



PT Prodia Widyahusada Tbk

*FY2017 Results Update
23 March 2018*

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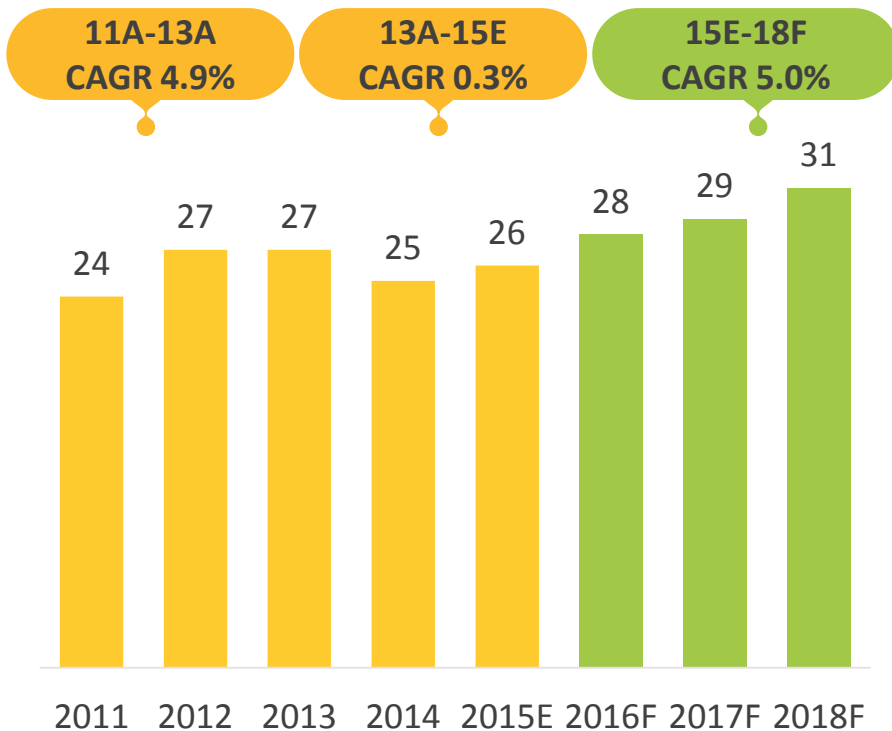


Business Highlights

Significant Growth Potential for Private Laboratories in Indonesia

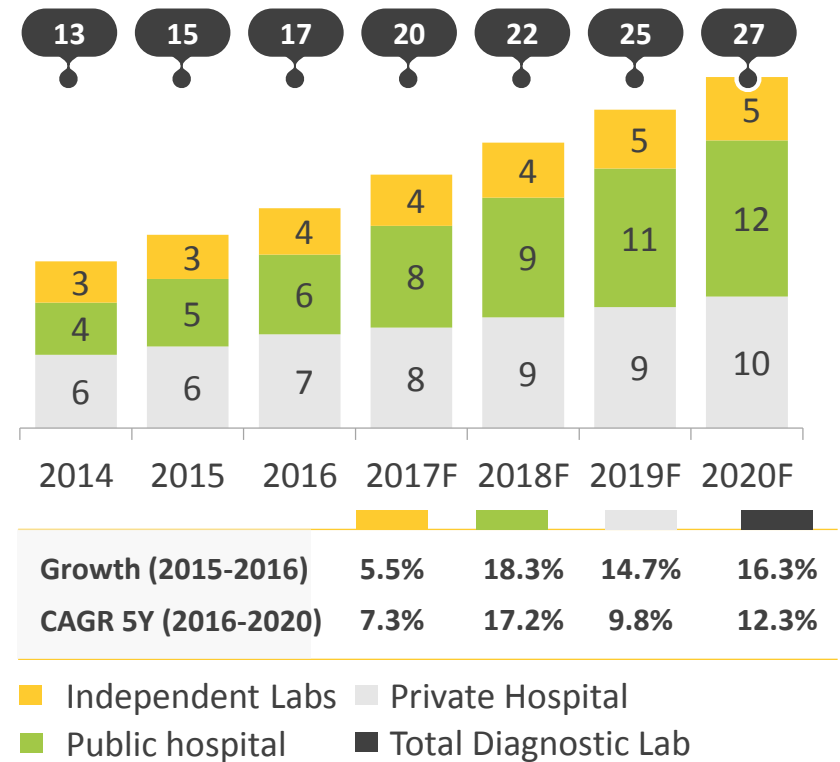


Indonesian Healthcare Market is Growing Market size by revenue; In USD Billion



Source: Frost & Sullivan Analysis (2016)

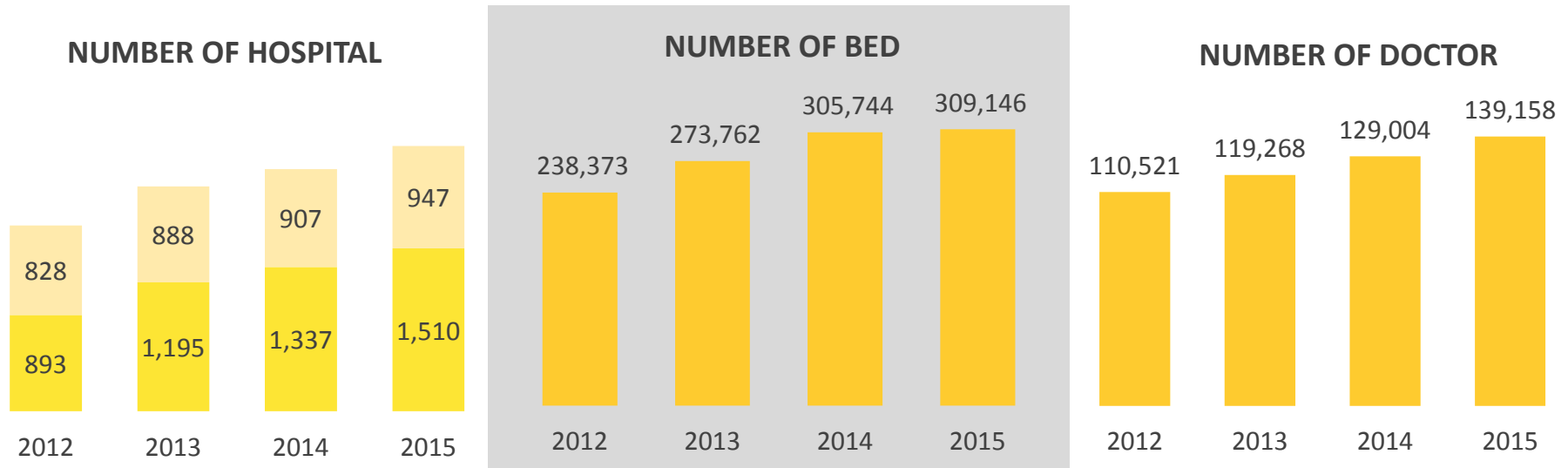
Indonesia Diagnostic Lab Forecasting Market size by revenue; In IDR Trillion



Source: IMS Health Analysis (2017)



Healthcare Infrastructure Continues to Develop



- According to data from Ministry of Health, there are 2,457 hospitals in Indonesia. The number of hospital has increased at 12.6% CAGR in past three years.
- There has been increase in the number of hospital beds (21.5% CAGR) into the healthcare sector in Indonesia. Investment into this sector is seen as attractive, given that the number of beds of 11 per 10,000 population.

