



# 9M2022 Results Update



**EMBRACING  
FUTURE HEALTHCARE**  
GOING STRONGER THROUGH PANDEMIC



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# CORPORATE OVERVIEW



**IDR 1.58 Trillion**

9M2022 Revenue (-20.6% yoy; 3yrs CAGR +8.4%)

**>2.0 Million**

9M2022 Visit (-22.0% yoy; 3yrs CAGR +4.2%)

**> 12.7 Million**

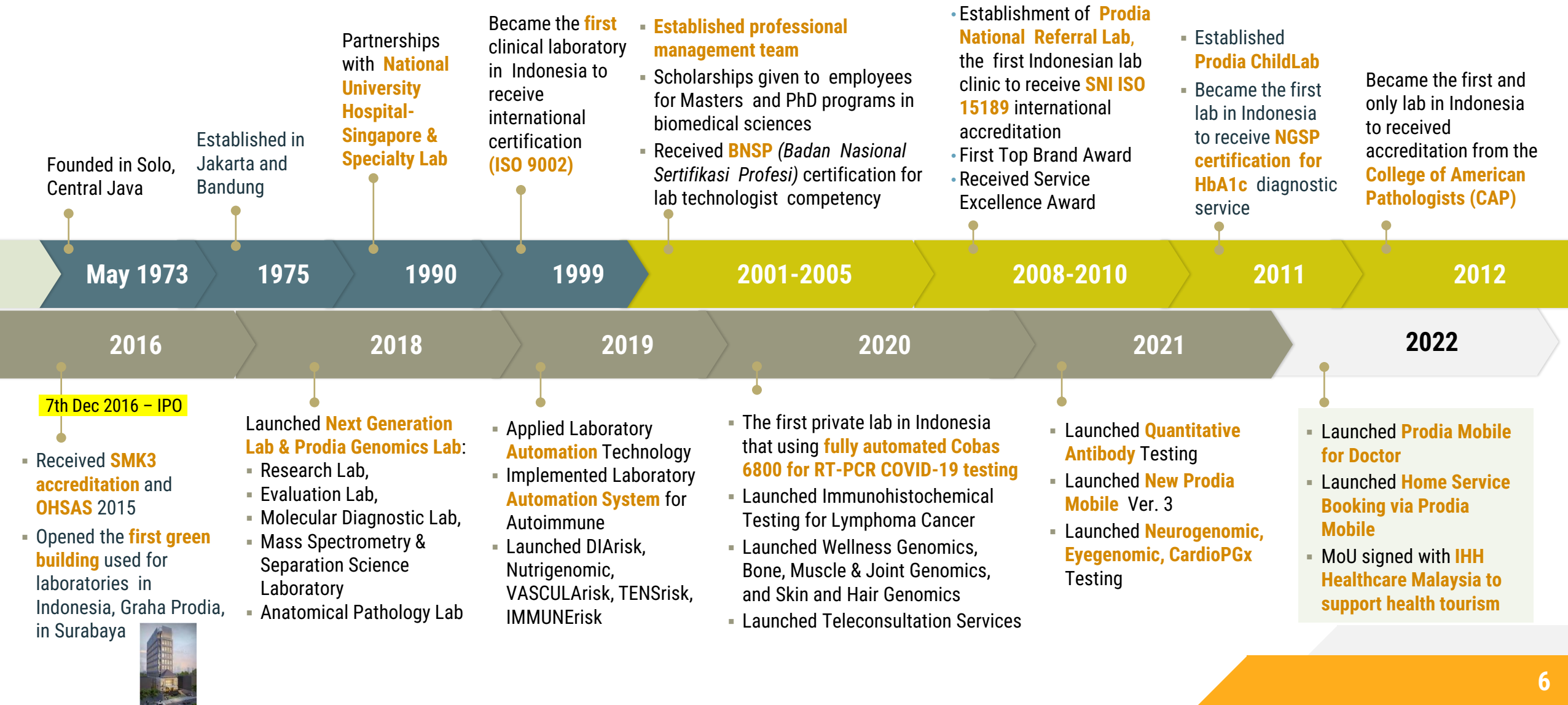
9M2022 Volume (-7.3% yoy; 3yrs CAGR +3.6%)

**265 Outlets**

in 34 Provinces throughout Indonesia

- **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 **37.9% market share in Indonesia**
- The **first** and **the only** Clinical Independent Lab with **CAP (College of American Pathologists) accreditation** in Indonesia since 2012

# Strong Track Record in Clinical Laboratory Testing



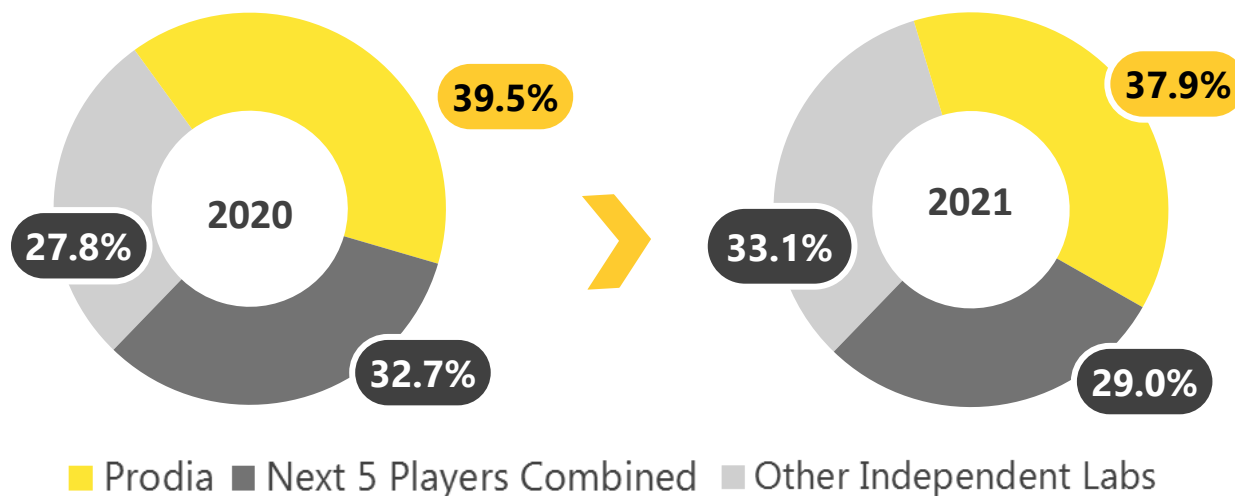
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## INVESTMENT HIGHLIGHT

# Largest Network & Market Share in Independent Clinical Lab Industry



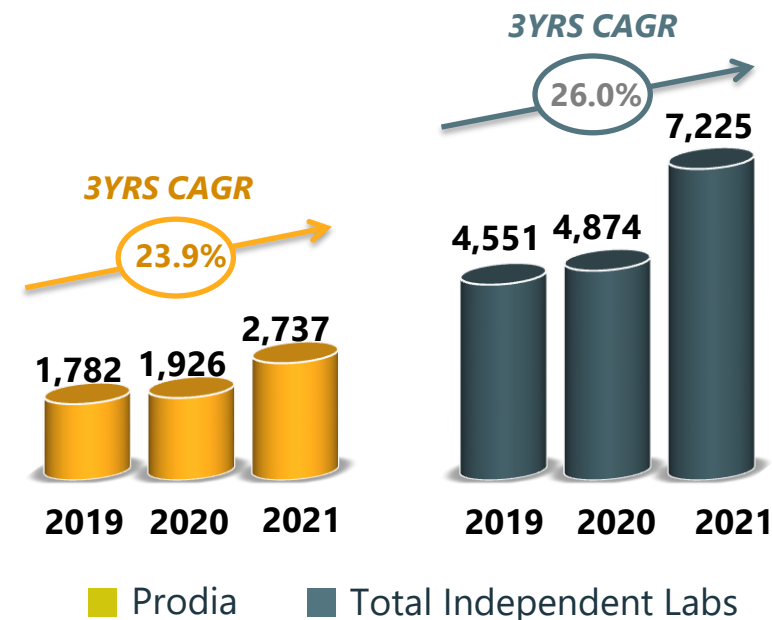
**Market Share by Revenue**  
Independent Clinical Labs (2020 & 2021)



- Indonesia's Diagnostic Lab Market Size in 2021: IDR 34.3 Trillion (+31.8%yoy).
- Independent Clinical Lab Market in 2021: IDR 7.3 Trillion (+48.2% yoy) mostly driven by COVID test with contribution more than 50%. In 2022, COVID test expected to decline around 25-35%.

Source: IQVIA Analysis (2022)

