



1Q2024 Results Update

PT Prodia Widyahusada Tbk | PRDA.JK



 Prodia.co.id

Disclaimer



This presentation has been prepared by PT Prodia Widyahusada (the "Company") solely for use in connection with the analyst presentation relating to the Company. The information contained in this presentation is strictly confidential and is provided to you solely for your reference. By viewing all or part of this presentation, you agree to maintain confidentiality regarding the information disclosed in this presentation as set out in the confidentiality agreement signed by you and to be bound by the limitations set forth herein. Any failure to comply with these restrictions may constitute a violation of applicable securities laws.

This presentation is for information purposes only and does not constitute or form part of an offer, solicitation or invitation of any offer, to buy or subscribe for any securities, nor should it or any part of it from the basis of, or be relied in any connection with, any contract or commitment whatsoever. Any such purchase should be made solely on the basis of the information contained in the final offering memorandum relating to such securities.

Neither this presentation nor any copy of portion of it may be sent or taken, transmitted or distributed, directly or indirectly, in or into Japan, Australia, Canada or the United States or any other jurisdiction which prohibits the same. The securities have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state of the United States or any other jurisdictions and the securities may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state or local securities laws. This presentation is not for distribution in, nor does it constitute an offer for sale of the securities in the United States. The Company does not intend to offer or sell the securities of the Company to the public in the United States. Any public offering of securities to be made in the United States would be made by means of a prospectus that could be obtained from the Company and that would contain detailed information about the Company and management as well as financial statements.

This presentation may not be forwarded or distributed to any other person and may not be copied or reproduced in any manner. Failure to comply with this directive may violate applicable laws.

This presentation includes forward-looking statements. These statements contain the words "anticipate", "believe", "intend", "estimate", "expect", "plan" and words of similar meaning. All statements other than statements of historical facts included in this presentation, including, without limitation, those regarding the Company's financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to the Company's business and services) are forward-looking statements. Such forward looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of the Company to be materially different from results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on the numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate and must be read together with those assumptions. These forward-looking statements speak only as at the date of this presentation. Predictions, projections or forecasts of the economy or economic trends of the markets are not necessarily indicative of the future or likely performance of the Company. Past performance is not necessarily indicative of future performance.

The information and opinions contained in this presentation noted above are subject to change without notice.



CORPORATE OVERVIEW



 Prodia.co.id

1Q2024 Performance Highlight



More than 50 years experience in Clinical Lab Industry since 1973



Has the **most recognized Brand** in Indonesia

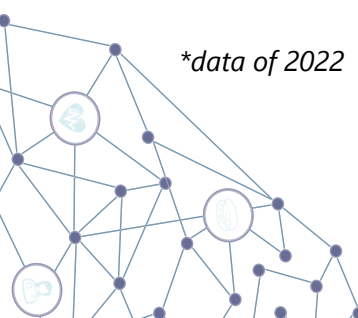


Largest private independent clinical lab chain by size of network and revenue with **40.5%* market share in Indonesia**



The 1st and only Clinical Independent Lab with **CAP (College of American Pathologists) accreditation** in Indonesia since 2012

**data of 2022*



IDR 486.8 Billion



1Q2024 Revenue (-6.0% YoY), CAGR 5yrs (+4.0%)

> 609K



1Q2024 Visit (-4.8% YoY), CAGR 5yrs (+0.05%)

> 3.8 Million



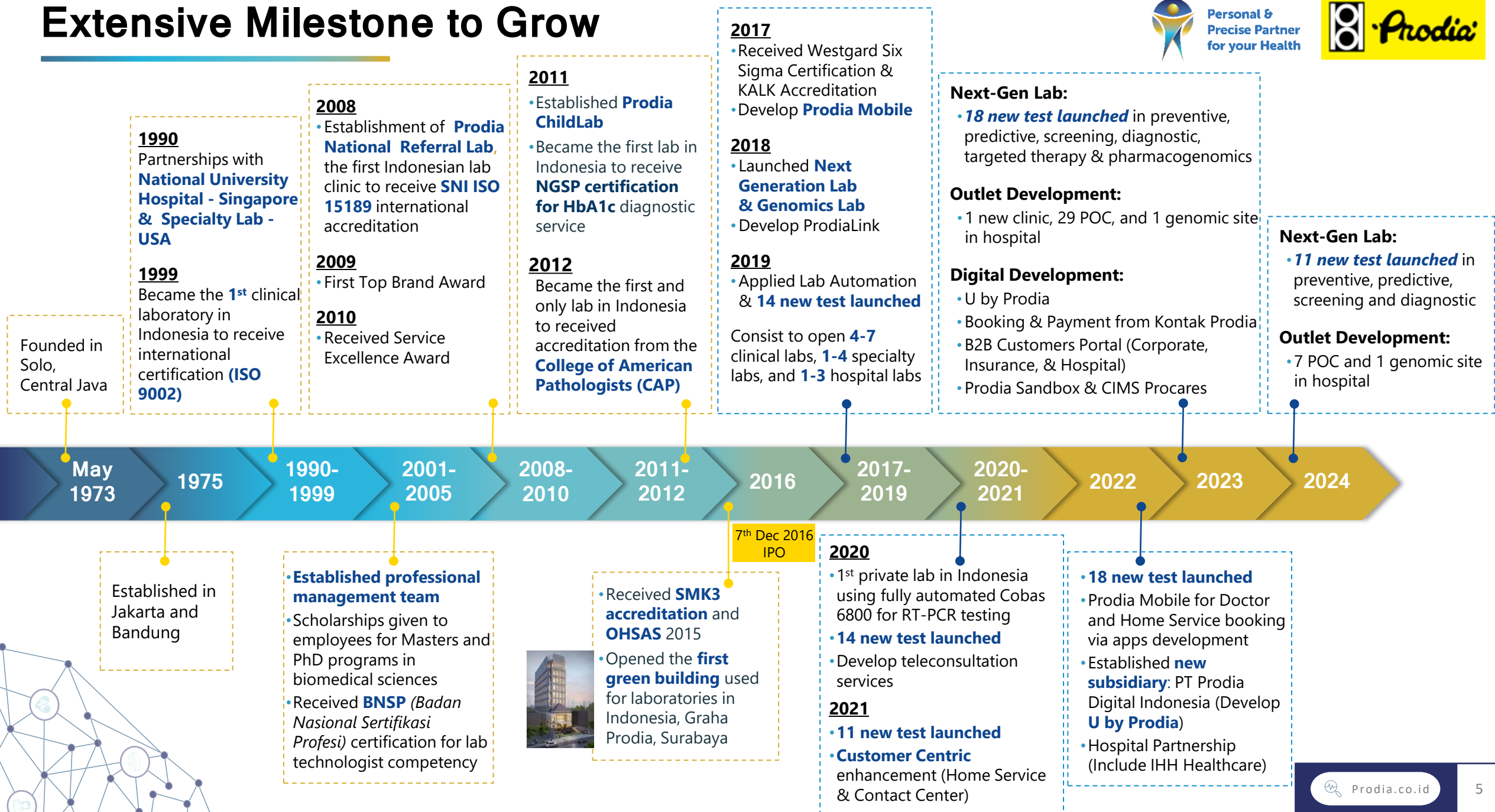
1Q2024 Volume (-9.6% YoY), CAGR 5yrs (+1.8%)

