



1H2024 Results Update

PT Prodia Widyahusada Tbk | PRDA.JK



 Prodia.co.id

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CORPORATE OVERVIEW



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1H2024 Performance Highlight



More than 50 years experience in Clinical Lab Industry since 1973



Has the **most recognized Brand** in Indonesia

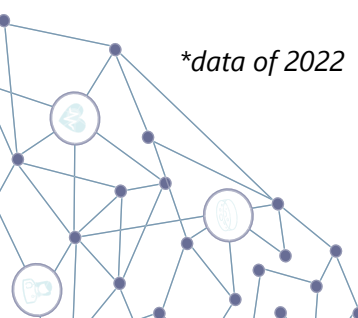


Largest private independent clinical lab chain by size of network and revenue with **40.5%* market share in Indonesia**



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

**data of 2022*



IDR 1,032 Billion



1H2024 Revenue (-2.9% YoY), CAGR 5yrs (+5.3%)

>1.2 Million



1H2024 Visit (-4.8% YoY), CAGR 5yrs (+1.1%)

>8.4 Million



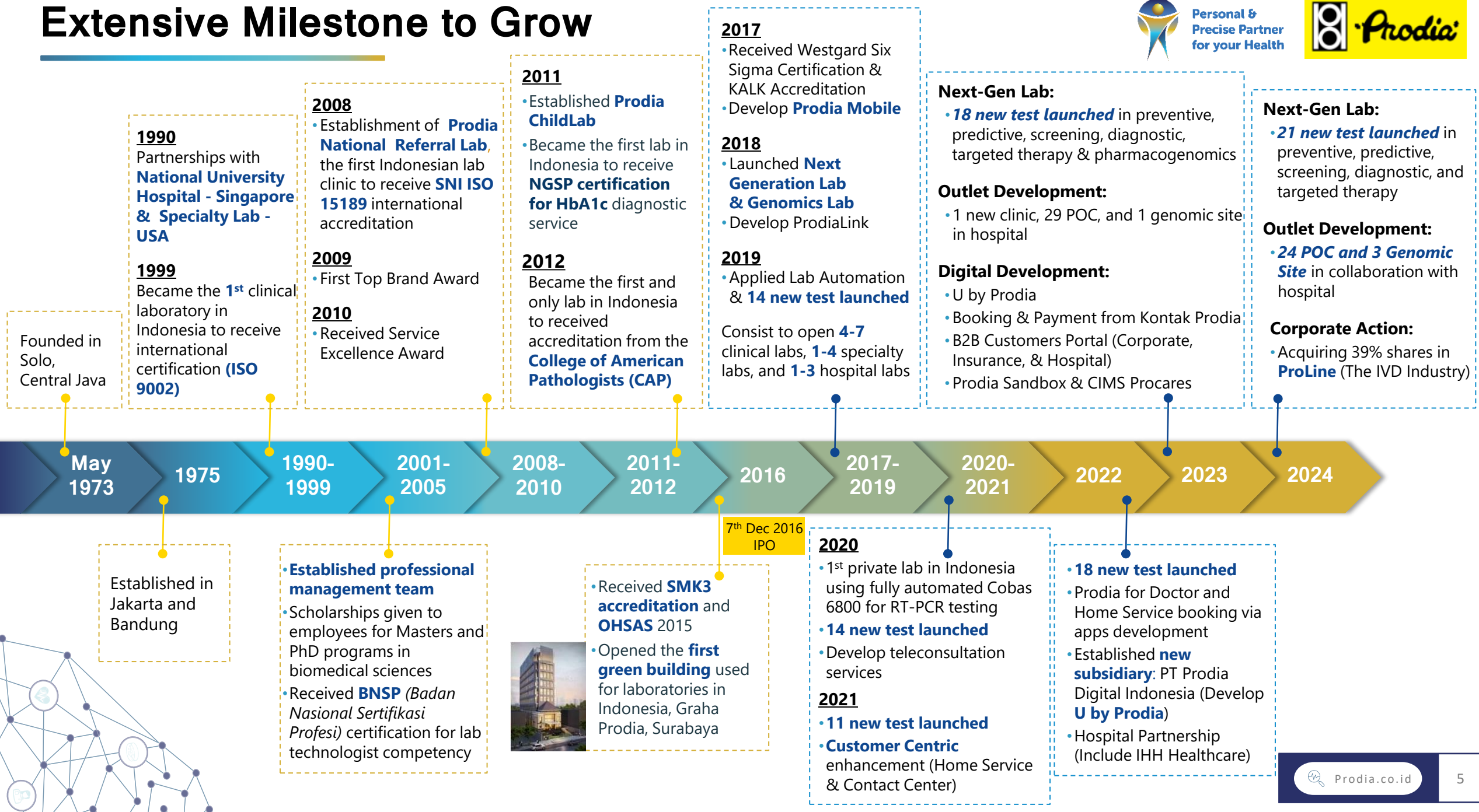
1H2024 Volume (-13.6% YoY), CAGR 5yrs (+2.8%)

321 Outlets



In 34 provinces throughout Indonesia

Extensive Milestone to Grow



Founded in Solo, Central Java

1990
Partnerships with **National University Hospital - Singapore & Specialty Lab - USA**

1999
Became the **1st** clinical laboratory in Indonesia to receive international certification (**ISO 9002**)

2008
• Establishment of **Prodia National Referral Lab**, the first Indonesian lab clinic to receive **SNI ISO 15189** international accreditation

2009
• First Top Brand Award

2010
• Received Service Excellence Award

2011
• Established **Prodia ChildLab**
• Became the first lab in Indonesia to receive **NGSP certification for HbA1c** diagnostic service

2012
Became the first and only lab in Indonesia to received accreditation from the **College of American Pathologists (CAP)**

2017
• Received Westgard Six Sigma Certification & KALK Accreditation
• Develop **Prodia Mobile**

2018
• Launched **Next Generation Lab & Genomics Lab**
• Develop ProdiaLink

2019
• Applied Lab Automation & **14 new test launched**
Consist to open **4-7** clinical labs, **1-4** specialty labs, and **1-3** hospital labs

Next-Gen Lab:
• **18 new test launched** in preventive, predictive, screening, diagnostic, targeted therapy & pharmacogenomics

Outlet Development:
• 1 new clinic, 29 POC, and 1 genomic site in hospital

Digital Development:
• U by Prodia
• Booking & Payment from Kontak Prodia
• B2B Customers Portal (Corporate, Insurance, & Hospital)
• Prodia Sandbox & CIMS Procures

Next-Gen Lab:
• **21 new test launched** in preventive, predictive, screening, diagnostic, and targeted therapy

Outlet Development:
• **24 POC and 3 Genomic Site** in collaboration with hospital

Corporate Action:
• Acquiring 39% shares in **ProLine** (The IVD Industry)

May 1973

1975

1990-1999

2001-2005

2008-2010

2011-2012

2016

2017-2019

2020-2021

2022

2023

2024

Established in Jakarta and Bandung

• **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**
• Opened the **first green building** used for laboratories in Indonesia, Graha Prodia, Surabaya