**Prodia vs Total Independent Labs**  
(Gross Revenue, in Billion IDR)



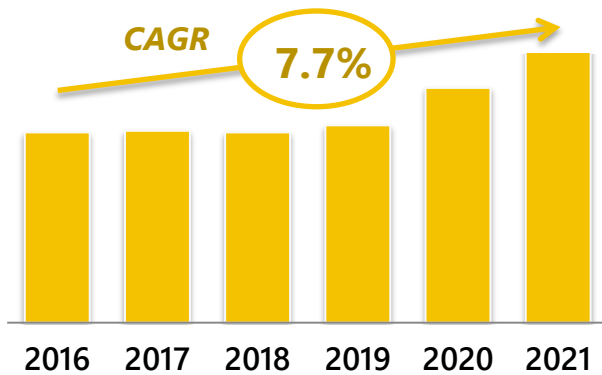
Source: IQVIA Analysis (2022),



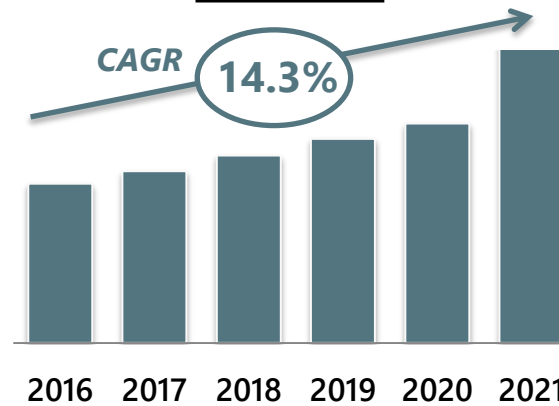
# Operational Track Record



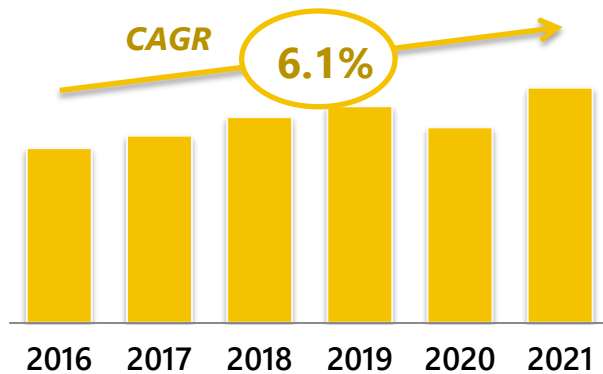
## VISITS



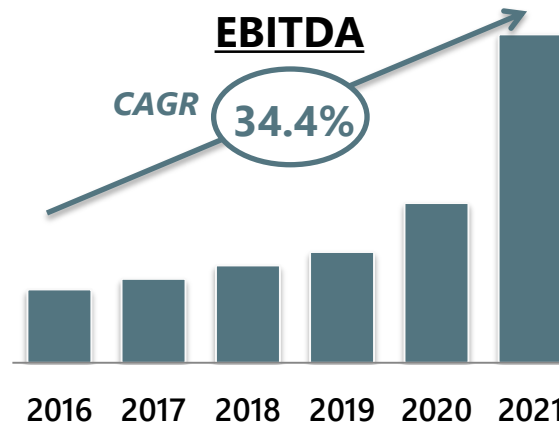
## REVENUE



## 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**

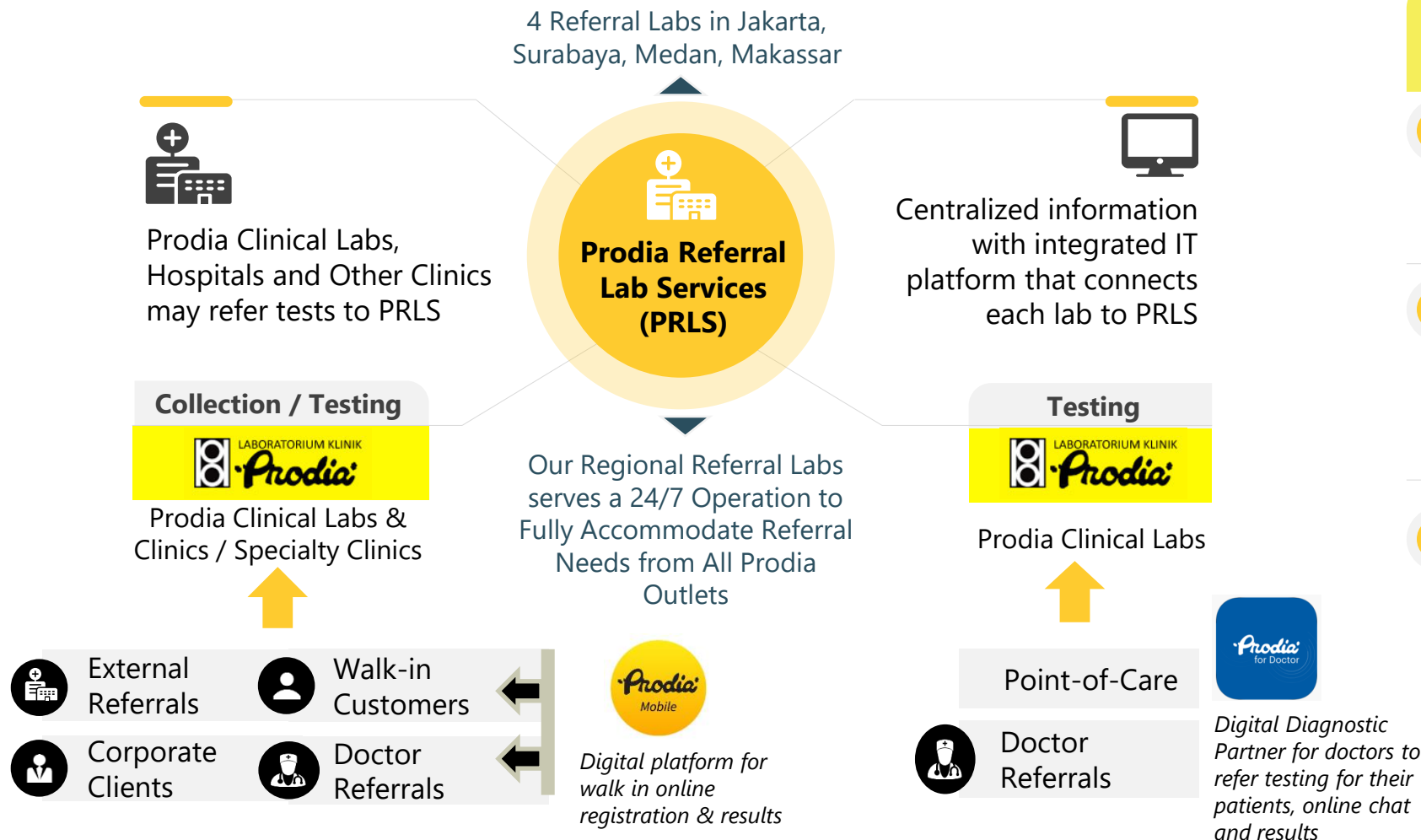
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Funded by healthcare providers

## **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 **>56,000 doctors in 9M2022)**

## 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



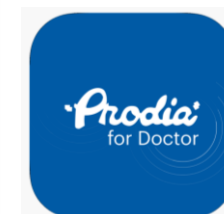
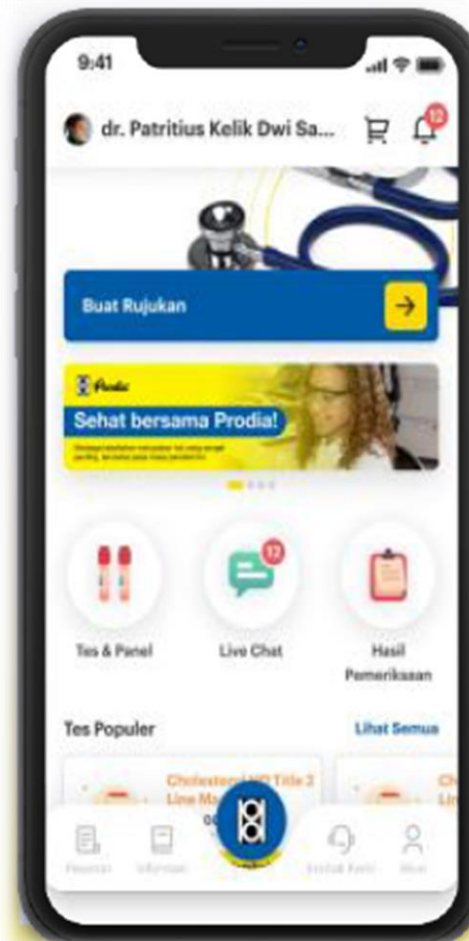
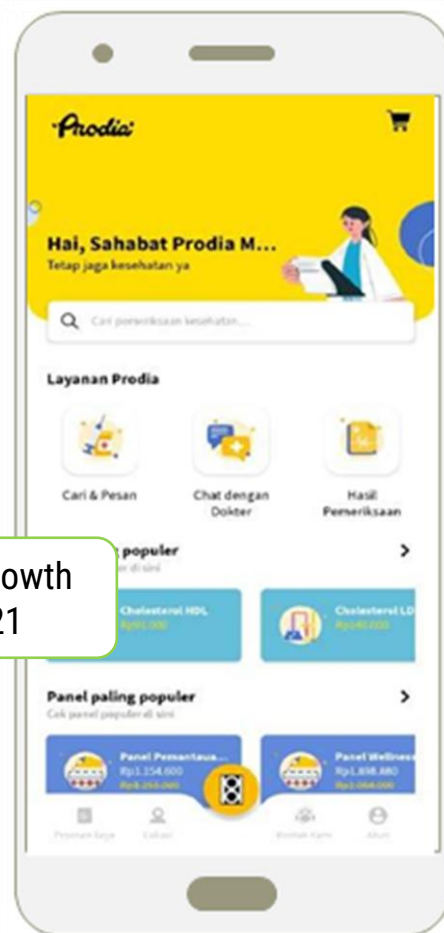
## Walk-in Apps Prodia Mobile



More than 1.2 mio  
downloaders

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

213.7% Patient's Growth  
in 9M22 VS 9M21



## Doctor Referral Apps Prodia Mobile for Doctor

Launched in April 2022

- Online Referral
- Online Chat
- Online Results

>2,900 downloaders  
>1,100 active doctors  
(for chat & referrals)

# 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



47 Years of Experience

**Joseph Fellipus Peter Luhukay**  
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

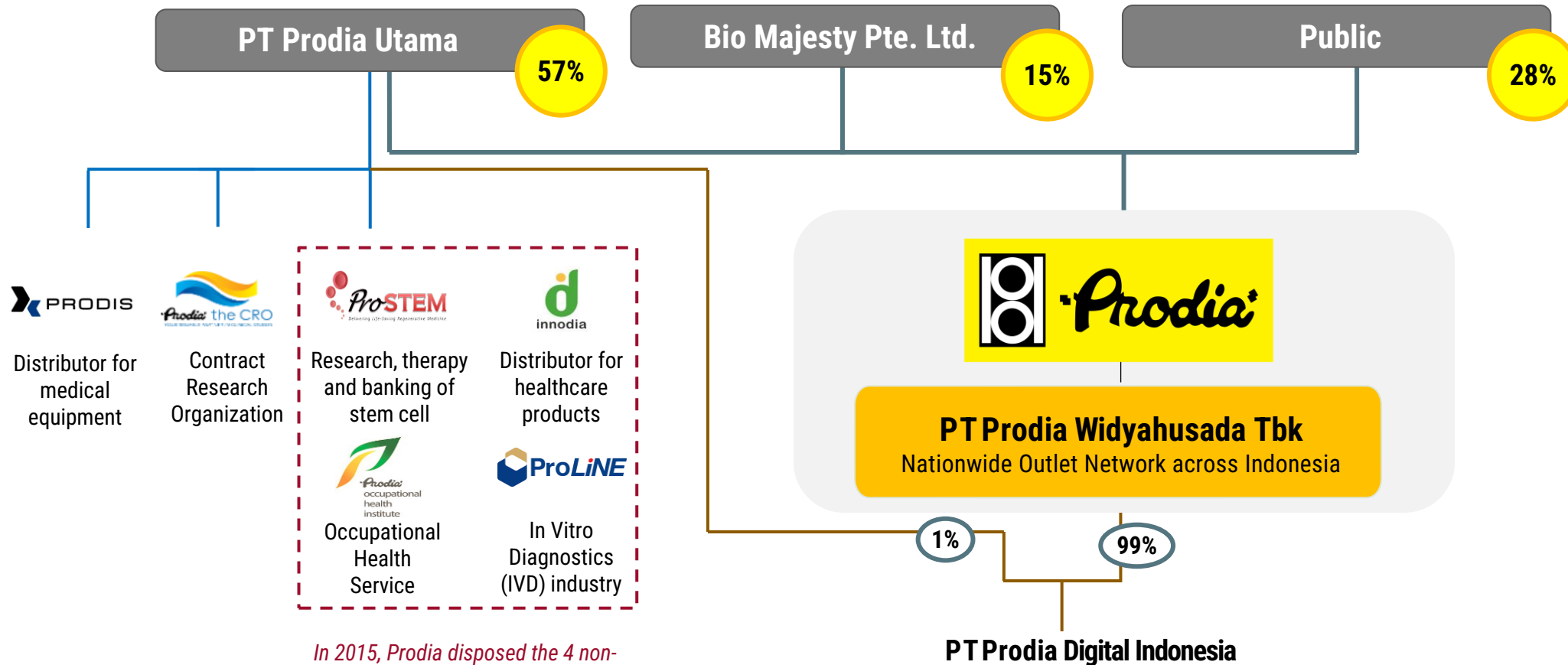
**Andri Hidayat**  
Digital Service Transformation & IT Director



