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Corporate Overview



3 IDR 1.87 Trillion

FY2020 Revenue



3.06 Million

Patient Visits in 2020



≥ 13.99 Million

Tests Volume Performed in 2020



267 Outlets

in 34 Provinces and 128 Cities throughout Indonesia (Dec 2020)

- Established in 1973 with strong track record for more than 47 years experiences in Clinical Lab Industry
- Pioneer and the leading clinical laboratory testing Company with the most recognized **Brand in Indonesia**
- Largest private independent clinical lab chain by size of network and revenue, with 39.2%* market share in Indonesia
- The first and the only Clinical Independent Lab with CAP(1)(College of American Pathologists) accreditation in Indonesia since 2012
- 1st clinical laboratory in Indonesia to received NGSP⁽²⁾certification for HbA1c⁽³⁾ testing as well as SNI ISO 15189(4)

(1) CAP considered as the highest accreditation in the clinical lab industry worldwide(2) NGSP stands for the National Glycohemoglobin Standardization Program; (3) blood test that gives indication on how well your diabetes is being controlled; (4) for Prodia National Reference Laboratory



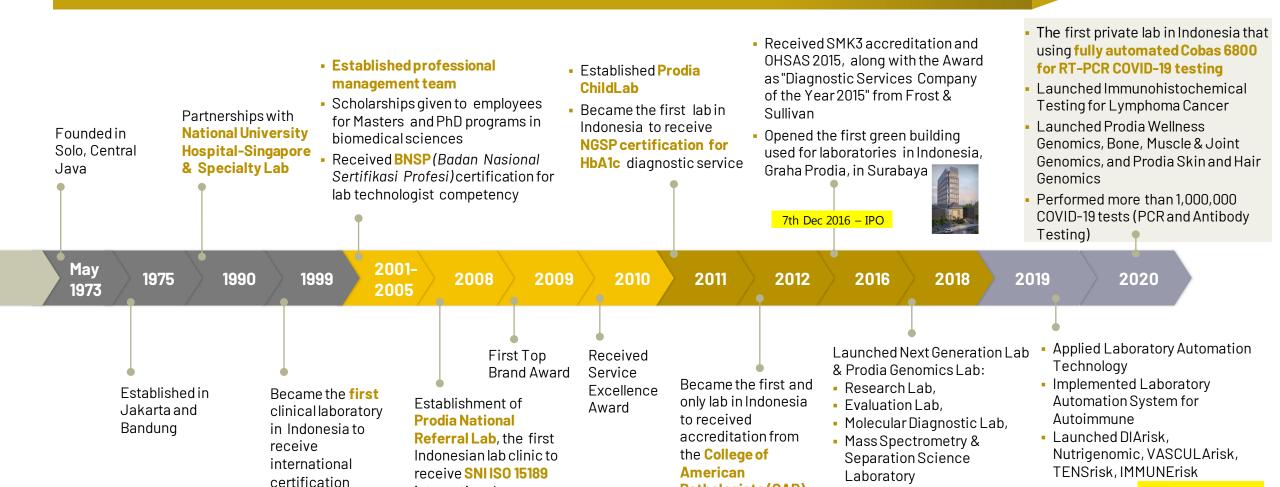
^{*}Based on revenue, IQVIA Analysis (2020)

Strong Track Record in Clinical Laboratory Testing

international

accreditation

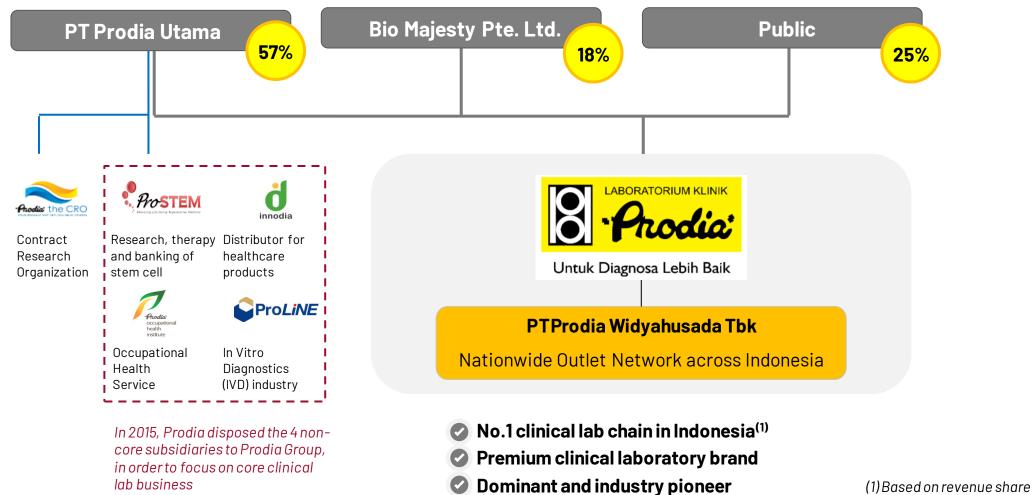
(ISO 9002)



