
Q1 2019

Results Update

08 May 2019

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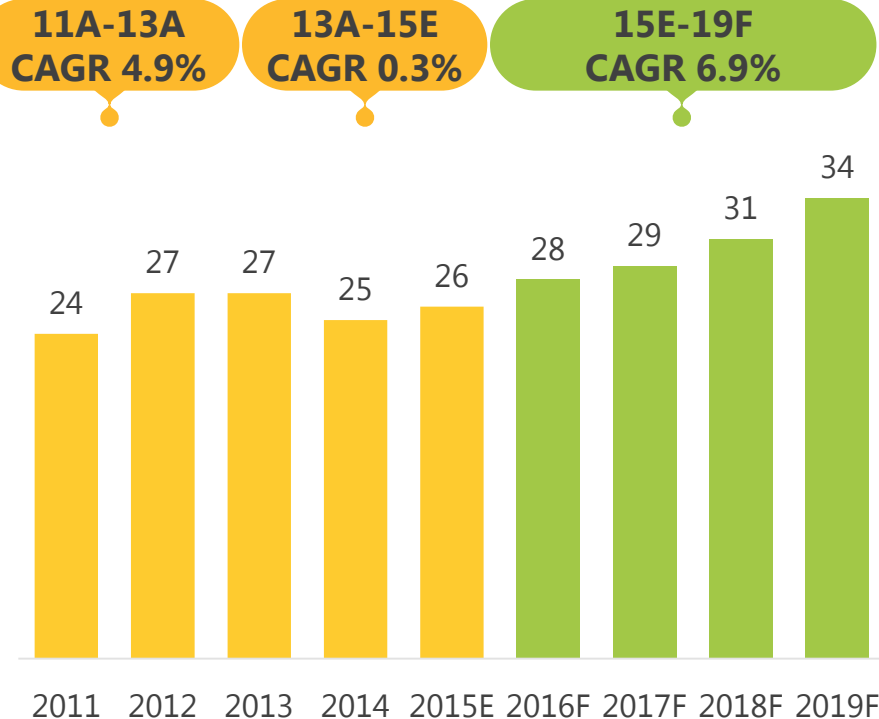
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Market & Business Highlights

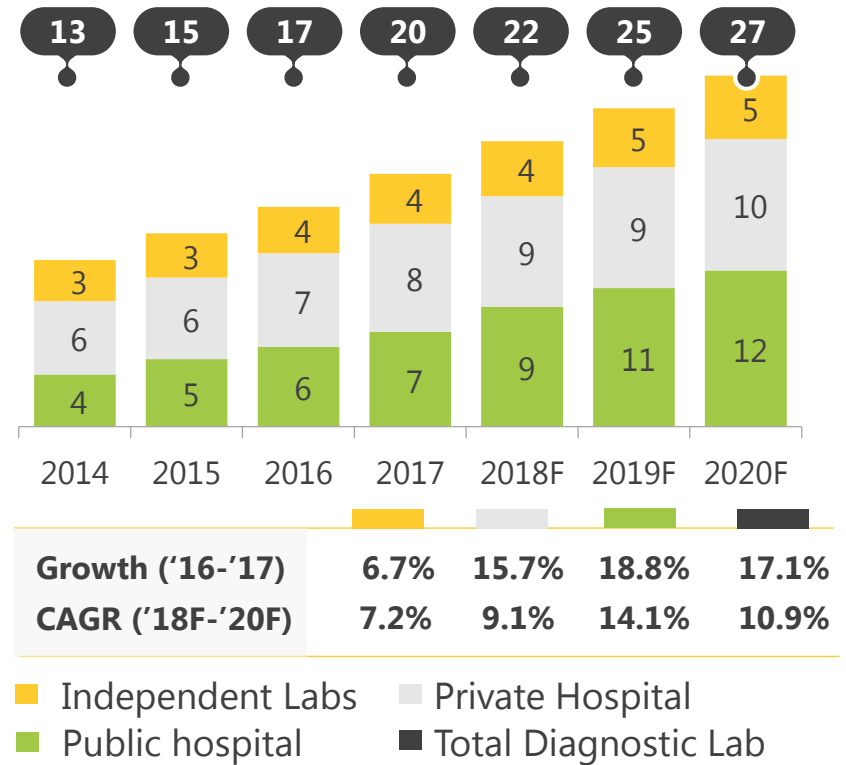
Growing Market for the Healthcare and Diagnostic Lab Sector

Indonesian Healthcare Market is Growing Market size by revenue; In USD Billion



Source: Frost & Sullivan Analysis (2016)

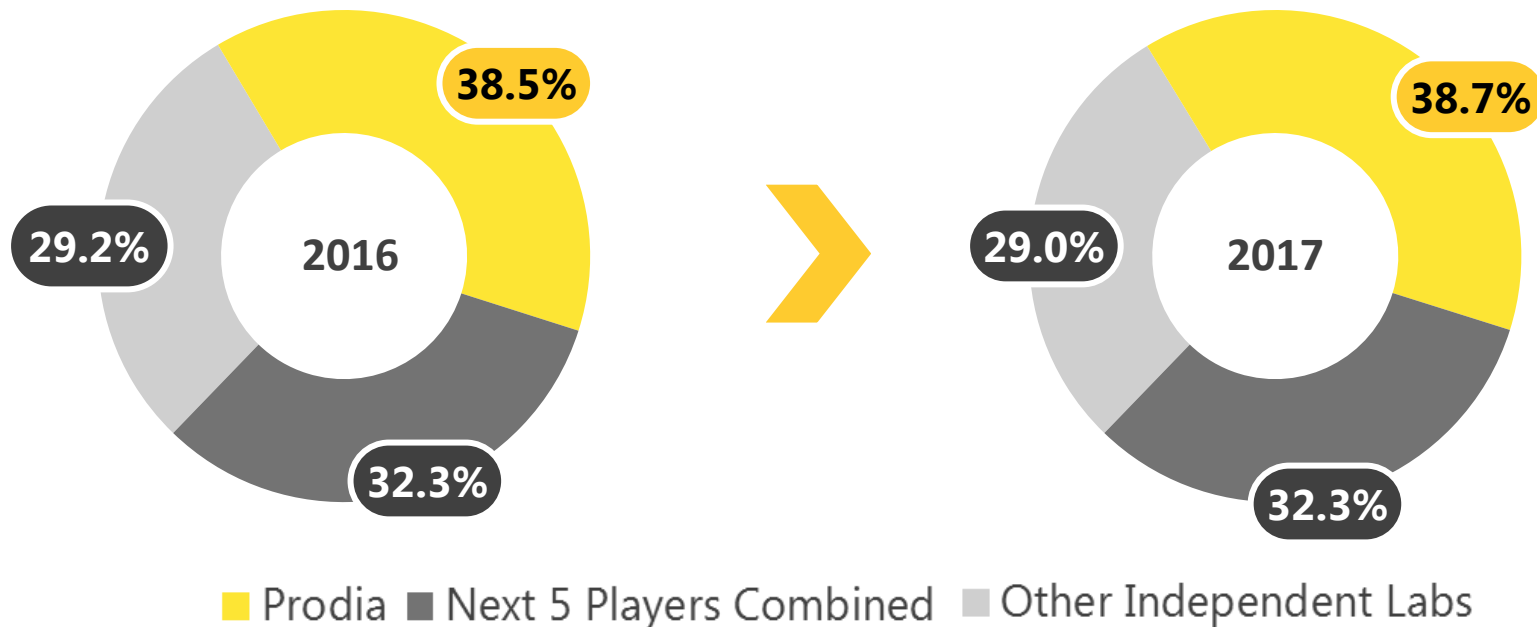
Indonesia Diagnostic Lab Forecasting Market size by revenue; In IDR Trillion