298 Outlets



In 34 provinces throughout Indonesia

Extensive Milestone to Grow



Experienced Management Team

With more than 20 years experience in delivering growth and innovation of Prodia



51 Years of Experience

Andi Wijaya

Co-Founder and Chairman



51 Years of Experience

Gunawan Prawiro Soeharto

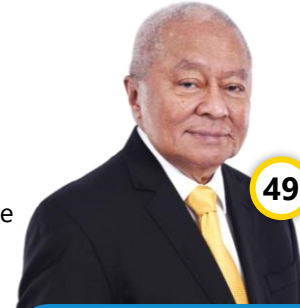
Co-Founder and Commissioner



40 Years of Experience

Endang Hoyaranda

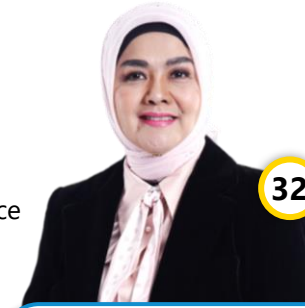
Commissioner



49 Years of Experience

Joseph Fellipus Peter Luhukay

Independent Commissioner



32 Years of Experience

Keri Lestari Dandan

Independent Commissioner



36 Years of Experience

Dewi Muliaty

President Director



27 Years of Experience

Liana Kuswandi

Finance Director