Pathologists (CAP)

Anatomical Pathology Lab

Shareholder Composition





Market Overview

2



Indonesia Economic Outlook

4.0% - 5.0% Indonesia's GDP Growth Projection for 2021

GDP Growth Projection 2021

	Indonesia	World
Indonesia's Govt'	5.0%	N/A
World Bank	4.4%	4.0%
Organization for Economic Cooperation and Development (OECD)	4.0%	4.2%
Asian Development Bank (ADB)	4.5%	N/A
International Monetary Fund (IMF)	4.8%	5.5%

Indonesia's economic recovery and improvement in 2021 will be supported by the effectiveness of COVID-19 pandemic containment efforts, including the vaccination programs.



Investment Highlight

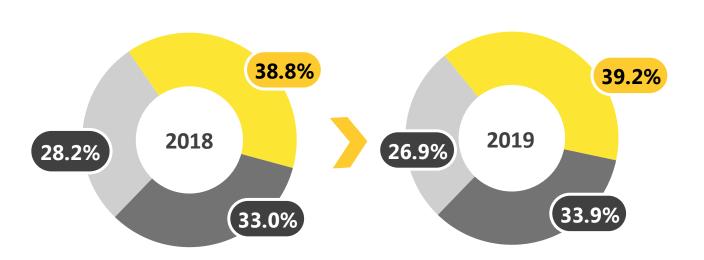
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1. Largest Network & Market Share in Independent Clinical Lab Industry

Market Share by Revenue

Independent Clinical Labs (2018 & 2019)

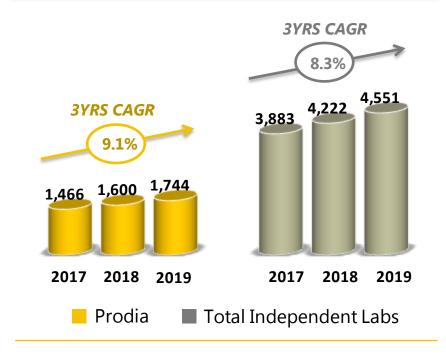


■ Prodia ■ Next 5 Players Combined ■ Other Independent Labs

Source: IQVIA Analysis (2020)

Note: Next 5 Players consists of: 1) Kimia Farma, 2) Pramita, 3) Parahita, 4) BioMedika, 5) Cito

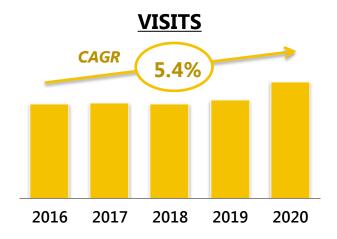
Prodia vs Total Independent Labs (Billion IDR)

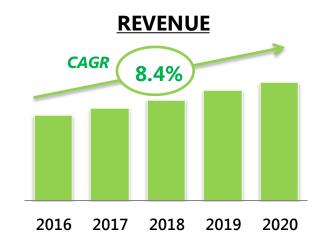


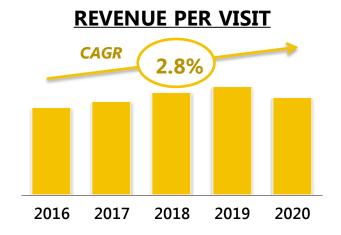
Source: IQVIA Analysis (2020), Company calculation