20 Years of Experience

**Ida Zuraida**  
Human Capital & GA Director

# Shareholder Composition



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

# 3

## MARKET OVERVIEW & GROWTH STRATEGY



# 5.0% – 5.4%

## Indonesia's GDP Growth Projection for 2022

### GDP Growth Projection 2022 & 2023

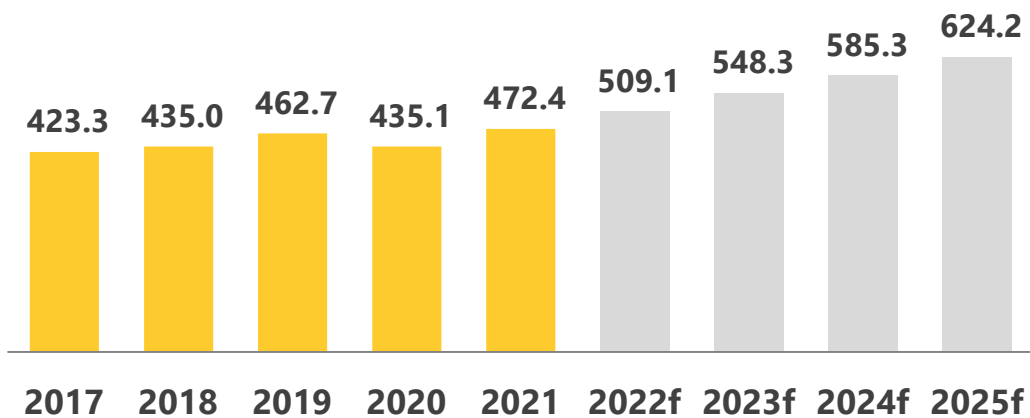
	2022	2023
Indonesia's Govt'	5.0% - 5.2%	5.3%
World Bank	5.1%	5.3%
Organization for Economic Cooperation and Development (OECD)	5.0%	4.8%
Asian Development Bank	5.4%	5.0%
International Monetary Fund (IMF)	5.2%	5.0%

Indonesia's economic has proven to be more resilient to global recession supported by **well-controlled pandemic situation as well as domestic consumption.**

# Indonesia Healthcare Market



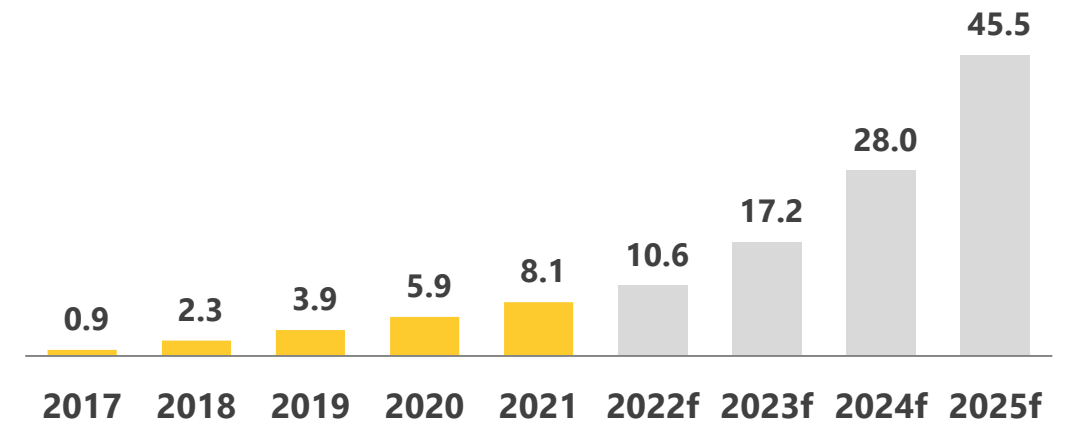
## Indonesia Healthcare Market (IDR Trillion)



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**

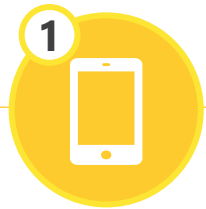


Orchestrate highest quality **health ecosystem**



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



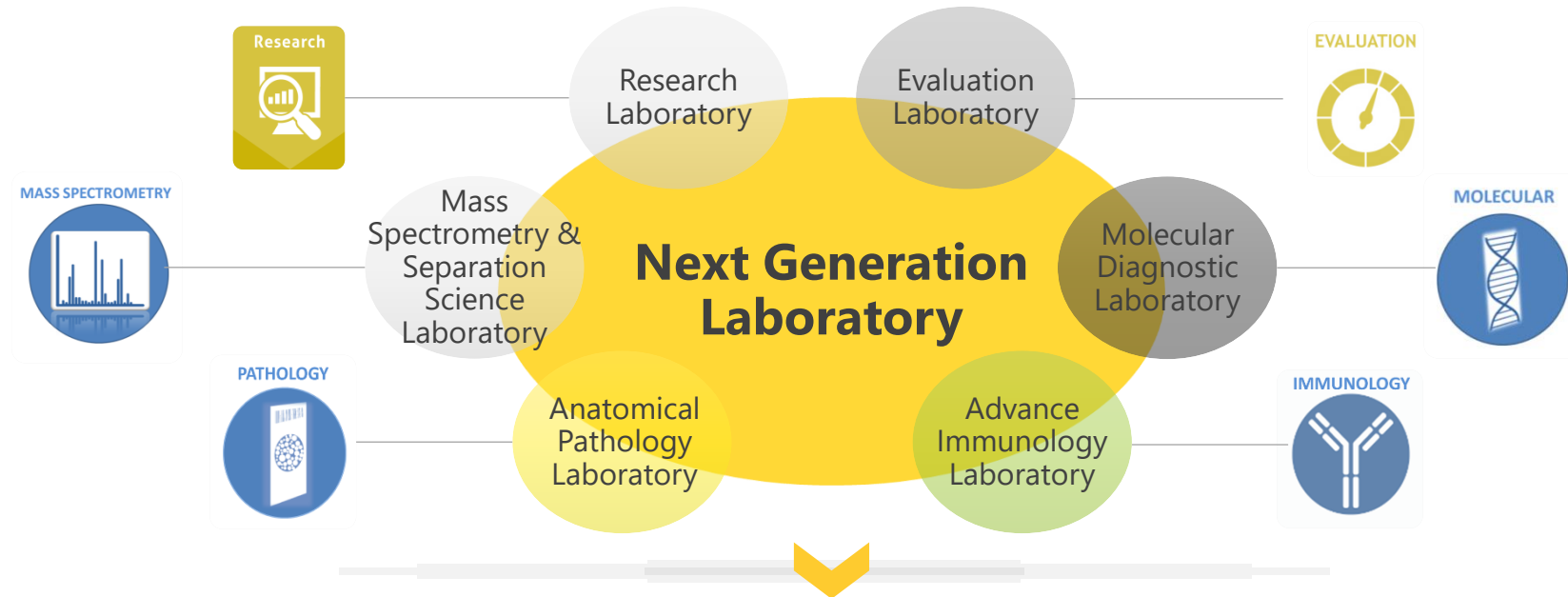
## Development of testing technology and AI

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



## Managing Competitive Human Capital in Health Sector



## Reducing Environmental Impact



Waste Management



Prodia in U



Green Infrastructure



Coral Reef Revitalization

4

## 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

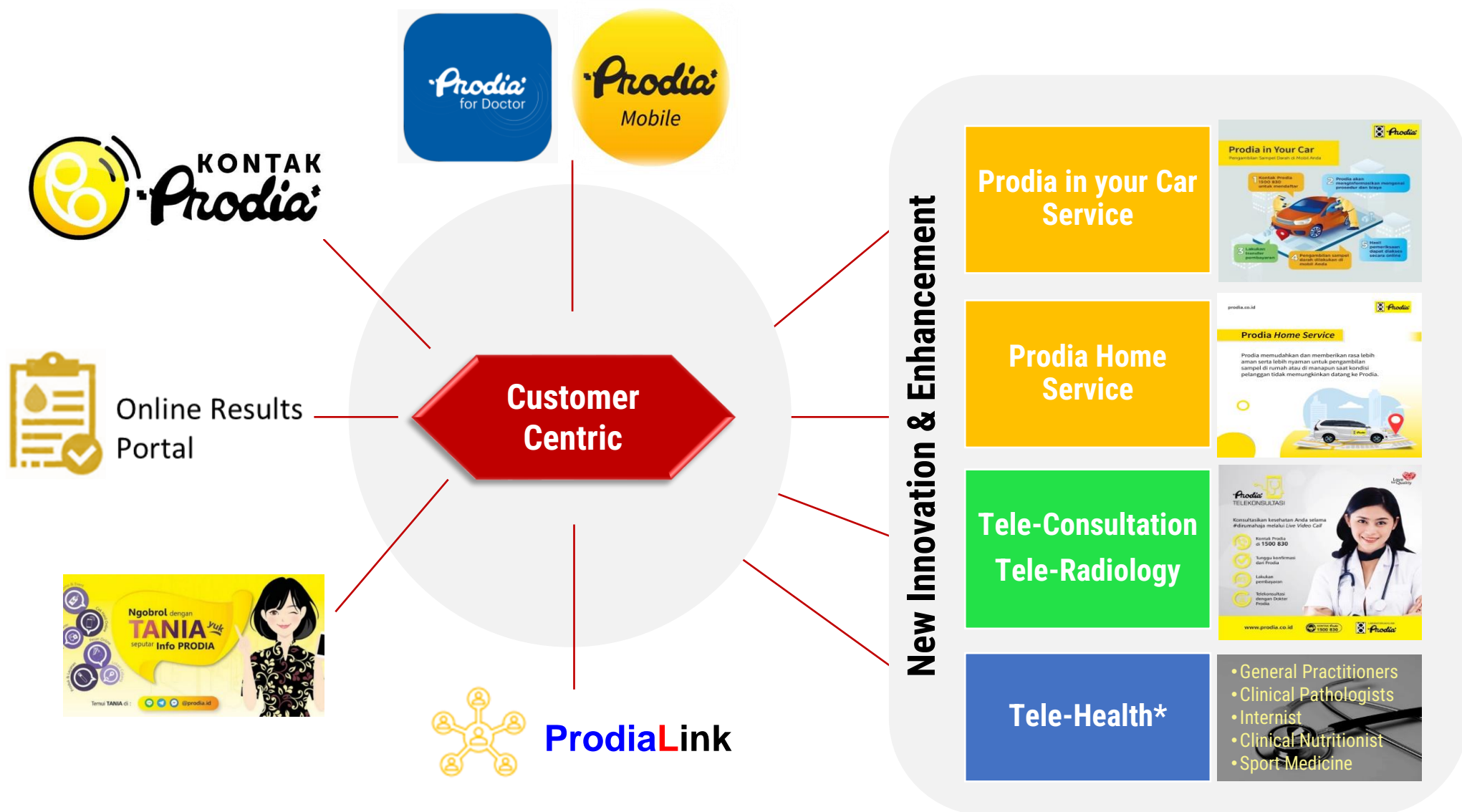
- Digital Communication
- Digital Promotion
- Digital Education
- RTD with Professional Lab Association, HCP, and Vendors



