



9M2024 Results Update

PT Prodia Widyahusada Tbk | PRDA.JK



Prodia.co.id

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CORPORATE OVERVIEW



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9M2024 Performance Highlight



More than **50 years** experience in Clinical Lab Industry since 1973



Has the **most recognized Brand** in Indonesia

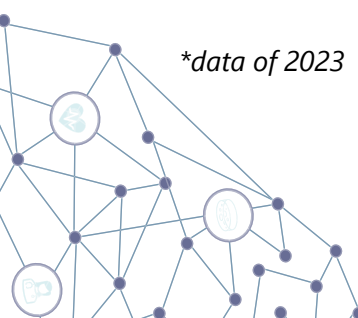


Largest private independent clinical lab chain by size of network and revenue with **40.1%*** market share in **Indonesia**



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

**data of 2023*



IDR 1,598 Billion



9M2024 Revenue (-0.9% YoY), CAGR 5yrs (+5.2%)

> 1.9 Million



9M2024 Visit (-3.4% YoY), CAGR 5yrs (+1.5%)

> 13.4 Million



9M2024 Volume (-8.0% YoY), CAGR 5yrs (+3.2%)

341 Outlets

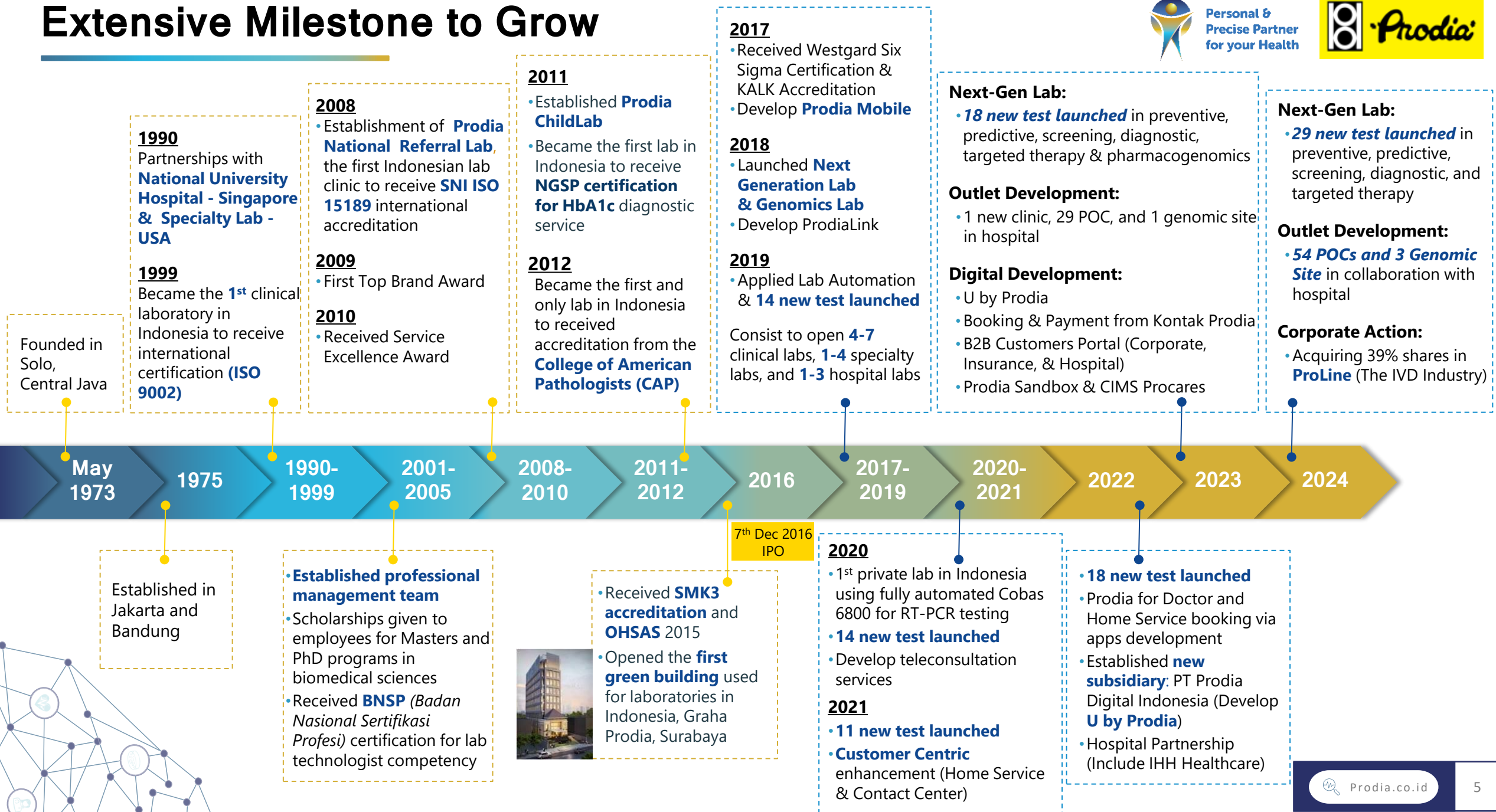


In 34 provinces throughout Indonesia

Extensive Milestone to Grow



Personal & Precise Partner for your Health



Experienced Management Team

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



Personal &
Precise Partner
for your Health



51 Years of Experience

Andi Wijaya

Co-Founder and
Chairman



51 Years of Experience

**Gunawan
Prawiro Soeharto**

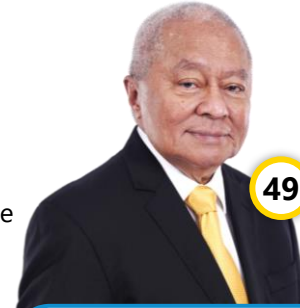
Co-Founder and
Commissioner



40 Years of Experience

**Endang
Hoyaranda**

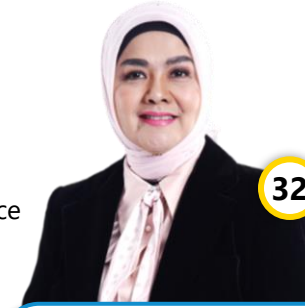
Commissioner



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



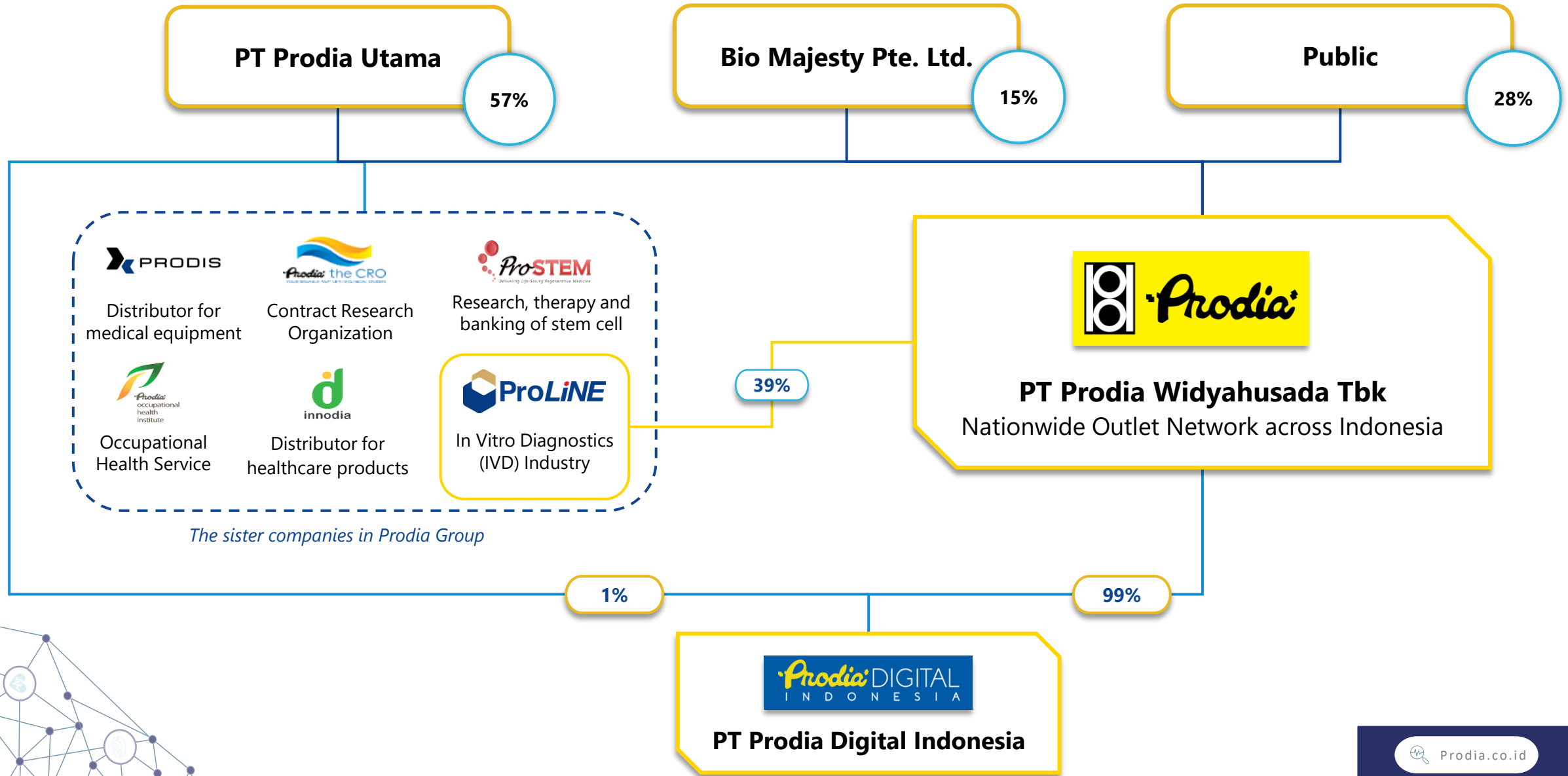