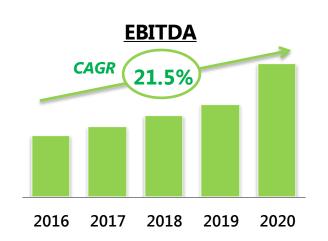


2. Strong Operational Track Record









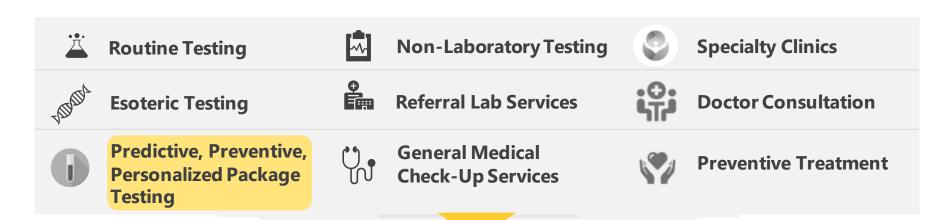
Prodia has
generated
continuous
revenue growth
and increasing
number of visits

that supported Company's profitability





3. Comprehensive Service Offering with Multiple Customer Segments





Walk-In Customers



Doctor Referrals



External Referrals



Corporate Clients

- Individual Walk-In Patients
- Payment made out-ofpocket
- Patients referred by their doctors
- Payment made outof-pocket
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Funded by healthcare providers
- 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





4. Scalable Hub and Spoke Business Model

4 Referral Labs in Jakarta. Surabaya, Medan, Makassar



Prodia Clinical Labs. Hospitals and Other Clinics may refer tests to PRLS



Centralized information with integrated IT platform that connects each lab to PRLS

Collection / Testing



Prodia Clinical Labs & Clinics / Specialty Clinics





Prodia Clinical Labs



External Referrals



Walk-in Customers





Digital platform for online registration & results





Doctor Referrals

Significant Economies of Scale Achieved

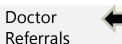
- "Hub and spoke" model offers scalable platform reducing turnaround time and cost
- Spokes facilitate deeper penetration within region strengthening brand and driving higher volumes
 - Efficiency of a clinical laboratory improves with increasing test volumes making automated tests less expensive and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







Doctor











5. Strong Relationship with Medical Community

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

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

Quality Service



Ongoing Referrals

Received referrals from >61,000 doctors in 2020 (increased by 11% vs. 2019)

New Test Introduction

with healthcare practitioners and medical and scientific community, which generated an ongoing source of referrals and scientific breakthrough.

Prodia has developed long-term relationships

Research Collaboration

Entered into agreement with **38 institutions:** 36 Faculty of Medicines, 1 Institution in Science and Tech. and 1 Faculty of Pharmacy at leading Universities in Indonesia for collaboration on research and education





6. Experienced Senior Leadership and **Management Team**

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



Andi Wijaya Co-Founder and Chairman



Years of Experience

Prawiro Soeharto Co-Founder and Commissioner



Years of

Experience

Endang Hoyaranda Commissioner



Scott Andrew Merrillees Independent Commissioner



Years of Experience

Lukas Setia Atmaja Independent Commissioner



Years of Experience Dewi

Muliaty **President Director**



Liana Kuswandi **Finance Director**



Indriyanti Rafi Sukmawati

Business & Marketing Director



Andri Hidayat

Diagnostics Service & IT Director



Years of Experience

Tetty Hendrawati Independent Director



Growth Strategy



Growth Strategy



Near-term



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



Strengthen **digital capabilities** to enable business growth



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



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

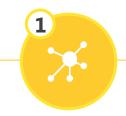


Focus on the development of **nextgeneration diagnostic technologies** for precision medicine





