



FY2024 Company Update

PT Prodia Widyahusada Tbk | PRDA.JK



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Key Updates



2024 Key Highlights

Wide network throughout Indonesia with more than 50 years of experience

IDR 2.3 Trillion

USD 139.4 Million



FY2024 Revenue (+1.3% YoY)

>2.7 Million



FY2024 Visit (-2.2% YoY)

>20.0 Million



FY2024 Volume (-2.4% YoY)

IDR 270.0 Billion

USD 16.7 Million



FY2024 Net Income (+4.1% YoY)

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

1973

Founded in
Solo, Central Java

2012

1st and only Independent Clinical Lab with **CAP Accreditation** in Indonesia until recently



2016

Listed in Indonesia Stock Exchange [**PRDA**]

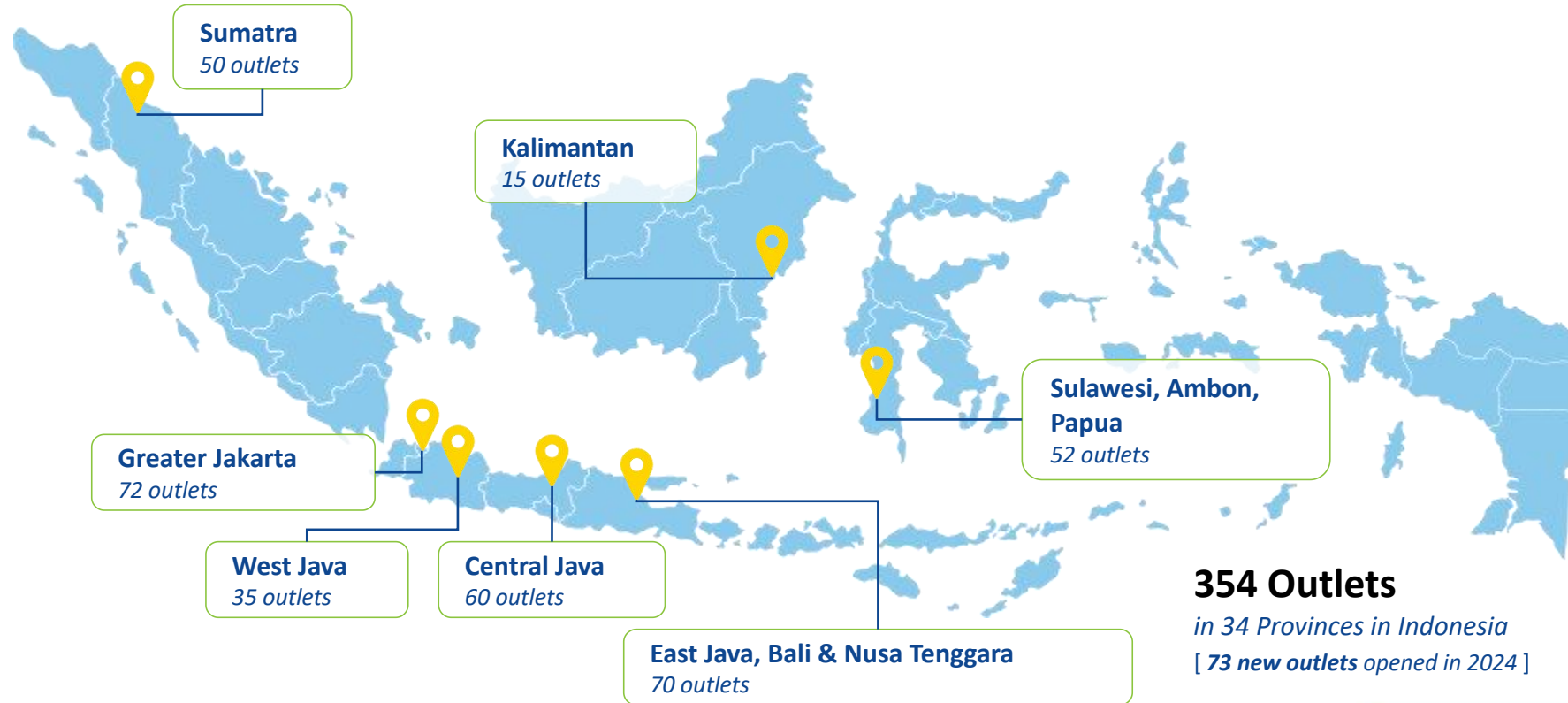
2022

Established PT Prodia Digital Indonesia (Develop **U by Prodia**)



2024 ProLiNE

Acquiring 39% shares in **Proline** (The IVD Industry)



*data of 2023

Continuous Improvement in a Challenging Market

Ensure sustainability business with innovation, growth, and optimization



Innovation to deliver Precision Medicine



Offers **more than 3,000 type of tests** consisting of routine and esoteric tests



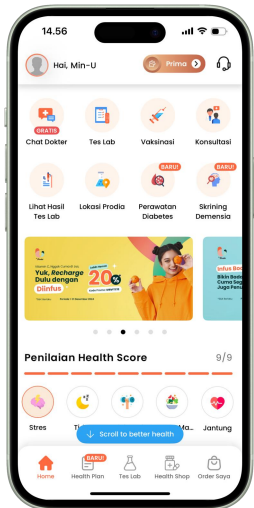
Referral Partnership with NUH Singapore and Quest Diagnostic US



Expand networks through strategic collaboration and optimization of clinical services