22 Years of Experience

Ida Zuraida

Human Capital
& GA Director



Shareholders Composition



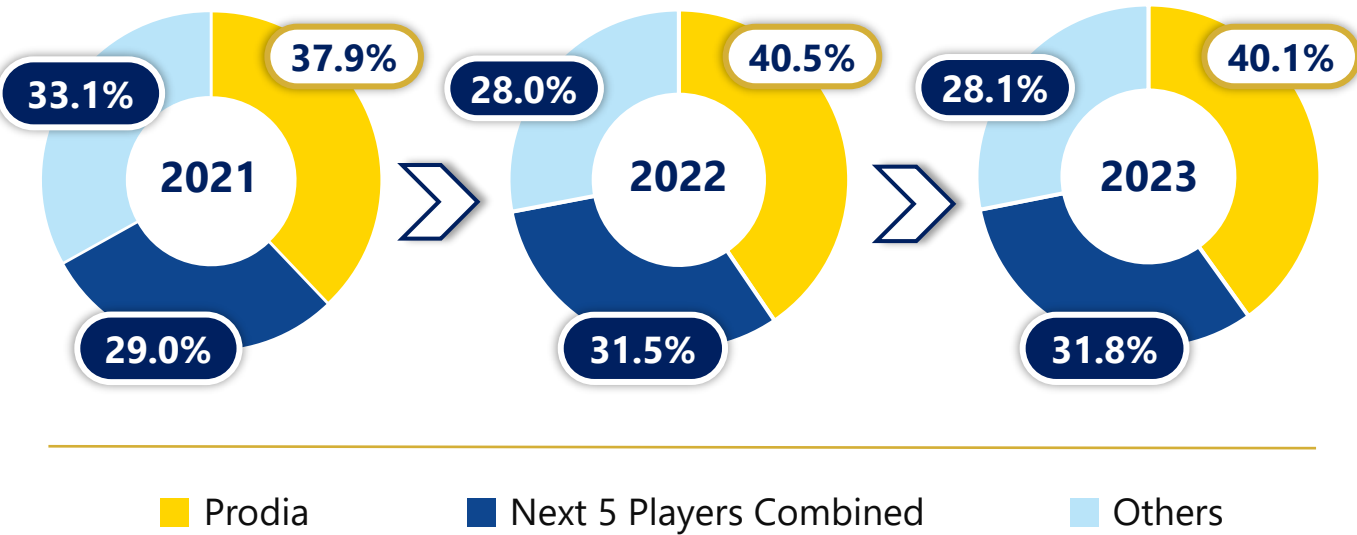


INVESTMENT HIGHLIGHT

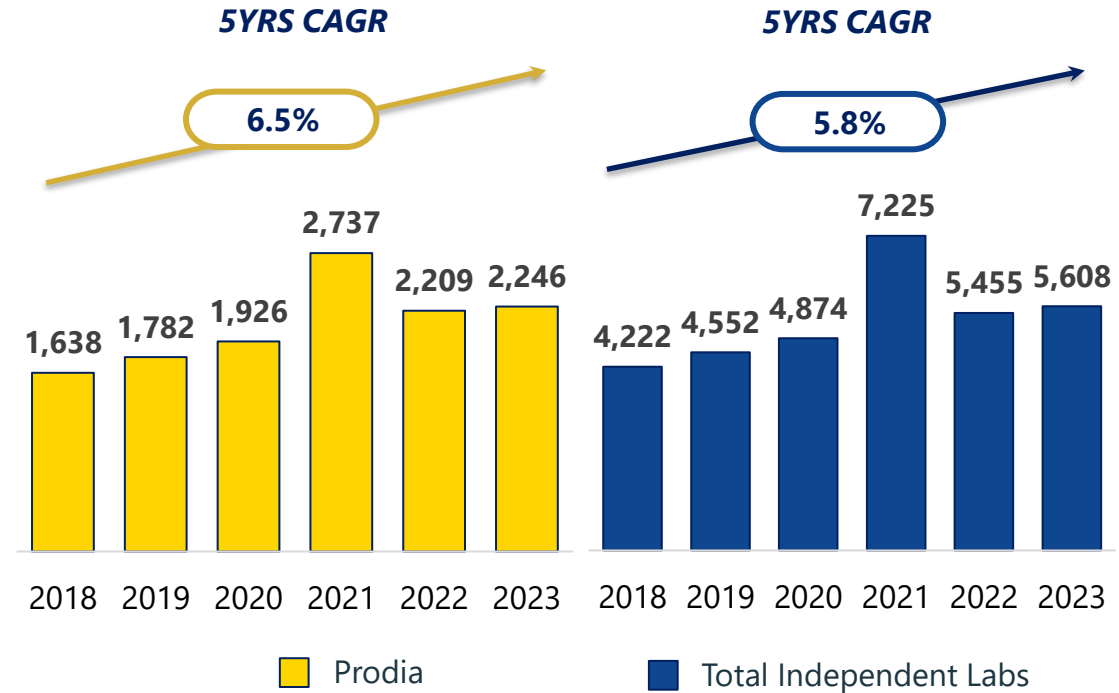


Largest Independent Labs Chain

Market Share by Revenue
Independent Clinical Labs (2021-2023)



Prodia vs Total Independent Labs
(Billion IDR)

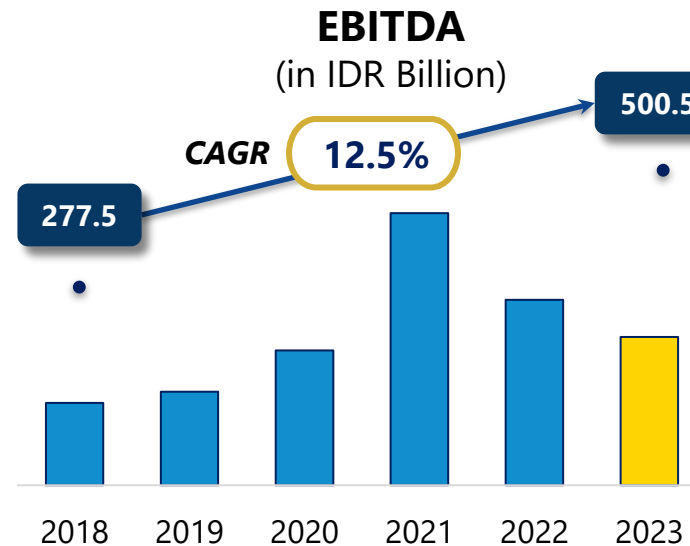
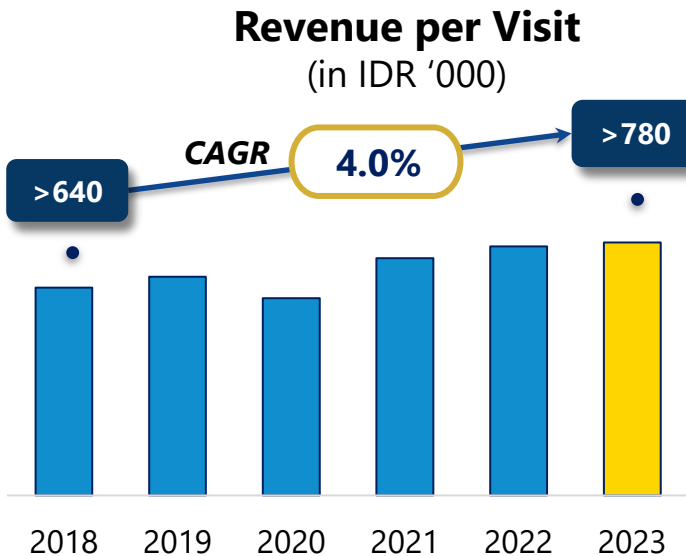
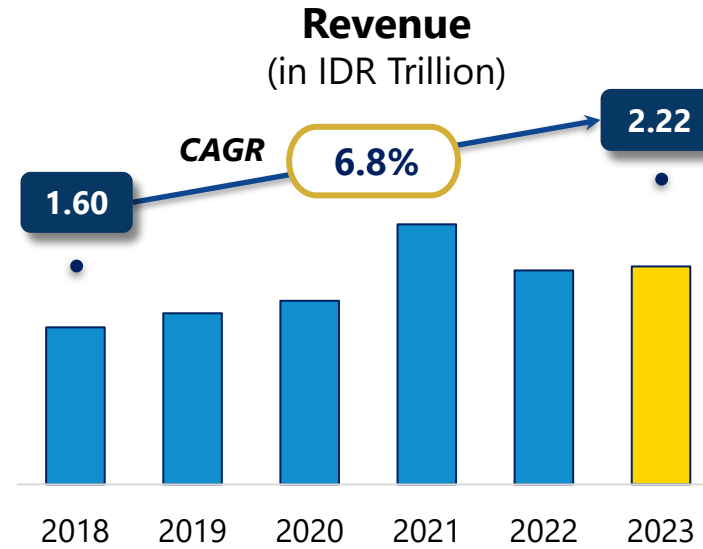
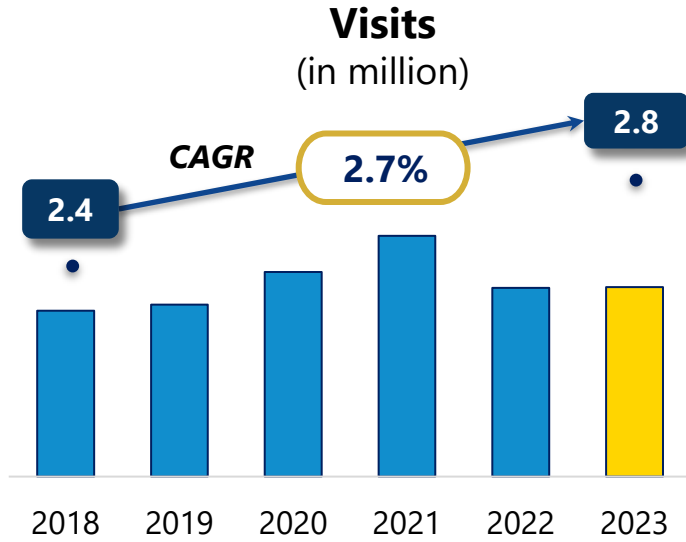


- Indonesia's Diagnostic Lab Market Size in **2023: IDR 30.5 Trillion** (+10.3% YoY).
- Independent Clinical Lab Market in **2023: IDR 5.6 Trillion** (+2.8% YoY) due to the significant increase, especially in chemical and hematology tests.