Source: IQVIA Analysis (2017 & 2018)

Largest Network & Market Share in Independent Clinical Lab Industry

Market Share by Revenue
Independent Clinical Labs (2016 & 2017)



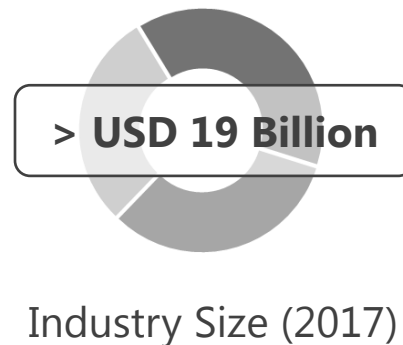
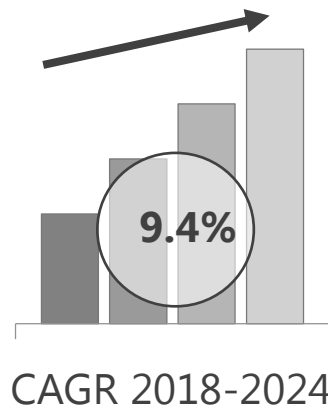
Source: IQVIA Analysis (2018)

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

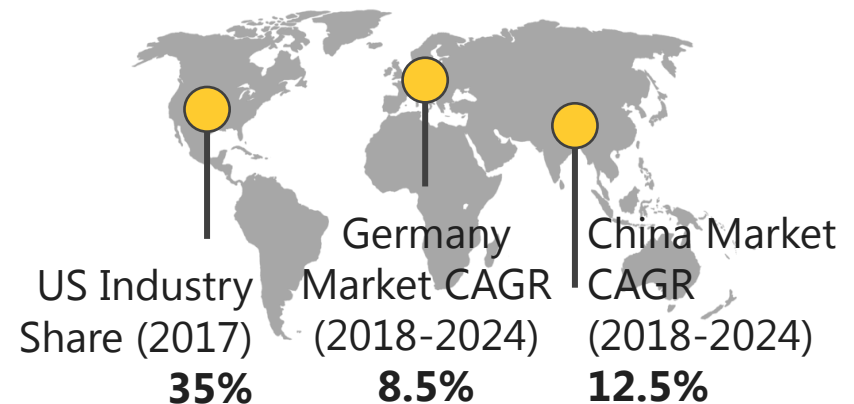
Potential Growth for Esoteric & Genetic Testing

Esoteric Testing Market

Global Statistics



Regional Outlook



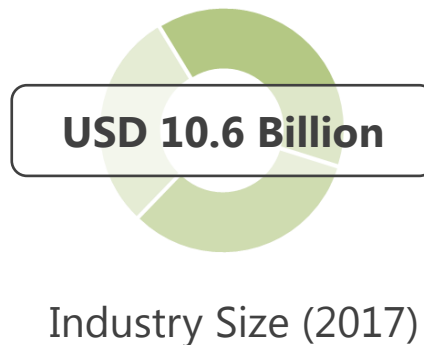
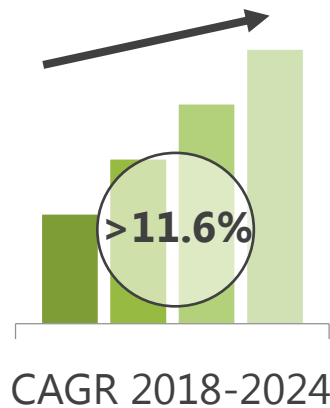
The Esoteric Testing Industry is projected to exceed **USD 35 Billion** by 2024