27 Years of Experience

Indriyanti Rafi Sukmawati

Business & Marketing Director



26 Years of Experience

Andri Hidayat

Digital Service Transformation & IT Director



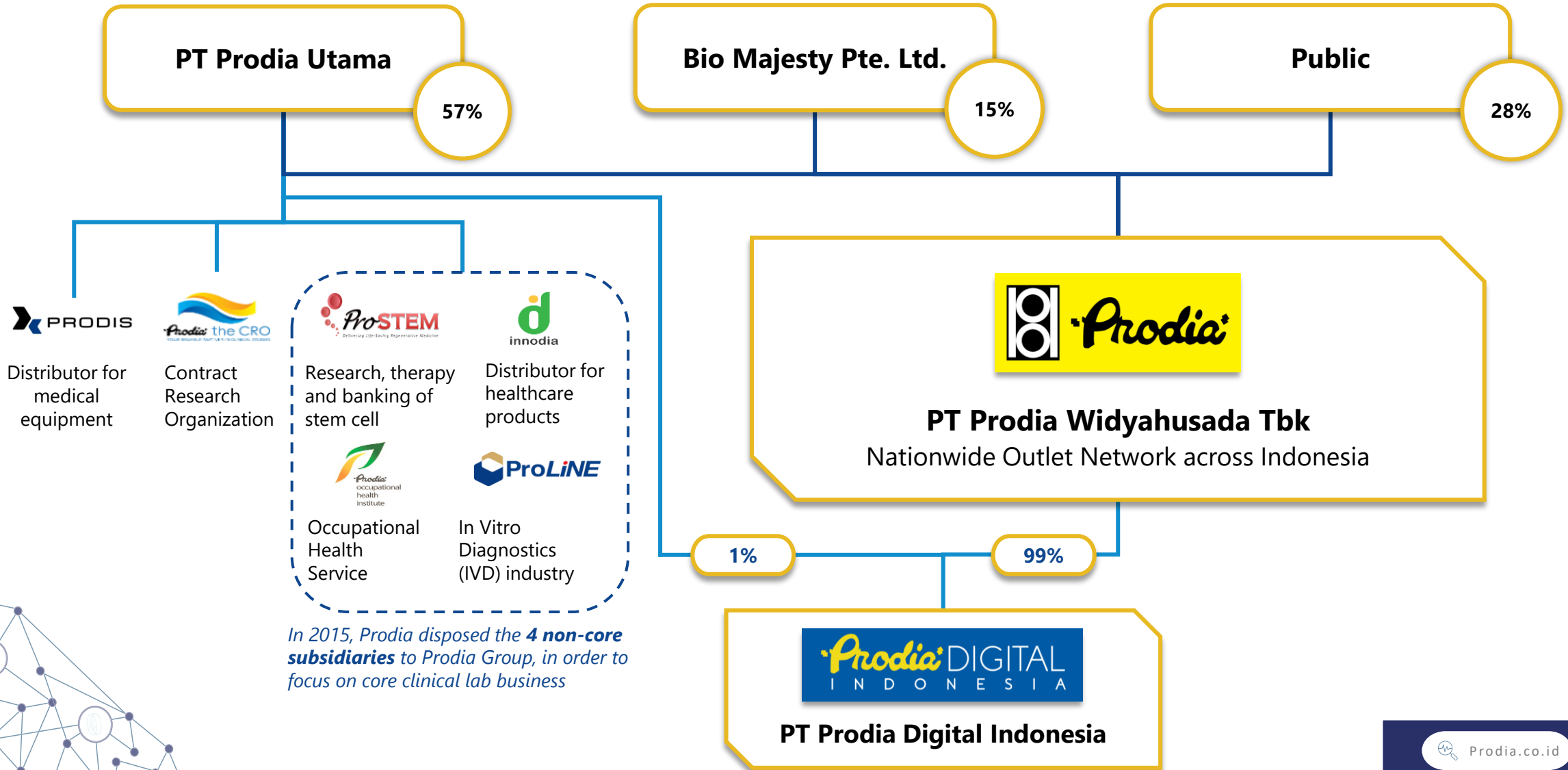
22 Years of Experience

Ida Zuraida

Human Capital & GA Director



Shareholders Composition



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

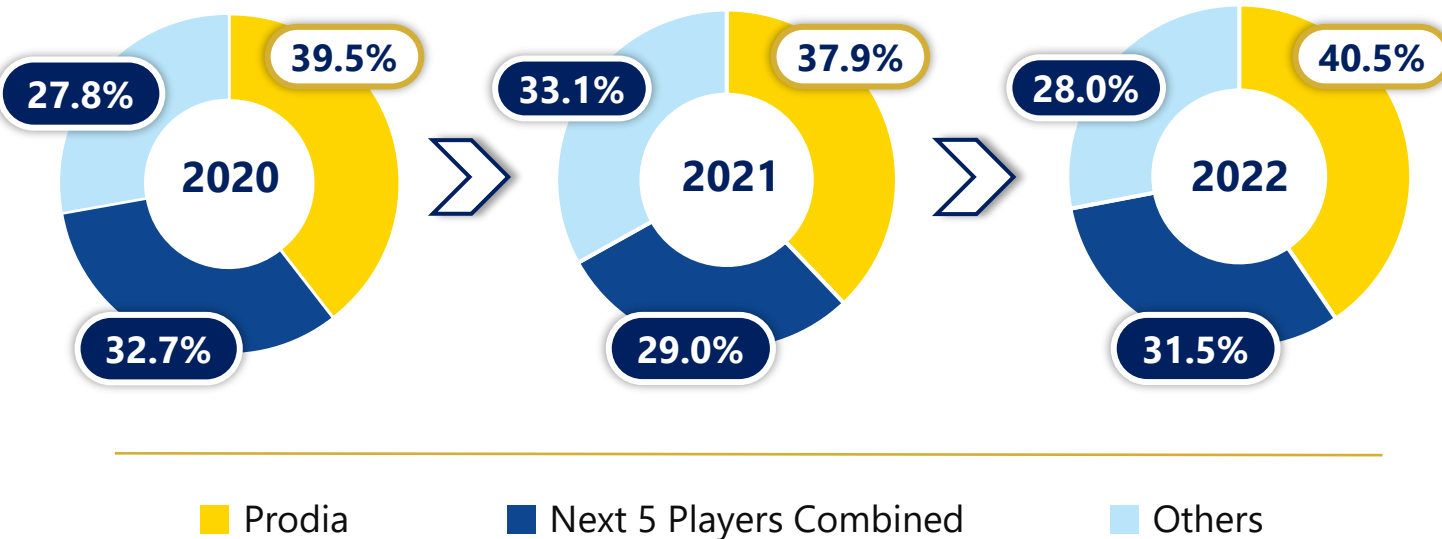


INVESTMENT HIGHLIGHT

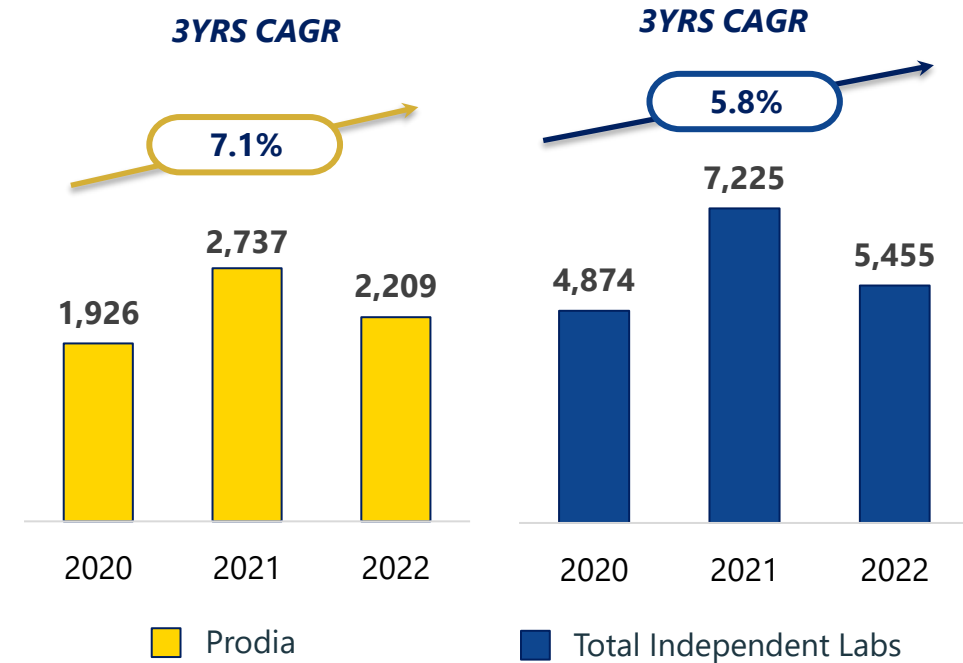


Largest Independent Labs Chain

Market Share by Revenue
Independent Clinical Labs (2020-2022)



Prodia vs Total Independent Labs
(Billion IDR)

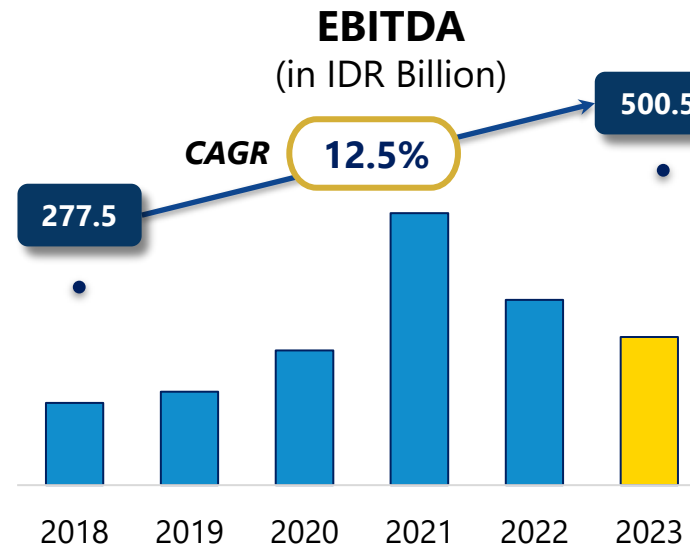
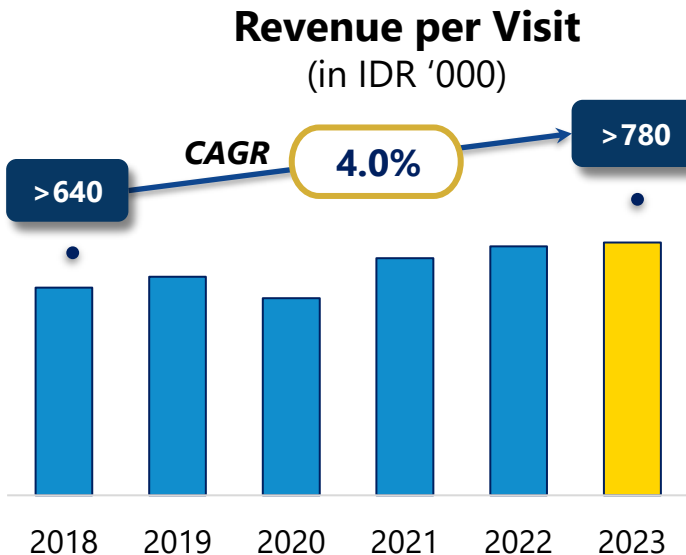
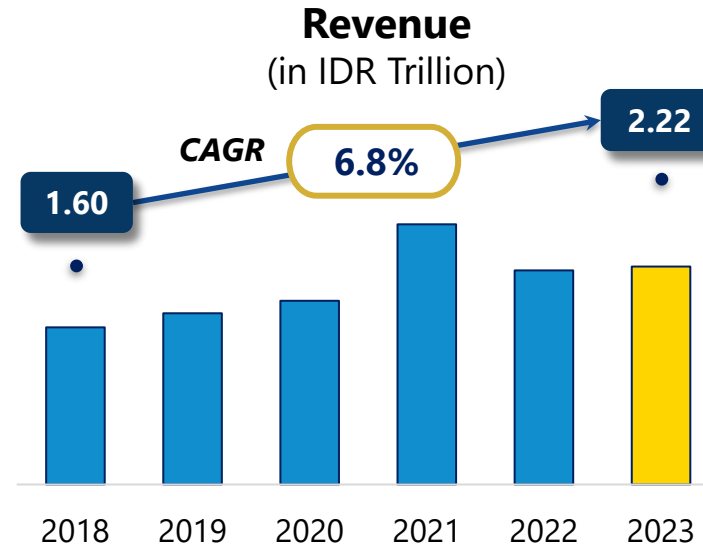
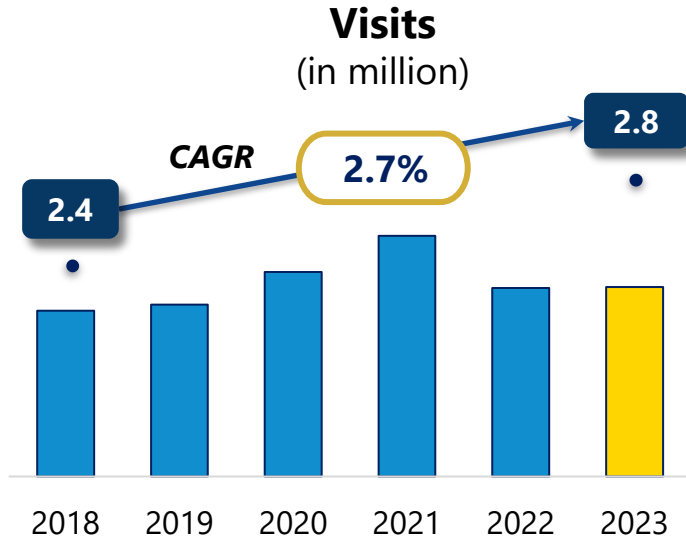