Digital Innovation to be one of the largest digital healthcare platform

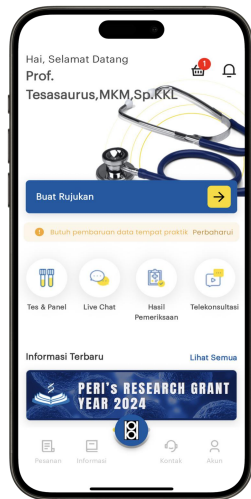


U by Prodia



>1.7 mio downloaders

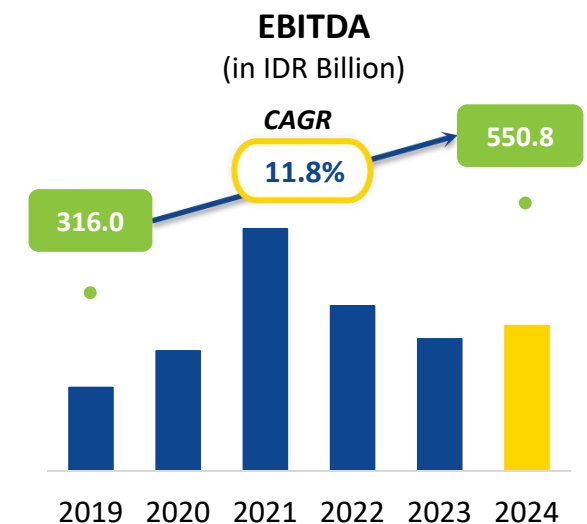
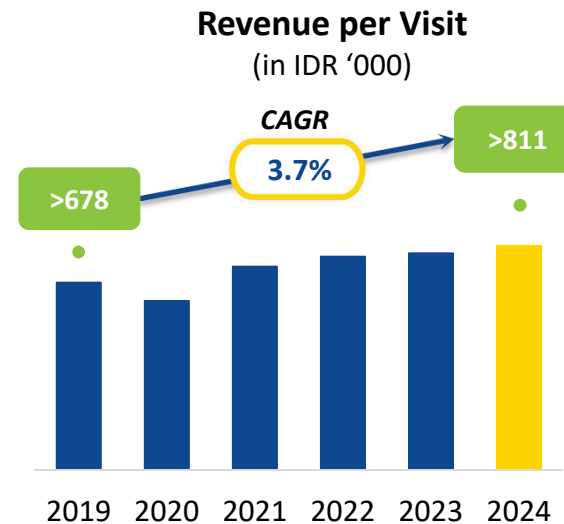
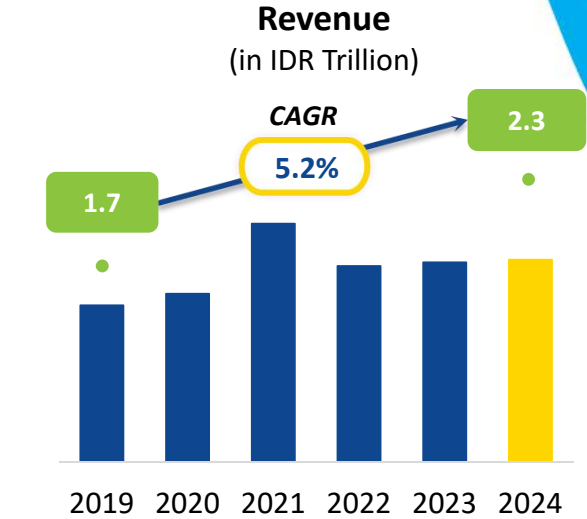
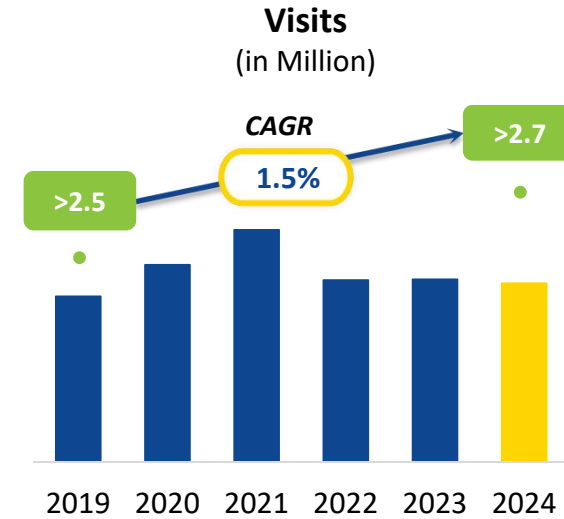
Managed by
PT Prodia Digital Indonesia