## 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.



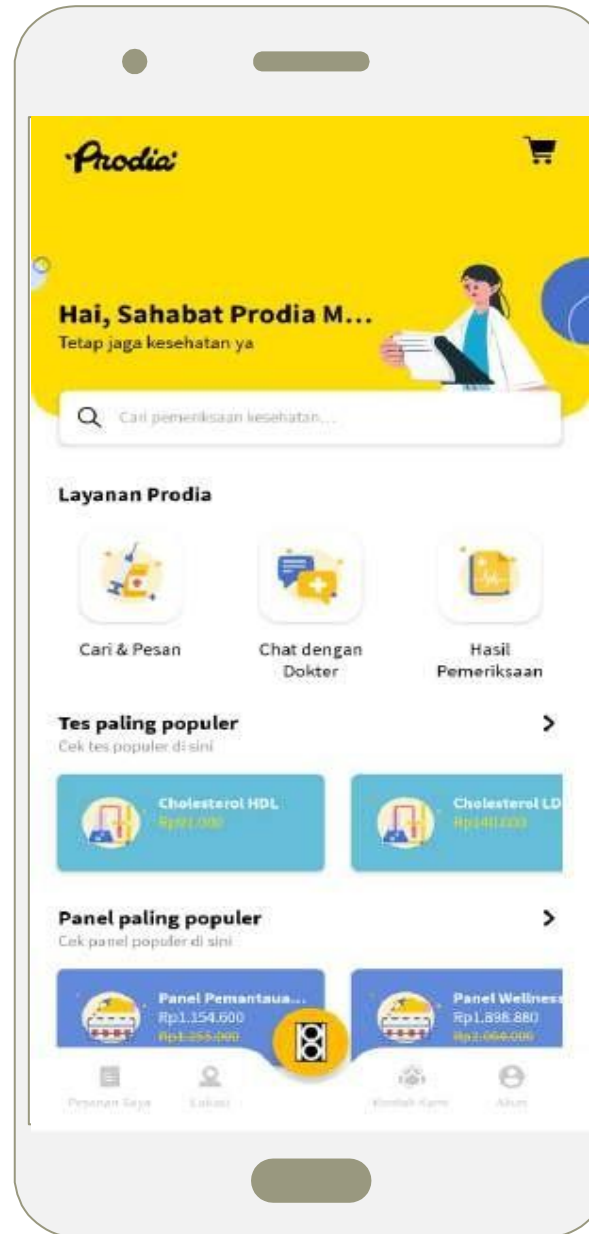
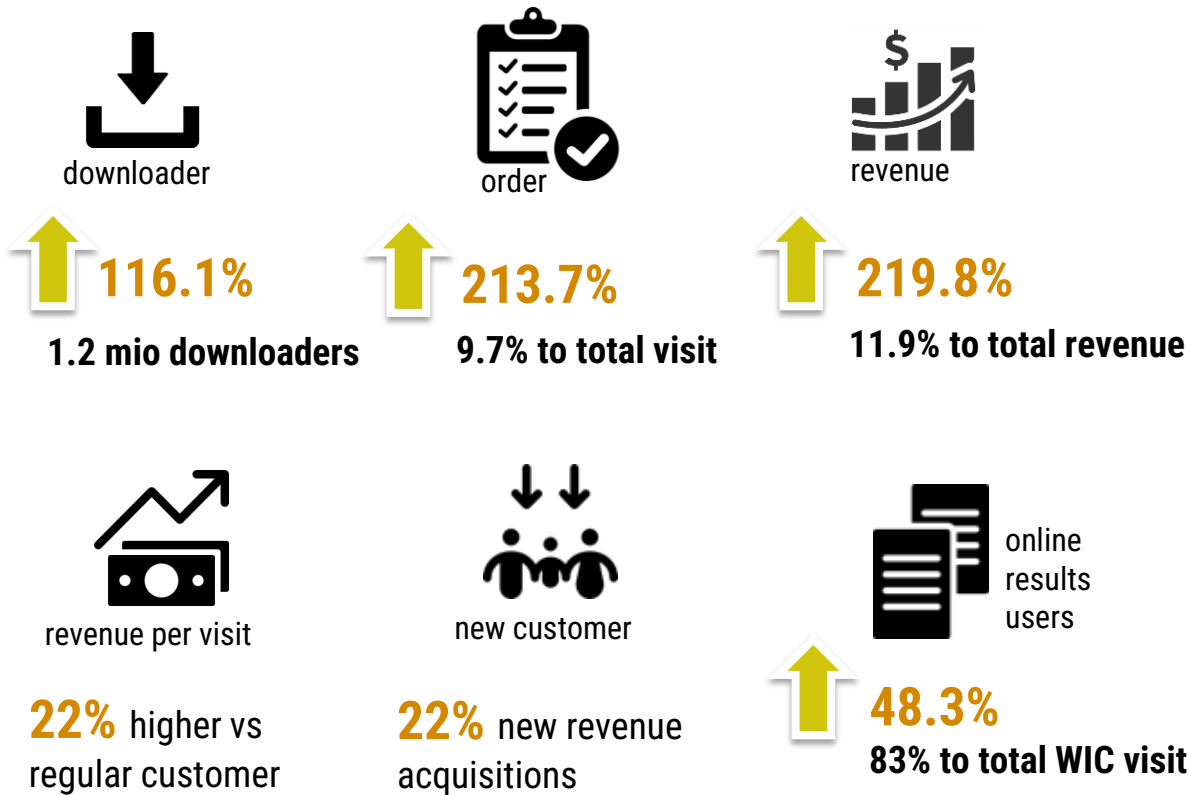
**Prodia has enhanced its digital platform services**  
**New Prodia Mobile Ver. 3.3.0 – Updated in April 2022**



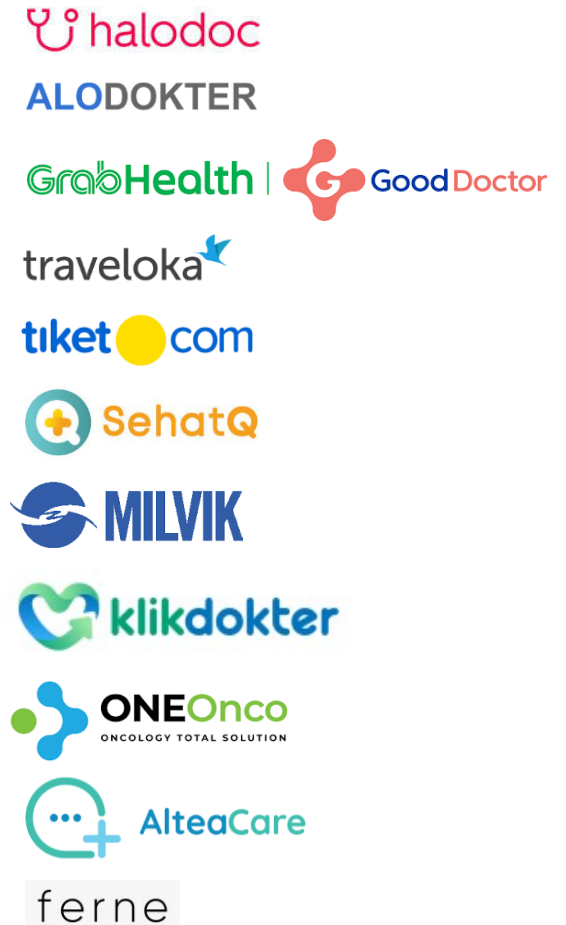


# Digital Apps 9M2022 Highlights

## Prodia Mobile



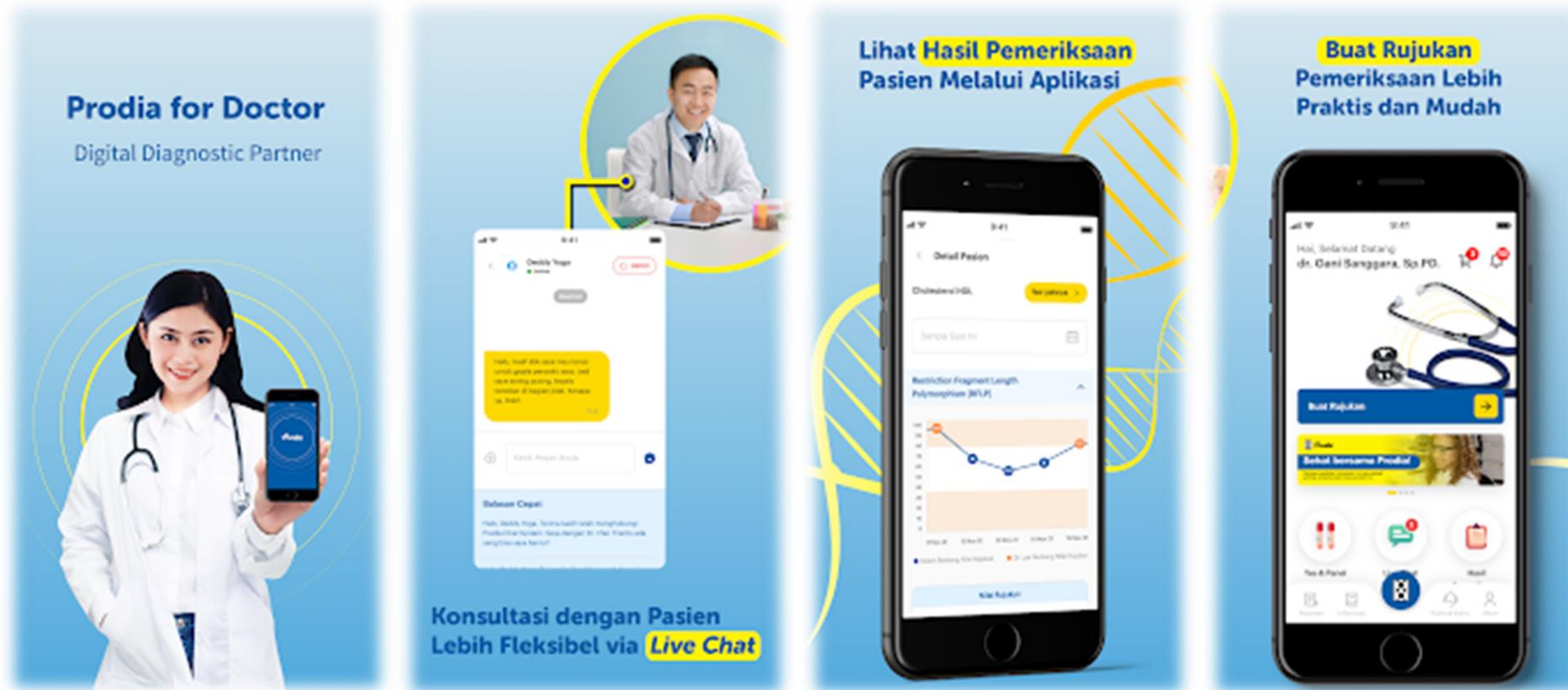
## Digital Collaboration



# 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.

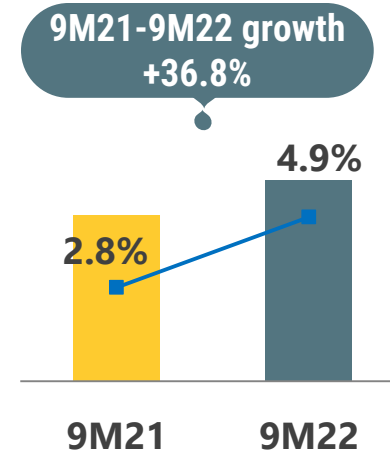
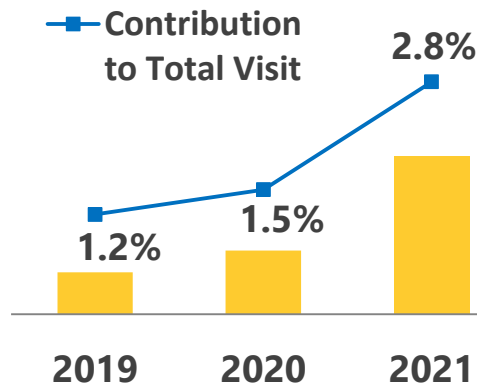
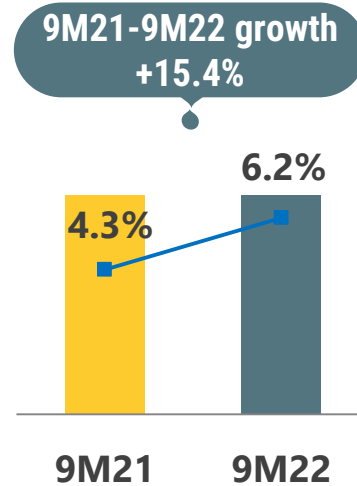
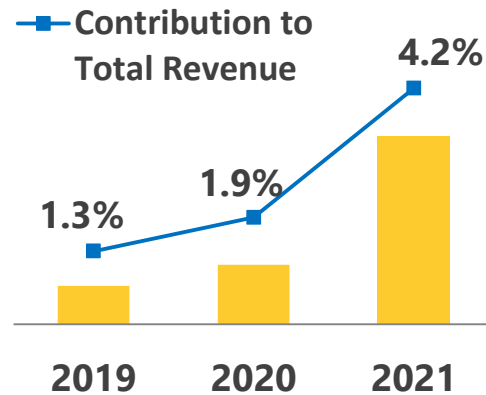