Prodia's Network Expansion Plan 2016 - 2021



Expand Network of Outlets

3¹ regional referral labs

Up to **33** additional clinical labs over next five years

Up to **20** new POC collection centers per year

1-2 new hospital labs per year

10¹ new specialty clinics² over next five years



Upgrade Clinical Labs

Upgrade up to **39** clinical labs to PHC³ Clinics

24 Clinical Lab Improvements



Enhance Operating Efficiency

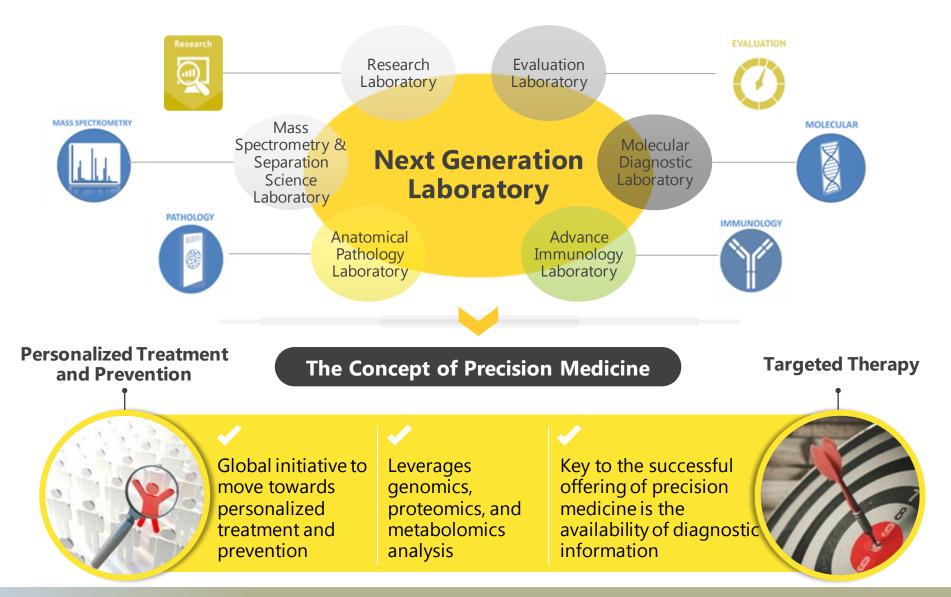


Focus on Quality



Leader in Next Generation Technology







2020 Sustainability Highlights

The Prodia Education & Research Institute (PERI)

- Scholarships for researchers for Diploma, Bachelor, Master and Doctoral levels.
- Grant Research Funds
- The Indonesia Biomedical Journal

Women's Leadership

- The presence of 5 women in the Board of Directors and Commissioners (5 of 10 BOD/C or 50%)
- More than 50% of women hold middle and senior level management positions
- More than 70% of women's involvement in research and development of the latest health screening tests
- 74% female employees

Scholarship, Education & Training

- Training for Employees
- The average number of training hours per employee is 15.5 hours for in-class training and 10.5 for online training

Thalassemia Screening

More than 1,000 people participated in thalassemia screening activities and education about thalassemia in several cities in Indonesia.

Education for Customers and Health Workers

- seminars for customers
- seminars for doctors
- seminars for corporate clients
- More than 300 Webinars during Pandemic

Prodia Response to COVID-19 Pandemic



- Forming BCP (Business Continuity Plan) Team & Plan-Forward Team
- Product/Lab Testing from wellness test to Covid-19 Testing
- Enhance **Digital Platform & Lab Equipment**
- Keep promoting P4 medicine while providing COVID-19 Testing



Response to COVID-19 Pandemic





Develop COVID-19 Related Test: PCR & Antibody testing



Create New Ways of Service:
Cleanliness, Safety, Convenience



Broaden Access Channel for Customer:Physical & On-line



Accelerate Digital Transformation:

Enhance Digital Platform



Strengthen Internal Business Process:

Agile and enhance internal Business Process for supporting digital workspace (eq. WFH)



Expand More Collaboration and Partnership:

More Hospital Referral especially for COVID-19 test and for Swab Sampling



Revisit Budget and Strategy:

Prudent Cost Management



People Management during Pandemic:

In line with Business Continuity Plan guideline



Preparing the Next Normal and Post COVID-19 with Value for Customers:

Continue to innovate on new testing and IT projects



Response to COVID-19 Pandemic

Mid March 2020 UNPRECEDENTED SHOCK

Commit to deliver service & business

- **■** BCP Tactical Team
- Employee Safety
- Service to Patient
- **□** 3C
- Online communication (care & empathy)
- Manage supplies and PPE
- Revisit strategies and reinvent programs (set next scenario)

April – June 2020 SURVIVAL MODE

- Manage Lab Facilities & Scientific Team
- □ Product/Lab Testing from wellness test to Covid-19 Testing
- Keep communicating and educating customers
- Prudent cost mgt -Optimum Productivity enabled by IT
- People Management
- **☐** Plan Forward <u>Team</u>

2H2020, and post COVID-19 **REBOUND PHASE**

- **■** Enhance Lab Equipment
- Keep communicating and educating customers
- Updating COVID-19 scientific knowledge and government policy
- **□** Enhance Digital Platform
- Wise using resources to more productive
- Prudent cost management

2H2020, and post COVID-19

NEXT NORMAL

- Collaborating & Partnership
- Going digital culture
- ☐ Continue to Innovate
- Build talent of leaders & agile-productive culture
- Keep promoting P4 medicine while providing COVID-19 Testing
- □ Preparing the new normal with Value for Customers

7 Messages from CEO:

Be an Empathetic Brand

Practice Business Ethics

Provide Job Security for Best Employee and stay Productive

Maintain Trustworthy in Safety, Quality and Cleanliness

Going Digital

Continue to Innovate

Deliver Solution for Customer Needs

Response Capacity

Our Agility & Contribution during COVID-19 Pandemic



The first positive confirmed case of Covid-19 in Indonesia by President Joko Widodo on March 2nd, 2020.