*Source: Global Market Insights, retrieved Feb 2019 from www.gminsights.com

Potential Growth for Advanced & Genetic Testing

Genetic Testing Market

Global Statistics



Landscape

By Application



Cancer Diagnosis
Revenue Share
(2017)
USD 5.6 Billion



Cardiovascular
Disease Diagnosis
CAGR ('18-'24)
12.8%

By Testing Type



Diagnostic
Testing Revenue
Share (2017)
USD 5.7 Billion



Prenatal and
Newborn Testing
CAGR ('18-'24)
11.6%












The Genetic Testing Industry is projected to exceed **USD 22 Billion** by 2024





*Source: Global Market Insights, retrieved Feb 2019 from www.gminsights.com

Comprehensive Service Offering

Targets Multiple Customer Segments



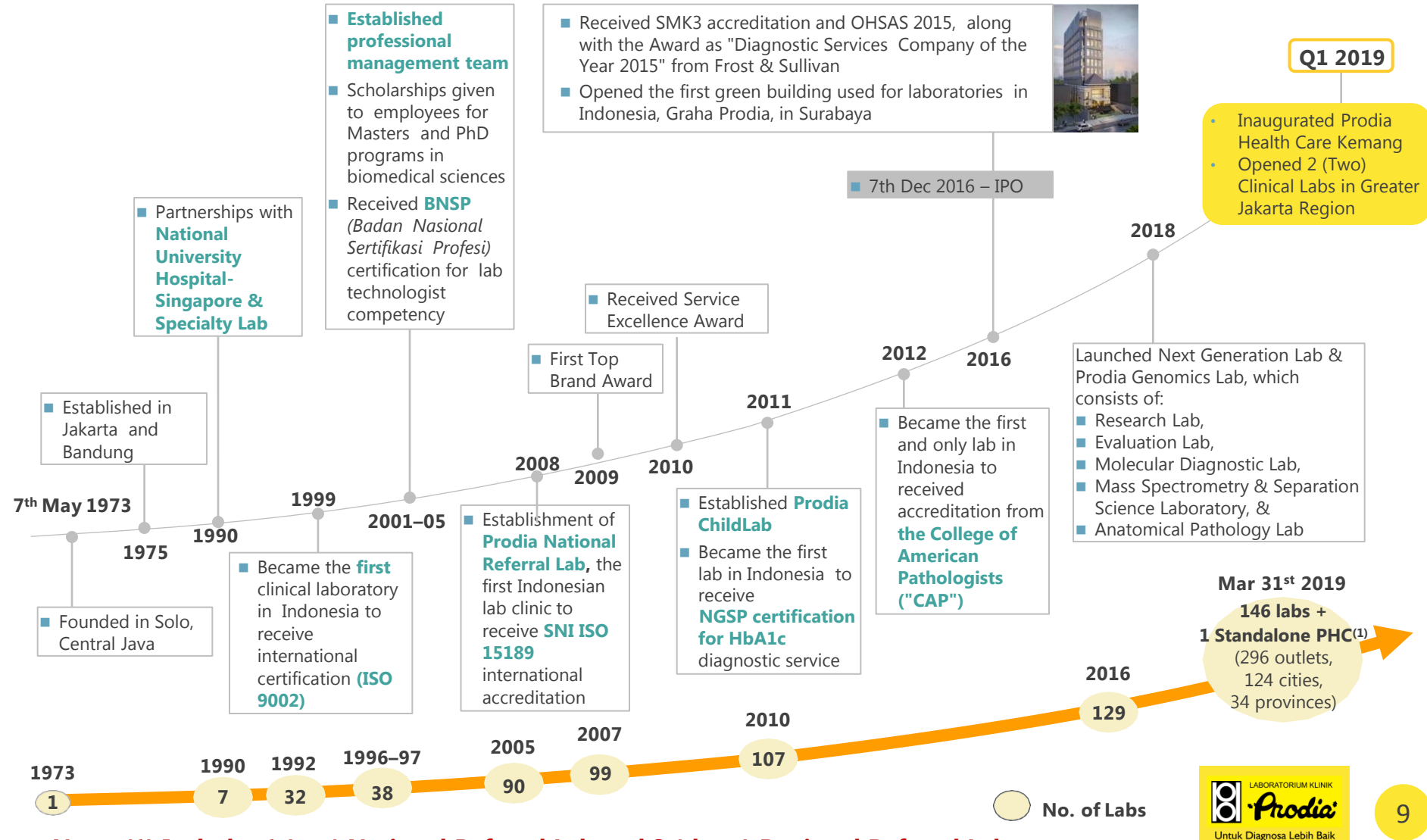
 Routine Testing	 Non-Laboratory Testing	 Specialty Clinics
 Esoteric Testing	 Referral Lab Services	 Doctor Consultation
 Predictive, Preventive, Personalized Package Testing	 General Medical Check-Up Services	 Preventive Treatment

 Walk-In Customers	 Doctor Referrals	 External Referrals	 Corporate Clients
<ul style="list-style-type: none">• Individual Walk-In Patients• Payment made out-of-pocket	<ul style="list-style-type: none">• Patients referred by their doctors• Payment made out-of-pocket	<ul style="list-style-type: none">• Samples referred by other healthcare providers (i.e.: labs, hospitals)• Funded by healthcare providers	<ul style="list-style-type: none">• Customers whose employers offer them access to diagnostic testing as form of compensation• Funded by corporate clients and private insurance

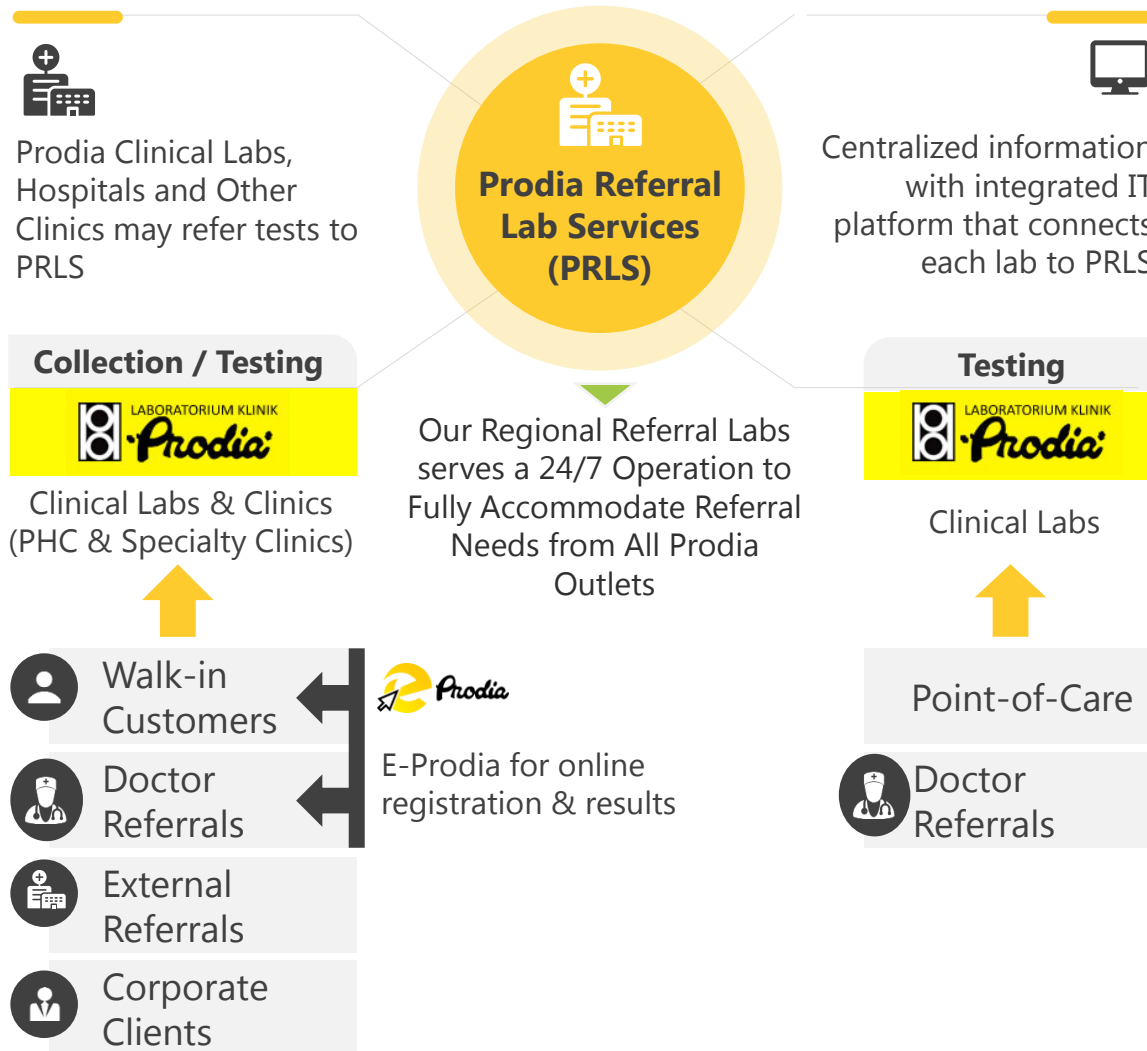
One-stop shop offering the most comprehensive range of clinical lab tests in Indonesia, allowing us to meet the needs of a wide range of customers