Source: IMS Health Analysis (2017)



Society is moving Towards Health Promotion Rather Than Just Treating Illness



Source: IMS Health Analysis (2017)

Daily aspirin dose 'for everyone over 45'

Everyone aged over 45 should consider a small daily dose of aspirin to help protect themselves against heart disease and cancer, a panel of experts suggested yesterday.



There is a growing body of evidence that the benefits of taking aspirin for many healthy people aged 45 and older people far outweighed the side effects. Photo: PHOTOGRAPHY



Nutrition

Food for thought

In praise of omega-3s

Jan 19th 2006 | From the print edition

DRINKING fruit juice may British sailors the indignant "limeys", but it also saves just as liver helps to treat unpolished rice prevents

WHO Technical Report Series

916

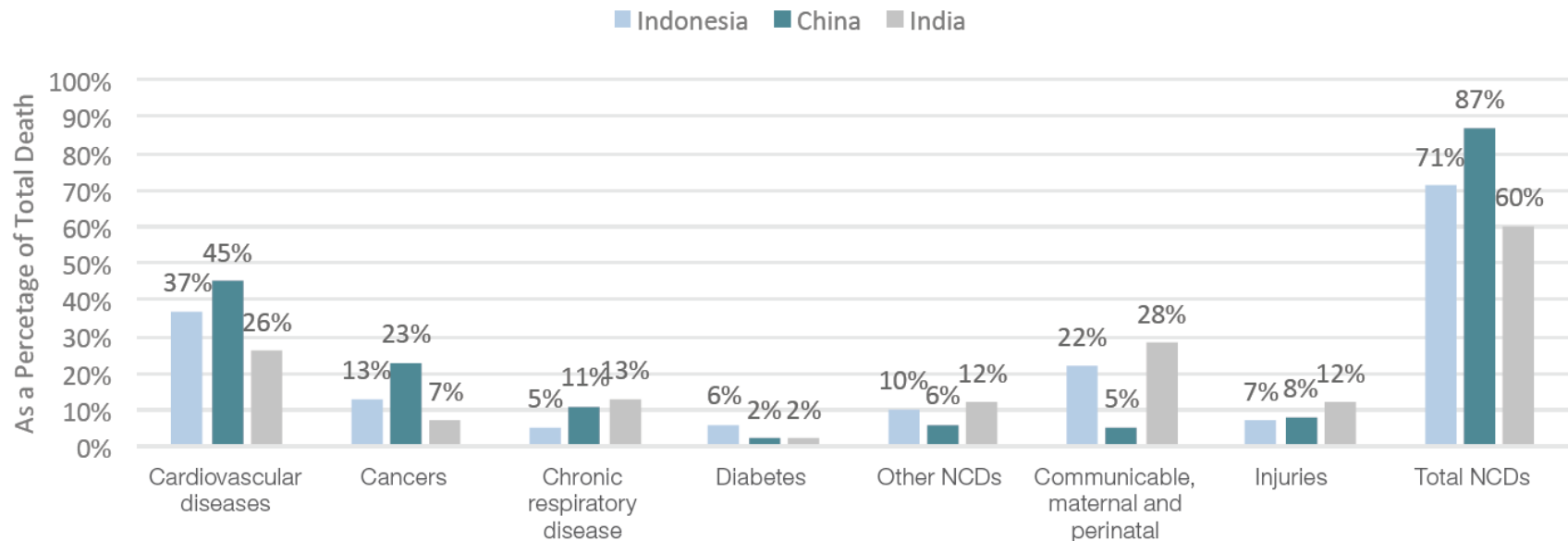
DIET, NUTRITION AND THE PREVENTION OF CHRONIC DISEASES



Increasing Trend of Non-Communicable Diseases indicates need of Quality Diagnostics Service



Proportional Mortality due to Non-Communicable Diseases in Indonesia, India and China, 2014 (% of Total Deaths, All ages, Both Sexes)



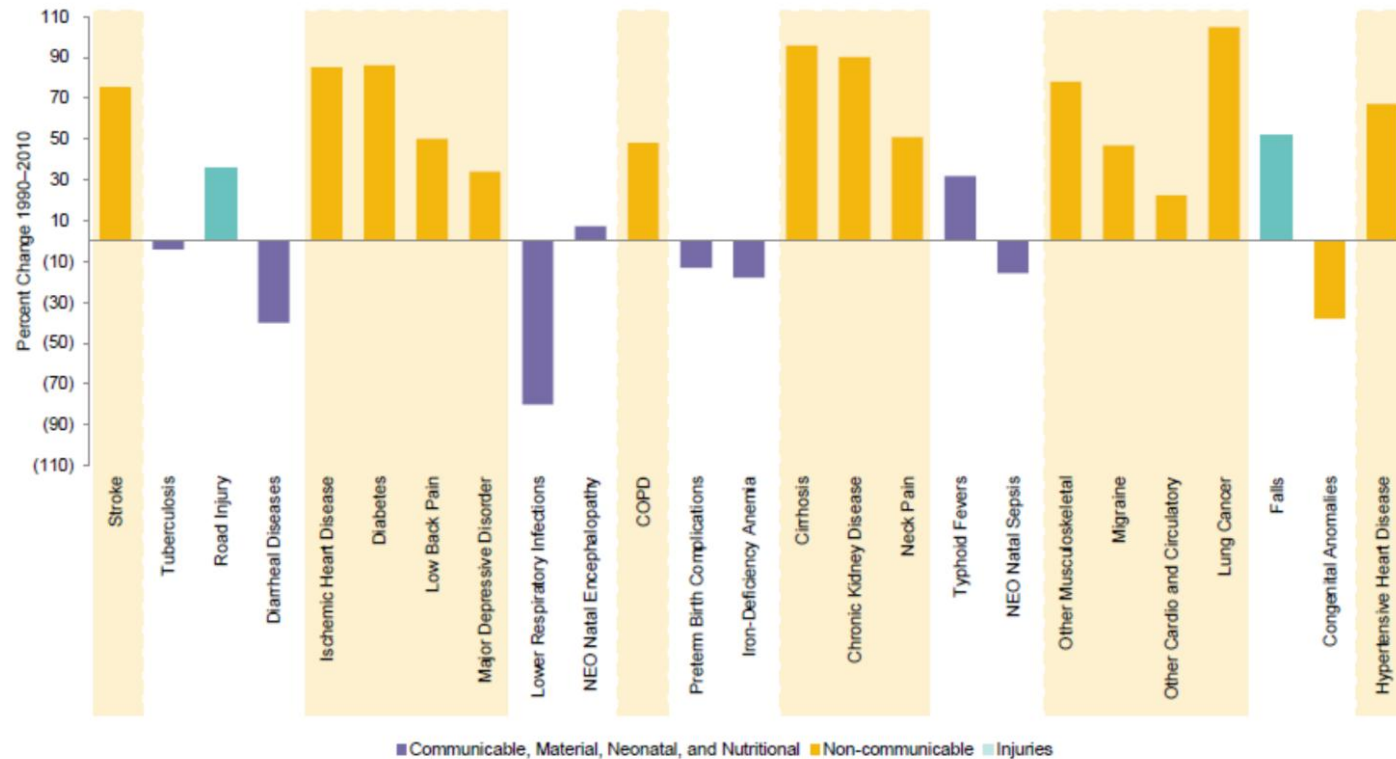
Source: World Economic Forum, Harvard, School of Public Health