Source: IQVIA Analysis (2024), Company calculation

Source: IQVIA Analysis (2024)

Strong Operational Track Record



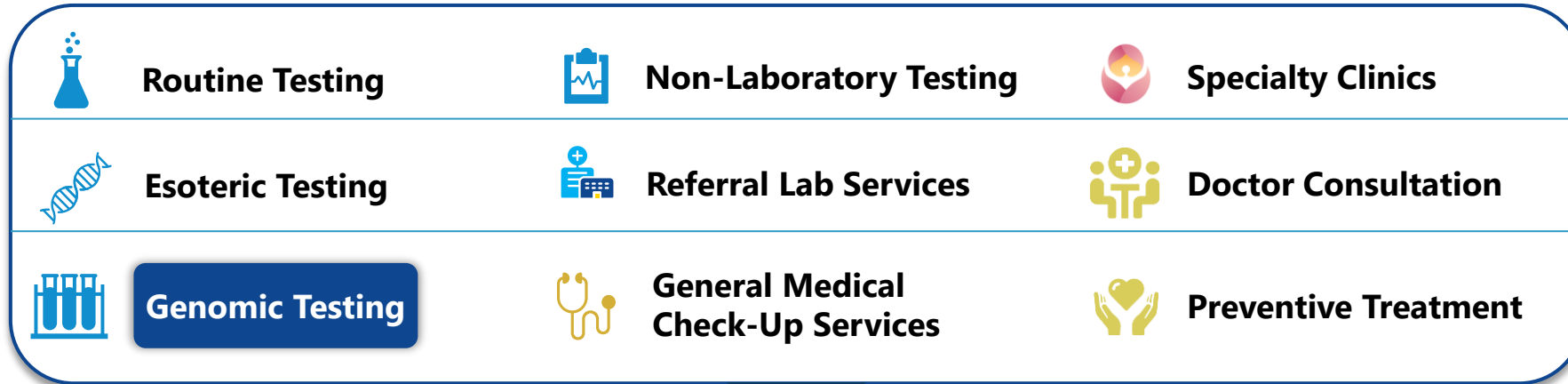
Prodia has **generated continuous revenue growth and increasing number of visits** that supported Company's profitability

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

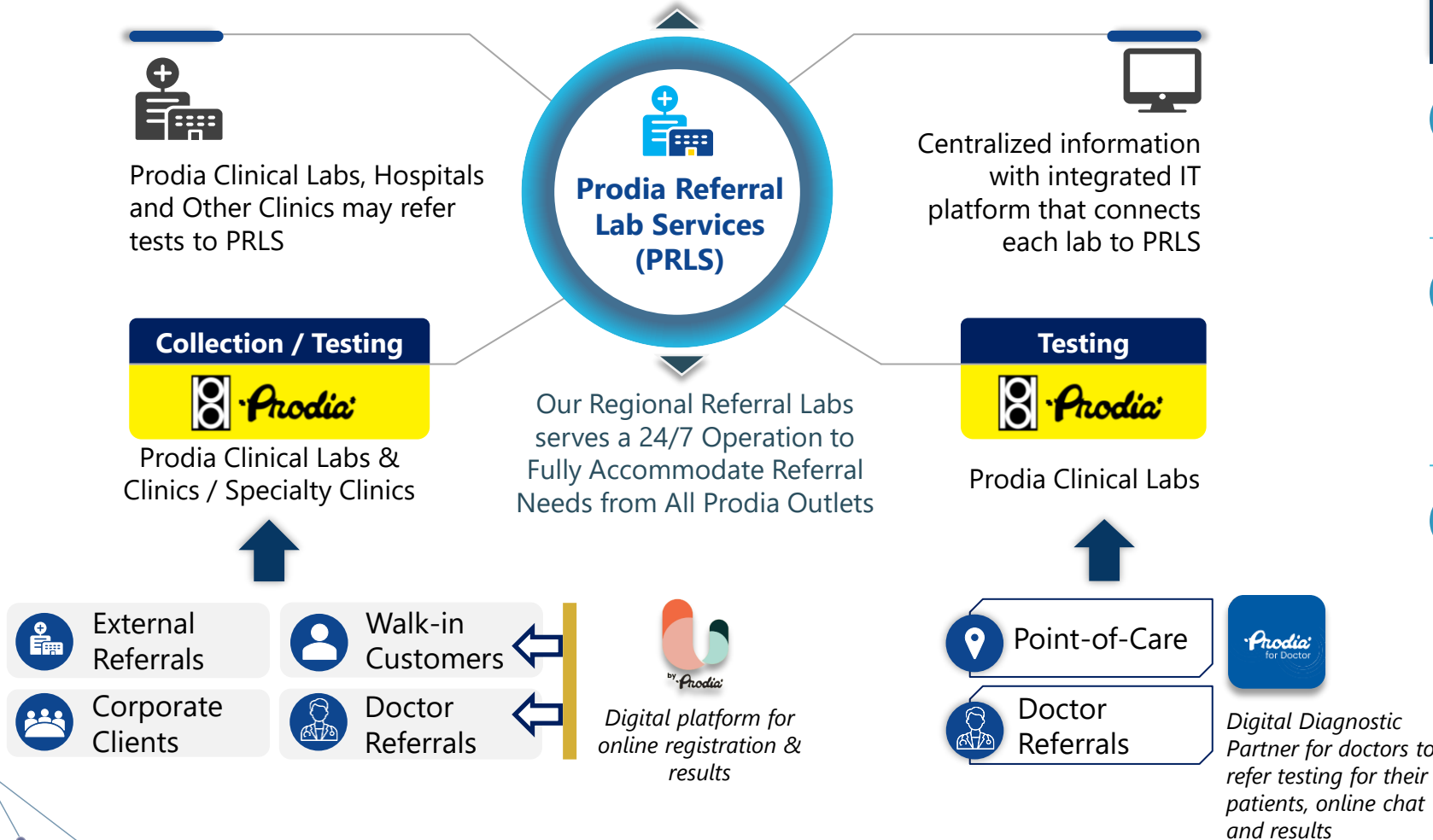
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Funded by healthcare providers