Prodia Laboratories

Indonesian Pioneer in Clinical Laboratory Testing



Scalable Hub and Spoke 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

2018 Awards

WOW Brand Award,
from Markplus Inc.



Indonesia Most Innovative Business Award,
from Warta Ekonomi



Outstanding Corporate Innovator (OCI Award),
from SWA



Corporate Image Award (IMAC),
from Frontier Consulting Group & Marketing Magazine



Top Brand Award,
from Frontier Consulting Group & Marketing Magazine



**2018 Frost & Sullivan Indonesia
Diagnostic Service Provider of the Year**



TOP CSR 2018, Healthcare Sector
from KNKG & Top Business Magazine



Service Quality Award,
from Carre Service Quality Monitoring



Digital Marketing Award
from Marketing Magazine dan Mediawave



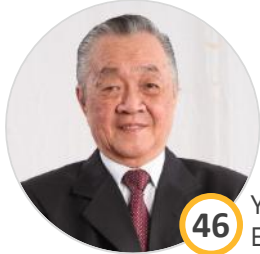
Best e-Mark Award,
from Telkom University & SWA



Senior Leadership and Management Team



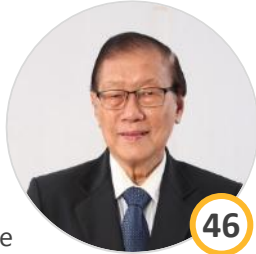
Experienced, Professional Management Team with a Track Record in Delivering Superior Growth and Innovation



46 Years of Experience

**Andi
Wijaya**

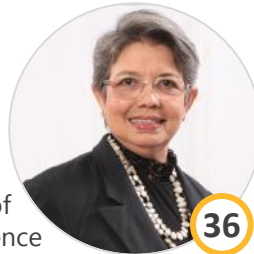
Co-Founder and
Chairman



46 Years of Experience

**Gunawan
Prawiro Soeharto**

Co-Founder and
Commissioner



36 Years of Experience

**Endang
Hoyaranda**

Commissioner



30 Years of Experience

**Scott Andrew
Merrillees**

Independent
Commissioner



32 Years of Experience

**Lukas Setia
Atmaja**

Independent
Commissioner



32 Years of Experience

**Dewi
Muliaty**

President Director



23 Years of Experience

**Liana
Kuswandi**

Finance Director



23 Years of Experience

**Indriyanti Rafi
Sukmawati**

Business &
Marketing Director



22 Years of Experience

**Andri
Hidayat**

Operation & IT
Director



30 Years of Experience

**Tetty
Hendrawati**

Independent
Director

Shareholder Composition



PT Prodia Utama

57%

Bio Majesty Pte. Ltd

18%

Public

25%



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



PT Prodia Widyahusada Tbk

Nationwide Outlet Network across Indonesia

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

(1) Based on revenue share and network size





Growth Strategy

Growth Strategy

A Near-term



Expand our presence and grow our **network of outlets** in both existing and new markets in Indonesia