Increasing Trend of Non-Communicable Diseases indicates need of Quality Diagnostics Service

Increasing DALYs⁽¹⁾: 1990 – 2010 for Indonesia

(Leading Causes, % of Change)



The rising prevalence of chronic diseases will continue to drive the growth of the overall healthcare spending as well as demands for clinical lab services in Indonesia, for both more specialized tests used in treatment decisions, as well as for more preventative diagnostics

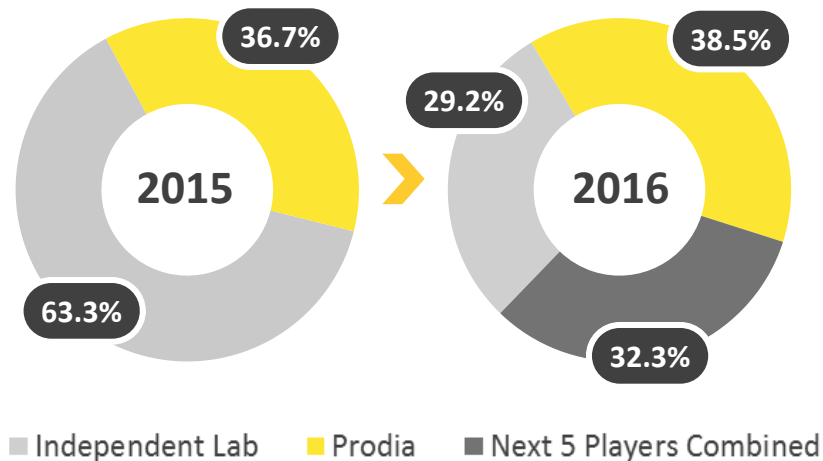
Note: (1) Disability-adjusted Life Year.

Source: Global Burden of Disease Study 2010 (Institute for Health Metrics and Evaluation, University of Washington).







Pioneer and Leader in Indonesian Independent Clinical Lab Industry



Market Share by Revenue Independent Clinical Labs (2015 & 2016)



Prodia Market Share vs. Competitor Independent Clinical Labs (2016)

Key Private Independent Lab Players		No. of Clinical Laboratories		
		Java	Outside Java	Total
 LABORATORIUM KLINIK Prodia	Prodia	79	58	136
 Kimia Farma	Kimia Farma	26	19	45
 Pramita	Pramita	26	12	38
 Cito	Cito	19	1	20
 Parahita	Parahita	15	1	16
 Biomedika	Biomedika	13	1	14

Total Clinical Labs for Next 5 Players 133

Source: IMS Health Analysis (2017)

Source: IMS Health Analysis (2017)



Pioneer in Clinical Laboratory Testing



No. of Labs

7th May 1973

Founded in Solo, Central Java



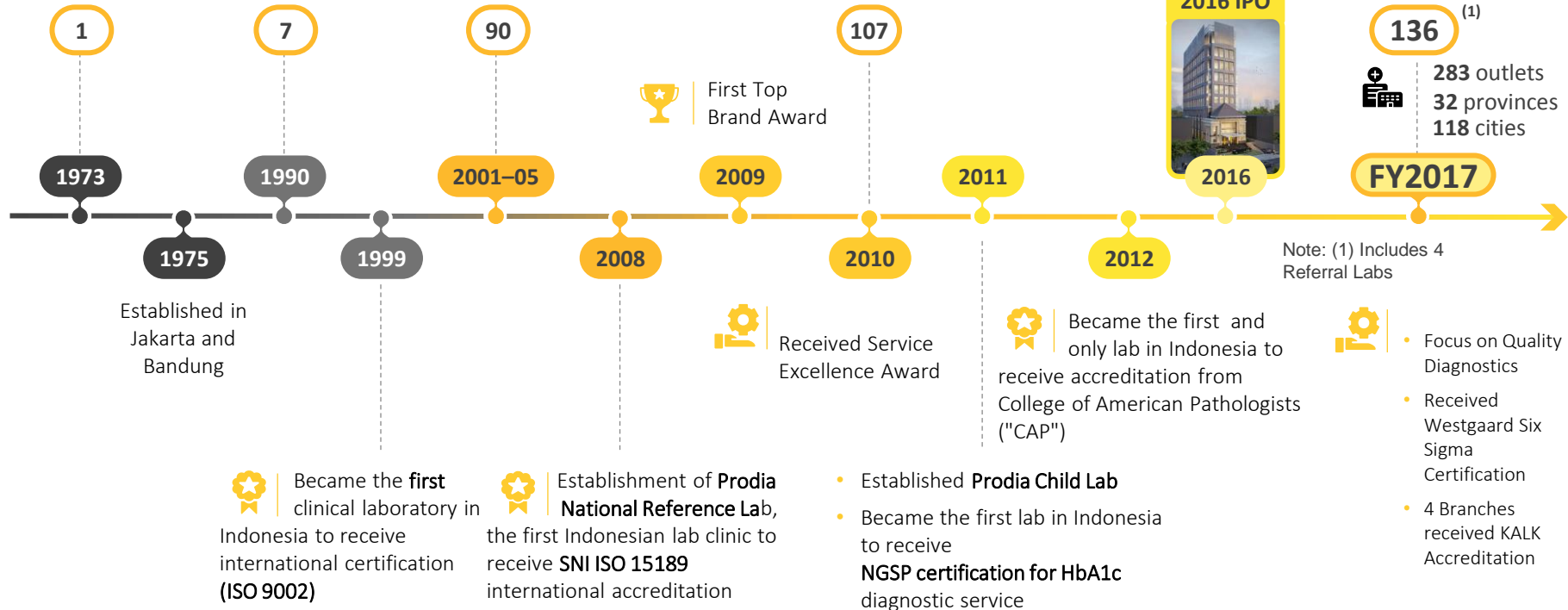
Partnerships with **National University Hospital-Singapore & Specialty Lab**

- Established professional management team
- Scholarships given to employees for Masters and PhD programs in biomedical sciences
- Received **BNSP (Badan Nasional Sertifikasi Profesi)** certification for lab technologist competency

- Received SMK3 accreditation and OHSAS 2015, along with the Award as "**Diagnostic Services Company of the Year 2015**" from Frost & Sullivan
- Opened **the first green building used for laboratories** in Indonesia, Graha Prodia, in Surabaya
- Became 1st & only clinical lab in Indonesia whose performance is certified through Westgard Sigma Verification Program

Outlets developments::

- 3 Prodia Referral Lab
- 2 outlets Prodia Women's Health Centre
- 1 Prodia Children Health Centre
- 1 Prodia Senior Health Centre
- 26 POCs
- 3 Hospital Labs
- 7 Clinical Labs
- 13 PH CUgrades



2017 Key Achievements



- Inaugurated Prodia Women's Health Centre



- Signed MoU with RSIA Budhi Jaya



- Signed MoU with Medical Faculty at Unika Atmajaya



- Launched e-Prodia (e-Reg & e-Pay Services)

Mar



- Held "Prodia Healthy Fun Festival" to build health awareness for Millenials

May



- Signed MoU with Medical Faculty at Universitas Islam Indonesia

Aug



- Inaugurated 1st outlet in Papua Province

Nov

(1)
136



283 outlets
32 provinces
118 cities

FY2017

Note: (1) Includes PNRL.