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, CArisk, DIArisk, New Born Screening, Autoimmune Liver Disease Profile, ProGRP, Sleep & Stress Genomics, Beta Thalassemia Analysis

New Test Introduction



Ongoing Referrals

Received referrals from **>58,200 doctors in 9M2024**

Research Collaboration

Entered into agreement with **50 institutions**: 45 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)

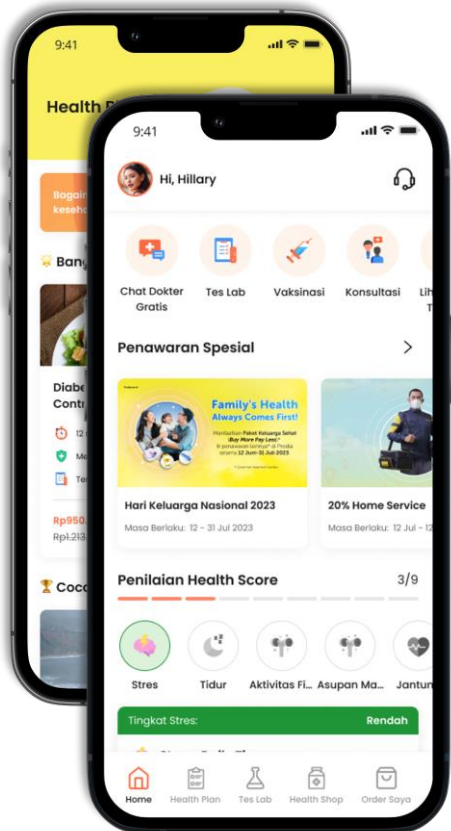
Launched in March 2023

> 1.4 mio downloaders



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

*next development



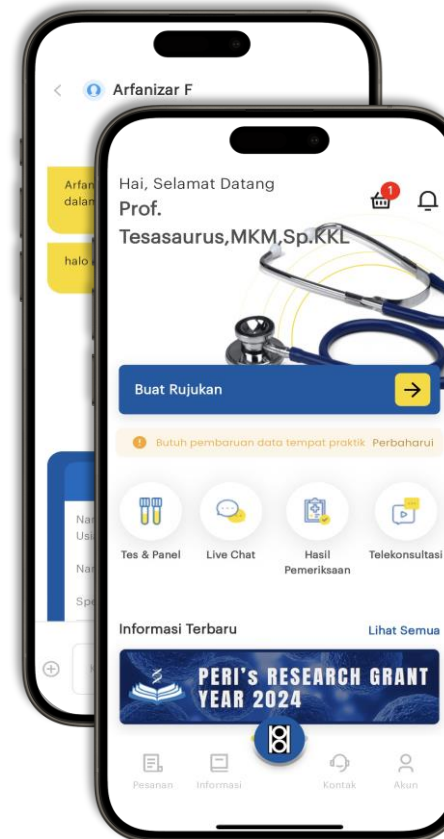
Digital Diagnostic Partner Prodia for Doctor



> 16,900 downloaders

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

*coming soon





MARKET OVERVIEW & GROWTH STRATEGY



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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