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



Enhance internal **operating efficiency**



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

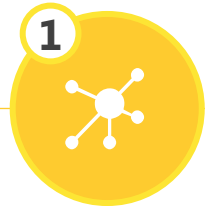
B Long-term



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

Near Term Growth Plan

Prodia's Network Expansion Plan 2016 - 2021



Expand Network of Outlets

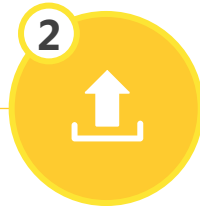
4 regional referral labs

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

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

3-5 new hospital labs per year

13 new specialty clinics over next five years



Upgrade Clinical Labs

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

24 Clinical Lab Improvements

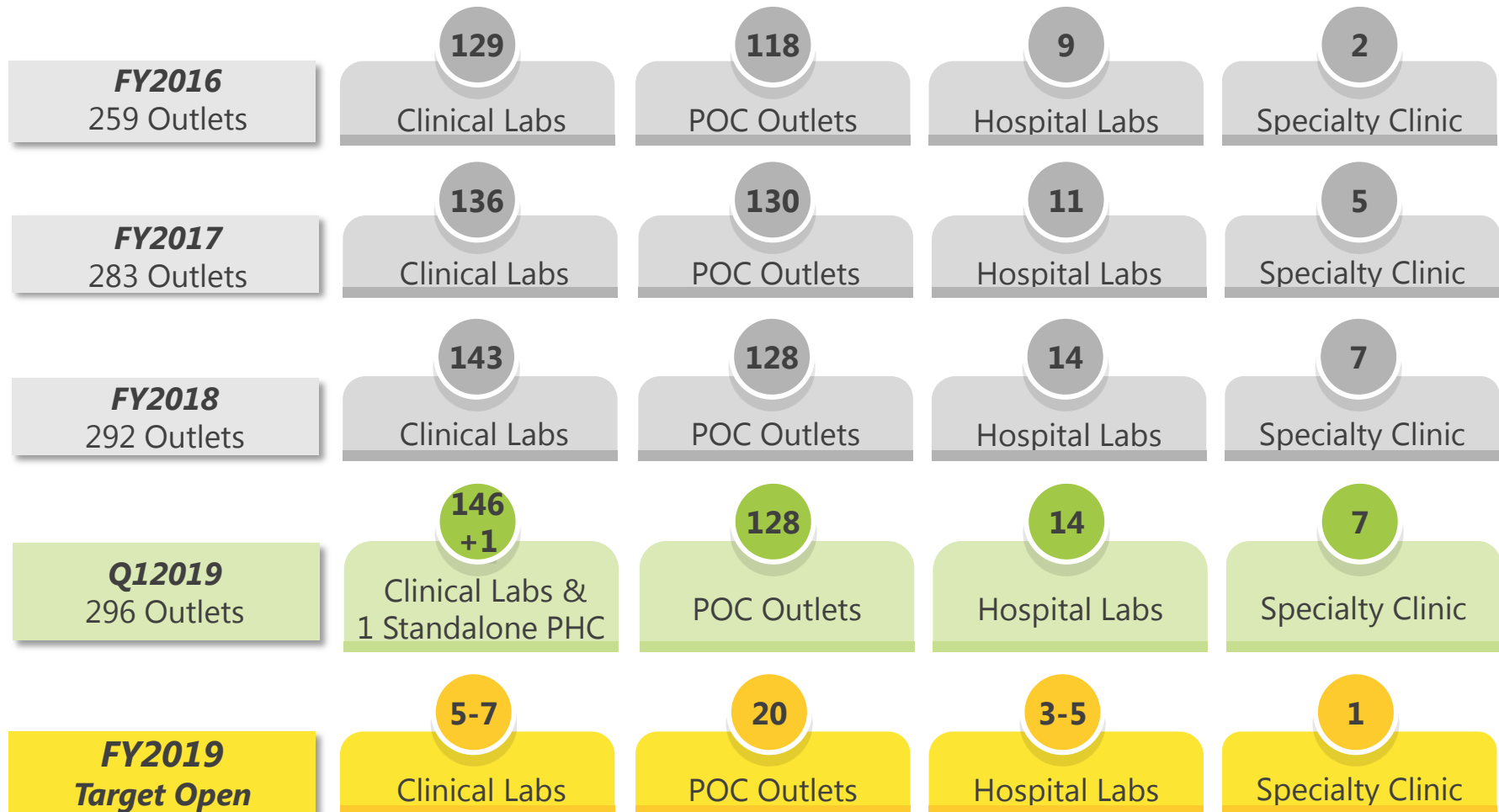


Enhance Operating Efficiency