Prodia for Doctor



>20,200 downloaders



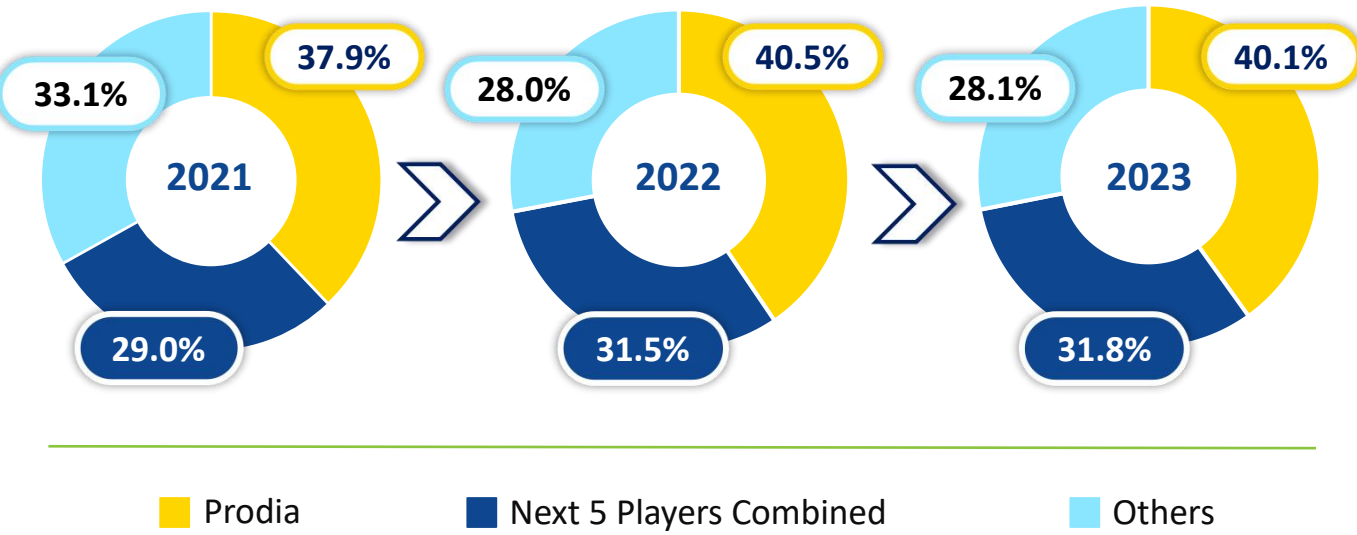
Business Highlights



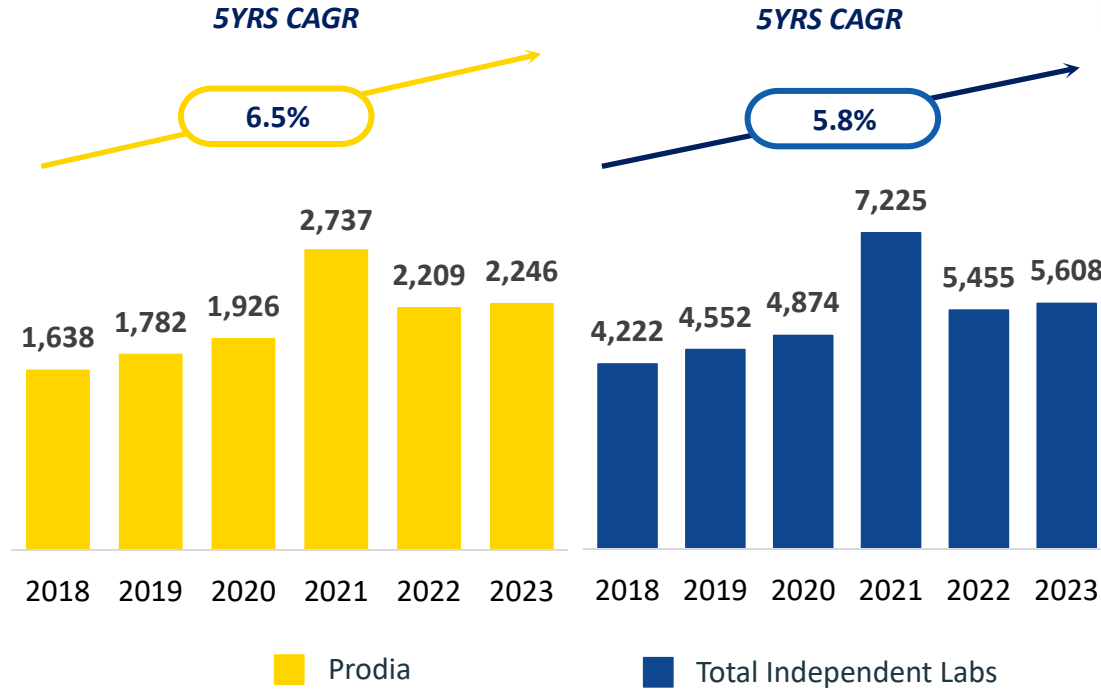
The Largest Independent Lab in Indonesia

Leading with 40.1% market share of the independent lab market

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)

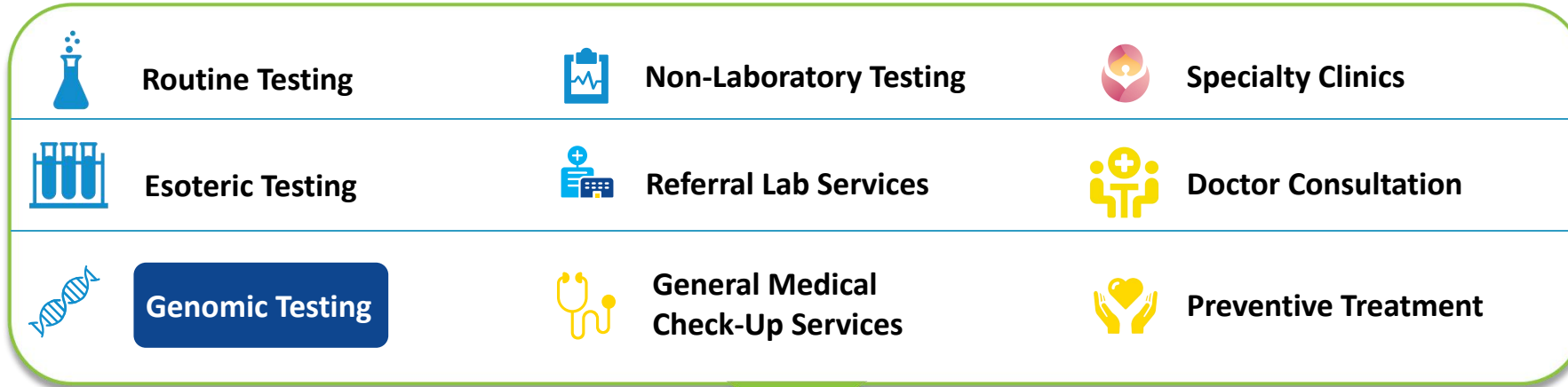
Source: IQVIA Analysis (2024), Company calculation