Feb

Apr

Jun

Oct

Dec



- Established Specialty Clinics focusing on Women, Children and Senior Citizen

- Opened 4th Regional Referral Lab at North Sumatera

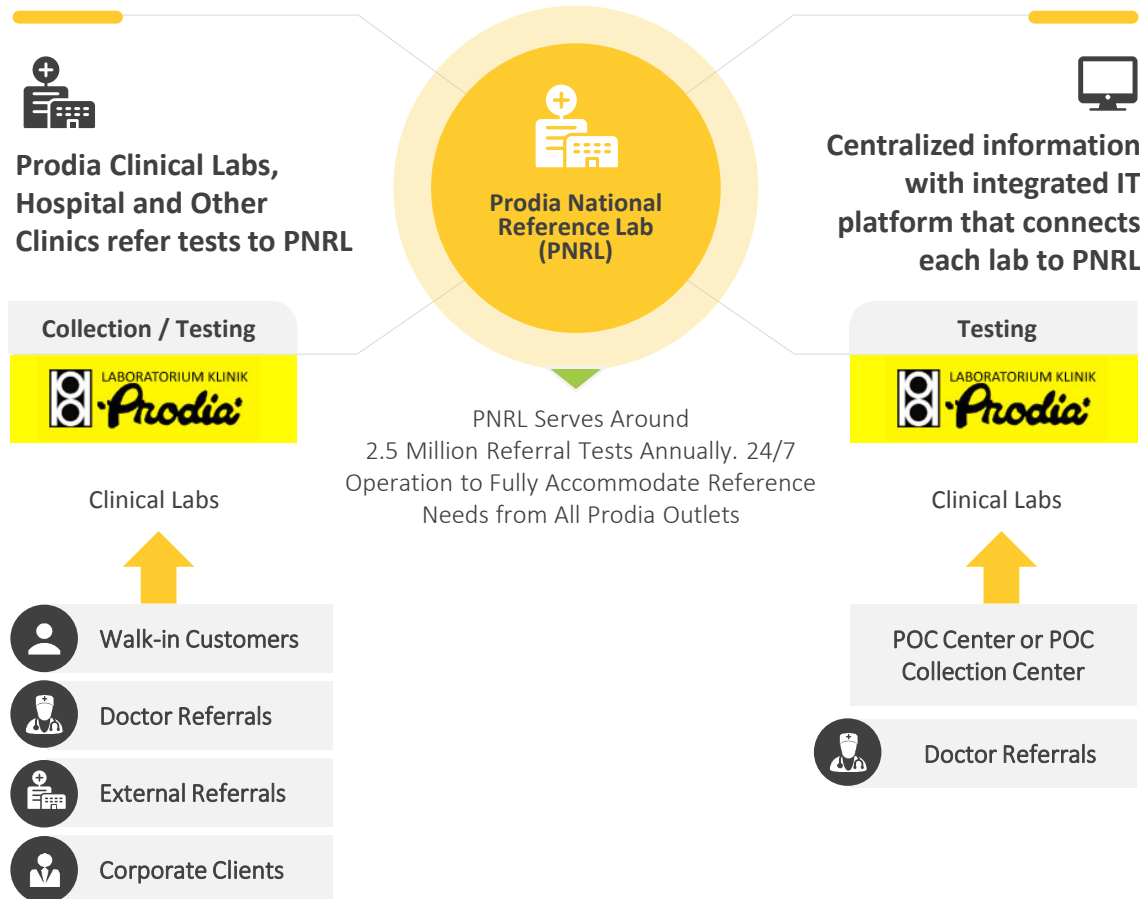


- Received Westgaard Sigma Verification Program for more outlets

- Conducted Health Seminar Series on "Diabetes Mellitus"



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

Prodia’s National Reference Lab as the only private national reference laboratory in Indonesia accredited by the College of American Pathologists, accommodating international researches, referrals from hospitals, medical centers, and both Prodia clinical labs as well as external clinical labs.



Most Recognized Clinical Lab Brand in Indonesia



The **only clinical lab** in Indonesia accredited by College of American Pathologists (“CAP”)(3))



Won the **Top-Brand Award** for 9 (nine) years in a **row** since 2009



1st clinical laboratory in Indonesia that received international certification



1st and the only clinical lab in Indonesia to receive **NGSP⁽¹⁾** certification for HbA1c(2) diagnostic service



1st Indonesian clinical laboratory that received **SNI ISO 15189**



All labs are **owned and operated** by Prodia to maintain better control and ensure consistency in quality standards

Pioneer in Indonesian Laboratory Services

Center of Excellence

Largest Lab Network and Service Offering

Customer Focused

Quality as a Way of Life

Leading National Reference Laboratory

Awards

Note: (1) NGSP stands for the National Glycohemoglobin Standardization Program. (2) HbA1c, also known as the haemoglobin A1c or glycated haemoglobin, is an important blood test that gives a good indication of how well your diabetes is being controlled. (3) CAP is considered the highest accreditation in the clinical lab industry worldwide.



Most Recognized Clinical Lab Brand in Indonesia



Top Brand Award
2009 - 2017



Wow Brand
Award
2015 & 2017



Master Service
Award
2012 - 2017



Corporate Image
Award (IMAC)
2012 - 2017



Indonesia Most
Creative Companies
2017



Digital
Marketing Award
2017



Frost & Sullivan Award
2015 & 2017



Service Quality
Award 2013,
2015 - 2017



Social Media
Award
2016 - 2017



Most Reputable
Brand
2014-2015



Solo Best Brand
Index
2015 - 2016



Jogja Best Brand
Index
2015 - 2016



Indonesia Best Brand
Award (IBBA)
2013 - 2016



Satria Brand
Award
2011 - 2016



SEA Service
Excellence Award
2010-2013



Best E Mark
2016



Brand Champion
Consumer
Awards 2015



Rekor Bisnis
2013



Indonesia Original
Brand 2012 -
2016



2016 & 2017



Comprehensive Service Offering

Targets Multiple Customer Segments



Routine Testing



Non-Laboratory Testing



Esoteric Testing



General Medical Check-Up Services



Referral Lab Services



Specialty Clinics



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

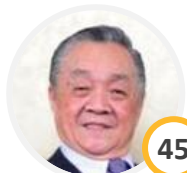
One-stop shop offering the most comprehensive range of clinical lab tests in Indonesia, allowing us to meet the needs of a wide range of customers