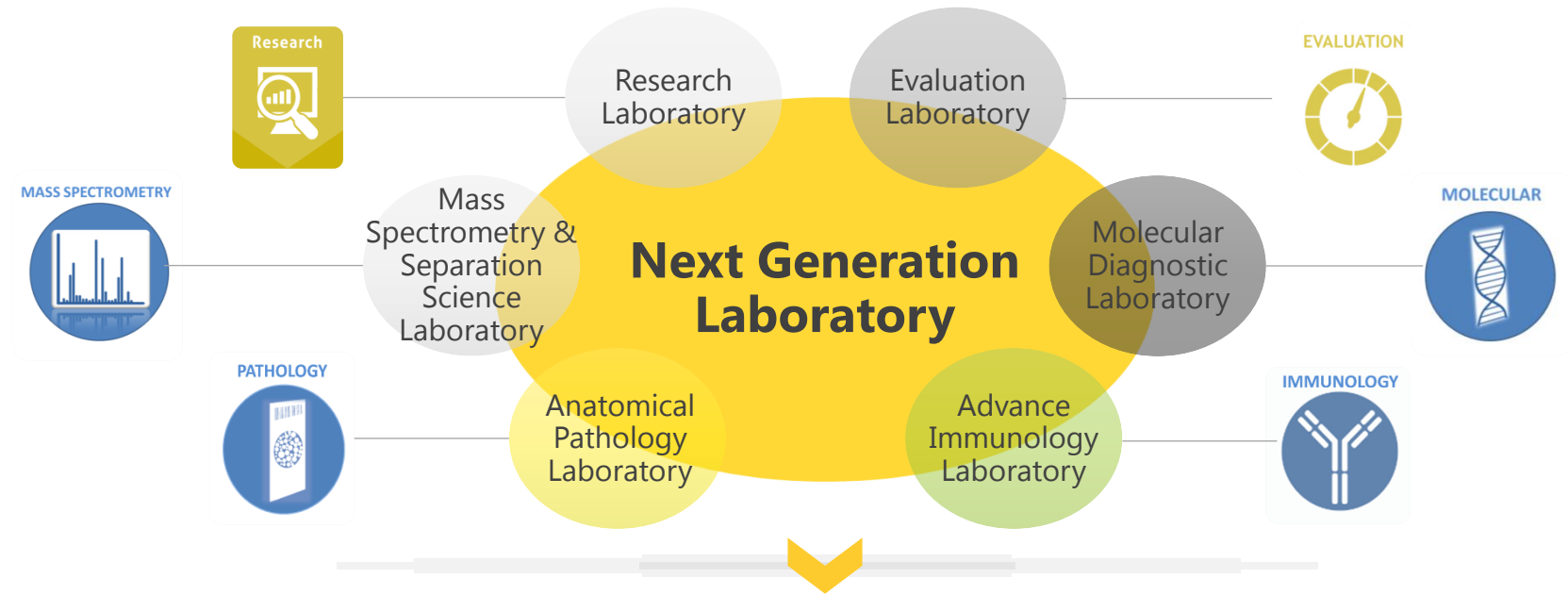


Focus on Quality

FY2016-Q1 2019 Total Outlets & FY2019 Development Targets



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





Q1 2019 Business & Financial Updates

1 Prodia Health Care,
Kemang, Jakarta

Feb 2019

2 Clinical Lab,
Tangerang City, Banten

3 Clinical Lab,
Jatiwaringin, West Java

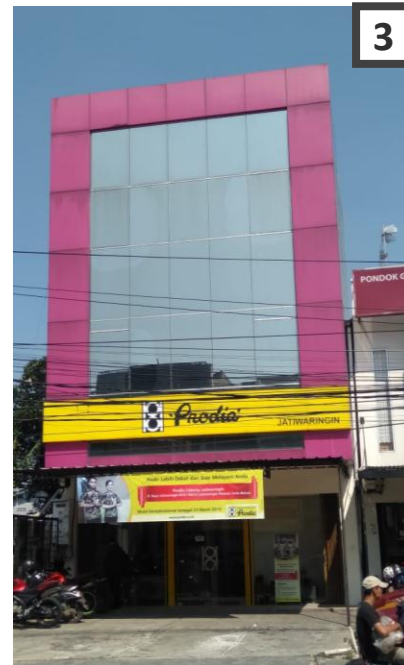
Mar 2019

146 Clinical Labs +
1 (one) Standalone PHC



296 outlets
34 provinces
124 cities

Q1 2019



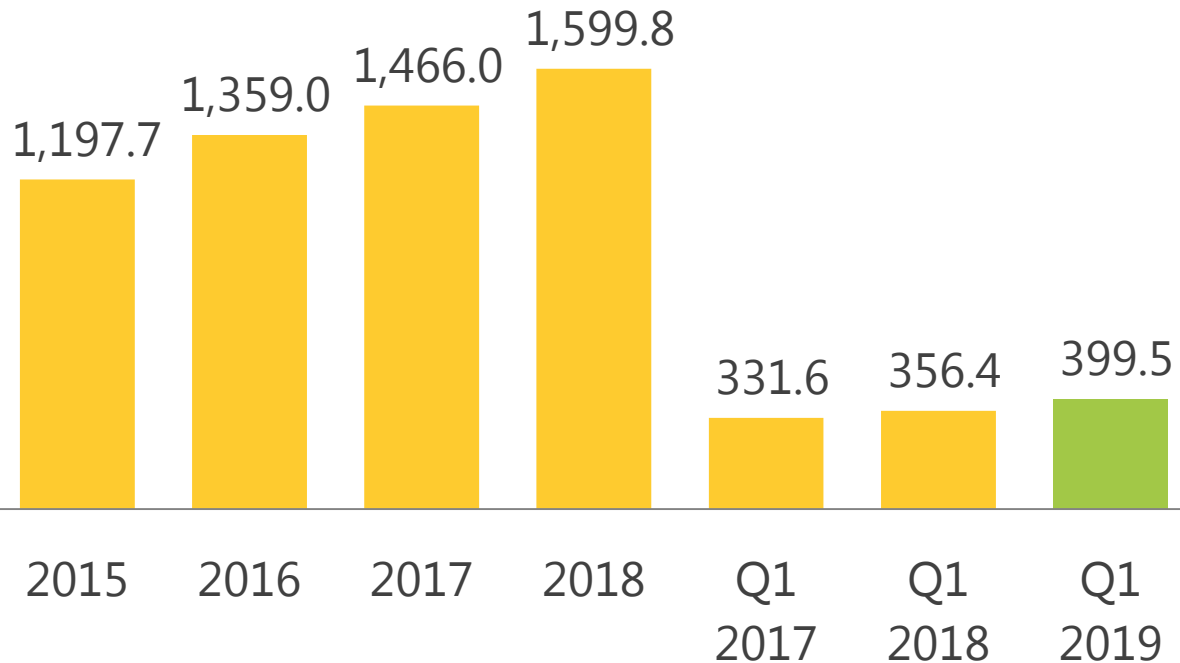
Q1 2019 Revenue (Unaudited)

Revenue (in IDR Billion)

FY15-FY18 CAGR +10.1%

g+7.5%

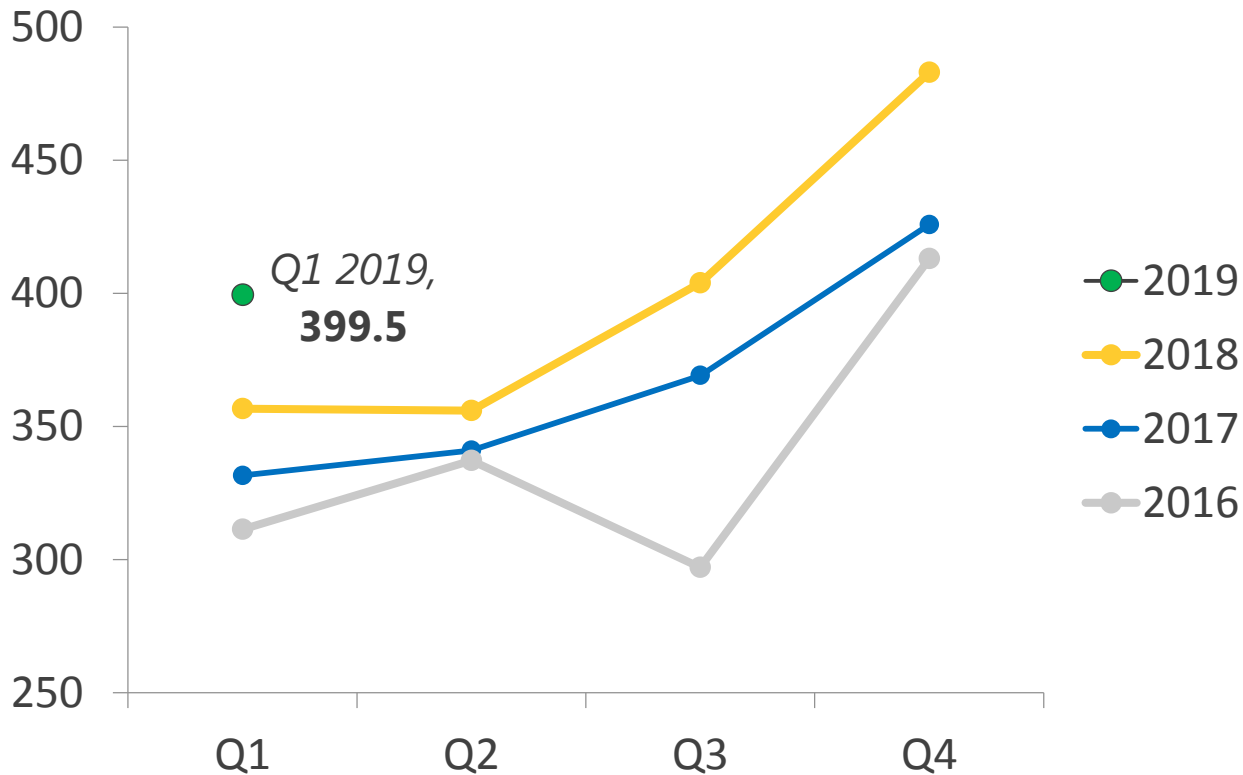
g+12.1%



Revenue grew strong along with improvements in volume as well as growth in walk-ins, doctor referrals & external referrals