At that time, there were two residents from the city of Depok declared exposed to the corona virus.

After the announcement of the findings of the Covid-19 case in Indonesia, the number of positive patients with Covid-19 continued to grow.



BCP COVID-19: Activated on 17 March 2020

BCP Team produce and manage:
Guidelines related to COVID-19

*BCP = Business Continuity Plan



Guidelines:

- 1) Determination of COVID-19 Impact Zones & Actions Done
- 2) Concern for Patient Safety
- 3) Rules for Employee (personal hygiene concern)
- 4) Rules of External Communication on behalf of Company
- 5) Rules for WFH, WFO, Shift ON/Off of Employee

Daily Update and Monitoring



Our Contribution to Society



MCU for medical staff at "Rumah Sakit Darurat Wisma Atlet"

CSR Program: **1000 donation** of Rapid Test Antibody (collaboration with Hospitals)

Became one of the official network laboratories of BNPB

Actively become Webinar Organizer for Customer Education

Actively coordinate with local regulator where Prodia's branch exist

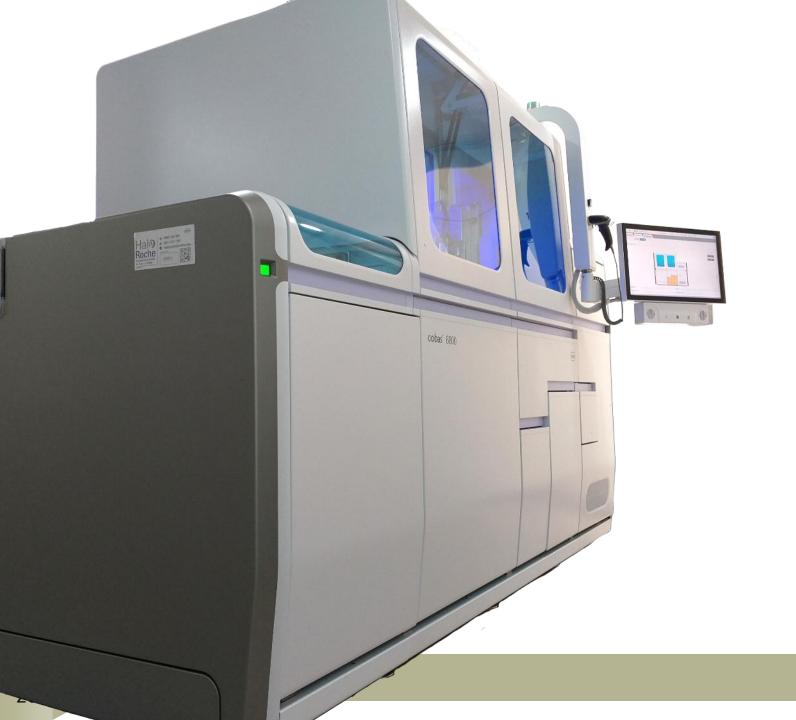
Collaboration with Hospitals, doctors and other healthcare providers to conduct PCR's tests

CSR Program: donation of Rapid Test Antibody related to preparation of New Normal (West Jakarta)

PPE Donation from each Regions to local impacted societies

Providing supporting tests related to COVID-19 i.e. hs-CRP; Rontgen; etc.







Prodia is the **first Private Lab in Indonesia** to use fully
automated **Cobas 6800** for RTPCR COVID-19 testing and appointed
as a part of the National Reference
Laboratory Network for the RT-PCR
COVID-19 Testing.