Senior Leadership and Management Team



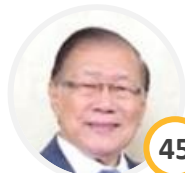
Experienced, Professional Management Team with a Track Record in Delivering Superior Growth and Innovation



45 Years of Experience

Dr. Andi Wijaya, MBA

Co-Founder and Chairman



45 Years of Experience

Drs. Gunawan Prawiro Soeharto

Co-Founder and Commissioner



35 Years of Experience

Dr. Endang Hoyaranda

Commissioner



29 Years of Experience

Scott Andrew Merrillees

Independent Commissioner



31 Years of Experience

Lukas Setia Atmaja

Independent Commissioner



31 Years of Experience

Dr. Dewi Muliaty, M.Si

President Director



22 Years of Experience

Liana Kuswandi, M.Fin

Finance Director



22 Years of Experience

Dr. Indriyanti Rafi Sukmawati, M.Si

Marketing Director



21 Years of Experience

Dr. Andri Hidayat, M.Kes

Operation Director



29 Years of Experience

Tetty Hendrawati, M.Si

Independent Director

**Laboratory Services
Company of the Year
2017**



**Top Brand Award
2017**



Shareholder Composition



No. 1 Clinical lab chain in Indonesia⁽¹⁾



Premium clinical laboratory brand



Dominant and industry pioneer

PT Prodia Widyahusada Tbk

Nationwide Outlet Network
Across Indonesia

57%

PT Prodia Utama

- PT Prodia OHI International
- PT Prodia Stemcell Indonesia
- PT Prodia Diagnostic Line
- PT Inovasi Diagnostika
- PT Prodia Diacro Laboratories

18%

Bio Majesty Pte. Ltd.

25%

Public





Growth Strategy

Growth Strategy



A

Near-term

B

Long-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



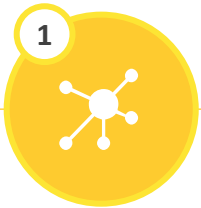
Focus on the development of **next-generation diagnostic technologies** for precision medicine



Near Term Growth Plan



Prodia's Network Expansion Plan by 2021



Expand Network of Outlets

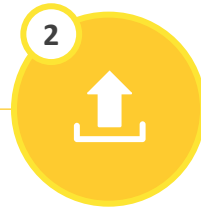
4 regional referral labs⁽¹⁾

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

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

5 new hospital labs per year

13 new specialty clinics over next five years⁽²⁾



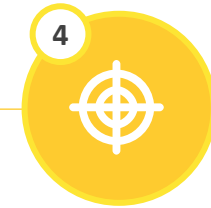
Upgrade Clinical Labs

Upgrade up to **39** additional clinical labs to PHC Clinics⁽³⁾

24 Clinical Lab Improvements



Enhance Operating Efficiency



Focus on Quality

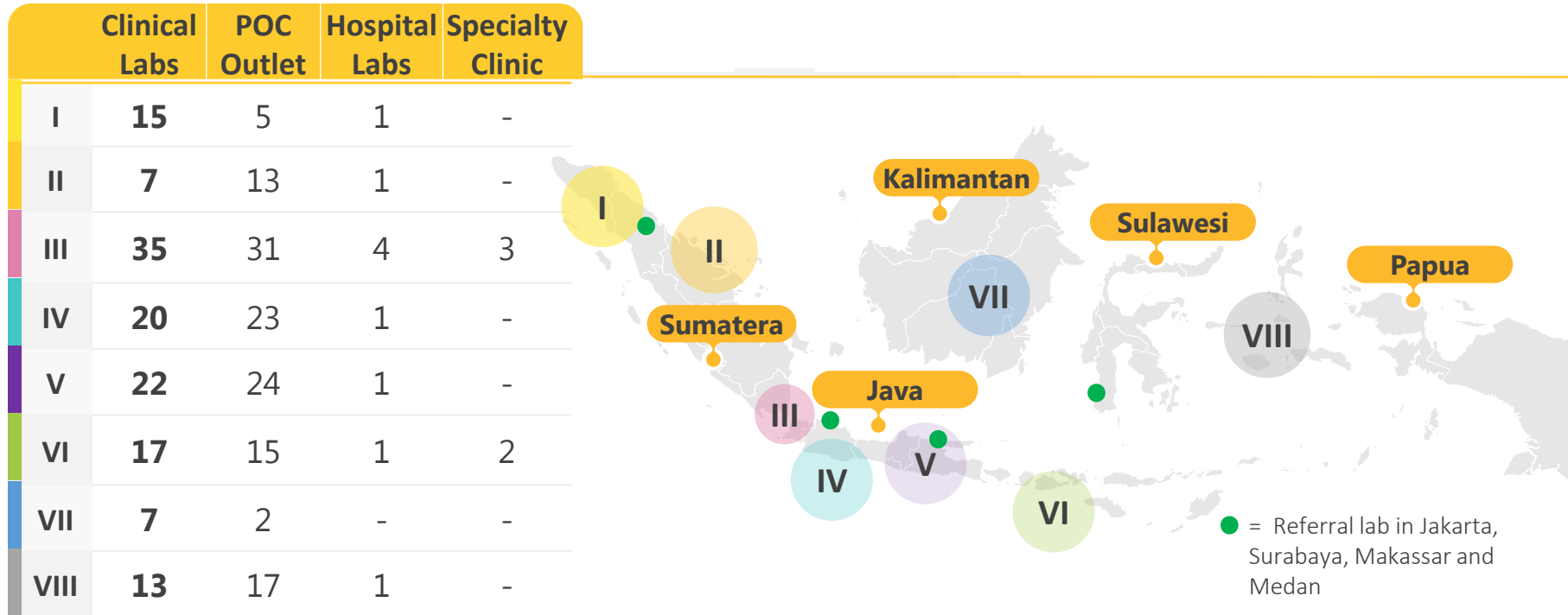


Note

1. Three out of Four Regional Referral Labs already opened in 2017
2. Four specialty clinics already opened in 2017
3. 13 PHC Clinics already added at clinical labs in 2017



Largest Nationwide Network FY 2017



136
& 1

Clinical Labs and 1 PHC
(Upgrade PHC : 13)