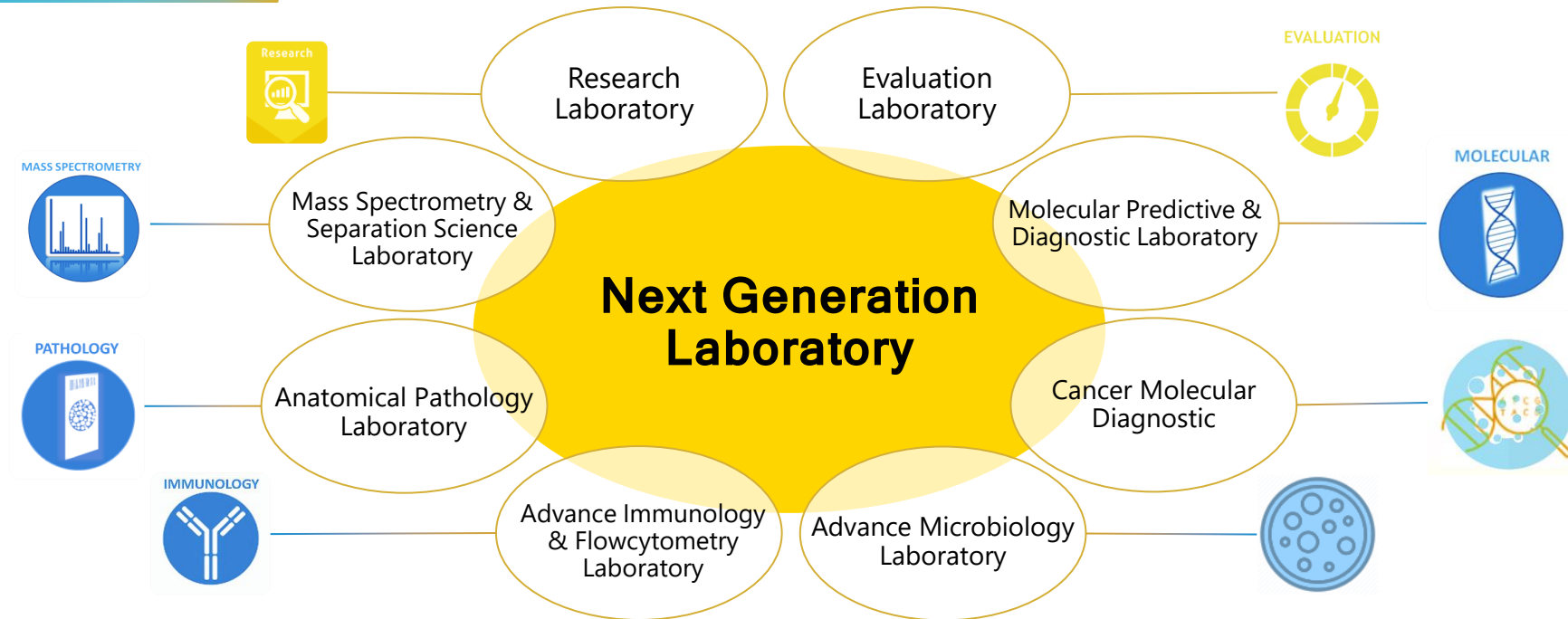


Enhance internal **operating efficiency** to be industry leading on cost



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



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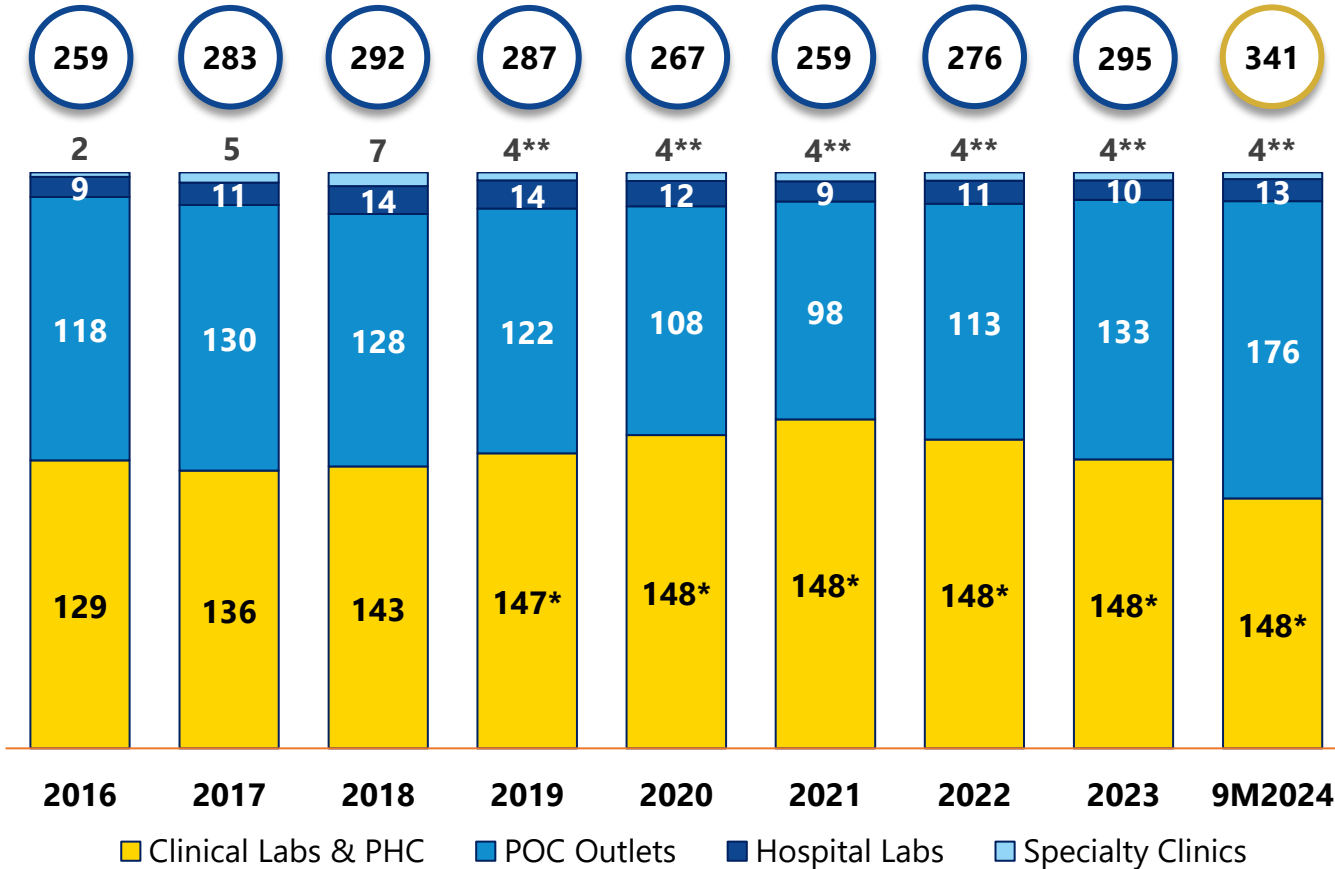
Outlet Development



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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



Total 3 new Genomic Sites open in 9M2024

30+
POC Outlets



Point of Care

54 new POC outlets opened in 9M2024

1-2
Clinical Labs



1 new Clinical Lab opened in Cibubur in 9M2024

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

Customer Centric Model

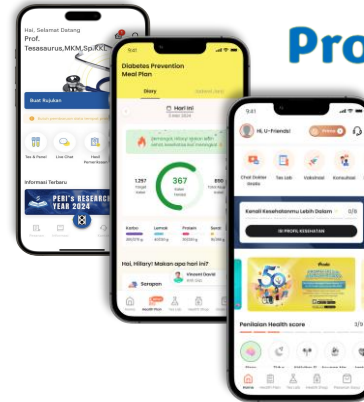
To deliver solution for customer needs



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

Digital Service Development



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



Untuk mendeteksi protein HLA-B27 pada individu yang diduga menderita penyakit terkait HLA-B27, seperti ankylosing spondylitis, artritis reaktif, dan uveitis tertentu.

Product Innovation to provide complete type of Lab tests



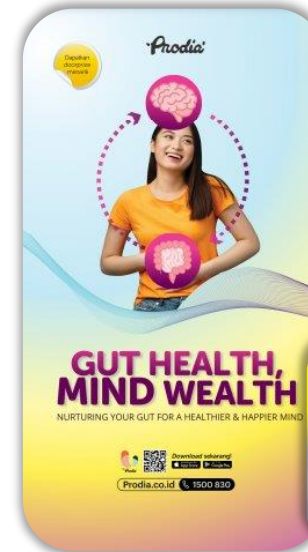
- **License Upgrade** to provide more services
- Adjusted Facilities related to Safety and Hybrid Service Model