More than **239K** RT-PCR COVID-19 testing performed in 2020



Business Update

C

DELIVER SOLUTION FOR CUSTOMER NEEDS

Respond to People Behavior Changing and Customer's Voice



Services & Lab Facilities

- Prodia Mobile
- Home/Office Service
- ProdiaLink
- TeleConsultation
- Safety, Quality & Cleanliness of Our Lab/Facilities/Staffs
- Prodia in Your Car



Online Marketing and Education Activities

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



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

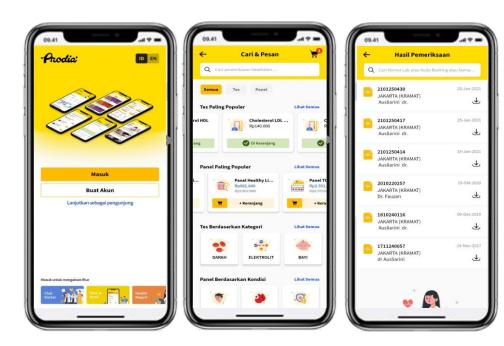


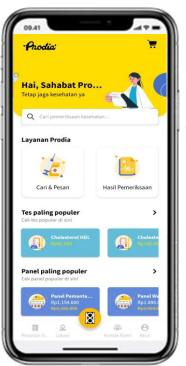
Lab Testing In COVID-19 Pandemic

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

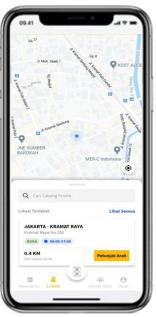


Digital Transformation to Increase Customer Satisfaction





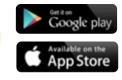






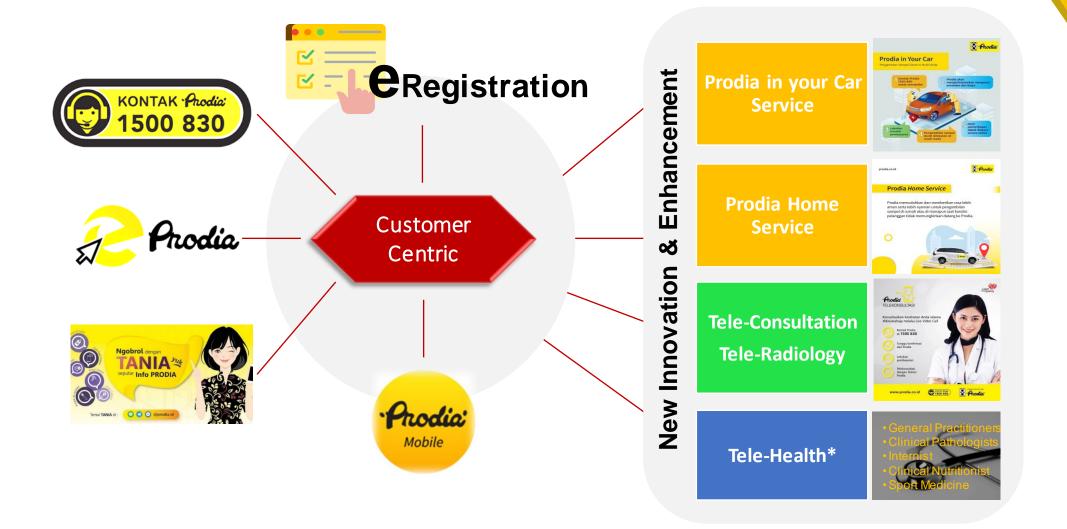
Prodia has enhanced its digital platform services New Prodia Mobile Ver. 3 – Launched in Jan 2021







Customer Centric Model





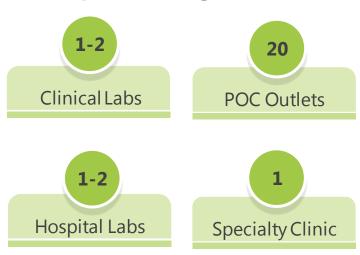
Outlet Development

2016-2020 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)

2021 Outlet Development Target



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





Predictive, Preventive & Screening

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



Diagnostic

- 28. Jak2 Mutation
- 29. Kidney Stone Analysis (FTIR)
- 30. AMA & ASMA IF
- 31. CT/NG RT PCR (Geneexpert)
- 32. MTB/MOTT-DNA PCR
- 33. Fragmentation of DNA Sperm
- 34. Rotavirus Antigen
- 35. Anti-AChR Binding
- 36. ANCA IF
- **37. Lymphoma Panel**
- 38. SARS-CoV-2 RNA
- 39. Analysis of Gallstones (FTIR)
- **40. Systemic Scelrosis Profile**

*added in 2020

41. Interleukin -6 (IL-6)



Targeted Therapy

- 41.Jak 2 Mutation
- 42. Mutation EGFR
- 43. Mutation EGFR ctDNA
- 44. Estrogen Receptor
- 45. Progesteron Receptor
- 46. HER2/neu
- 47. Ki67
- 48. BCR ABL (Geneexpert)
- 49. Ultrasensitive Mutation EGFR ctDNA (T790M)
- 50. Oncoprecise