130

POC Outlets

11

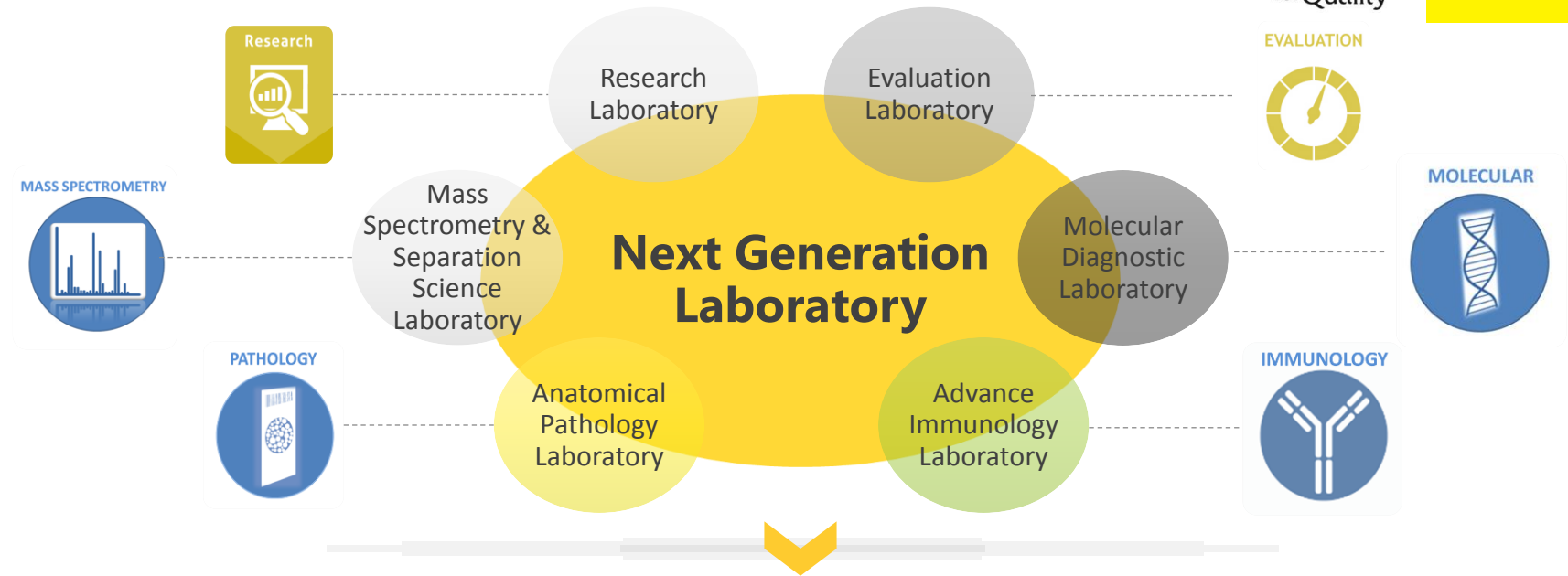
Hospital Labs

5

Specialty Clinic



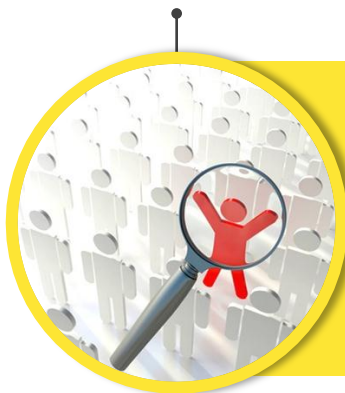
Leader in Next Generation Technology



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



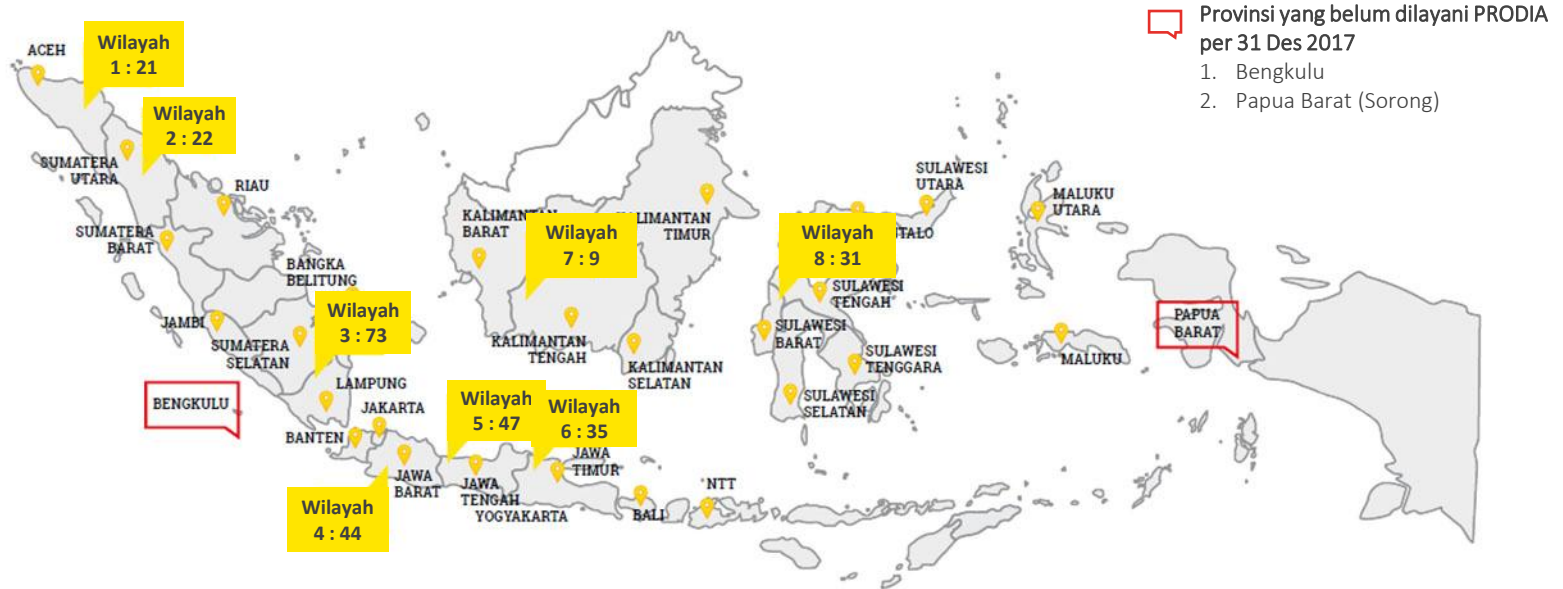
Key to the successful offering of precision medicine is the availability of diagnostic information





2017 Business & Financial Updates

FY 2017 Network Developments



7

Clinical Labs

1

Referral Lab
& Next Gen Lab (Jakarta)

26

POC Outlets

13

Upgrade Clinical Labs
to PHC

4

Specialty Clinic

3

Hospital Laboratories

New Clinical Lab Outlets



Business Updates

New Specialty Clinics



2

Prodia Senior Health Centre, SOUTH JAKARTA

Inaugurated our 1st Prodia Senior Health Centre (PSHC), a Specialty Clinic providing Wellness-based Services for our Elderly Customers in Indonesia.



Apr

4

Prodia Women's Health Centre, SURABAYA

The 2nd PWHC outlet was inaugurated in Surabaya, East Java.



Aug

5 (Five)
Specialty
Clinics

FY2017

Mar

Jun

1



Women's Health Centre
Your Wellness Home

Prodia Women's Health Centre, SOUTH JAKARTA

Inaugurated our 1st Prodia Women's Health Centre (PWHC), a Specialty Clinic providing Wellness-based Services for Women in Kebayoran Baru, Jakarta.



3



Children's Health Centre

Prodia Children Health Centre, SURABAYA

Further expanded our service that caters to children needs by opening our 2nd Prodia Children Health Centre (PCHC) in Surabaya, East Java.