- Indonesia's Diagnostic Lab Market Size in **2022: IDR 27.6 Trillion** (-19.5% YoY).
- Independent Clinical Lab Market in 2022: IDR 5.5 Trillion (-24.5% YoY) due to the significant drop of COVID-19 test in 2022 after a high base in 2021.

Source: IQVIA Analysis (2023)

Source: IQVIA Analysis (2023), Company calculation

Strong Operational Track Record



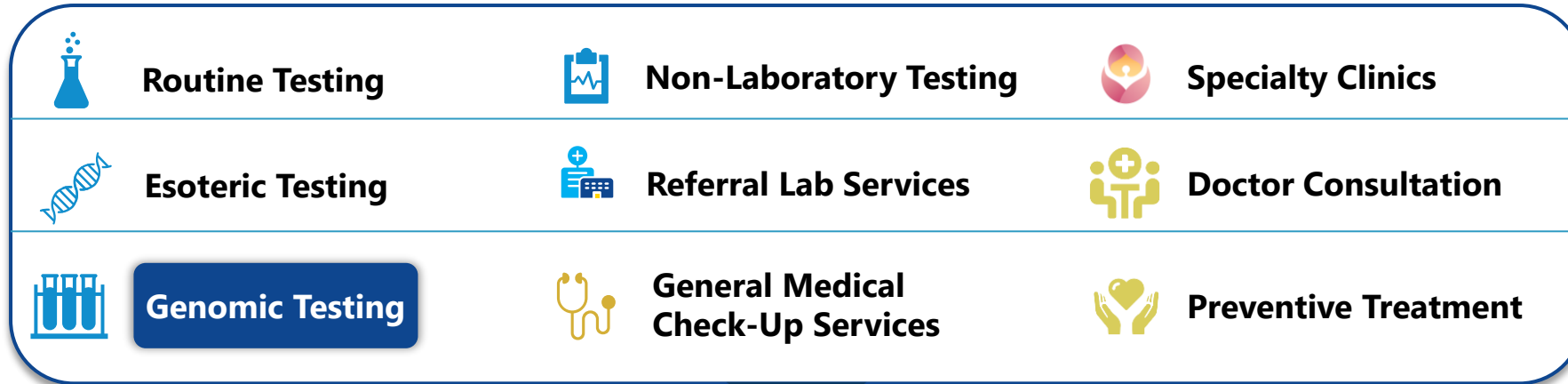
Prodia has **generated continuous revenue growth and increasing number of visits** that supported Company's profitability

Comprehensive Service Offering

With multiple customer segments



Personal &
Precise Partner
for your Health



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

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

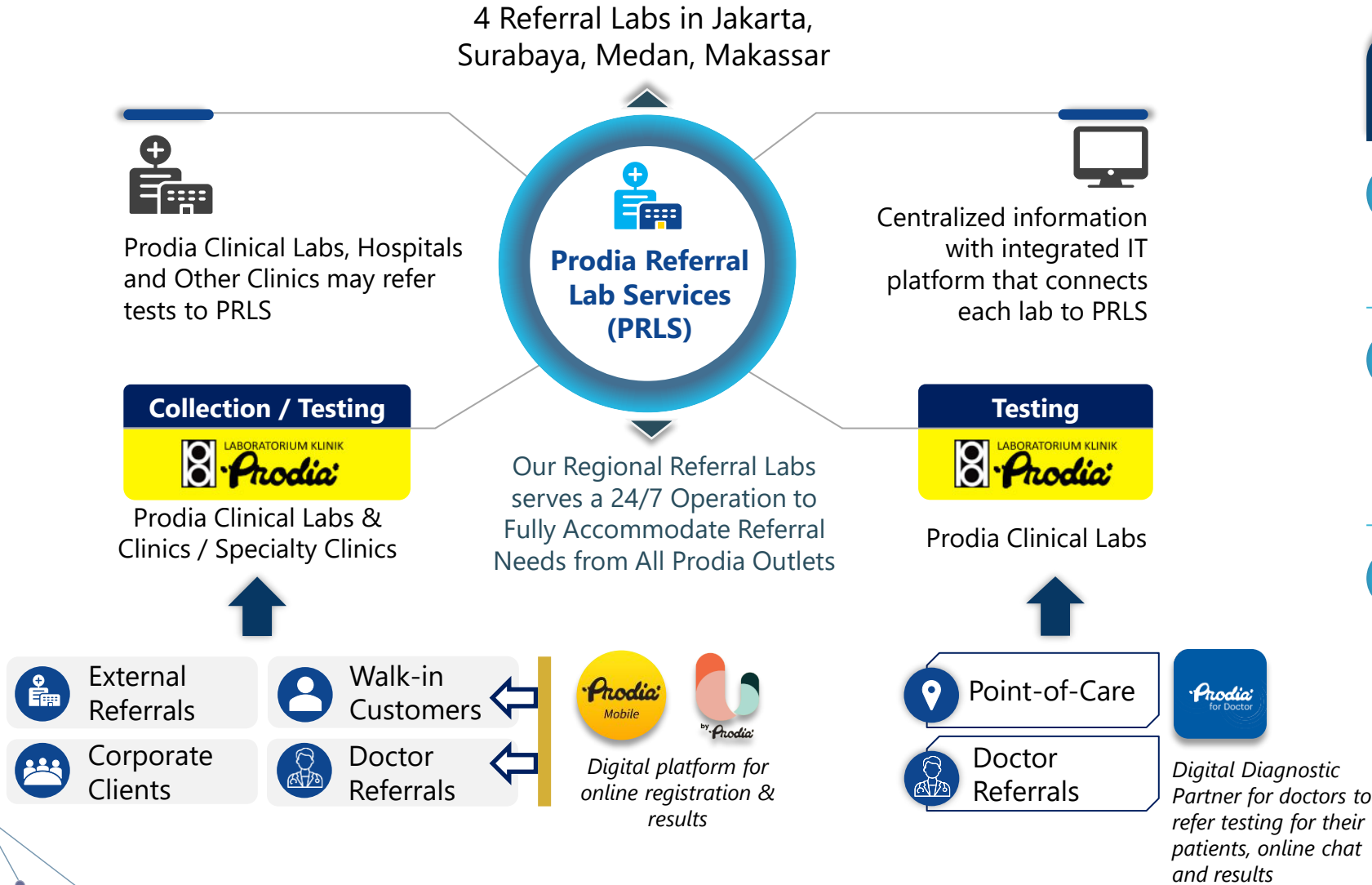
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Funded by healthcare providers