The Comprehensive Center of Excellence

Delivering personalization and precision in multiple customer segment



Sustainability for
Healthy Community



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

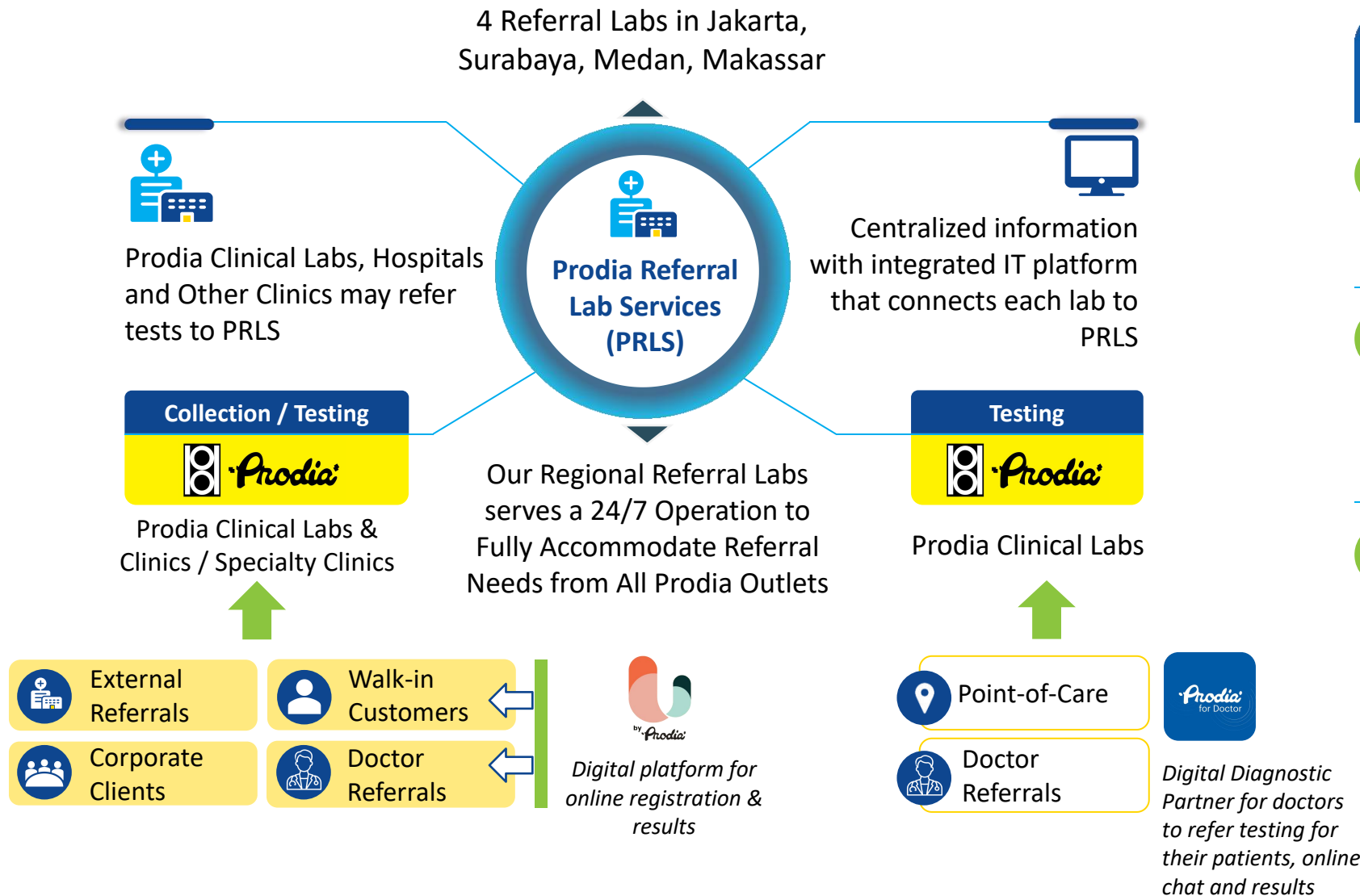
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Patients referred by insurance
- Funded by healthcare providers

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

Centralized core operations (hub) while efficiently distributing services through multiple outlets (spokes)



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

Generate new tests and ongoing referrals in partnership with medical & scientific 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
>65,200 doctors in FY2024

Research Collaboration

Entered into agreement with **52 institutions**:
47 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.**

Strengthen Growth Strategy

To achieve sustainable business through organic expansion, continuous innovation, and comprehensive services



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



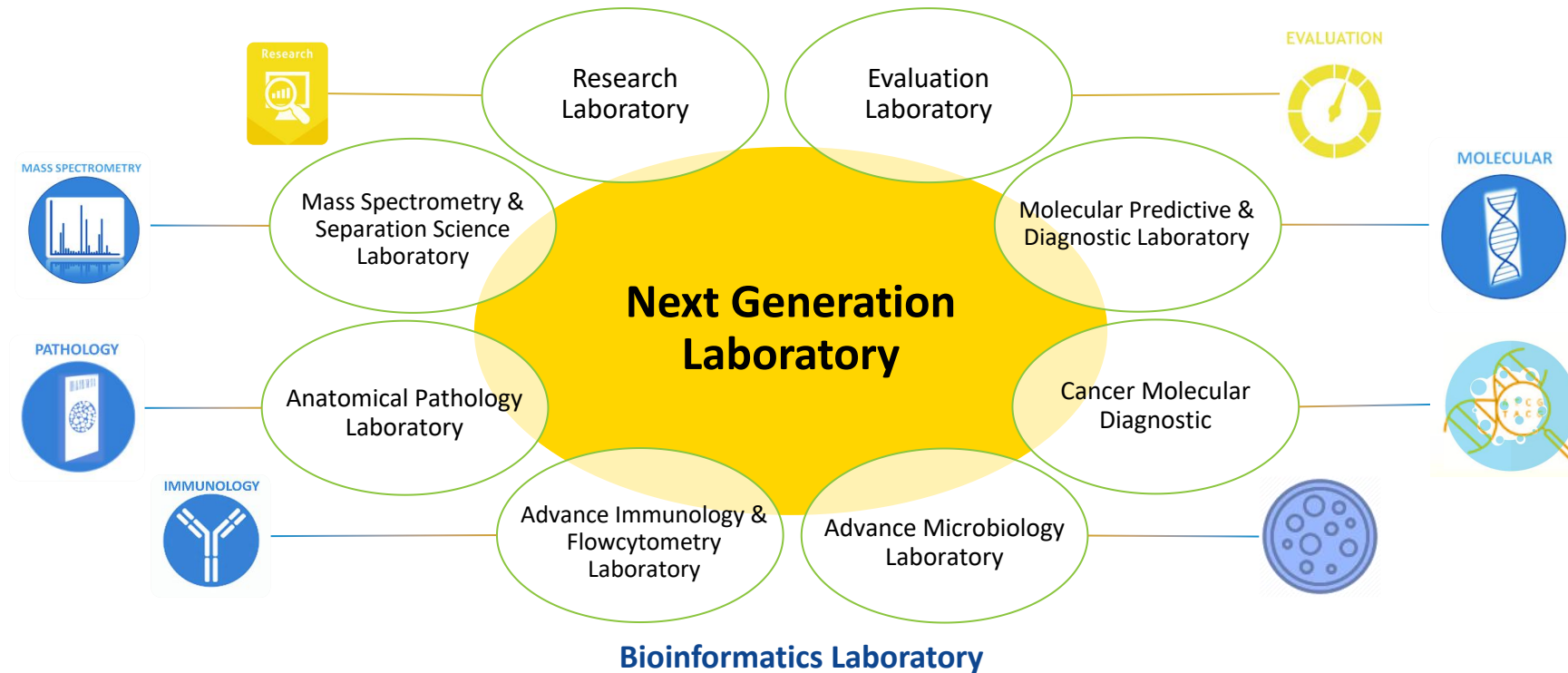
Enhance internal **operating efficiency** to be industry leading on cost