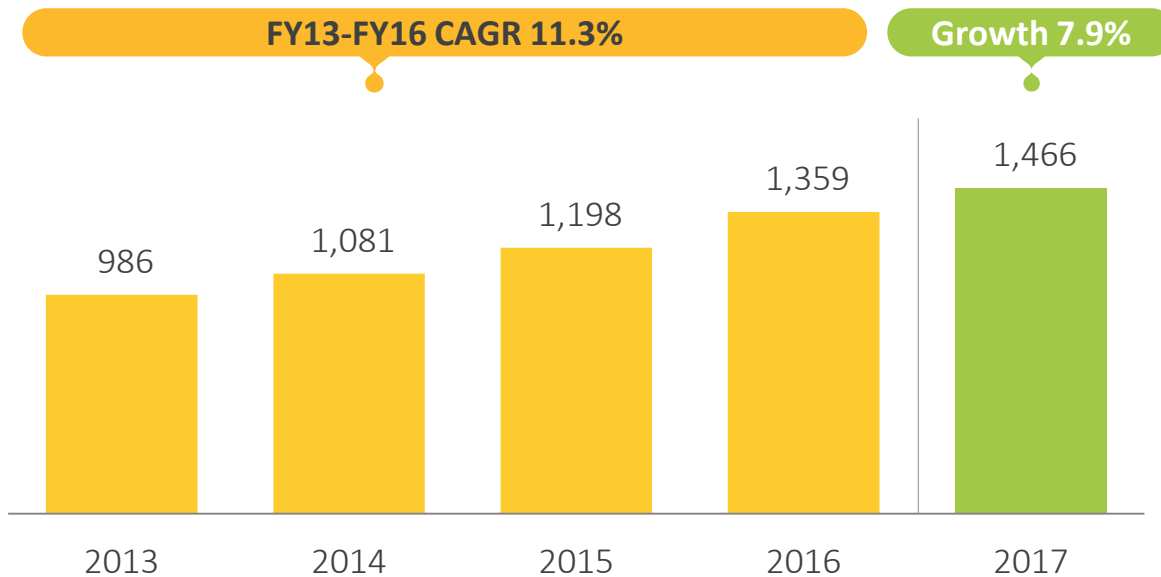


Business Updates

FY 2017 Revenue



Revenue (in IDR Billion)

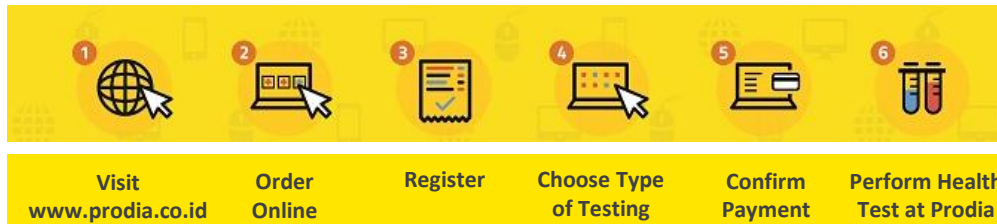


Revenue increased by 7.9 %
driven by double digit growth of
external referral and corporate
clients



Technology to increase Customer Satisfaction

- Launched **e-Prodia**, an e-Pay and e-Registration Online Platform, to increase distribution channel and provide easier registration and payment system
- Customers can access their online laboratory results through Prodia website or via email
- Payment can be made through ATM Transfer or Credit Card
- Customers can choose type of testing & the outlet to do the tests via e-Registration and Mobile Application



Digital Service for Customers



www.prodia.co.id



Laboratorium Klinik Prodia



Laboratorium Klinik Prodia



@Prodia_Lab



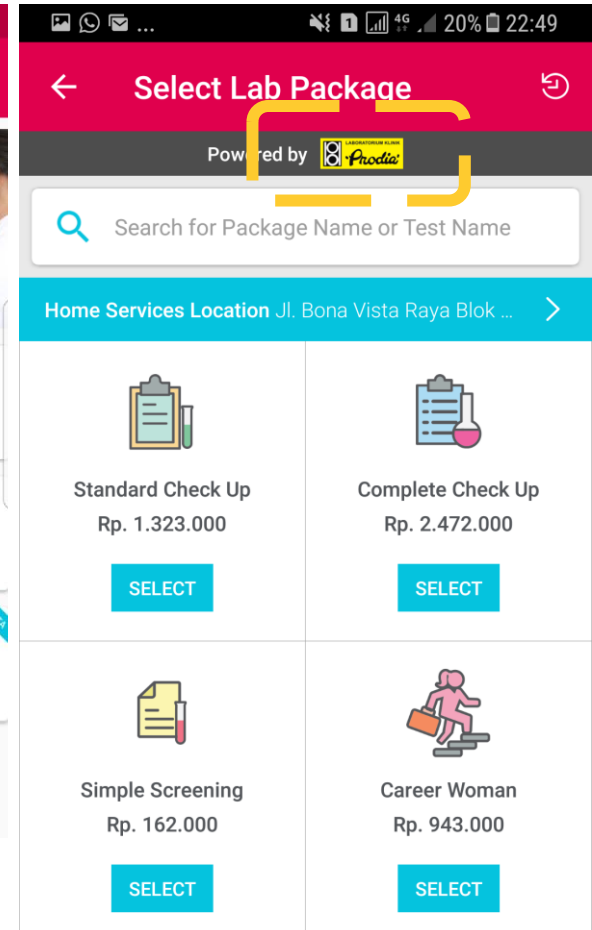
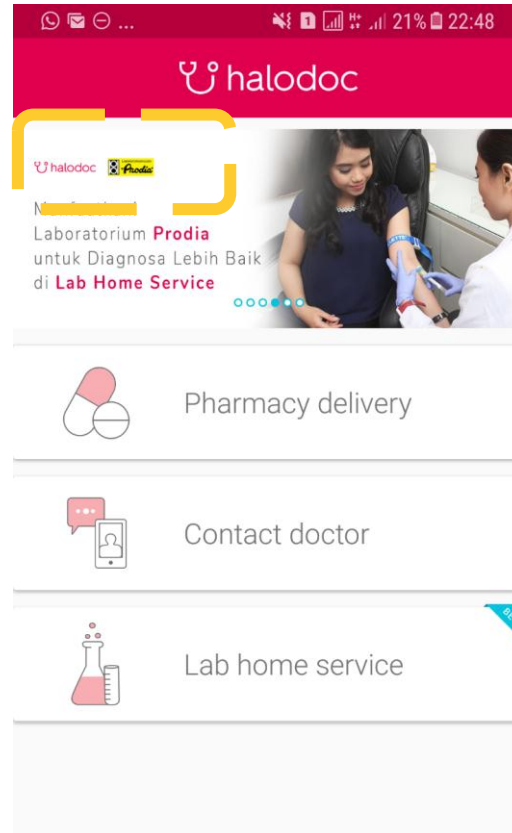
@Prodia_Lab