Corporate Clients

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



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

Maintain Strong and Long-Term 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



Ongoing Referrals

Received referrals from **>35,000 doctors in 1Q2024**

Research Collaboration

Entered into agreement with **48 institutions**: 43 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

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



Pioneer in New Lab Testing



Offer **more than 3,000 type of testing**, with referral Partnership to NUH Singapore and Quest Diagnostic US



Target to launch minimum **10 new testing** every year

One of The Largest Digital Healthcare Platform

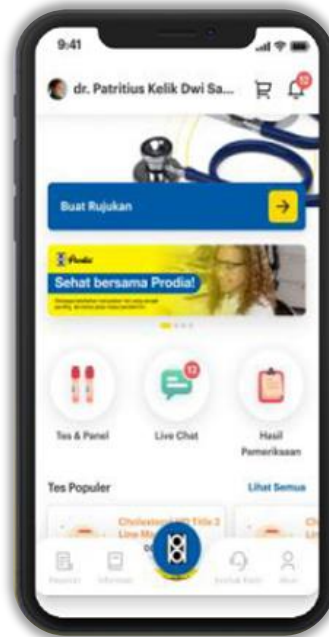
Walk-in Apps Prodia Mobile



>2.1 mio downloaders

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

Doctor Referral Apps Prodia Mobile for Doctor



>12,100 downloaders

- Online Referral
- Online Chat
- Online Results

One Stop Health Solution Apps U by Prodia

(Managed by PT Prodia Digital Indonesia)



Launched in March 2023

>839,300 downloaders

- Lab Test
- Online Results
- Home Service
- Health Score
- Health Shop
- Health Consultation
- Vaccination
- Personalized Health Program*
- Lifestyle Challenges*
- Chronic Disease Management*

*next development

MARKET OVERVIEW & GROWTH STRATEGY



2024 Indonesia Economic Outlook

Fast forward sustainable and inclusive economic transformation



4.8 - 5.7%

Indonesia's GDP Growth Projection for 2024

GDP Growth Projection 2024		
	Indonesia	World
Indonesia's Govt'	5.1-5.7%	3.0%
World Bank	4.9%	2.4%
Organization for Economic Cooperation and Development (OECD)	5.1%	2.9%
Asian Development Bank	5.0%	-
International Monetary Fund (IMF)	4.8%	3.0%

Global economic uncertainty expected to continue in 2024 and lead an impact on consumption and investments. However, **Government remains optimistic that Indonesia economic will grow by 5.2% with inflation target around 2.5%.**

Source: Central Bank of Indonesia, World Bank, OECD, Asian Development Bank, IMF

Company's Growth Strategy



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



Transform B2C Model through omnichannel customer journey, leveraging digital and customer centric offerings



Pioneer innovation in diagnostic regionally



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



Orchestrate highest quality **health ecosystem** and leading digital health ecosystem in Indonesia



Reinforce Company's subsidiary: Prodia Digital Indonesia, to drive volume and revenue growth through **digital services**