Pharmacogenomics

- 51. Warfarin Indiv Test (CYP2C9 & VCORC1 genotype)
- 52. CYP2C19

New Tests Development

14 New Tests Launched in 2020



COVID-19 Related Tests











TELAH TERSEDIA

Prodia WELLNESS Genomics (PWG)

Prediksi risiko 36 jenis penyakit pada pria dan 39 jenis penyakit pada wanita, meliputi kelompok penyakit kanker, diabetes, hipertensi, vaskular, autoimun, dan muskuloskeletal berdasarkan profil genomik.





TELAH TERSEDIA

Prodia Bone, Muscle and Joint Genomics

Prediksi risiko 6 penyakit terkait tulang, otot dan sendi yang meliputi achilles tendinopathy, ankylosing spondylitis, high myopia, osteoarthritis, rheumatoid arthritis, gout (pada pria), dan osteoporosis (pada wanita) berdasarkan profil genomik.





Info lebih lanjut hubungi



The collateral damage of COVID-19: cardiovascular disease, the next pandemic wave

Finally, we provide PULS a blood test for the leading cause of Heart Attacks: Unstable Cardiac Lesion Rupture.

PULS (Protein Unstable Lesion Signature) Test measures 9 most clinically-significant protein biomarkers, THAT CAN TELL YOU WHAT IS YOUR 5 YEAR RISK OF A HEART ATTACK OR STROKE?

PULS Profile







core modifications that ma and maintain or improve Did you know?
50% of Heart
Attack victims
have normal
cholesterol.



Prodic Shin & Hair

Prodia Skin and Hair Genomics is a genomic test to identify skin and hair health condition and tendencies. The test consists of 3 (three) chapters, 6 groups, and 33 panels (trait) related to condition and nutrition adequacy of skin and hair.