Quarterly Revenue Trends (Unaudited)

Quarterly Revenue 2016 – 2019 (in IDR Billion)

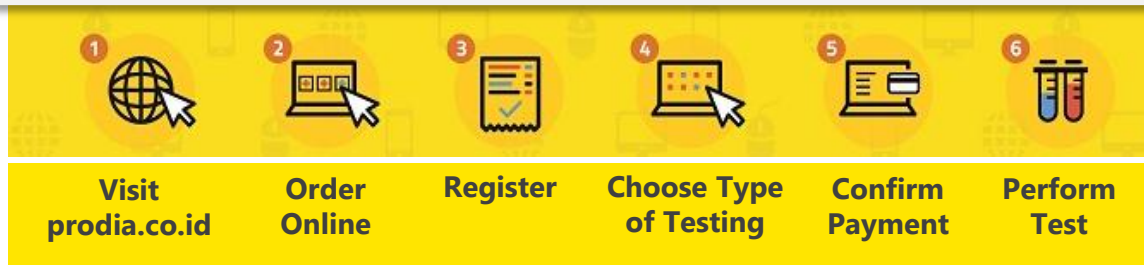


Quarterly revenue illustrates seasonality in the business that is affected by different variables each quarter, including Public Holiday & Corporate Check-Up Season

Technology to increase Customer Satisfaction

- Launched **e-Prodia, an Online Order & Result** Platform, for easier registration, payment system, & results
- Customers can choose type of testing & outlet via **Online Order** or **Prodia Mobile** Apps
- **Online Results are available** for customers through Prodia website, apps or via email
- Payment can be made through ATM Transfer or Credit Card

Online Order via Prodia Website



Launching of Kontak Prodia and Chatbot TANIA

- Launched **contact center, Kontak Prodia**, allowing customers to easily contact Prodia for queries, including results, using a centralized phone number
- Launched **ChatBot Tania**, available via LINE, Facebook, Telegram, and Website (@prodia.id)

Collaboration with Startup

- Collaborate with Halodoc to increase online accessibility for customers

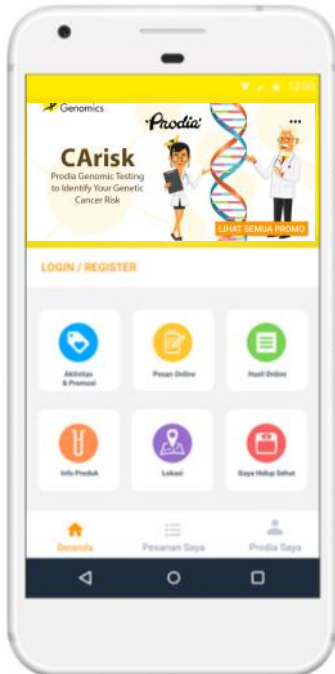
Online Customer Service

-  www.prodia.co.id
-  Laboratorium Klinik Prodia
-  @Prodia_Lab
-  Laboratorium Klinik Prodia
-  @Prodia_Lab
-  info@prodia.co.id