7th Dec 2016 IPO

2020
• 1st private lab in Indonesia using fully automated Cobas 6800 for RT-PCR testing
• **14 new test launched**
• Develop teleconsultation services

2021
• **11 new test launched**
• **Customer Centric** enhancement (Home Service & Contact Center)

• **18 new test launched**
• Prodia for Doctor and Home Service booking via apps development
• Established **new subsidiary**: PT Prodia Digital Indonesia (Develop **U by Prodia**)
• Hospital Partnership (Include IHH Healthcare)

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

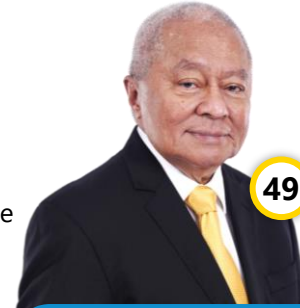
Co-Founder and Commissioner



40 Years of Experience

Endang Hoyaranda

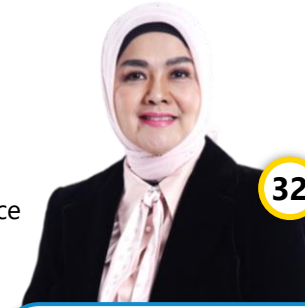
Commissioner



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

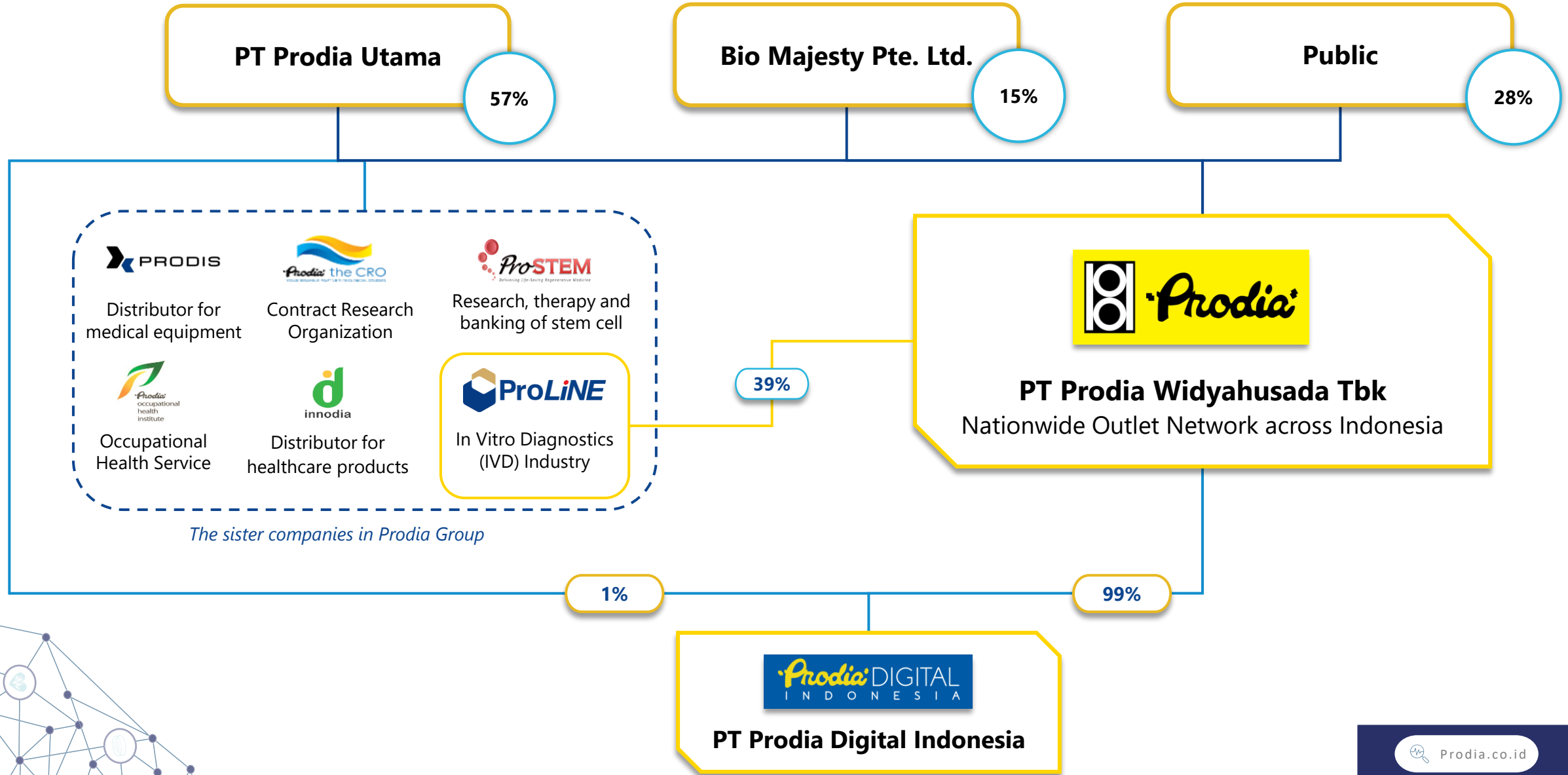


22 Years of Experience

Ida Zuraida

Human Capital & GA Director

Shareholders Composition





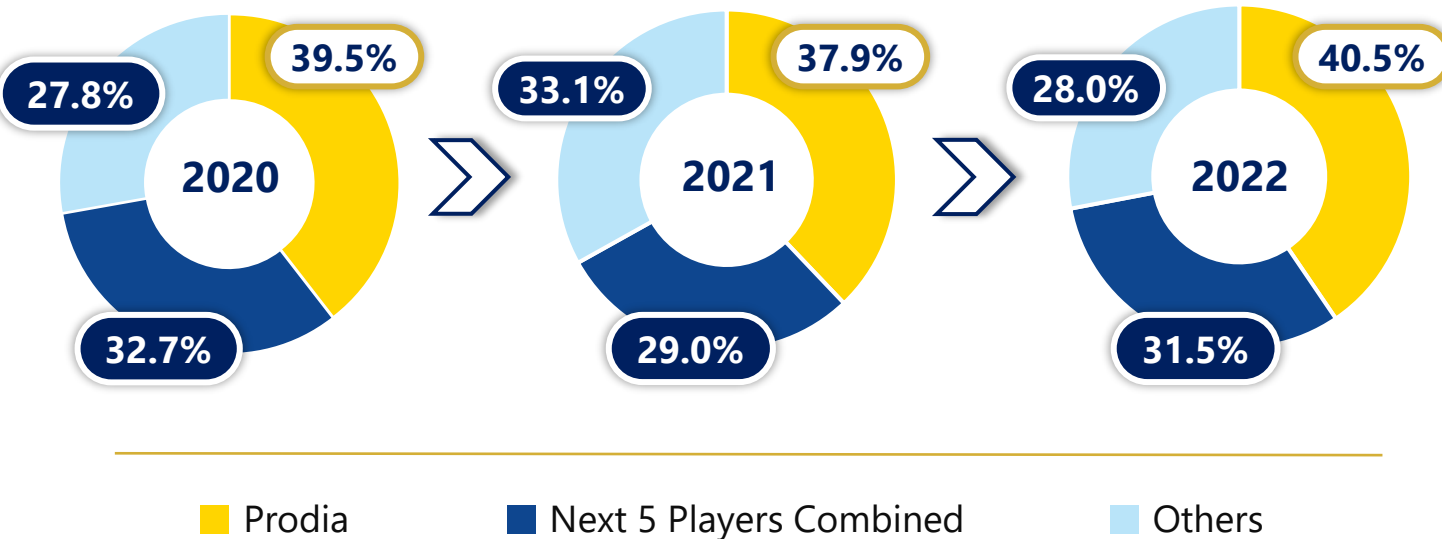
INVESTMENT HIGHLIGHT



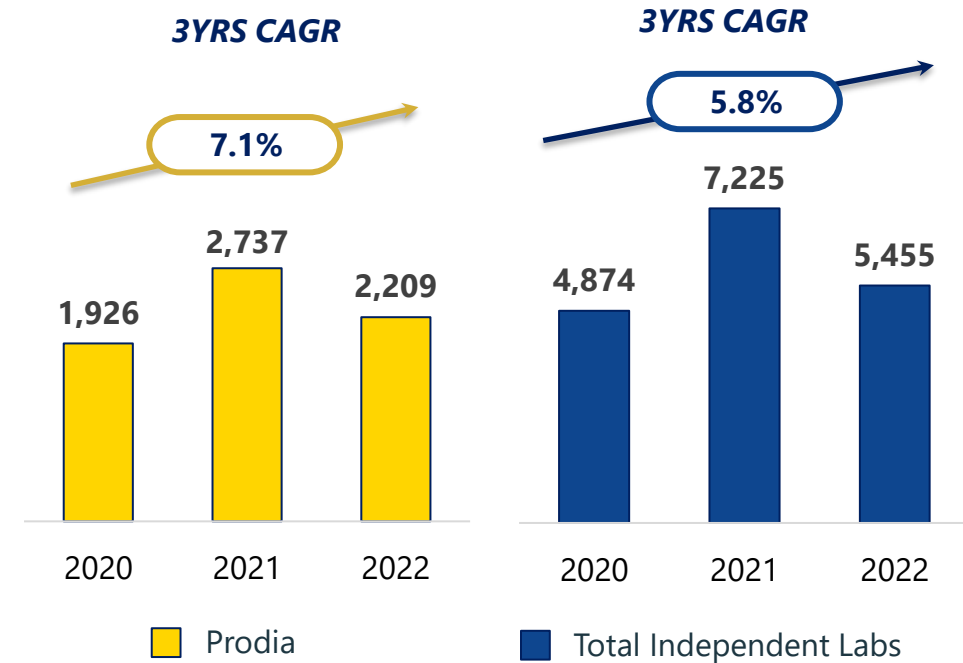
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Largest Independent Labs Chain

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



Prodia vs Total Independent Labs
(Billion IDR)

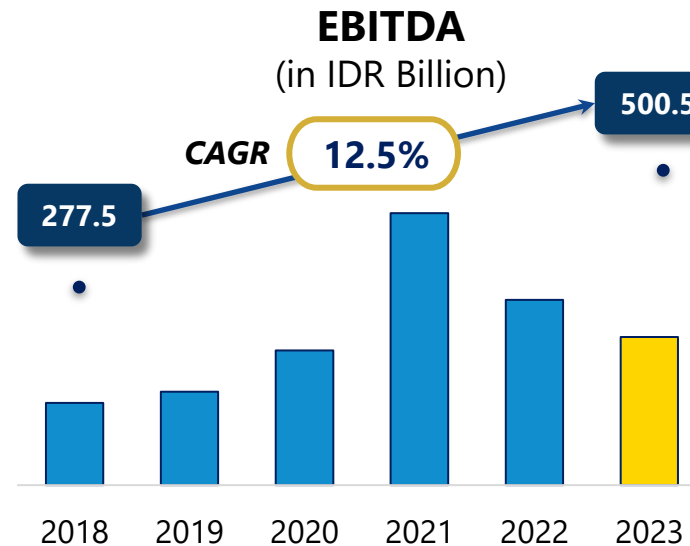
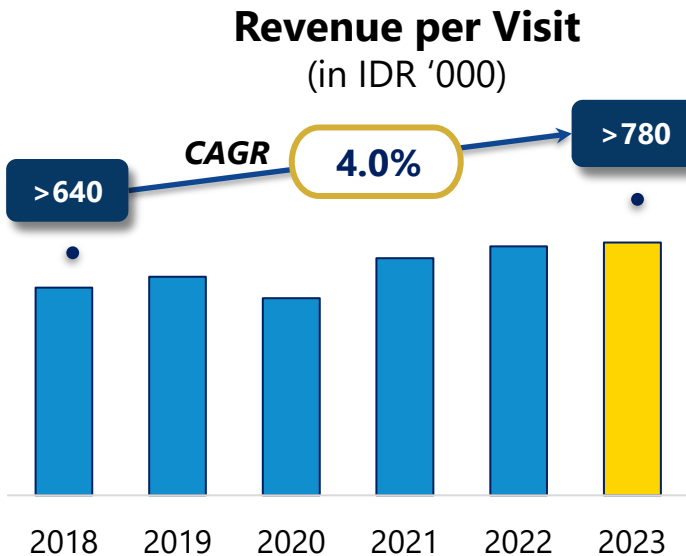
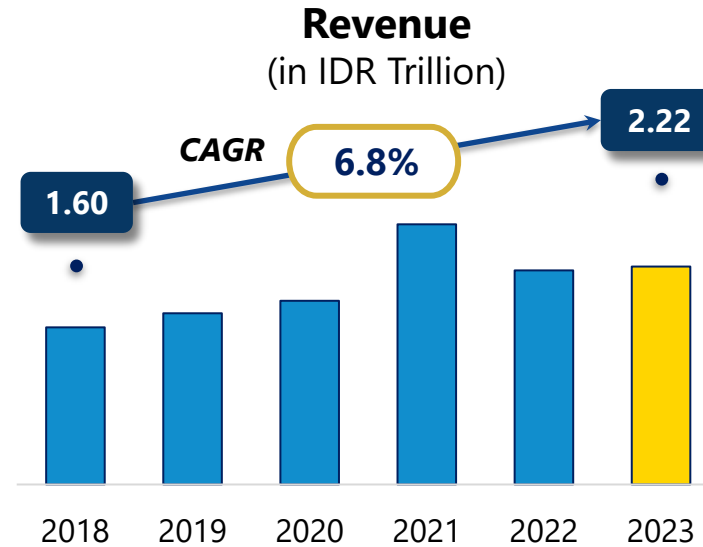
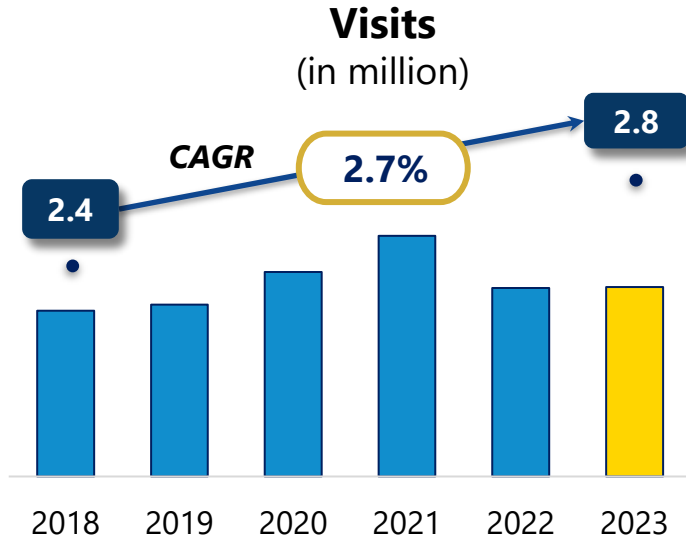