Launched in April 2022



>2,900 downloaders  
>1,100 active doctors (chat & referral)

# Home Service Highlights



## Pesan Layanan Home Service\* Semakin Mudah melalui Prodia Mobile

Layanan Home Service pengambilan darah langsung di lokasi Sahabat Prodia. **Gratis biaya layanan Home Service selama 30 April 2022.**

\*) Syarat dan ketentuan berlaku



← Ringkasan Pemesanan

**Jenis Layanan**

● Home Service >

**Alamat** [Ubah](#)

**Rumah**  
Jl. Kramat Raya No.150, RT.5/RW.1, Kenari, Kec. Senen, Kota Jakarta Timur, DKI Jakarta...

**Jadwal Home Service**

Pilih Lokasi Cabang & Jadwal Pemeriksaan >

**Rujukan Dokter**

Tambah Rujukan Dokter >

**Informasi Pelanggan**

Nama Pelanggan

ID Pelanggan

← Jadwal Home Service

11 Jan **SEL** 12 Jan RAB 13 Jan KAM 14 Jan JUM 15 Jan SAB

**Prodia Klender**  
Jl. Raden Inten II No.8, Klender, Kec. Duren Sawit, Kota Jakarta Timur, DKI Jakarta 13470

08.00 09.00 10.00 11.00 12.00  
13.00 14.00 15.00

**5.4 KM** dari alamat Anda **Rp18.000** Biaya Transportasi

**Prodia Bekasi**  
Jl. Raya Jatiwaringin No.72, RT.01/RW.9, Jatiwaringin, Kec. Pondokgede, Kota Bekasi, Jawa Barat 13620

08.00 09.00 10.00 11.00 12.00  
13.00 14.00 15.00

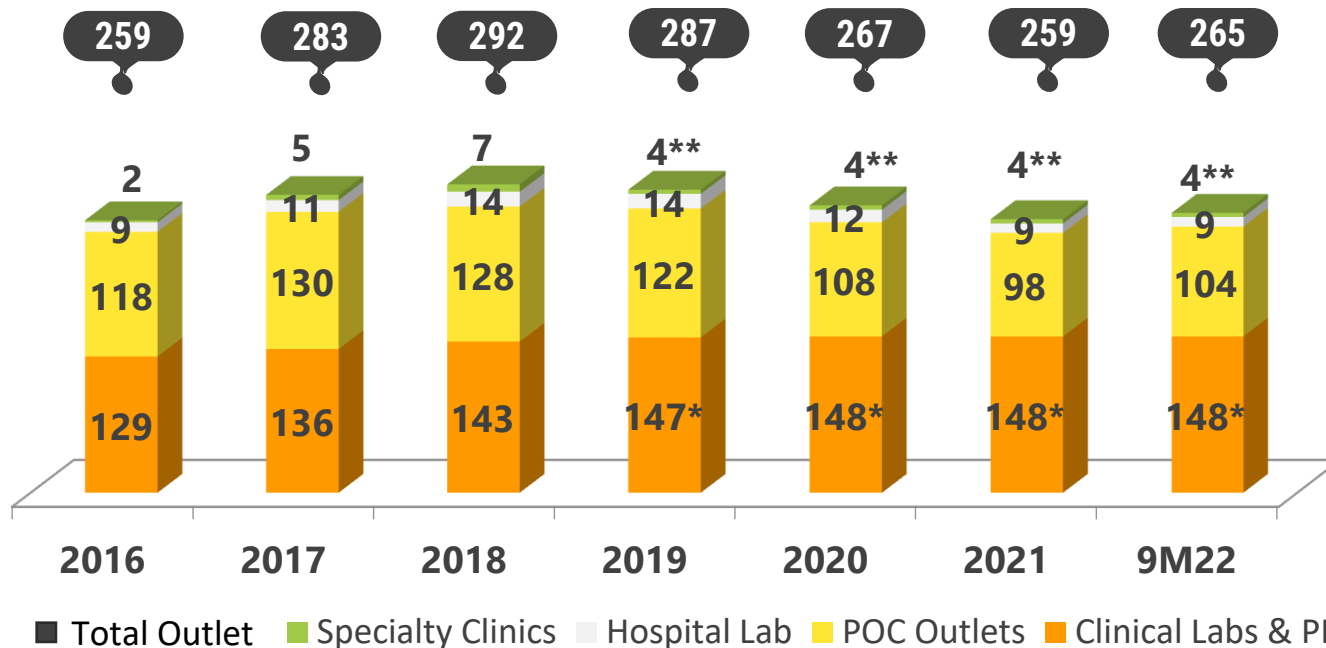
Pilih

Home service booking from Prodia Mobile Apps available from April 19<sup>th</sup> 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”

# New Tests Development (since 2018)



## PREDICTIVE, PREVENTIVE, SCREENING

- |                                |                                   |
|--------------------------------|-----------------------------------|
| 1. NIPT (ProSafe),             | 16. Rasio s-Flt1/PIGF,            |
| 2. Telomere Analysis,          | 17. NBS Amino Acid,               |
| 3. Vitamin A & E,              | 18. TENSrisk,                     |
| 4. ProHealthy Gut (GCMS),      | 19. IMMUNERisk,                   |
| 5. Varicella Zoster IgG,       | 20. Prodia PULS Cardiac Marker,   |
| 6. Fenilalanin Neonatus,       | 21. Expanded Lipid Profile,       |
| 7. 17-OH Progesteron Neonatus, | 22. Prodia Wellness Genomic,      |
| 8. CA Risk,                    | 23. Prodia Muscle Bone Genomic,   |
| 9. DIARisk,                    | 24. Anti SARS-CoV-2 IgM/IgG,      |
| 10. Prodia Nutrigenomics,      | 25. Anti SARS-CoV-2 IgM/IgG       |
| 11. VASCULARisk,               | 26. ADMA/SDMA                     |
| 12. Nutrition Panel (Urine),   | 27. Prodia Skin and Hair Genomics |
| 13. Toxic Panel (Urine),       | 28. SARS-CoV-2 Ag                 |
| 14. Amino Profile-19,          | 29. Anti SARS-CoV-2 Quantitative  |
| 15. Vitamin B1 & B6,           | 30. Cortisol Urine                |

31. Neurogenomics  
 32. Leptospira IgM  
 33. Anti SARS-coV-2 IgG Kuantitatif  
 34. CardioPGx,  
 35. Leptin  
 36. Eyeogenomics  
**37. Alcohol Quantitative (urine)**  
**38. Alcohol Quantitative (blood)**  
**39. Booster Vit C**  
**40. Booster Multivitamin**  
**41. Hereditary Cancer Risk**  
**42. Prodia Sport Genomics**  
**43. Amino Profile-21**  
**44. Glutamin**  
**45. Tryptopan**  
**46. Freetestosteron**



67. Jak 2 Mutation  
 68. Mutation EGFR  
 69. Mutation EGFR ctDNA  
 70. Estrogen Receptor
71. Progesteron Receptor  
 72. HER2/neu  
 73. Ki67  
 74. BCR ABL (Geneexpert)  
 75. Ultrasensitive Mutation EGFR ctDNA (T790M)  
 76. Oncoprecise

## TARGETED THERAPY

- 77. ALK**  
**78. PDL1 (SP263)**  
**79. PDL1 (SP264)-Pleura**  
**80. BRCA 1/2 somatic**

## DIAGNOSTIC

47. Jak2 Mutation  
 48. Kidney Stone Analysis (FTIR)  
 49. AMA & ASMA IF  
 50. CT/NG RT PCR (Geneexpert)  
 51. MTB/MOTT-DNA PCR  
 52. Fragmentation of DNA Sperm  
 53. Rotavirus Antigen  
 54. Anti-AChR Binding  
 55. ANCA IF  
 56. Lymphoma Panel  
 57. SARS-CoV-2 RNA  
 58. Analysis of Gallstones (FTIR)  
 59. Systemic Sclerosis Profile  
 60. Interleukin -6 (IL-6)  
 61. Blood Chromosome Analysis (G-Banding)  
 62. Leukimia Phenotyping  
 63. SARS-COV-2 Ag (Nasal)  
**64. Lupus Anticoagulan**  
**65. Celiac Disease Profile (IgA)**  
**66. Cortisol Saliva**



81. Warfarin Indiv Test (CYP2C9 & VCORC1 genotype)  
 82. CYP2C19

## PHARMACOGENOMICS



# Strategic Partnership to Support Health Tourism



## Partnership with IHH Healthcare Malaysia:

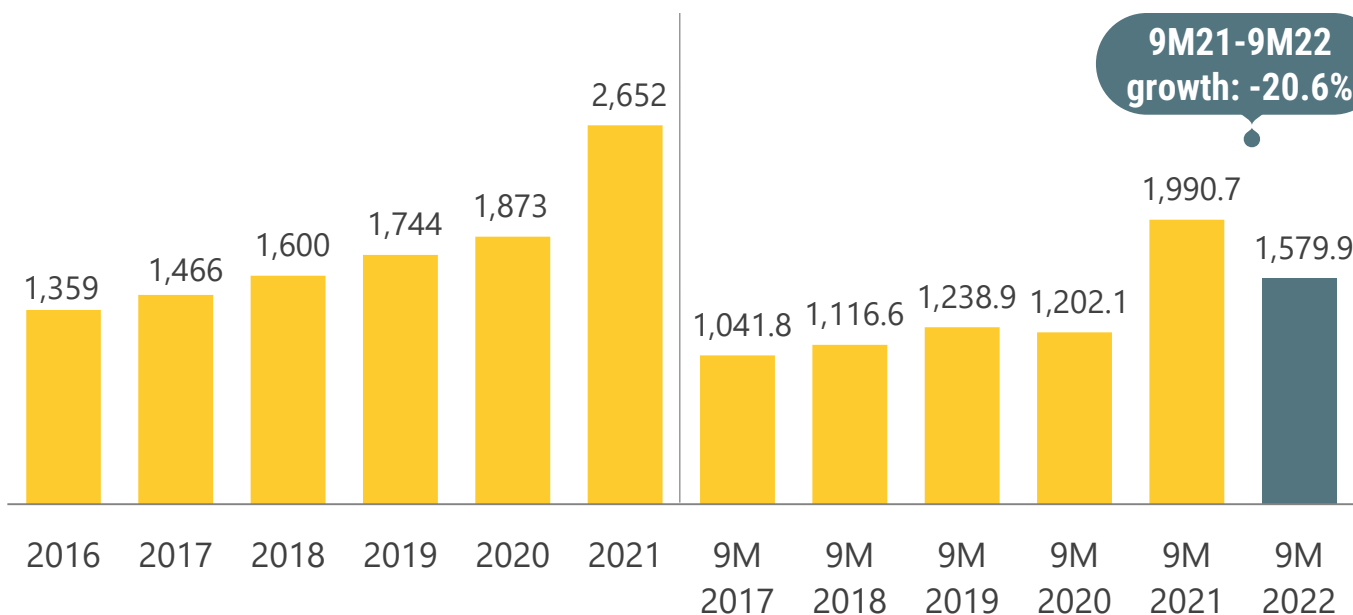
- Prodia as preferred Lab Partner through 152 branches in Indonesia.
- Optimizing management of patient to access advanced laboratory testing with high quality standard in Indonesia.
- Support Health Tourism development in Indonesia and Malaysia.

