGR +47.8%

1H17-1H22 CAGR +22.2%

1H21-1H22  
growth -46.9%



Net income decreased as impact of the decline in top line and increase in OPEX.



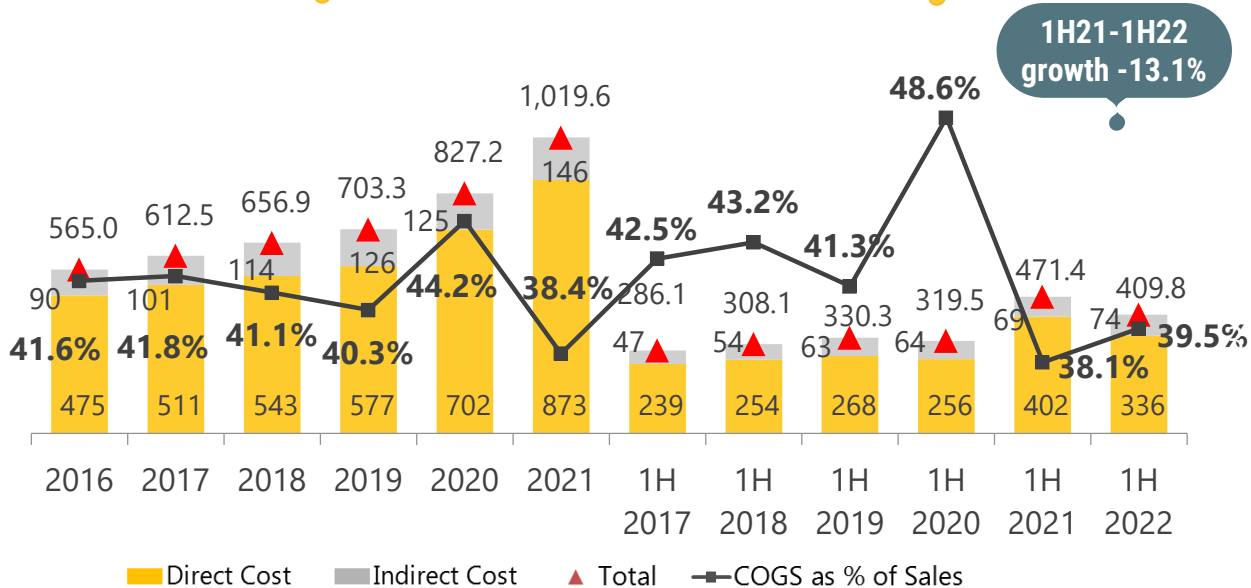
# 1H2022 COGS & OPEX (Unaudited)



COGS (in IDR Billion)

FY16-FY21 CAGR +12.5%

1H17-1H22 CAGR +7.5%



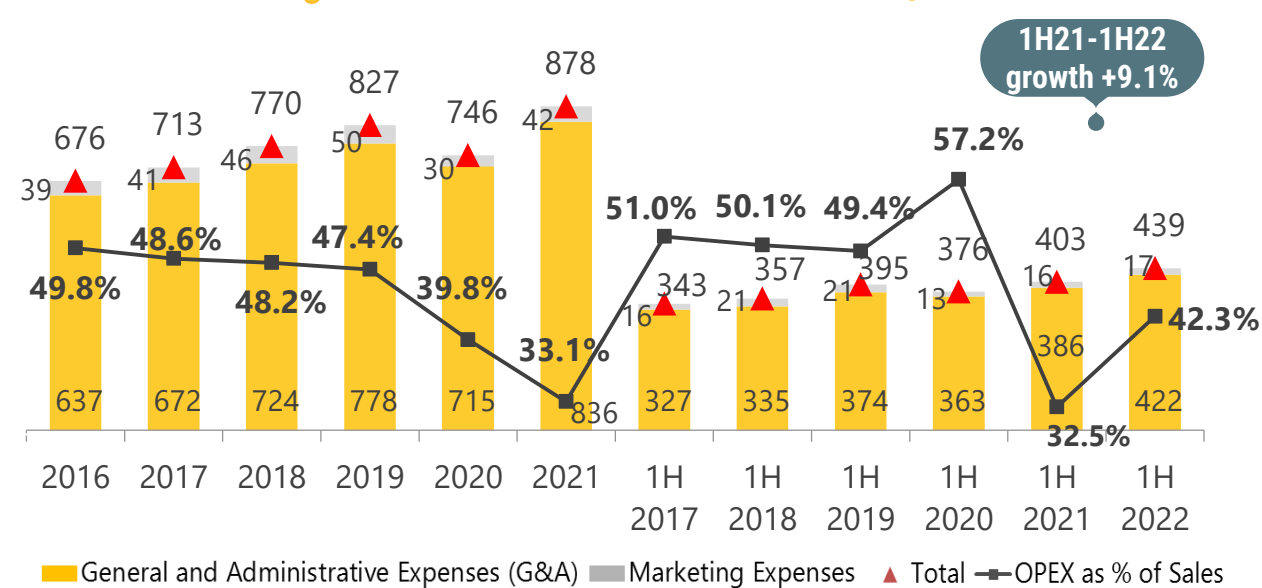
COGS per sales increase as the impact of revenue decline in 1H22.



OPEX (in IDR Billion)

FY16-FY21 CAGR +5.4%

1H17-1H22 CAGR +5.1%



OPEX per sales increase due to the rise of some G&A costs.



# 1H2022 Financial Summary (Unaudited)



(in IDR Bn)	1H2022	1H2021	Change
Revenue	1,037.0	1,238.4	-16.3%
Gross Profit	627.2	766.9	-18.2%
EBIT	188.8	365.5	-48.4%
EBT	201.3	381.2	-47.2%
Net Income	159.8	301.0	-46.9%
EPS	170.44	321.09	-46.9%
EBITDA	271.6	444.3	-38.9%

(in IDR Bn)	1H2022	1H2021	Change
Total Asset	2,446.8	2,391.8	+2.3%
Total Equity	2,036.9	1,928.8	+5.6%

# THANK YOU!

For more information :

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