- Indonesia's Diagnostic Lab Market Size in **2022: IDR 27.6 Trillion** (-19.5% YoY).
- Independent Clinical Lab Market in 2022: IDR 5.5 Trillion (-24.5% YoY) due to the significant drop of COVID-19 test in 2022 after a high base in 2021.

Source: IQVIA Analysis (2023)

Source: IQVIA Analysis (2023), Company calculation

Strong Operational Track Record



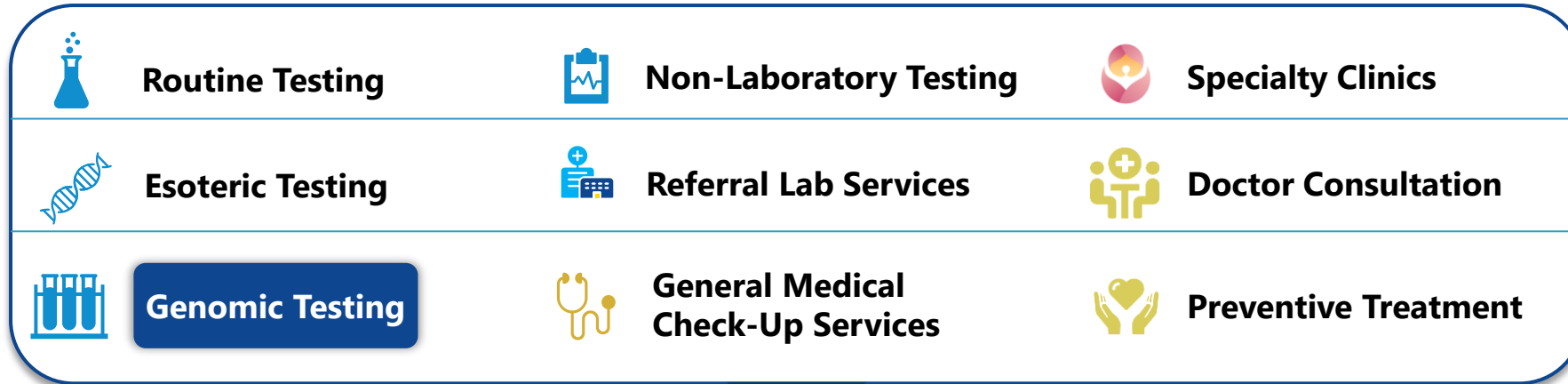
Prodia has **generated continuous revenue growth and increasing number of visits** that supported Company's profitability

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

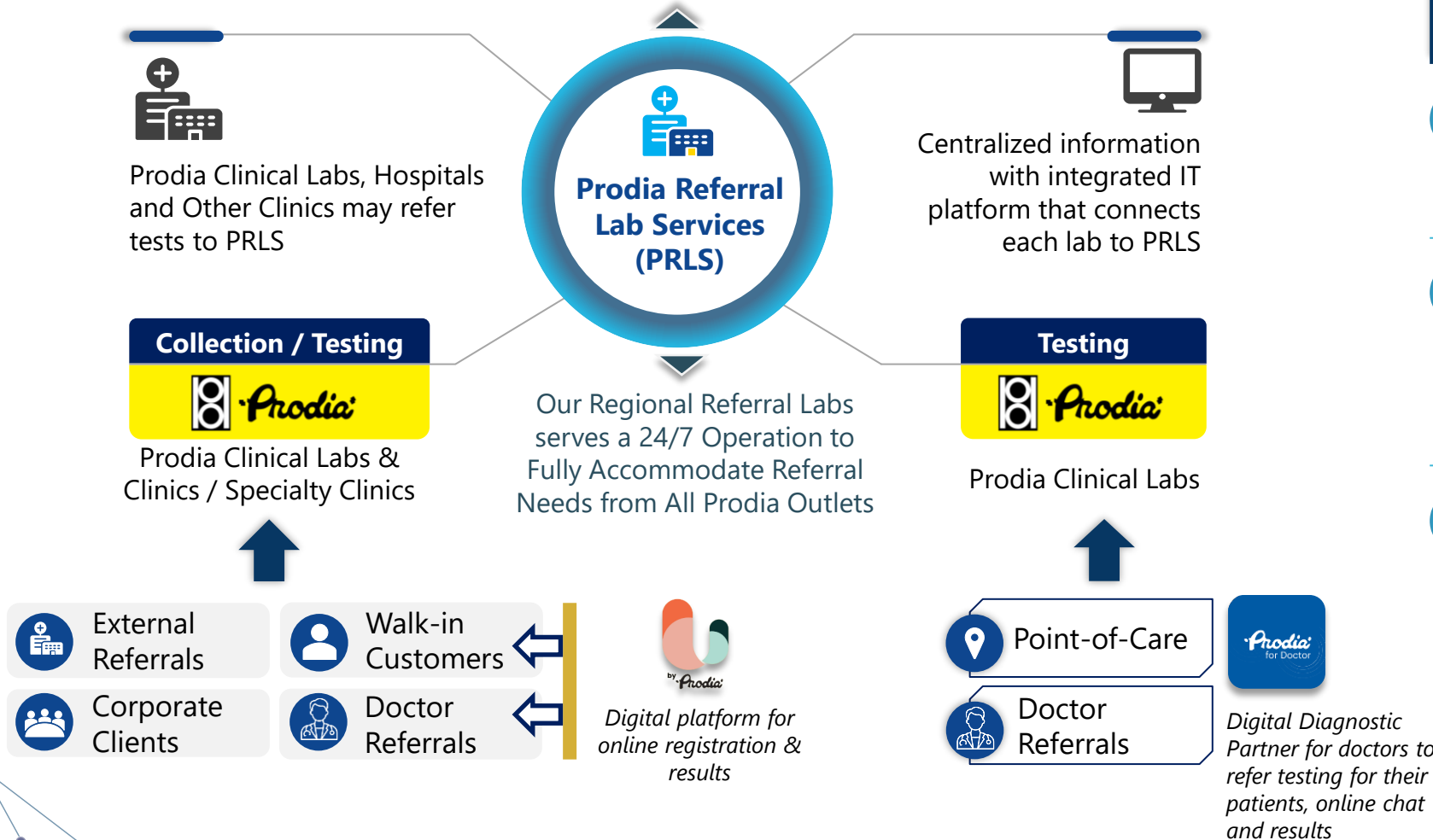
Corporate Clients

- 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

4 Referral Labs in Jakarta, Surabaya, Medan, Makassar



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, New Born Screening, Autoimmune Liver Disease Profile, ProGRP, Sleep & Stress Genomics