# 9M2022 Revenue (Unaudited)

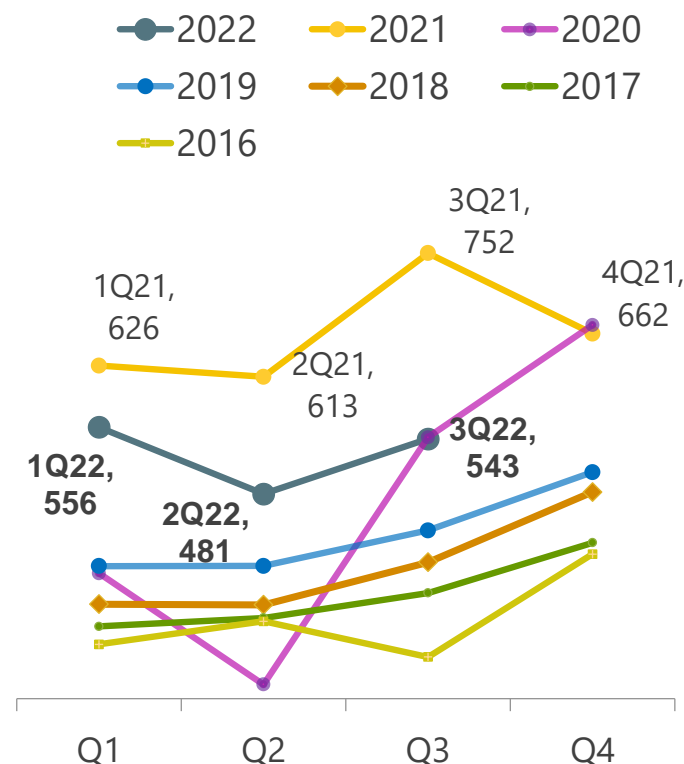
Revenue  
in IDR Billion

FY16-FY21 CAGR +14.3%

9M17-9M22 CAGR +8.7%



Quarterly Revenue  
in IDR Billion



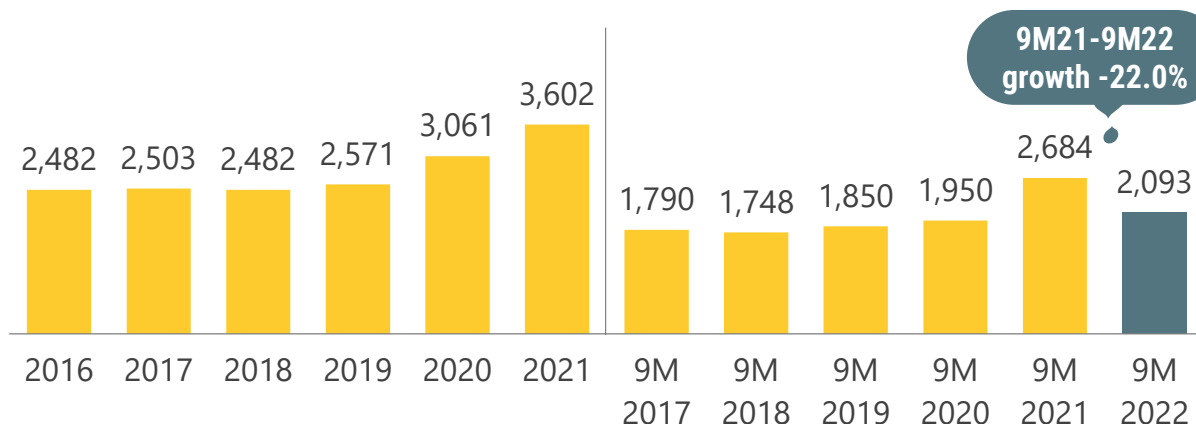
- Revenue in 3Q22 grew by 12.9% QtoQ as the improve of visit especially from corporate clients segment.
- Yoy revenue growth normalize after high base performance last year, but it still has positive 3yrs CAGR around 8-9% and high growth vs pre-pandemic level.

# 9M2022 Number of Visit and Revenue per Visit

## Number of Visits (in '000)

FY16-FY21 CAGR +7.7%

9M17-9M22 CAGR +3.2%



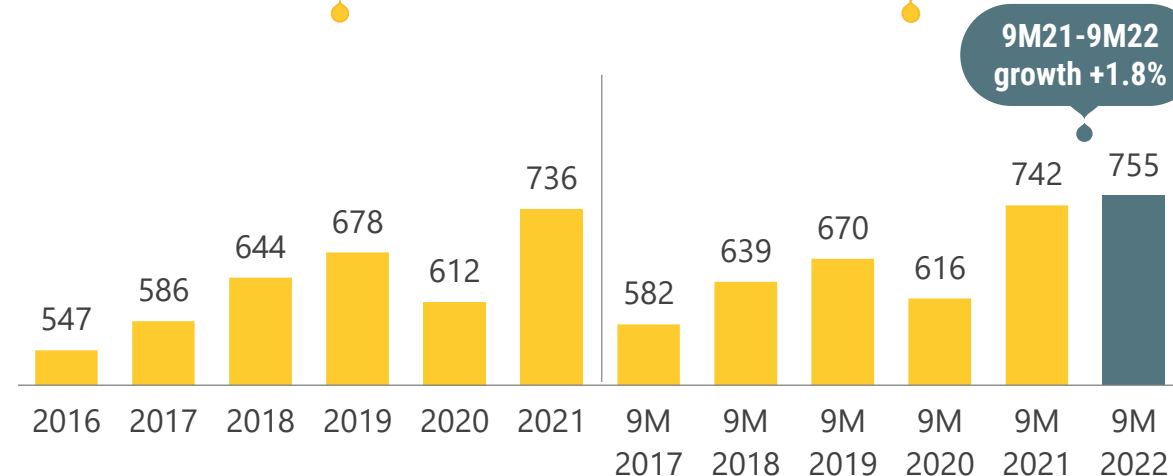
Yoy visit growth normalize due to less frequency of visit while in 3Q22, QtoQ visit started to show an improvement of 6.8% compare to the previous quarter.



## Revenue per Visit (in IDR '000)

FY16-FY21 CAGR +6.1%

9M17-9M22 CAGR +5.3%



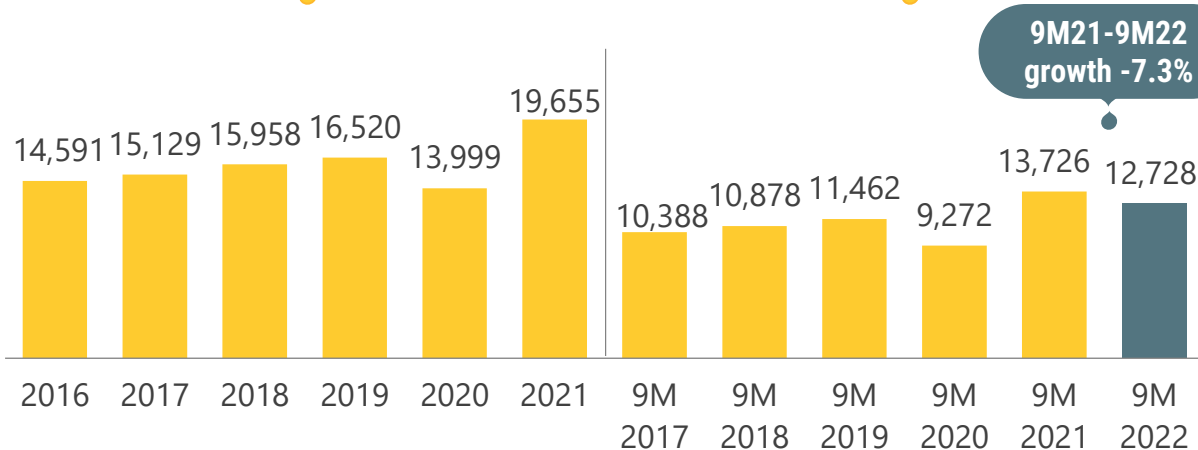
Revenue/visit came down due to mix of testing change and more test/visit in 9M22.

## 9M2022 Test Volume & Test per Visit

### Test Volume (in '000)

FY16-FY21 CAGR +6.1%

9M17-9M22 CAGR +4.1%



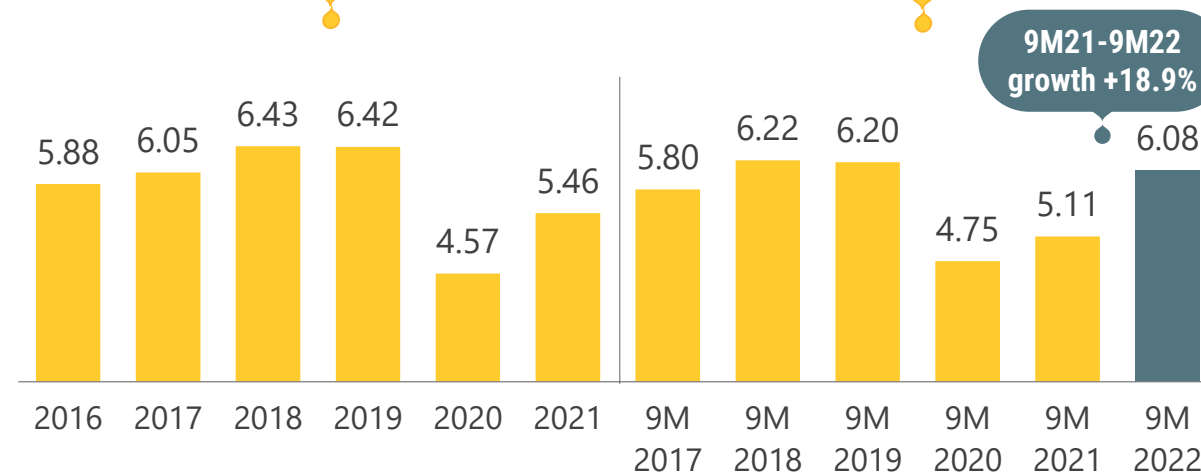
In 3Q22, volume showed an increased of 8% QtoQ amid a normalization of yoy growth due to visit's slow down.