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

Be The Next Generation Laboratory

To deliver precision medicine with comprehensive lab services



Personalized Treatment and Prevention



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



Targeted Therapy

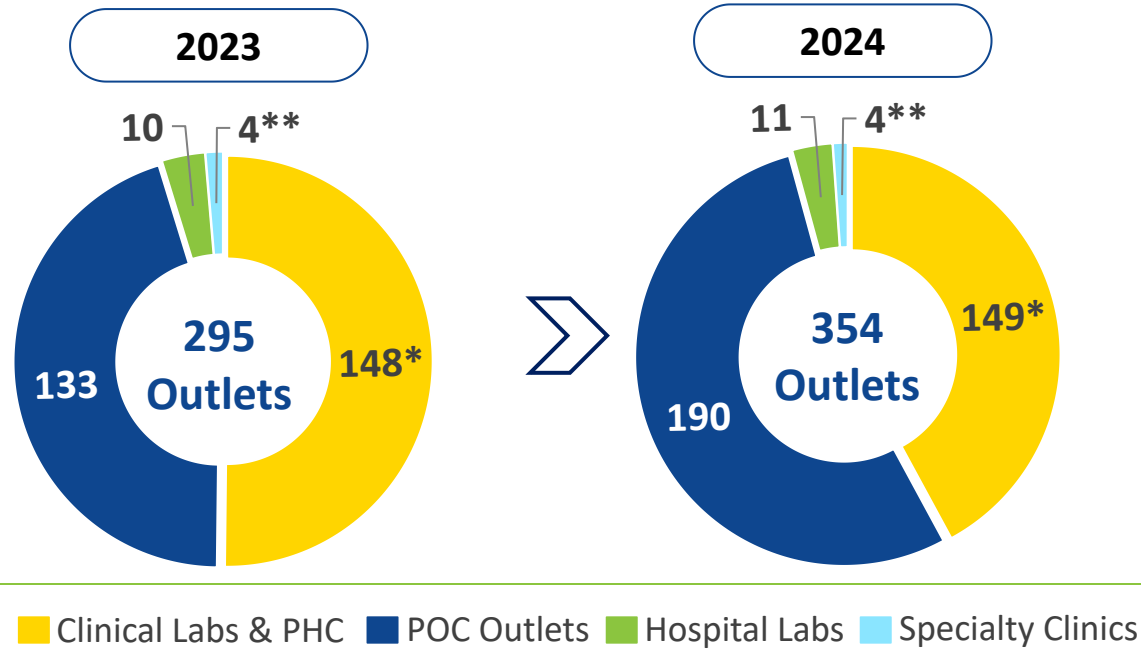
The Concept of Precision Medicine

Business Updates



Expand Our Presence with Diverse Models

With strategic expansion of outlets, ensuring proximity to our customers



*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)

2025 Outlet Development Target

- > 5 Hospital Labs Management
includes hospital lab & genomic site
- > 70 POC Outlets
Point-of-Care
- 1-2 Clinical Labs
Branch

73 new outlets opened in 2024



67 new POC outlets



4 new Genomic Sites



2 new Clinical Labs

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

Deliver Solutions for Customer Needs

Highly personalized approach across multiple channels



Prodia.co.id 1500 830

Prodia Sleep and Stress Genomics

Informasi genetik untuk manajemen terhadap stres dan pola tidur yang personal dan efektif.

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

Sudahkah Anda dan Keluarga Terlindungi dari Virus Hepatitis B?

HEPATITIS B VACCINE

Informasi tentang vaksin Hepatitis B.

HLA-B27 Phenotyping

Urauk mendeteksi protein HLA-B27 pada individu yang diduga menderita penyakit terkait HLA-B27, seperti ankylosing spondylitis, arthritis reaktif, dan uveitis terentu.

Product Innovation to provide complete type of Lab tests



Upgrade Building & Service Facilities

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



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*

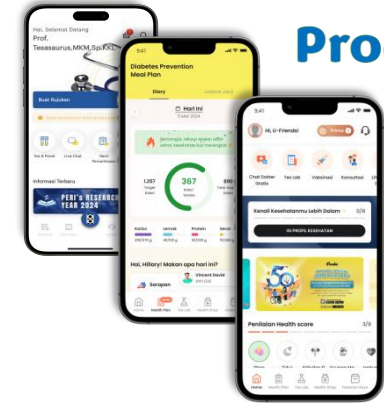
HOME SERVICE

Butuh Check-up di Hari Libur? Prodia Home Service Aja!

Prodia Home Service tetap melayani Anda di Hari Minggu & Hari Libur Nasional. Pesan melalui Kontak Prodia & U by Prodia. #AnywhereService.

Prodia Home Service Expansion

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



ProdiaLink

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

Digital Service Development

Sudahkah Kamu Mencapai Target Vitamin D?

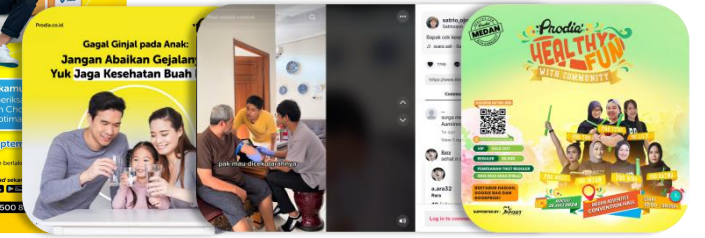
20-30 (Optimal)
30-100 (Sufisien)
100-200 (Kurang)
200 (Defisien)

Cek kadar vitamin D kamu. Dapatkan reward free* pembelian dan special price* pemeriksaan. Bisa hasil pemeriksaanmu optimal.