New Test Introduction



Ongoing Referrals

Received referrals from **>49,200 doctors in 1H2024**

Research Collaboration

Entered into agreement with **49 institutions**: 44 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

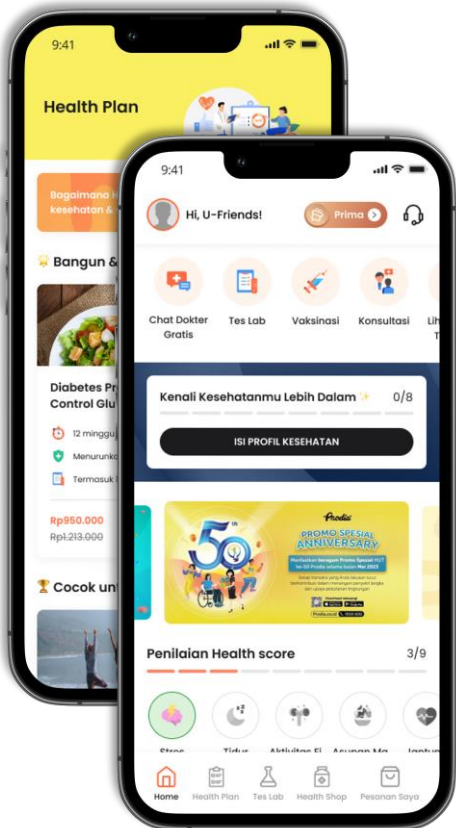


Offer **more than 3,000 type of testing**, with referral Partnership to NUH Singapore and Quest Diagnostic US



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

One of The Largest Digital Healthcare Platform



One Stop Health Solution App U by Prodia

(Managed by PT Prodia Digital Indonesia)

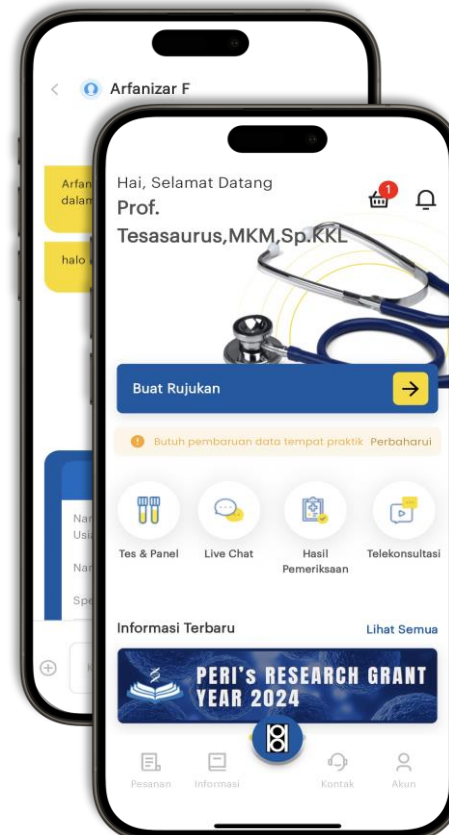
Launched in March 2023

> 1.1 mio downloaders



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

*next development



Digital Diagnostic Partner Prodia for Doctor



> 13,900 downloaders

- Online Referrals
- Online Chat
- Online Results
- Teleconsultation*
- Electronic Medical Record*
- E-Prescription*

*next development



MARKET OVERVIEW & GROWTH STRATEGY



Personal &
Precise Partner
for your Health



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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