### Test per Visit

FY16-FY21 CAGR -1.5%

9M17-9M22 CAGR +0.9%



Test per visit increased along with the rising demand on panel testing and wellness check up.

# 9M2022 Customer Segments and Testing Types



## Diversified Customer Base

9M2022  
Revenue Split



### Walk-in Customers

31.8%

- Individual walk-in patients
- Out-of-pocket cash payment



### Doctor Referrals

32.1%

- Patients referred by doctors
- Out-of-pocket cash payment



### External Referral

22.6%

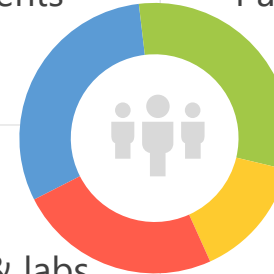
- Primarily samples referred by hospitals & labs
- Funded by referring Institutions on credit



### Corporate clients

13.5%

- Corporate check-ups
- Funded by corporates on credit

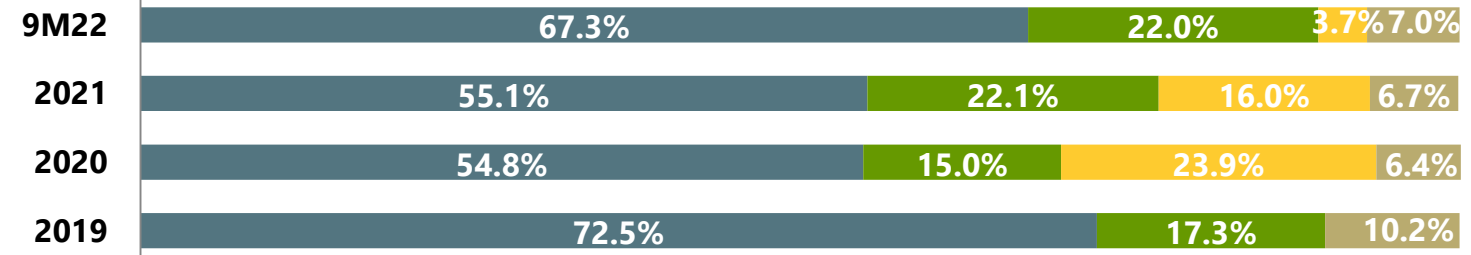


## Comprehensive Test Offering

Test Breakdown  
by Service Type

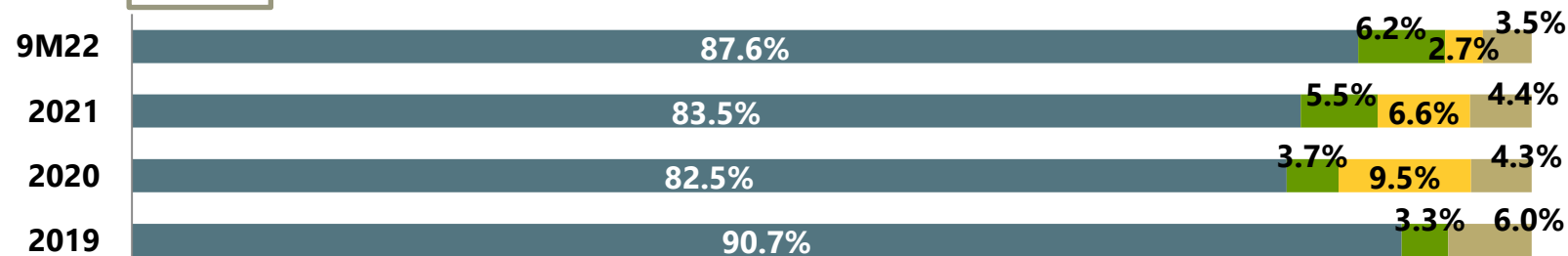
### Revenue

■ Routine ■ Esoteric ■ COVID Test ■ Non Lab



### Volume

■ Routine ■ Esoteric ■ COVID Test ■ Non Lab



# 5

## FINANCIAL UPDATE

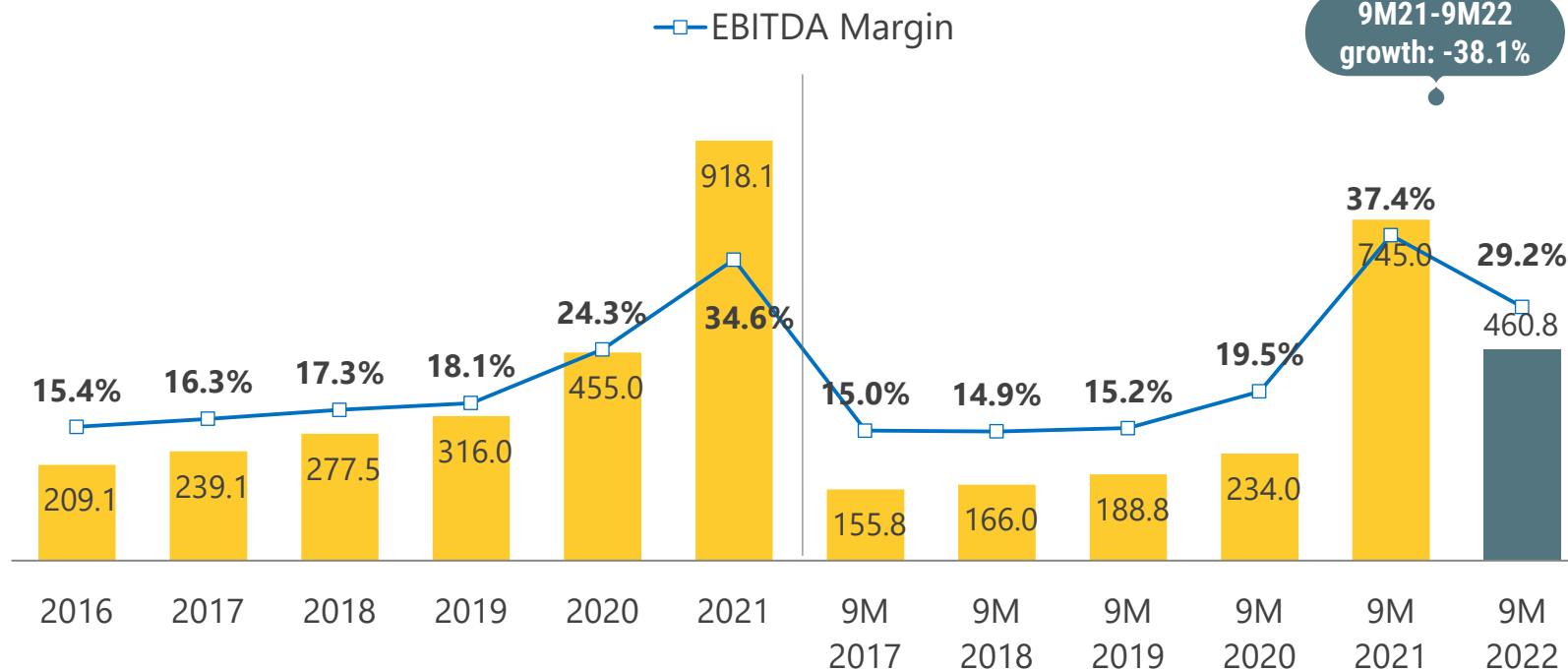
# 9M2022 EBITDA (Unaudited)



EBITDA (in IDR Billion)

FY16-FY21 CAGR +34.4%

9M17-9M22 CAGR +24.2%



EBITDA declined due to revenue slow down and some costs increase, meanwhile it also shown a positive trend with 3yrs CAGR more than 30%.

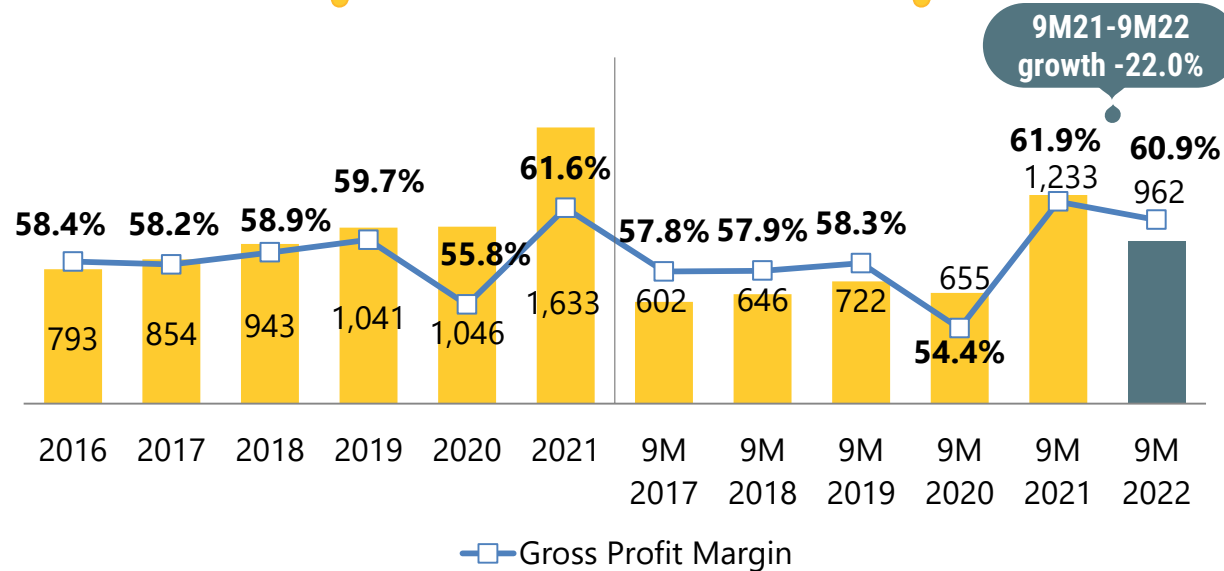
# 9M2022 Gross Profit & Net Income (Unaudited)



Gross Profit (in IDR Billion)

FY16-FY21 CAGR +15.5%

9M17-9M22 CAGR +9.8%



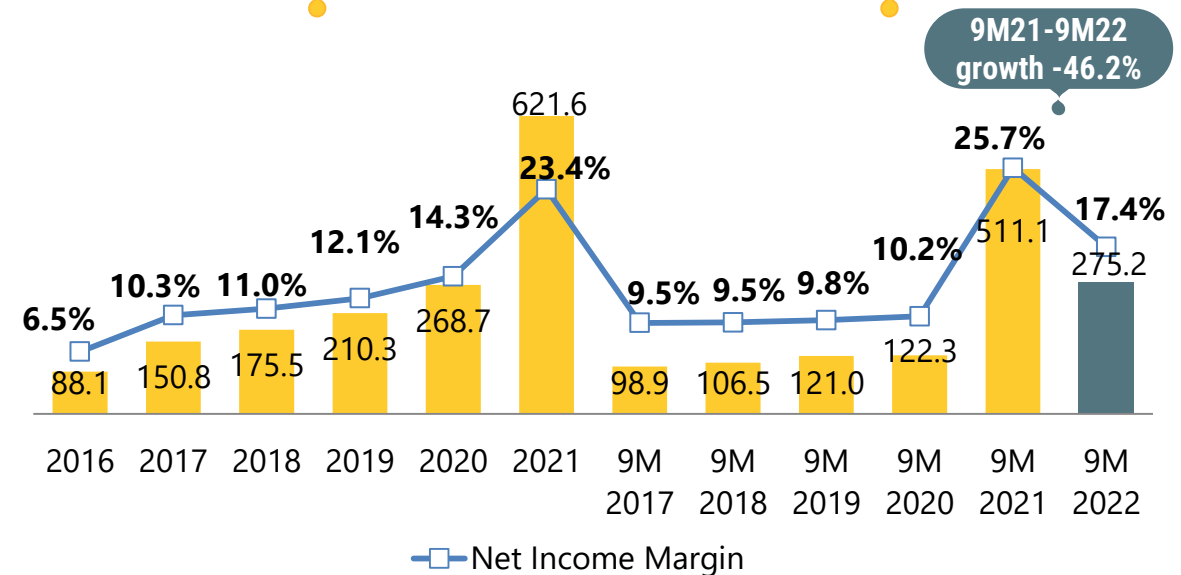
Gross Profit slow down due to top line drop and small increase on indirect cost of sales.