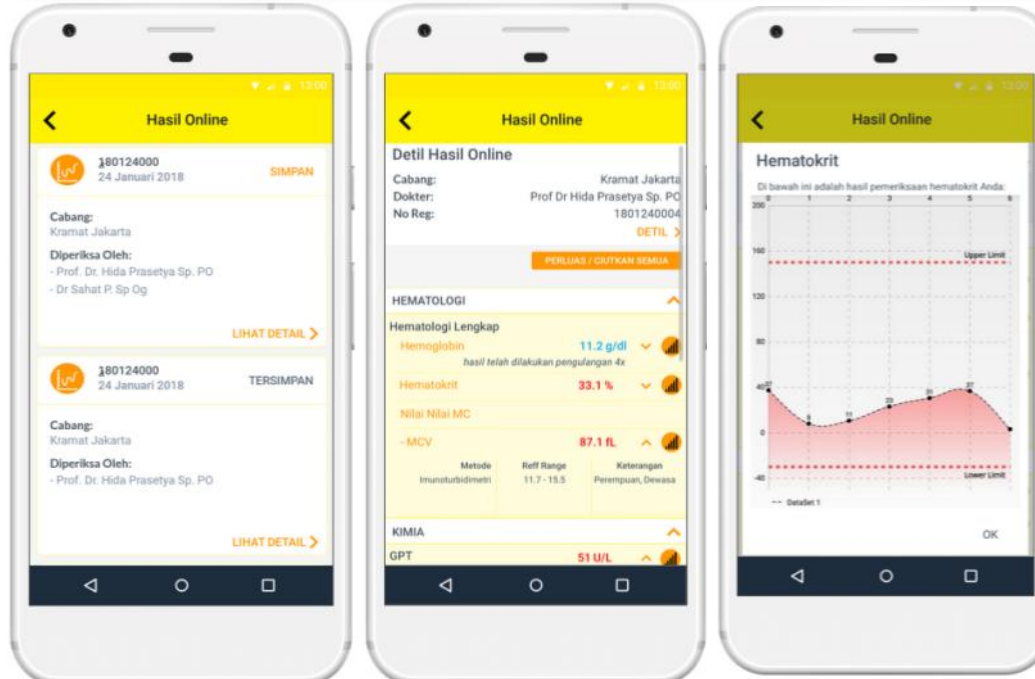


Technology to increase Customer Satisfaction

Online Order via Prodia Mobile

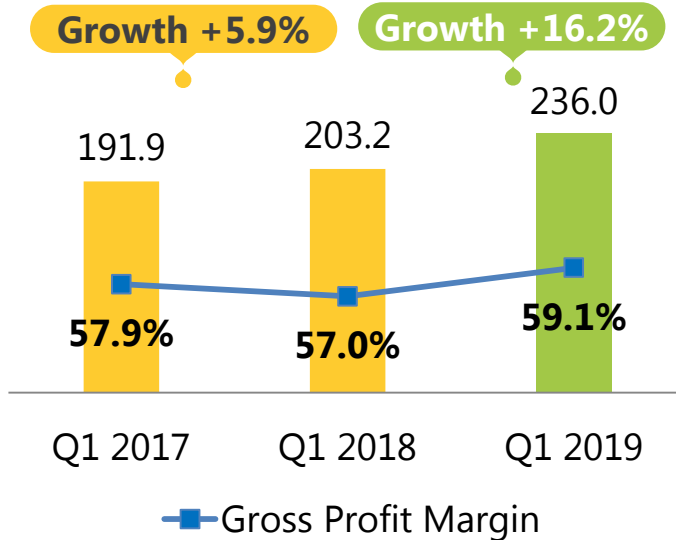


Online Results via Prodia Mobile

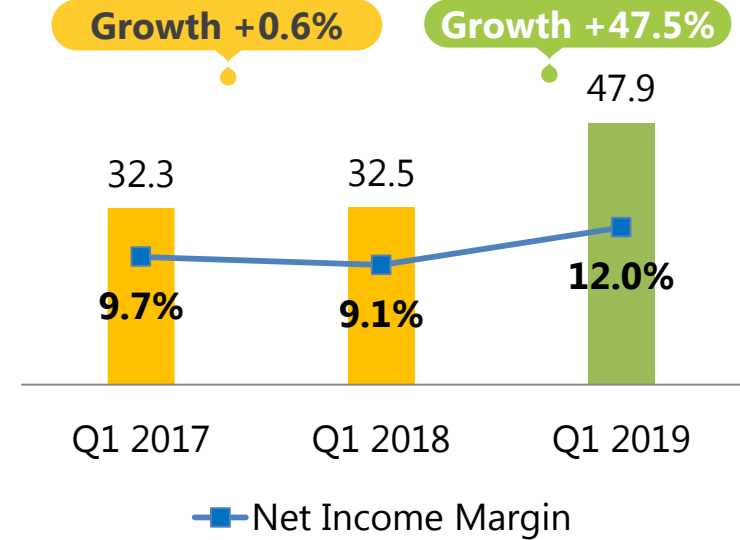


Q1 2019 Gross Profit & Net Income (Unaudited)

Gross Profit (in IDR Billion)



Net Income (in IDR Billion)



Gross profit grows as volume increase resulted improved economics of scale



Net income also grew double digit as cost accelerated at a slower rate than revenue

Return
on Equity

2017
11.4%



2018
11.7%



Q1 2019 (TTM)
12.4%

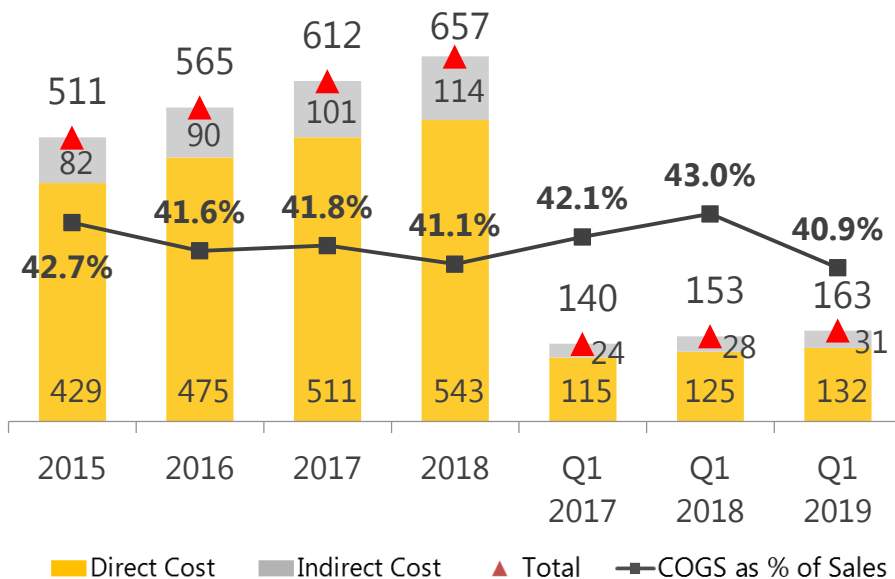
Q1 2019 COGS & OPEX (Unaudited)

COGS (in IDR Billion)

CAGR 2015-2018 +8.7%

g+9.8%

g+6.7%



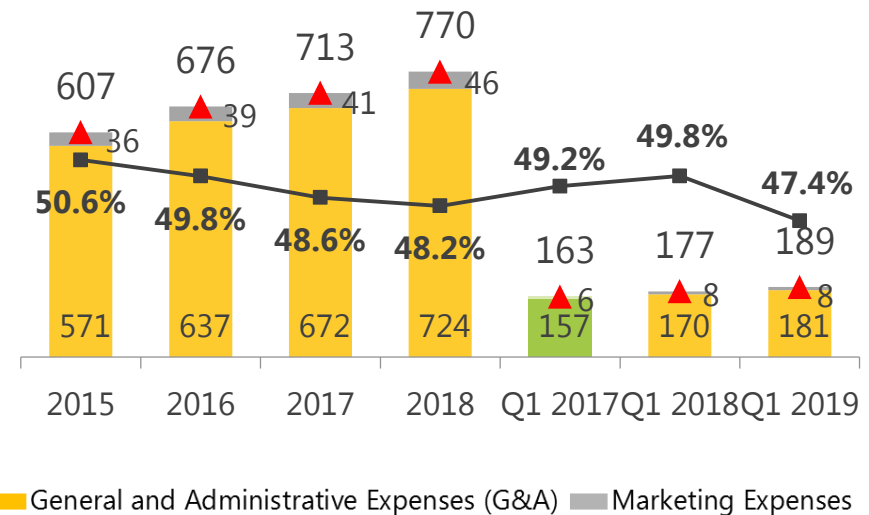
OPEX (in IDR Billion)

CAGR 2015-2018 +8.3%

g+8.7%

g+6.6%

▲ Total — OPEX as % of Sales



Thank You

For more information :

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<http://www.prodia.co.id>