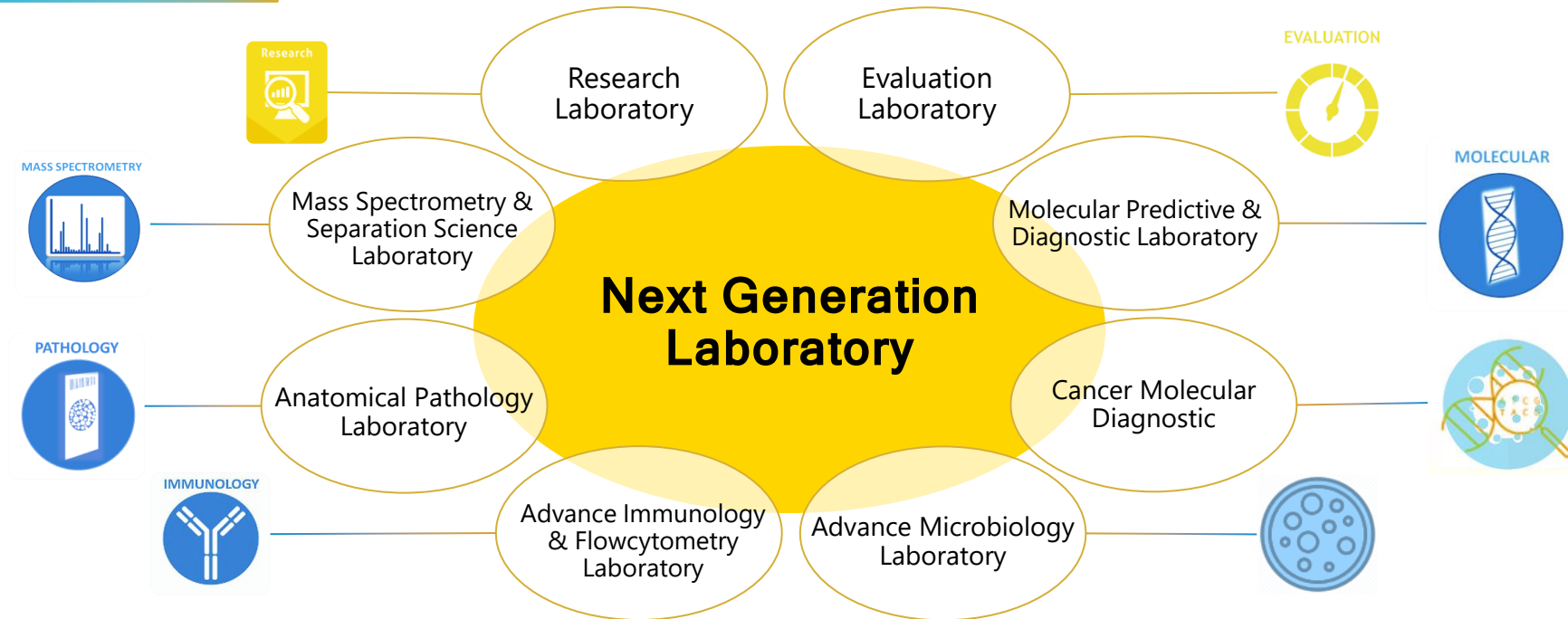


Enhance internal **operating efficiency** to be industry leading on cost



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

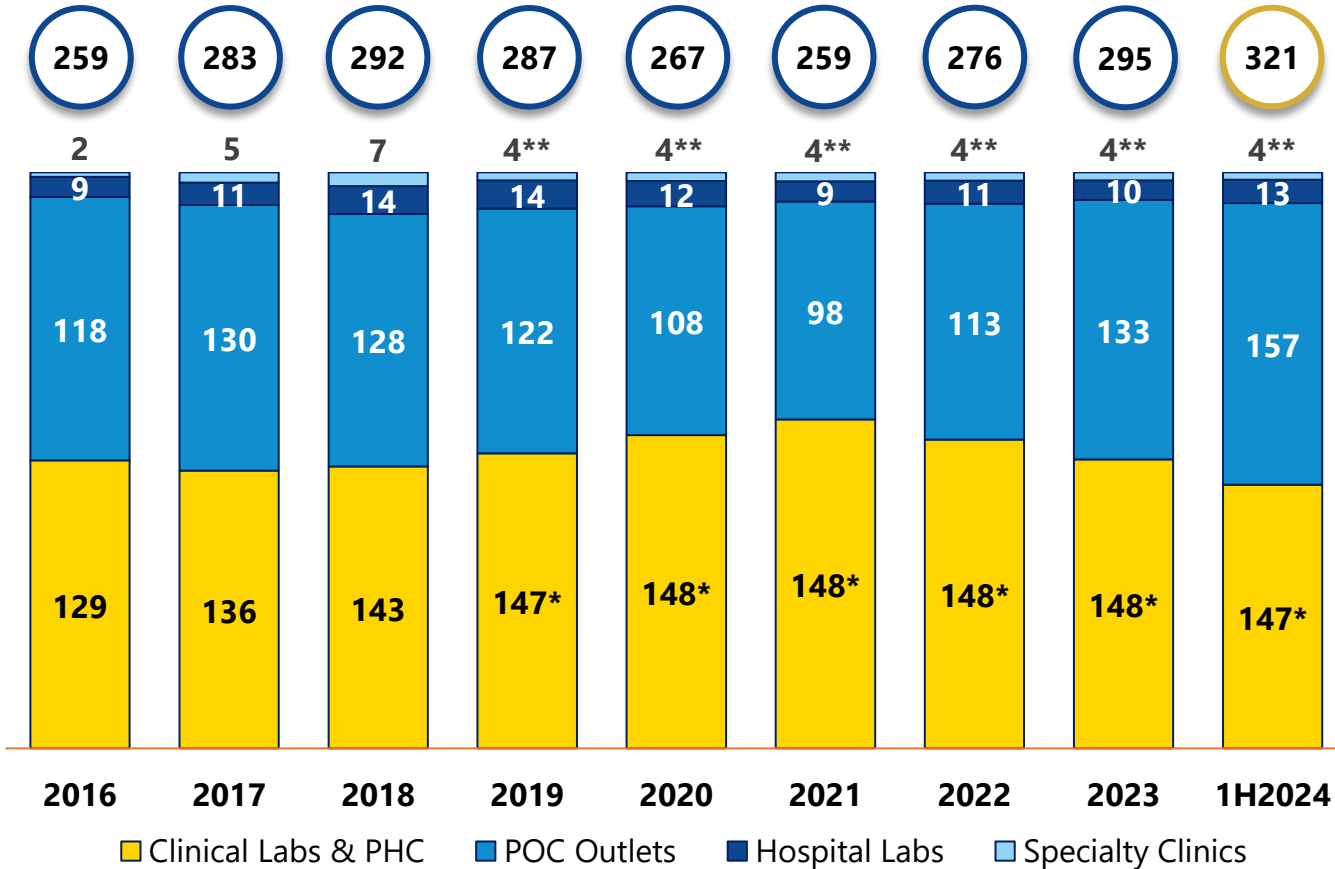


BUSINESS UPDATE



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

30+
POC Outlets

33 new POC outlets open in 1H2024
Point of Care

1-2
Clinical Labs

2 new Genomic Sites open in Samarinda & Semarang on May 2024

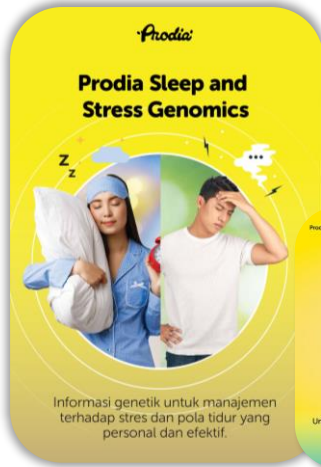


Total 3 new Genomic Sites open in 1H2024

"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



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



Product Innovation to provide complete type of Lab tests



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

Upgrade Building & Service Facilities



Prodia.co.id 1500 830

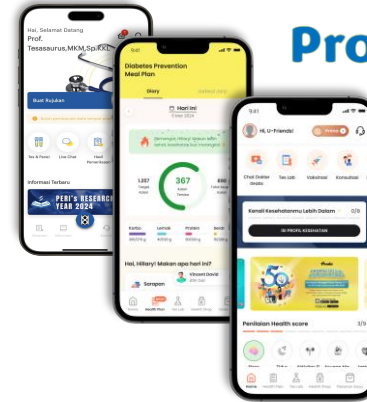
Professional Contact Centre

- 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*



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

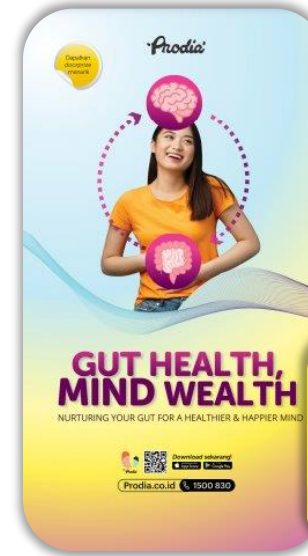
Prodia Anywhere Service Expansion



ProdiaLink

- Prodia for Doctor
- U by Prodia
- ProdiaLink for External Referrals
- Referral Portal
- 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