Net Income (in IDR Billion)

FY16-FY21 CAGR +47.8%

9M17-9M22 CAGR +22.7%



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





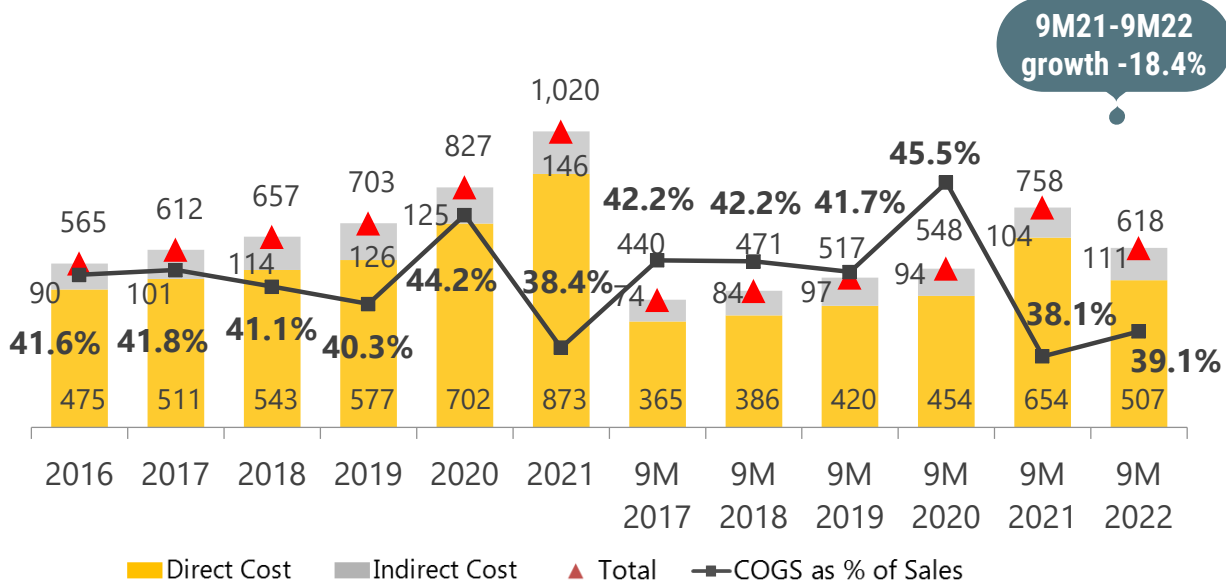
# 9M2022 COGS & OPEX (Unaudited)



COGS (in IDR Billion)

FY16-FY21 CAGR +12.5%

9M17-9M22 CAGR +7.1%



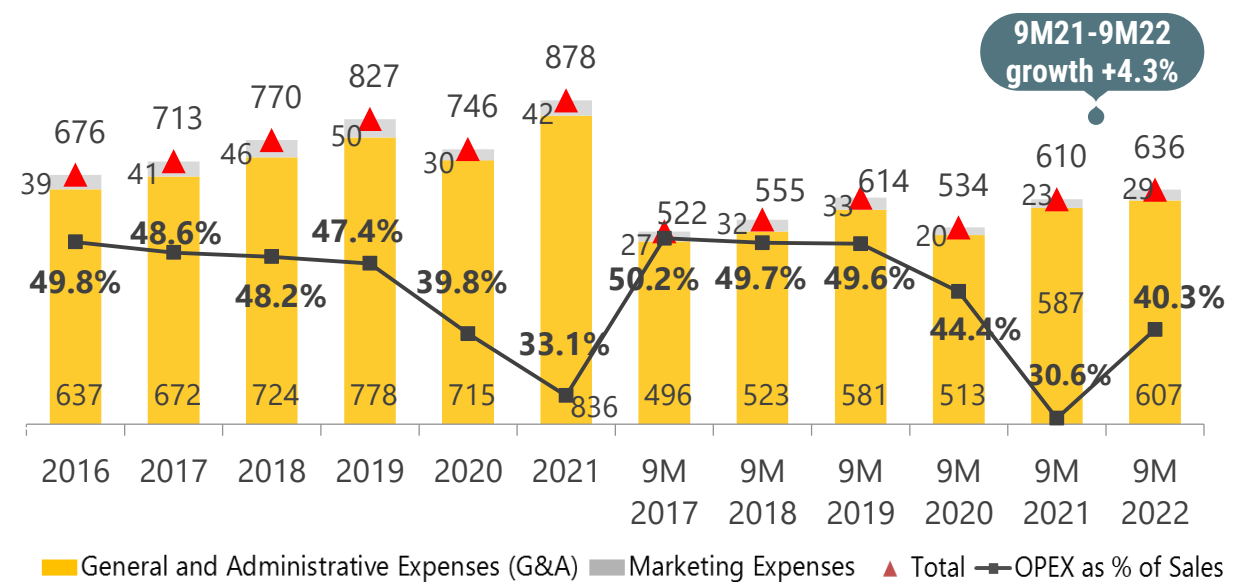
COGS per sales slightly increase as the impact of revenue decline in 9M22.



OPEX (in IDR Billion)

FY16-FY21 CAGR +5.4%

9M17-9M22 CAGR +4.0%



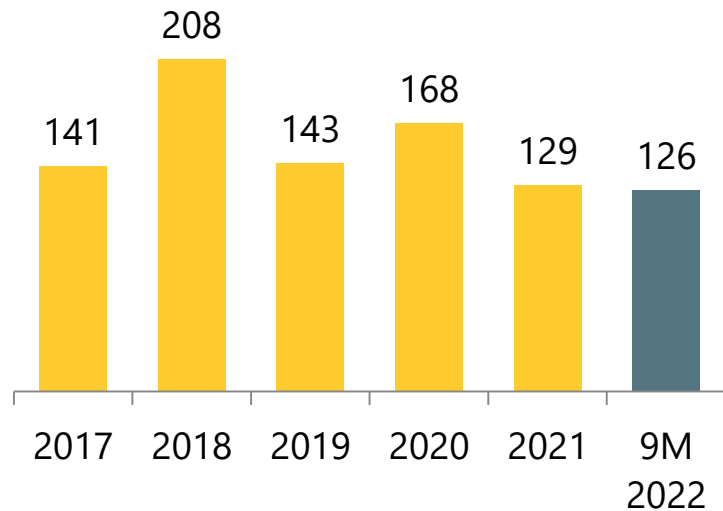
OPEX per sales increase due to the rise of some G&A costs.



# CAPEX Spending and Dividend Payout

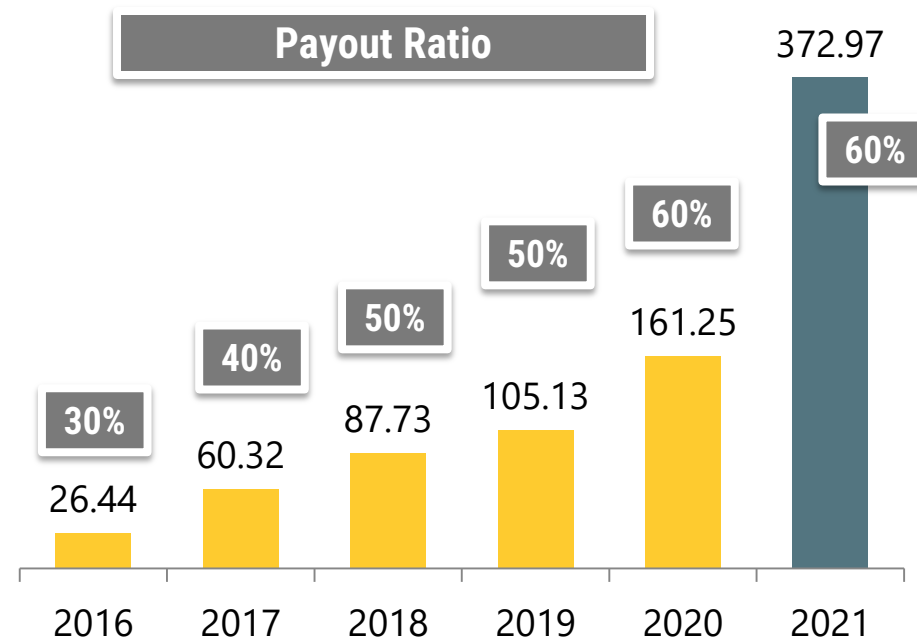


CAPEX Spending (IDR Billion)



**CAPEX Plan for 2022: IDR 200-250 Billion**  
Building, Renovation, Relocation : 45-50%  
IT & Lab Development: 50-55%

Dividend Payout (IDR Billion)



## 9M2022 Financial Summary (Unaudited)



(in IDR Bn)	9M2022	9M2021	Change
Revenue	1,579.9	1,990.7	-20.6%
Gross Profit	961.5	1,232.9	-22.0%
Gross Profit Margin	60.9%	61.9%	-100bps
EBIT	328.0	626.1	-47.6%
EBIT Margin	20.8%	31.4%	-1,060bps
EBT	347.4	648.4	-46.4%
EBT Margin	22.0%	32.6%	-1,060bps
Net Income	275.2	511.1	-46.2%
Net Income Margin	17.4%	25.7%	-830bps
EPS	293.54	545.16	-46.2%
EBITDA	460.8	745.0	-38.1%
EBITDA Margin	29.2%	37.4%	-820bps

(in IDR Bn)	9M2022	9M2021	Change
Total Asset	2,540.0	2,611.9	-2.7%
Total Equity	2,159.3	2,140.9	-0.8%
ROIC % <sup>(1)</sup>	28.7%	67.2%	-3,850bps
Debt to Equity % <sup>(2)</sup>	9.9%	11.1%	-120bps
Debt to Asset % <sup>(3)</sup>	9.0%	9.8%	-80bps

(1) ROIC – (Operating Income – Tax) divided by Average (Total Equity + Total Debt exclude payables – Cash & Time Deposit)

(2) Debt to Equity – Total Non Current Debt divided by Total Equity

(3) Debt to Asset – Total Debt divided by Total Asset

# THANK YOU!

For more information :

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