New Esoteric & Genomic Tests



Marketing Activities

Keep Communicating and Educating Customer



Live Interviews















Social Media Activation

























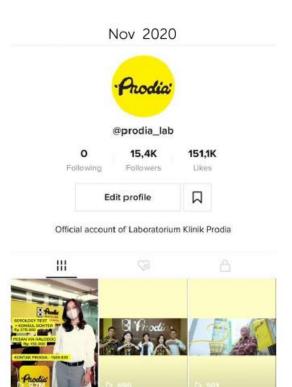








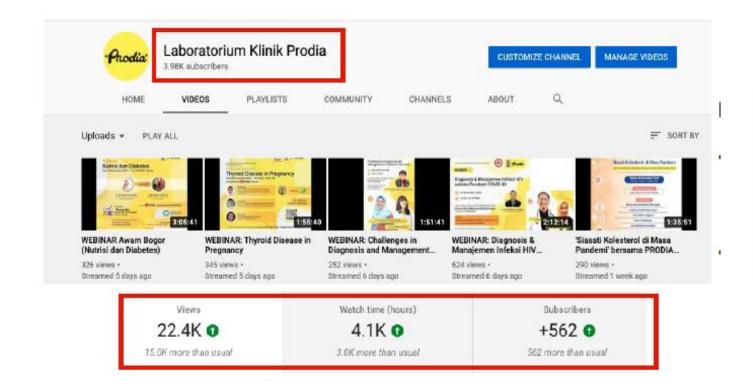






Social Media Activation

YouTube

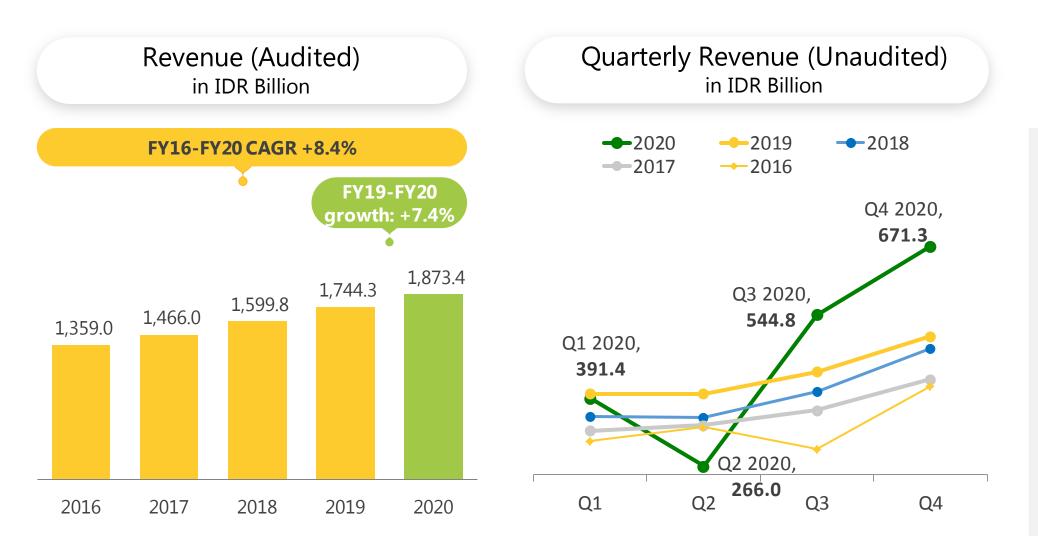


Webinar Linked to YouTube





FY2020 Revenue





- Revenue was increased +7.4% mostly driven by hospital and external referral segment
- V-Shaped recovery on quarterly revenue started in Q320 due to visit improvement after relaxation on Govt's lockdown policy



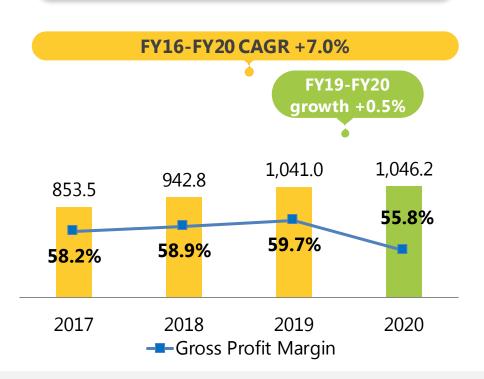
Financial Update



FY2020 Gross Profit & Net Income (Audited)



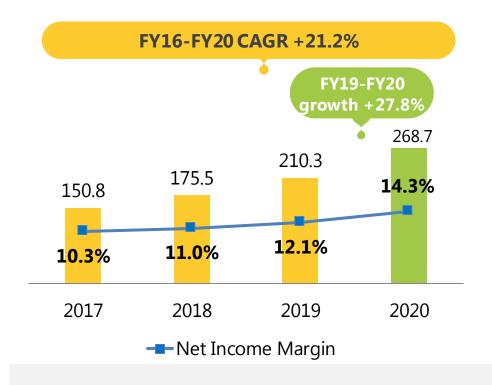
Gross Profit (in IDR Billion)



Gross Profit was declining as volume testing drop, raw materials cost increase, and additional on other material cost, such as PPE cost.



Net Income (in IDR Billion)





Net income improve as impact of top line recovery and some efficiencies on OPEX.



FY2020 COGS & OPEX (Audited)



COGS (in IDR Billion)

FY16-FY20 CAGR %COGS per sales +13.5%

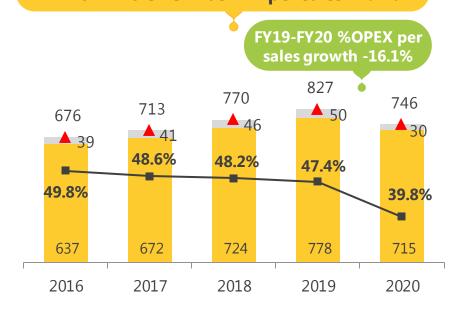


COGS as % percentage of sales weakened due to increase on raw material cost, additional PPE cost and test volume decline.



OPEX (in IDR Billion)

FY16-FY20 CAGR %OPEX per sales -7.2%





OPEX as % percentage of sales improve due to cost efficiency, both in G&A and marketing cost.



FY2020 Financial Summary (Audited)



(in IDR Bn)	FY2020	FY2019	Change
Revenue	1,873.4	1,744.3	+7.4%
Gross Profit	1,046.2	1,041.0	+0.5%
EBIT	301.8	216.0	+39.7%
EBT	339.1	264.8	+28.1%
Net Income	268.7	210.3	+27.8%
EPS	291.6	224.3	+30.0%
EBITDA	455.0	316.0	+44.0%

(in IDR Bn)	FY2020	FY2019	Change
Total Asset	2,232.0	2,010.9	+11.0%
Total Equity	1,788.3	1,659.6	+7.8%



Thank You!

For more information:

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