Periode Promo 7-30 September

- **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 Updates



Steady Growth in FY2024 Revenue

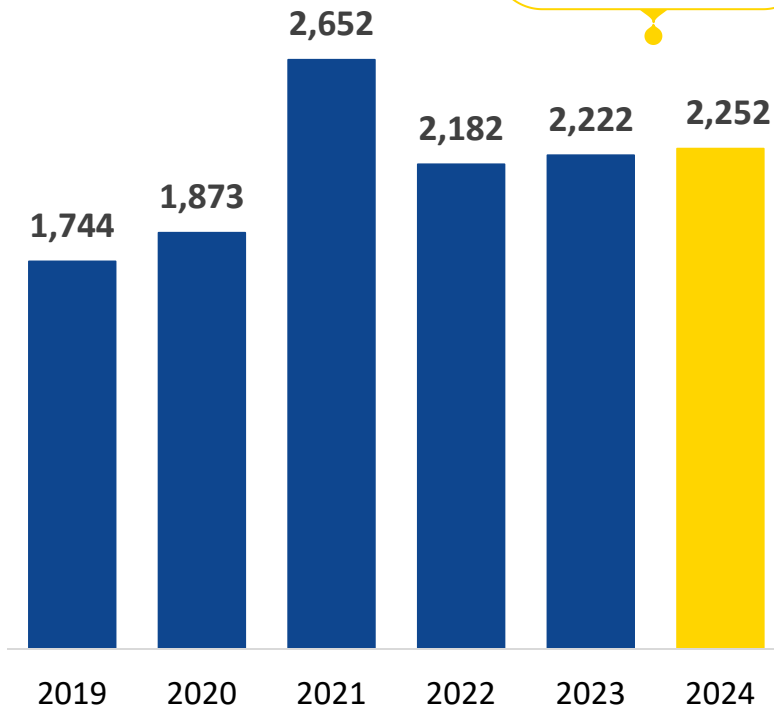
Recorded positive and improving QoQ performance despite market challenges

Revenue (Audited)

In IDR Billion

FY19-FY24 CAGR +5.2%

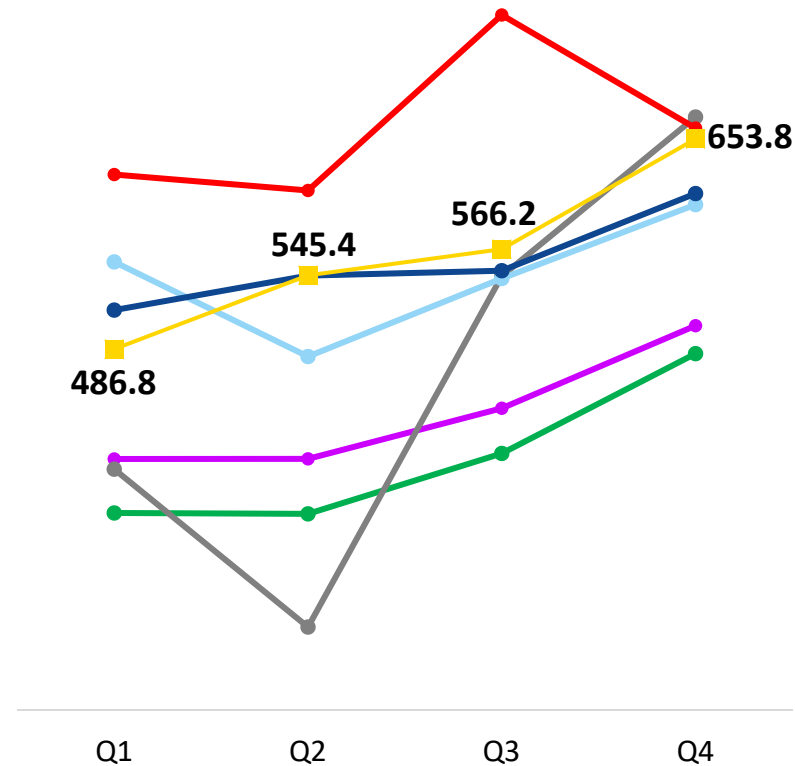
FY23-FY24 Growth: +1.3%



Quarterly Revenue (Unaudited)

In IDR Billion

2018 2019 2020 2021
2022 2023 2024



- 4Q24 revenue shows **positive improvement** from the previous quarters and exceeding 4Q23 revenues.
- Revenue improved in 2H24 **mostly driven by B2B customer segment** especially corporate clients.
- Revenue trends is **supported by revenue per visit increase**.

FY2024 Gross Profit & Net Income

Shows recovery after soft performance in 2023

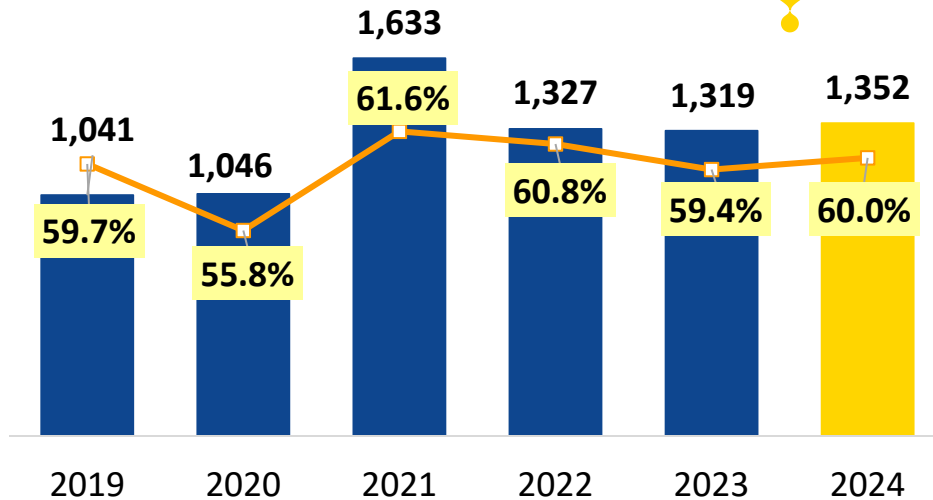
Gross Profit

in IDR Billion

FY19-FY24 CAGR +5.4%

Gross Profit Margin

FY23-FY24
Growth: +2.5%



Gross profit margin **improved and maintained at 60%** due to lower raw material usage along with soft revenue performance.