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

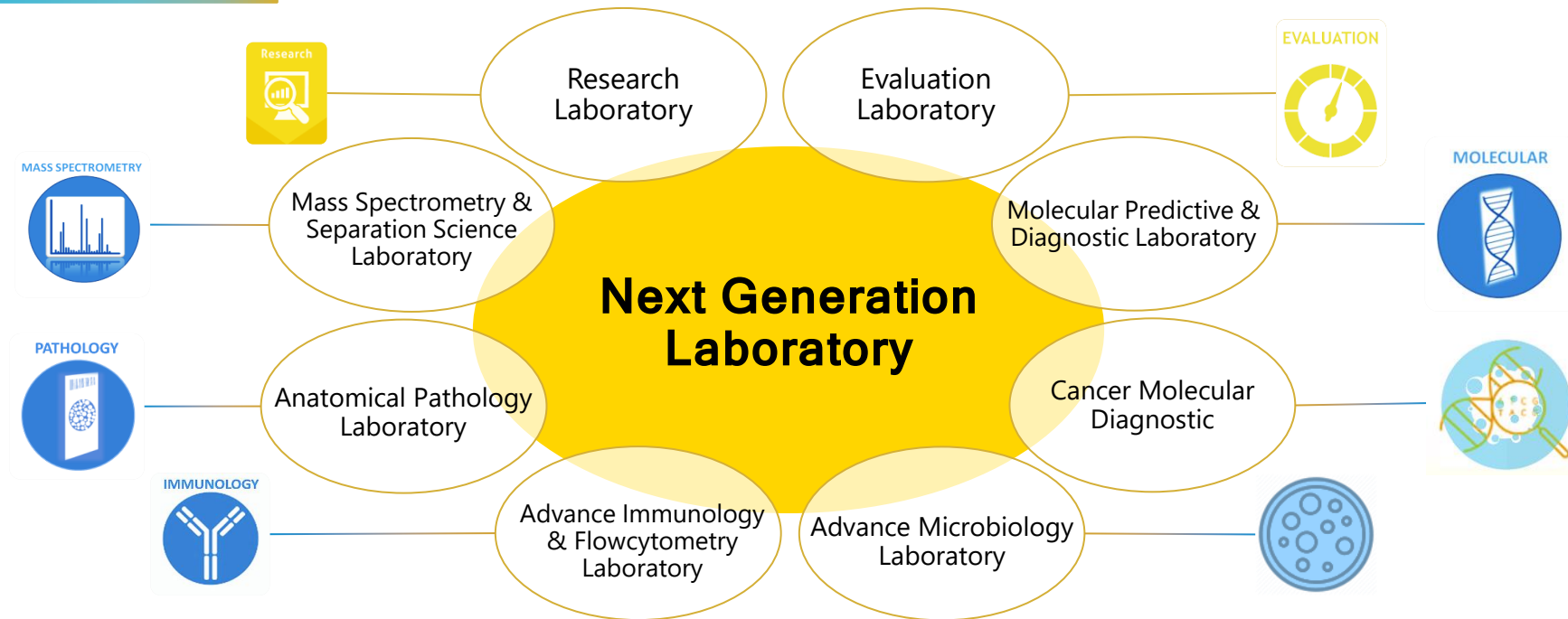


Enhance internal **operating efficiency** to be industry leading on cost



Develop **a strong ESG proposition** to achieve Sustainable Business Growth

Leader in Next Generation Technology



Bioinformatics Laboratory



Personalized Treatment and Prevention

Targeted Therapy

The Concept of Precision Medicine



✓ 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





BUSINESS UPDATE



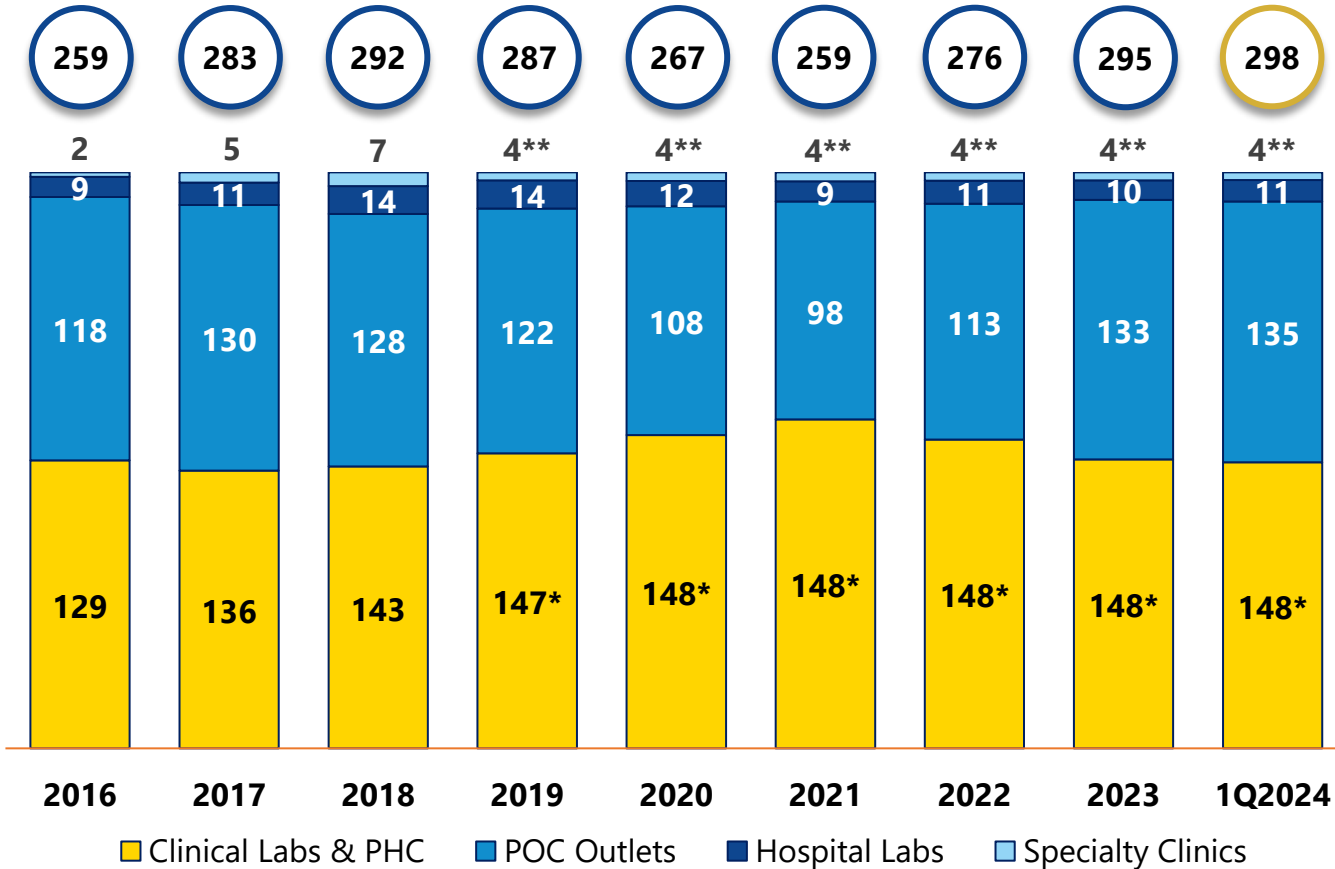
Personal &
Precise Partner
for your Health



Prodia.co.id

Outlet Development

2016-2024 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)

2024 Outlet Development Target

5+
Hospital Labs Management*

*includes hospital lab and genomic site



1 new Genomic Site open in collaboration with Brawijaya Saharjo Hospital in Feb 2024

30+
POC Outlets



7 new POC outlets open in 1Q2024

Point of Care

1-2
Clinical Labs

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

Customer Centric Model

To deliver solution for customer needs



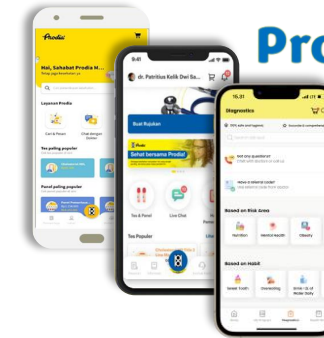
Personal & Precise Partner for your Health



Prodia.co.id 1500 830

Professional Contact Centre

- Call Centre **1500-830**
 - Chat WhatsApp **0855-1500-830**
 - Chat bot **TANIA** (Tanya Prodia)
- Customer can book and pay lab test & anywhere service by phone/WhatsApp*



ProdiaLink

- Prodia Mobile
- Prodia Mobile for Doctor
- U by Prodia
- ProdiaLink for External Referral
- Prodia Sandbox (portal information system)
- Corporate Web Portal

Digital Service Development

- Scientific Marketing
- Digital Communication
- Promotion and Education
- Social Media Activation
- RTD with Professional Lab Association, HCP, and Vendors
- Brand Activation