info@prodia.co.id

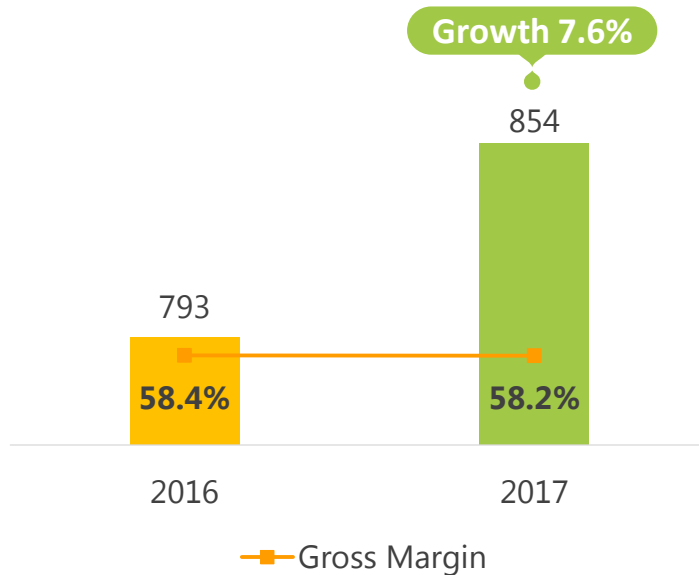
Technology to increase Customer Satisfaction

- Established collaboration with **Halodoc**
- The partnership supports our attempt to increase our accessibility for customers and to expand our ever growing digital presence



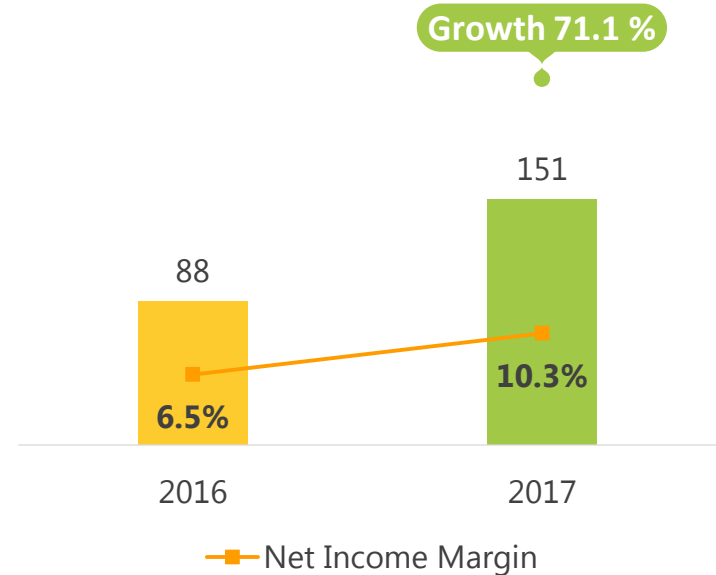
FY 2017 Gross Profit & Net Income

Gross Profit (in IDR Billion)



Improvement of gross profit by 7.6% YoY as volume catches up in routine testing

Net Income (in IDR Billion)



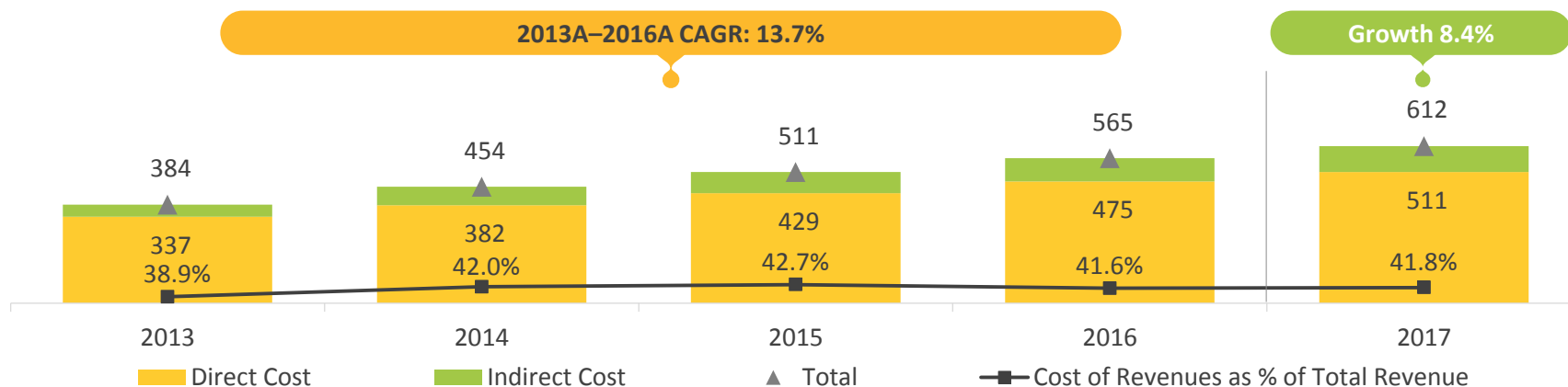
Net Income grew 71.1% supported by efficiencies in operation as well as in COGS

Financial Updates

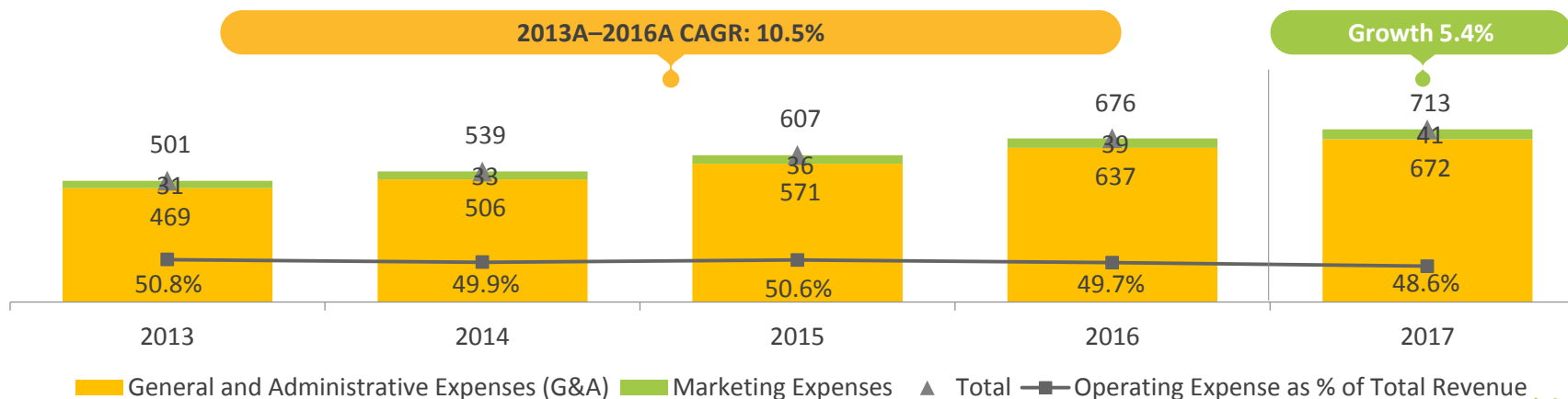
FY 2017 Cost Structure



Cost of Revenue (in IDR Billion)



Operating Expense (in IDR Billion)



Thank You



For more information :

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