Upgrade Building & Service Facilities



- 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



- **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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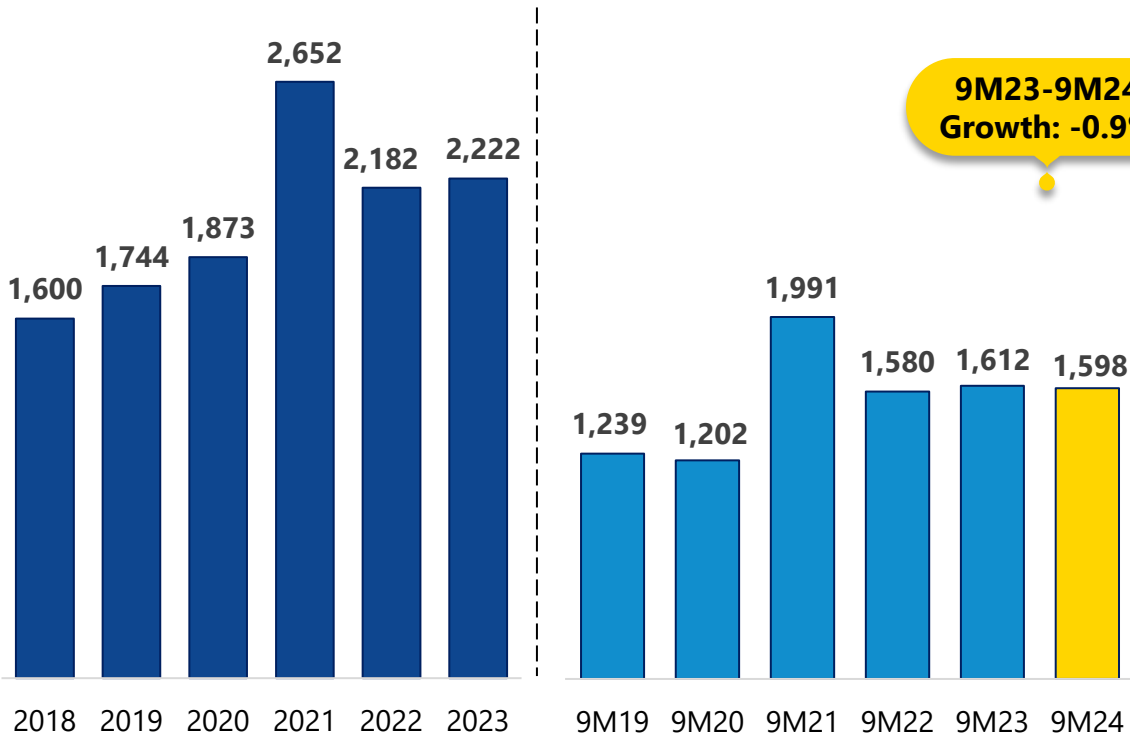
9M2024 Revenue (Unaudited)

Revenue (Unaudited)

In IDR Billion

FY18-FY23 CAGR +6.8%

9M19-9M24 CAGR +5.2%

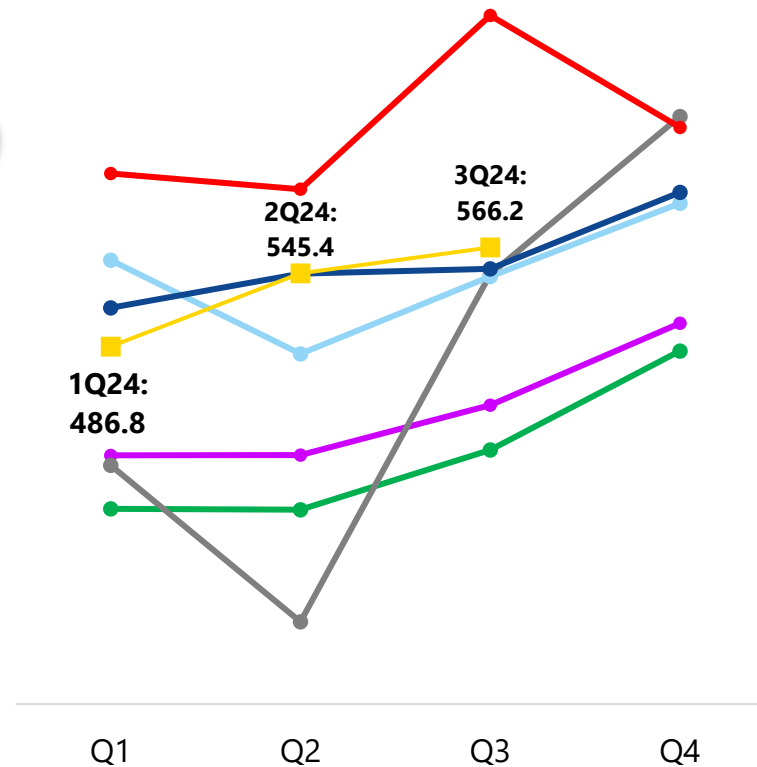


9M23-9M24 Growth: -0.9%

Quarterly Revenue (Unaudited)

In IDR Billion

2018 2019 2020 2021
2022 2023 2024



- Revenue improved in 3Q24 vs 2Q24 mostly driven by B2B customer segment due to 2H seasonality factors.
- Revenue trends is supported by revenue per visit increase.
- 3Q24 revenue shows positive improvement from the previous quarters and exceeding 3Q23 revenues.

9M2024 Gross Profit & Net Income

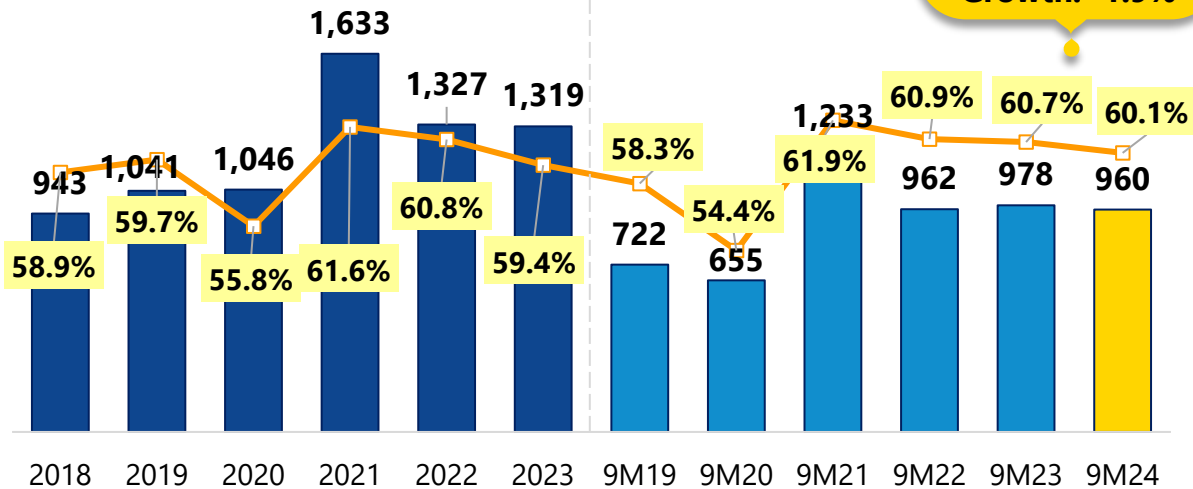
Gross Profit

in IDR Billion

FY18-FY23 CAGR +6.9%

9M19-9M24 CAGR +5.9%

Gross Profit Margin



9M23-9M24 Growth: -1.9%

Gross profit decreased along with soft revenue performance in 9M24 and gross profit margin was maintained at 60%.