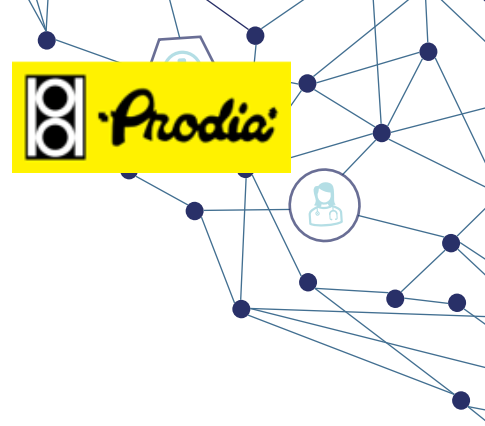


FINANCIAL UPDATE



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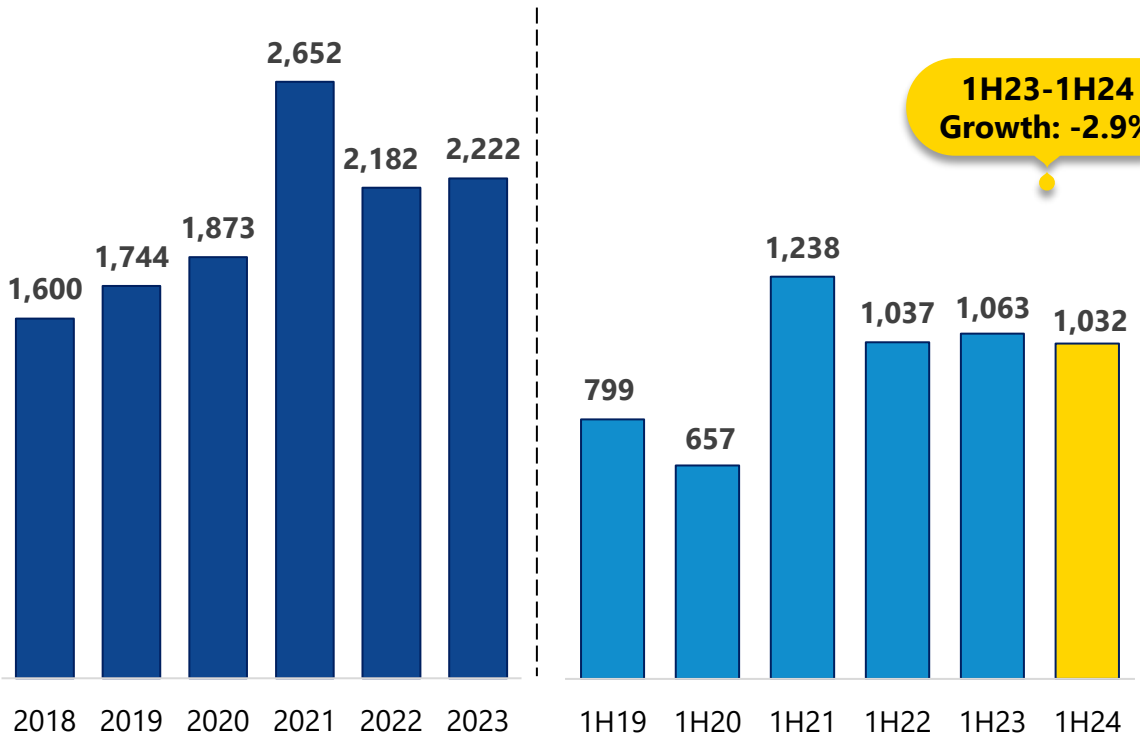
1H2024 Revenue (Unaudited)



Revenue (Unaudited) In IDR Billion

FY18-FY23 CAGR +6.8%

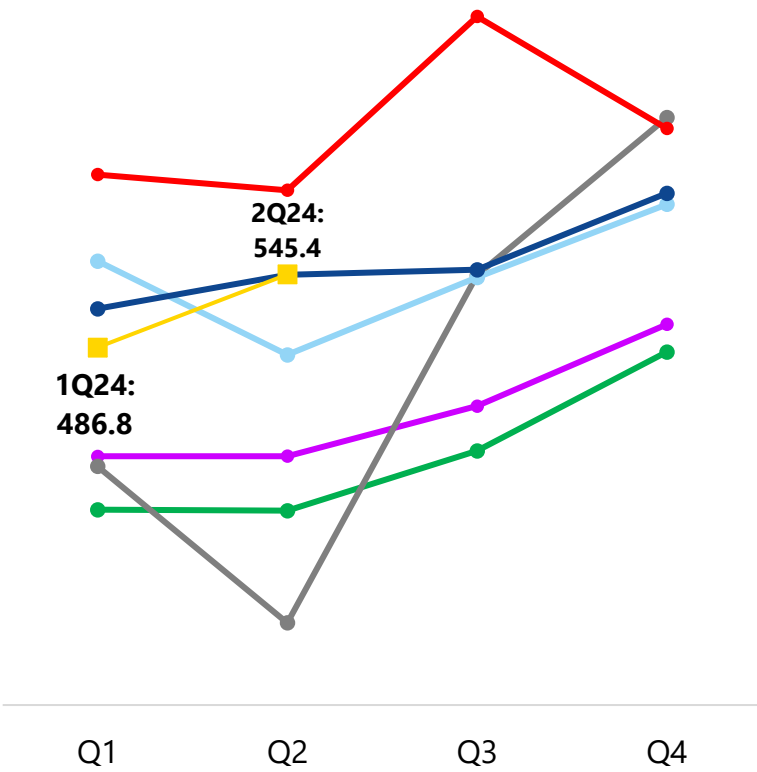
1H19-1H24 CAGR +5.3%



1H23-1H24 Growth: -2.9%

Quarterly Revenue (Unaudited) In IDR Billion

2018 2019 2020 2021
2022 2023 2024



Revenue improved in 2Q24 vs 1Q24 due to slight change of seasonality in 1Q, sales mix of test, and promotion activities in 2Q24.

1H2024 Gross Profit & Net Income

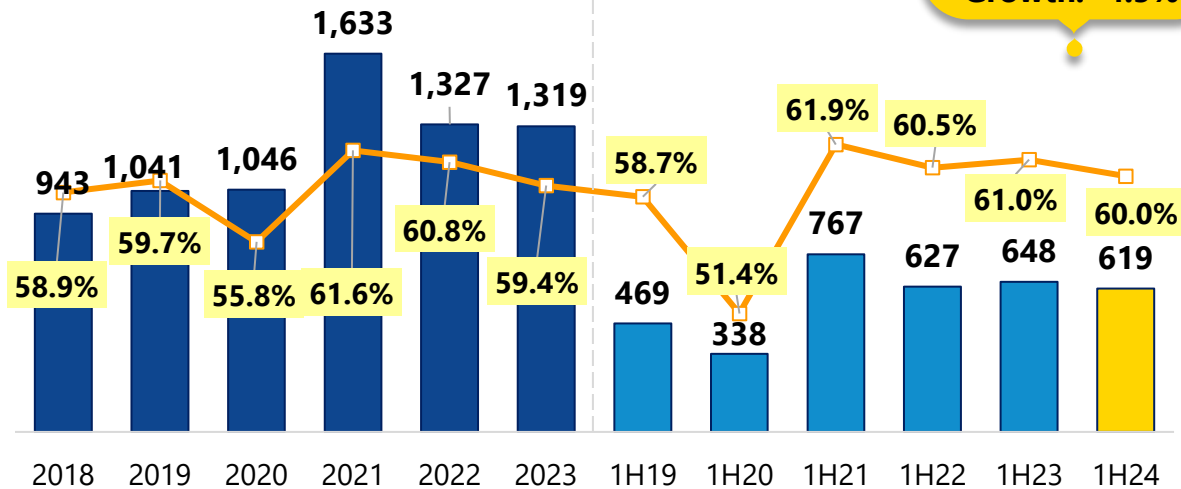
Gross Profit

in IDR Billion

FY18-FY23 CAGR +6.9%

1H19-1H24 CAGR +5.7%

Gross Profit Margin



1H23-1H24 Growth: -4.5%

Gross profit margin maintained at 60% due to efficiency in COGS amid soft revenue performance.