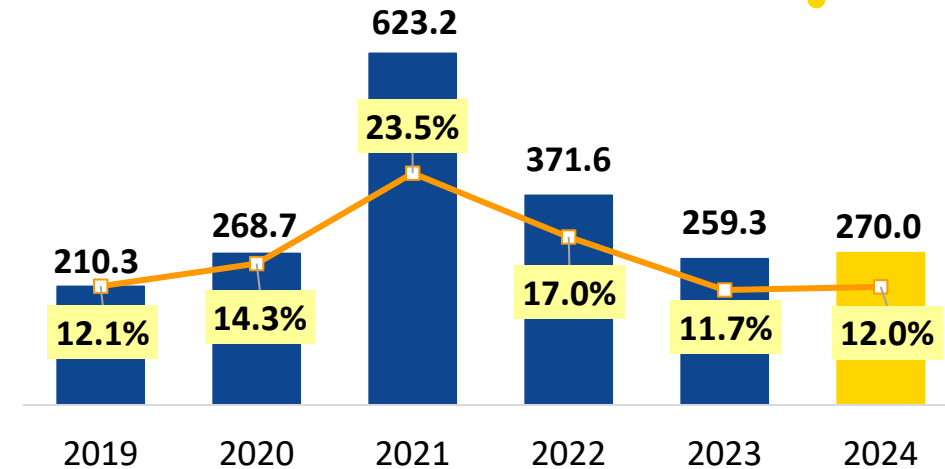
Net Income

In IDR Billion

FY19-FY24 CAGR +5.1%

Net Income Margin

FY23-FY24
Growth: +4.1%



Net income **improved by 4.1% and maintained margin** amid soft revenue performance and hike of OPEX.

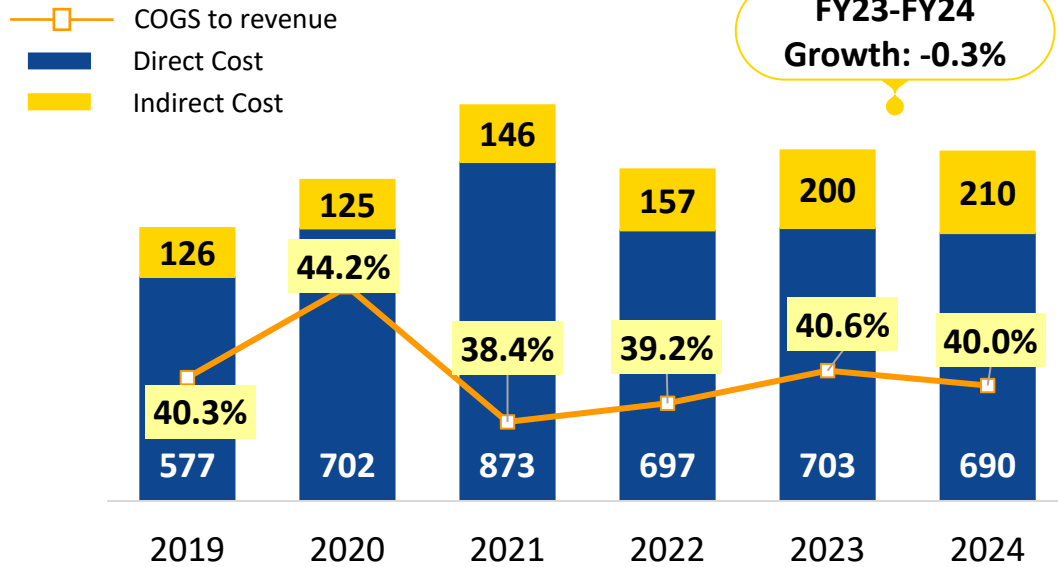
FY2024 COGS & OPEX

COGS decreased along with soft revenue performance, while OPEX remains high

COGS

in IDR Billion

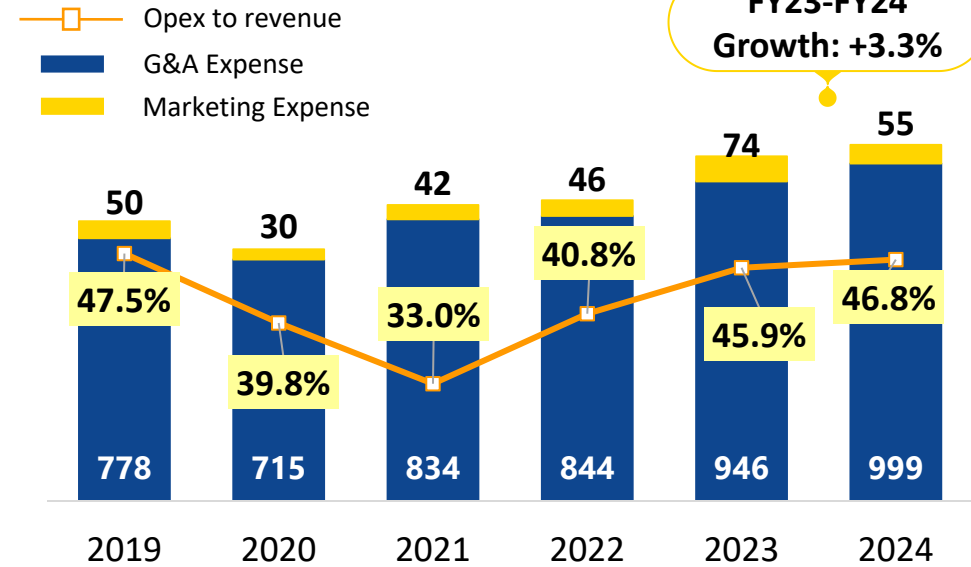
FY19-FY24 CAGR +5.1%



OPEX

In IDR Billion

FY19-FY24 CAGR +4.9%



Direct cost **decreased along with soft revenue performance** in FY24 and COGS per sales was improved vs 2023.