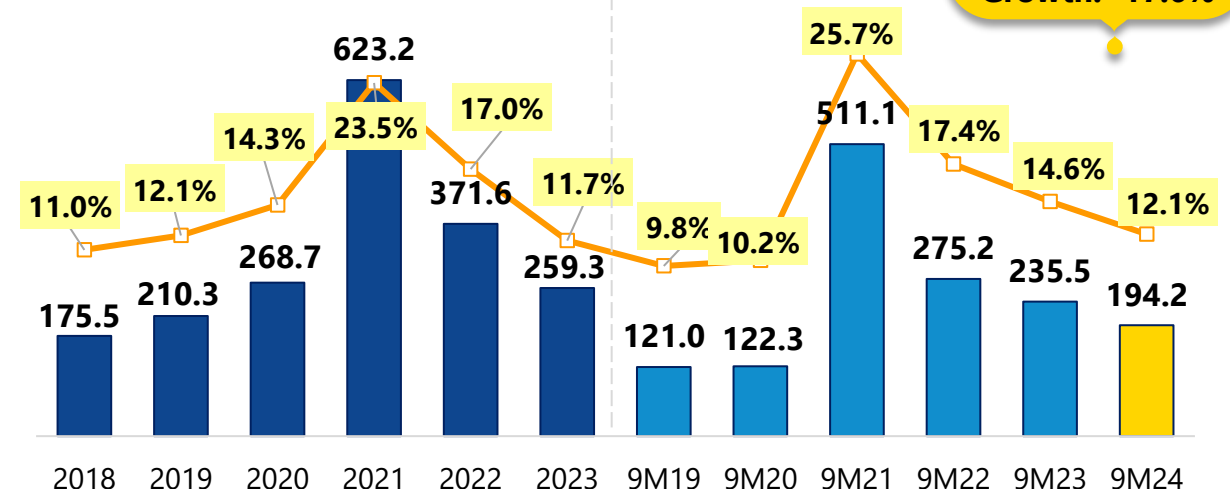
Net Income

In IDR Billion

FY18-FY23 CAGR +8.1%

9M19-9M24 CAGR +9.9%

Net Income Margin



9M23-9M24 Growth: -17.6%

Net income margin were higher than pre-pandemic levels and well maintained amid soft revenue performance.



9M2024 COGS & OPEX

COGS

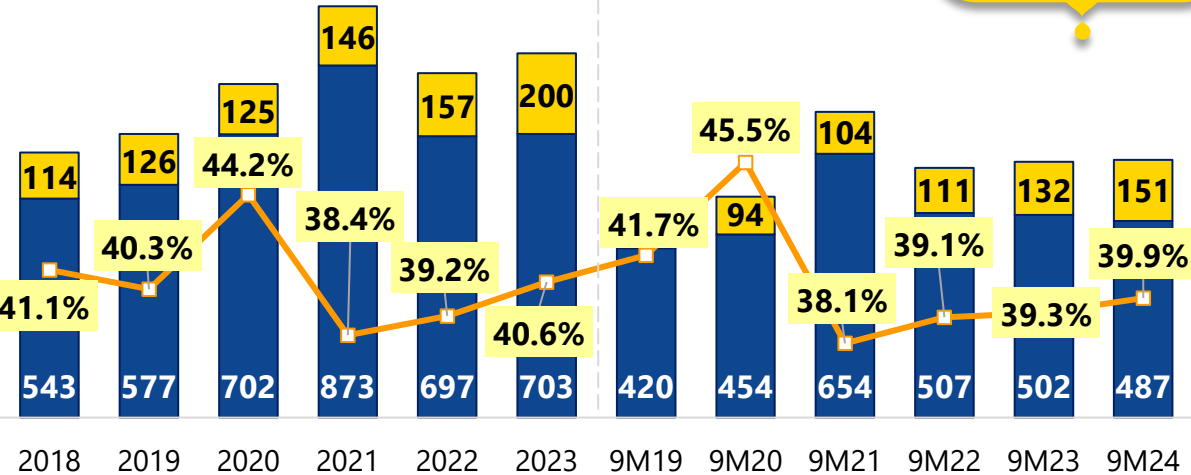
in IDR Billion

FY18-FY23 CAGR +6.6%

9M19-9M24 CAGR +4.3%

- COGS to revenue
- Direct Cost
- Indirect Cost

9M23-9M24 Growth: +0.7%



Direct cost decreased along with soft revenue performance in 9M24 and COGS per sales was maintained at around 39%.



OPEX

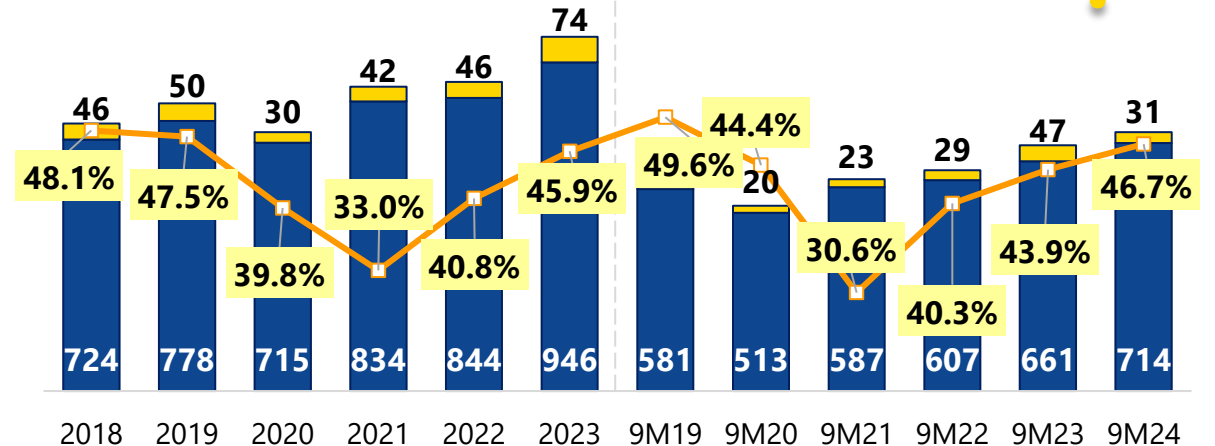
In IDR Billion

FY18-FY23 CAGR +5.8%

9M19-9M24 CAGR +4.0%

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

9M23-9M24 Growth: +5.4%



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



9M2024 Financial Summary



(in IDR Bn)	9M2024	9M2023	Change
Revenue	1,598.4	1,612.4	-0.9%
Gross Profit	960.0	978.4	-1.9%
EBIT	218.7	277.5	-21.2%
EBT	247.6	299.7	-17.4%
Net Income	194.2	235.5	-17.6%
EPS	207.35	251.38	-17.5%
EBITDA	390.6	415.4	-6.0%

(in IDR Bn)	9M2024	9M2023	Change
Total Asset	2,744.0	2,691.5	+2.0%
Total Equity	2,406.0	2,344.8	+2.6%



THANK YOU

For further Information:

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