Marketing and Education Activities



- Routine, Esoteric, Genomic Tests
- Wellness Package
- Disease Screening Package



Product Innovation to provide complete type of Lab tests



Customer Centric



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

Upgrade Building & Service Facilities



- Added Prodia Anywhere Service Capacity (**more than 1,000 location per day**)
- Booking through U by Prodia Apps or Contact Centre
- Ethos – internal apps for Prodia Anywhere Service task force

Prodia Anywhere Service Expansion



FINANCIAL UPDATE



 Prodia.co.id

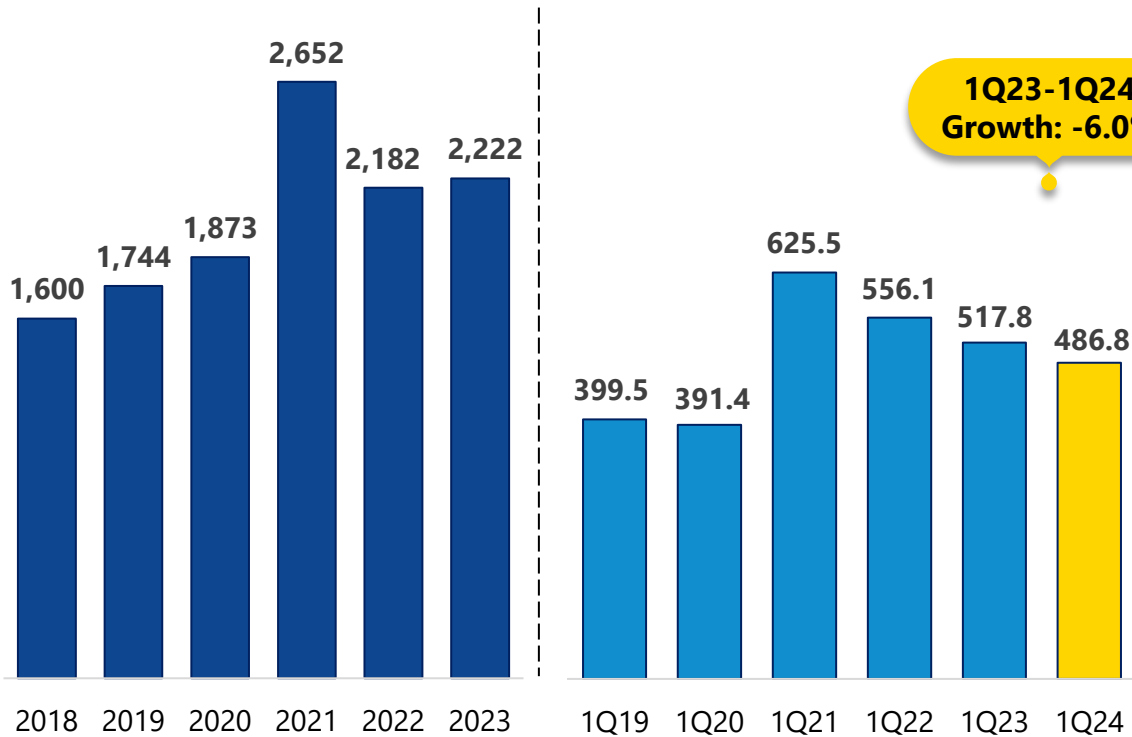
1Q2024 Revenue (Unaudited)

Revenue (Unaudited)

In IDR Billion

FY18-FY23 CAGR +6.8%

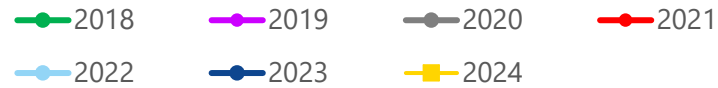
1Q19-1Q24 CAGR +4.0%



1Q23-1Q24 Growth: -6.0%

Quarterly Revenue (Unaudited)

In IDR Billion



Soft revenue performance in 1Q24 was impacted by change in national holiday seasonality and fasting period in Indonesia.

1Q2024 Gross Profit & Net Income

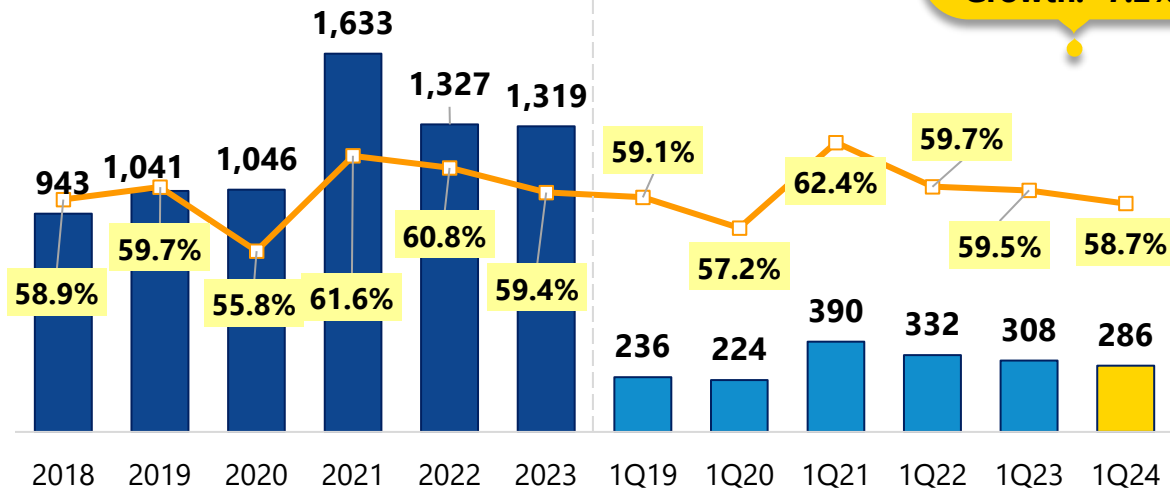
Gross Profit

in IDR Billion

FY18-FY23 CAGR +6.9%

1Q19-1Q24 CAGR +3.9%

Gross Profit Margin



1Q23-1Q24 Growth: -7.2%

Gross profit margin drop but will be maintained at 60% amid normalization due to soft revenue performance