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

FY2024 Financial Summary

Financial performance start recovery after soft performance in 2023



| (in IDR Bn) | FY2024 | FY2023 | Change |
|--------------|---------|---------|---------------|
| Revenue | 2,252.2 | 2,222.5 | +1.3% |
| Gross Profit | 1,352.0 | 1,319.2 | +2.5% |
| EBIT | 300.5 | 308.5 | -2.6% |
| EBT | 343.0 | 338.9 | +1.2% |
| Net Income | 270.0 | 259.3 | +4.1% |
| EPS | 288.2 | 277.2 | +4.0% |
| EBITDA | 550.8 | 500.5 | +10.1% |

| (in IDR Bn) | FY2024 | FY2023 | Change |
|--------------|---------|---------|--------------|
| Total Asset | 2,840.1 | 2,708.1 | +4.9% |
| Total Equity | 2,484.7 | 2,360.6 | +5.3% |

Our Professional Team & Shares Information



Prodia
Health Care



Experienced & Professional Management Team

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



52 Years of Experience

Andi Wijaya

Co-Founder and Chairman



52 Years of Experience

**Gunawan
Prawiro Soeharto**

Co-Founder and Commissioner



41 Years of Experience

**Endang
Hoyaranda**

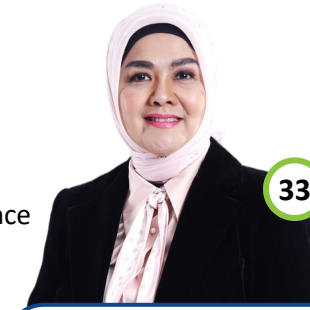
Commissioner



50 Years of Experience

**Joseph Fellipus
Peter Luhukay**

Independent Commissioner



33 Years of Experience

**Keri Lestari
Dandan**

Independent Commissioner



37 Years of Experience

Dewi Muliaty

President Director



28 Years of Experience

Liana Kuswandi

Finance Director



28 Years of Experience

**Indriyanti Rafi
Sukmawati**

Business & Marketing Director



27 Years of Experience

Andri Hidayat

Digital Service Transformation & IT Director



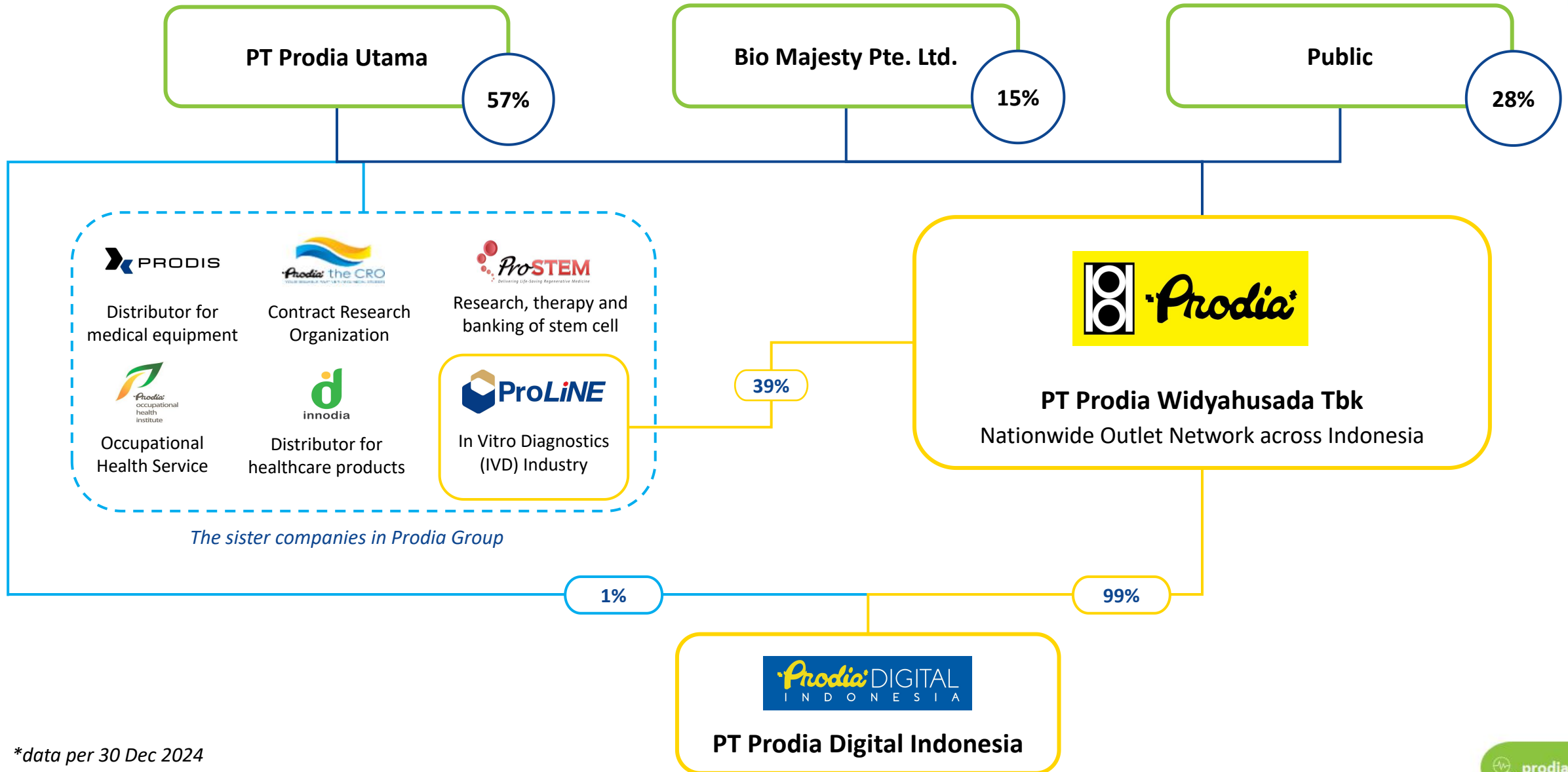
23 Years of Experience

Ida Zuraida

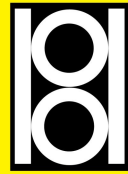
Human Capital & GA Director

Shareholders Composition

Public free float is 28% of total with market cap of IDR 2.53 Trillion*



*data per 30 Dec 2024



Prodia

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