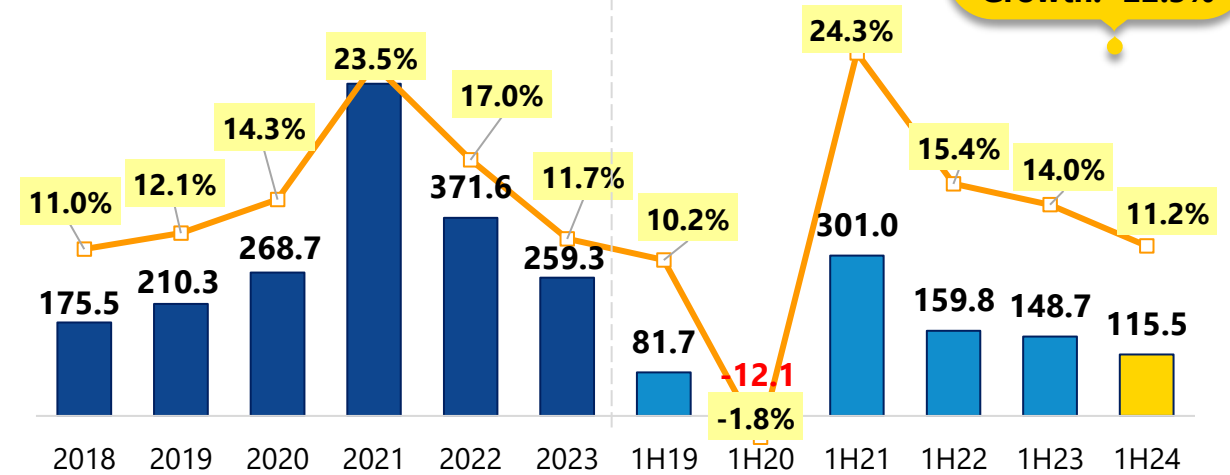
Net Income

In IDR Billion

FY18-FY23 CAGR +8.1%

1H19-1H24 CAGR +7.2%

Net Income Margin



1H23-1H24 Growth: -22.3%

Net income margin improved in 1H24 even better than pre-pandemic level amid soft revenue performance.



1H2024 COGS & OPEX

COGS

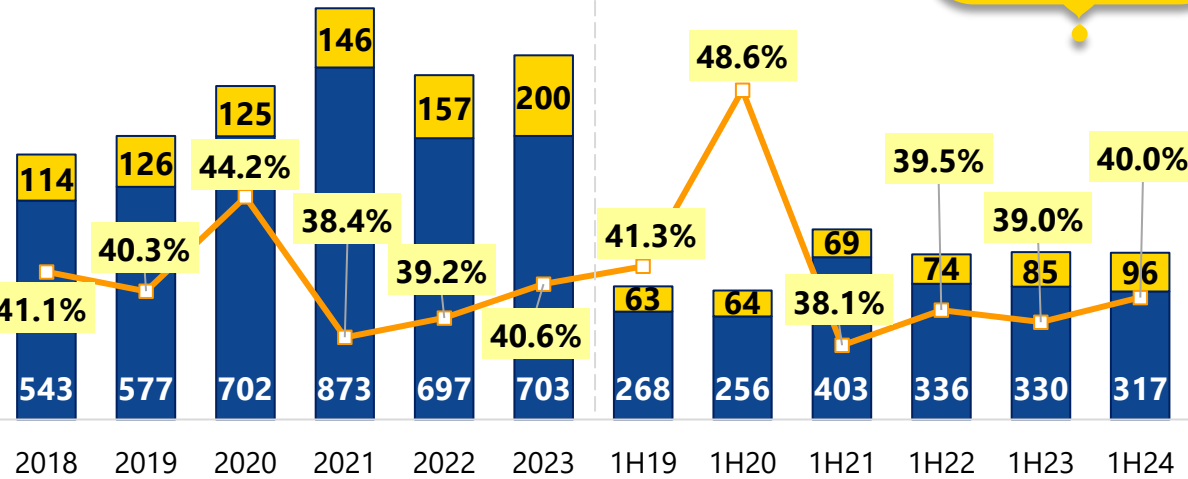
in IDR Billion

FY18-FY23 CAGR +6.6%

1H19-1H24 CAGR +4.6%

- COGS to revenue
- Direct Cost
- Indirect Cost

1H23-1H24 Growth: -0.4%



COGS decreased along with slow revenue performance in 1H24 and COGS per sales was maintained at 40% with cost efficiency.



OPEX

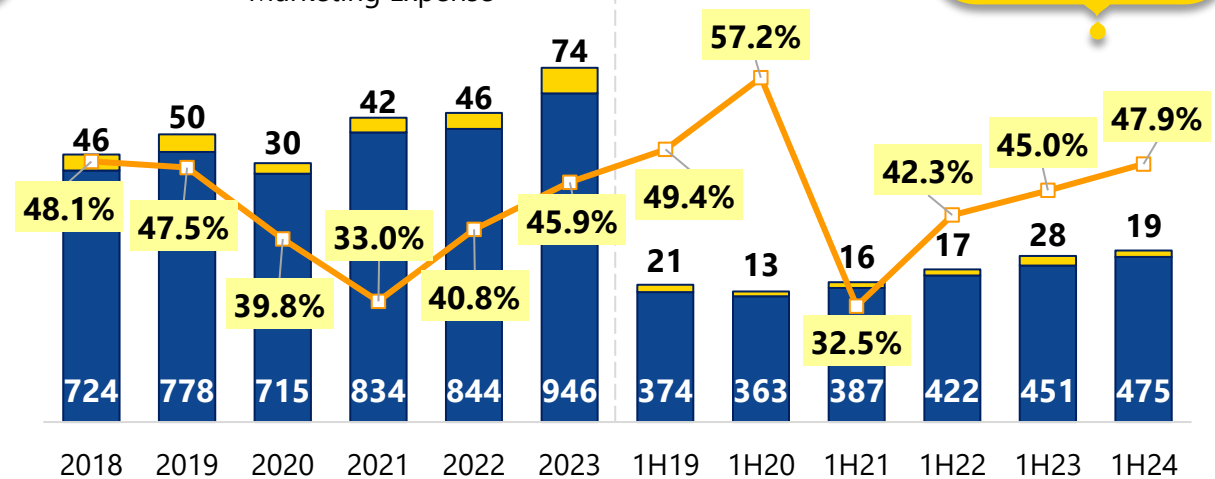
In IDR Billion

FY18-FY23 CAGR +5.8%

1H19-1H24 CAGR +4.6%

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

1H23-1H24 Growth: +3.3%



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



1H2024 Financial Summary



(in IDR Bn)	1H2024	1H2023	Change
Revenue	1,032.3	1,063.1	-2.9%
Gross Profit	618.9	648.2	-4.5%
EBIT	127.3	173.1	-26.4%
EBT	146.9	188.8	-22.2%
Net Income	115.5	148.7	-22.3%
EPS	123	159	-22.6%
EBITDA	236.6	261.5	-9.5%

(in IDR Bn)	1H2024	1H2023	Change
Total Asset	2,618.2	2,572.4	+1.8%
Total Equity	2,330.7	2,254.6	+3.4%



THANK YOU

For further Information:

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