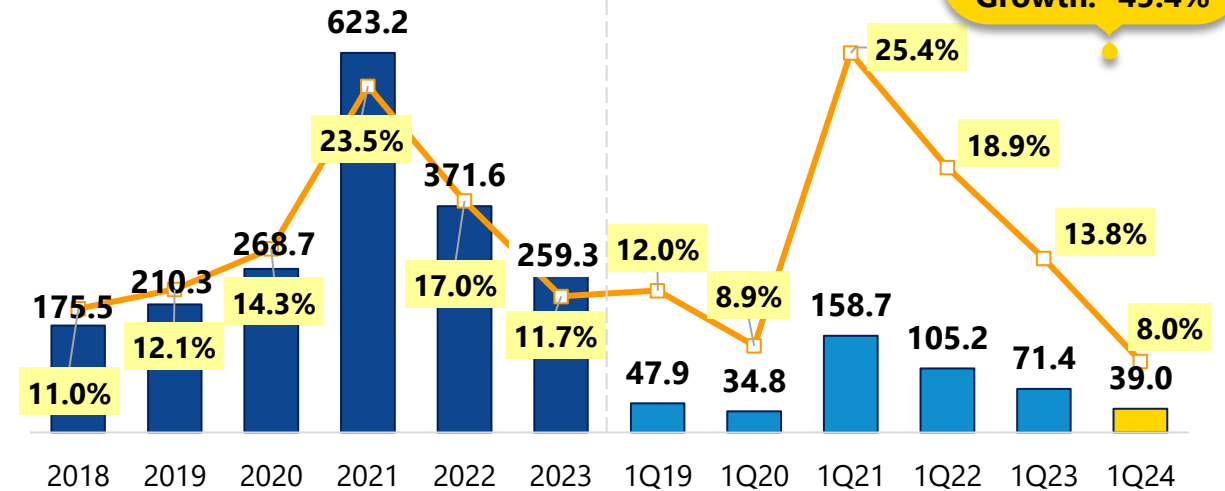
Net Income

In IDR Billion

FY18-FY23 CAGR +8.1%

1Q19-1Q24 CAGR -4.0%

Net Income Margin



1Q23-1Q24 Growth: -45.4%

Net income drop due to hike in OPEX and soft revenue performance in 1Q24.



1Q2024 COGS & OPEX

COGS

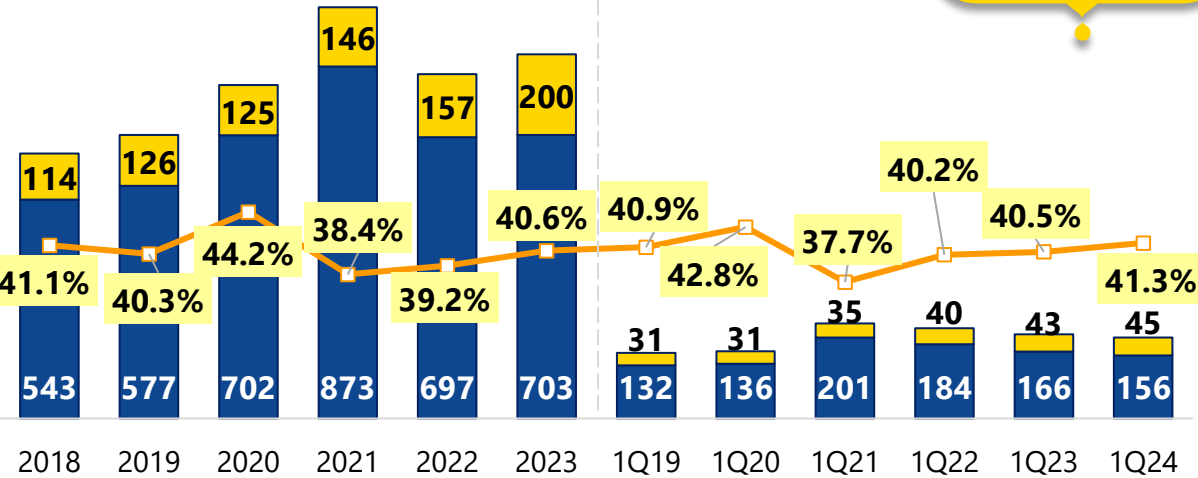
in IDR Billion

FY18-FY23 CAGR +6.6%

1Q19-1Q24 CAGR +4.2%

- COGS to revenue
- Direct Cost
- Indirect Cost

1Q23-1Q24 Growth: -4.1%



COGS decreased along with revenue slow down in 1Q24 results on maintained COGS per sales at around 40%



OPEX

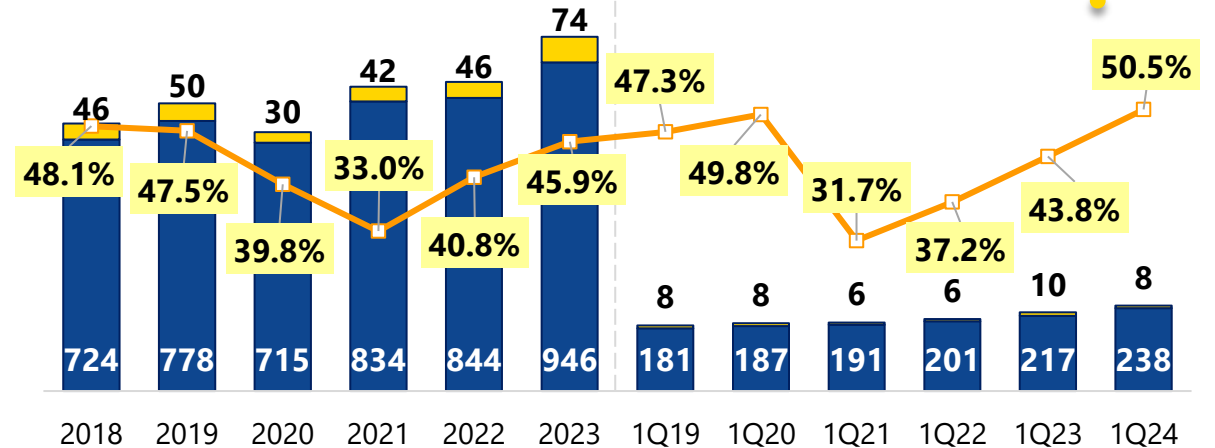
In IDR Billion

FY18-FY23 CAGR +5.8%

1Q19-1Q24 CAGR +5.4%

- Opex to revenue
- G&A Expense
- Marketing Expense

1Q23-1Q24 Growth: +8.5%



OPEX per sales increased due to G&A cost increased as impacted by hike on some tariffs and consultant costs.



1Q2024 Financial Summary



(in IDR Bn)	1Q2024	1Q2023	Change
Revenue	486.8	517.8	-6.0%
Gross Profit	285.7	308.1	-7.3%
EBIT	40.5	82.8	-51.1%
EBT	49.9	90.6	-44.9%
Net Income	39.0	71.4	-45.4%
EPS	41.65	76.19	-45.3%
EBITDA	96.9	126.4	-23.4%

(in IDR Bn)	1Q2024	1Q2023	Change
Total Asset	2,698.0	2,734.8	-1.3%
Total Equity	2,388.6	2,381.6	+0.3%

THANK YOU

For further Information:

PT Prodia Widyahusada Tbk

Prodia Tower. Jalan Kramat Raya No. 150

Jakarta 10430, Indonesia

Email: investor.relation@prodia.co.id

 @prodia_lab

 @prodia_lab

 @prodia_lab

 1500 830

