



1Q2025 Company Update

PT Prodia Widyahusada Tbk | PRDA.JK



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 form 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.

Key Updates



1Q2025 Key Highlights

Wide network throughout Indonesia with more than 50 years of experience

IDR 483.0 Billion

USD 29.1 Million



1Q2025 Revenue (-0.8% YoY)

>579.9 Thousand



1Q2025 Visit (-4.7% YoY)

>3.9 Million



1Q2025 Volume (+2.4% YoY)

IDR 6.9 Billion

USD 414.3 Thousand



1Q2025 Net Income (-82.4% 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**]

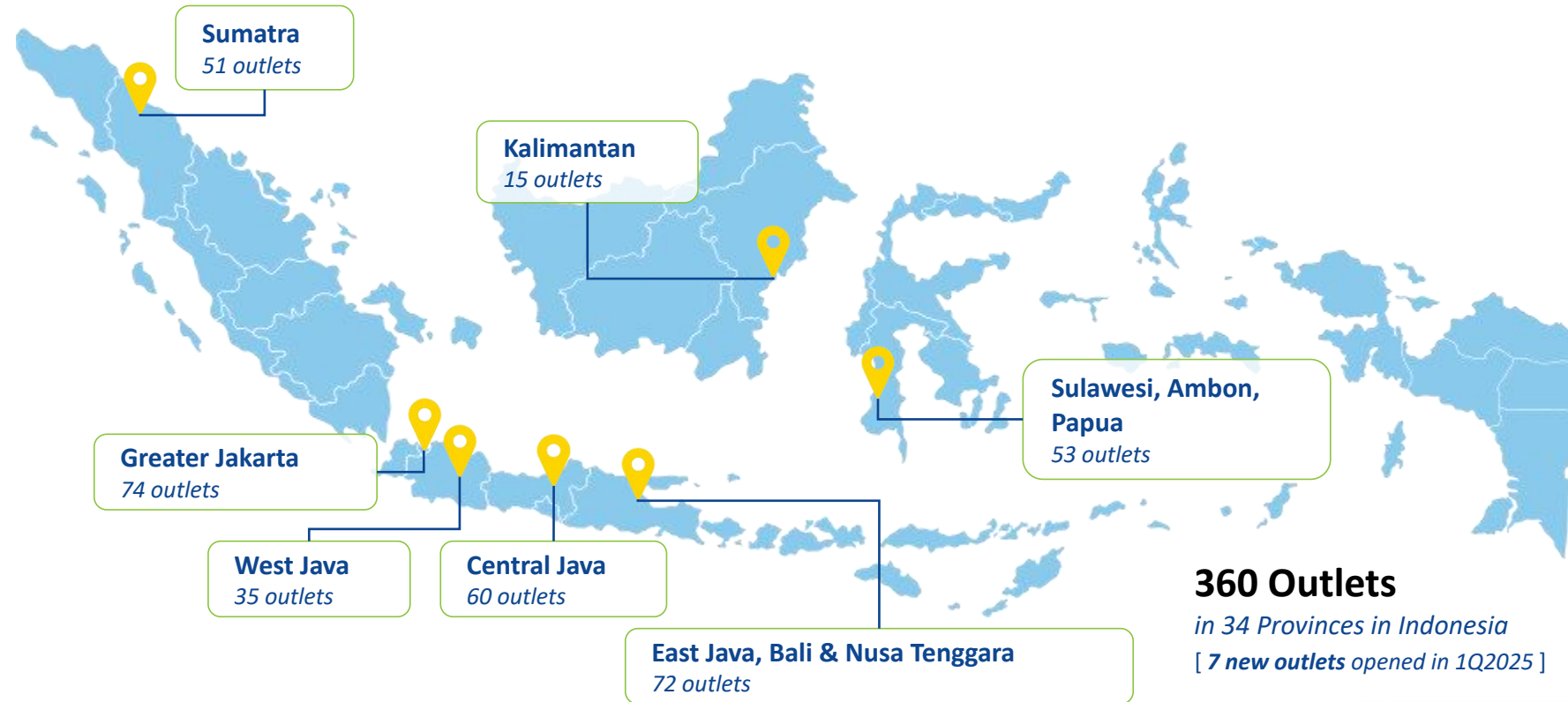
2022

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



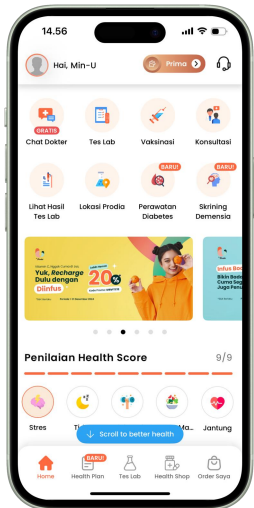
Referral Partnership with NUH Singapore and Quest Diagnostic US



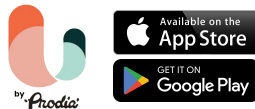
Expand networks through strategic collaboration and optimization of clinical services



Digital Innovation to be one of the largest digital healthcare platform

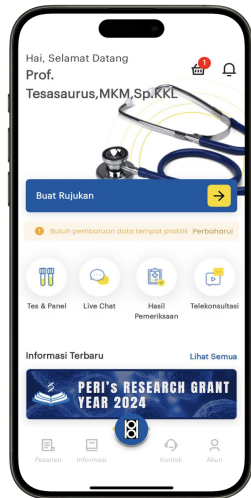


U by Prodia



>1.9 mio downloaders

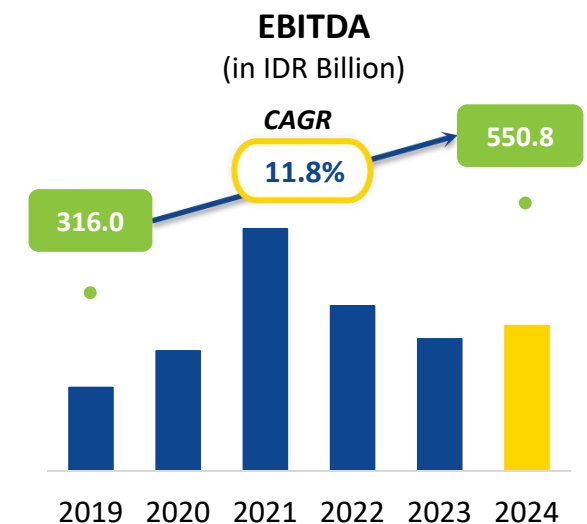
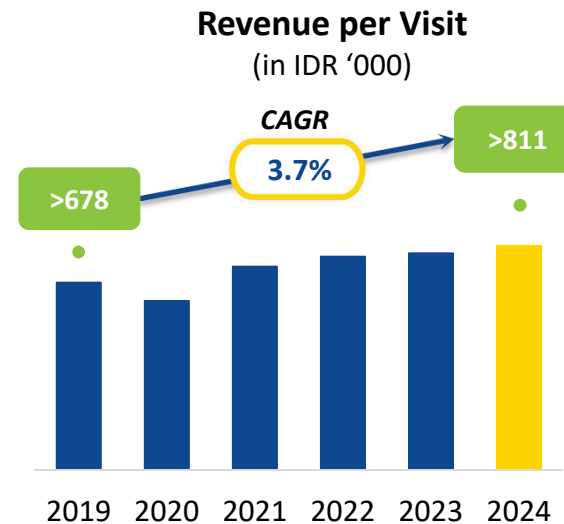
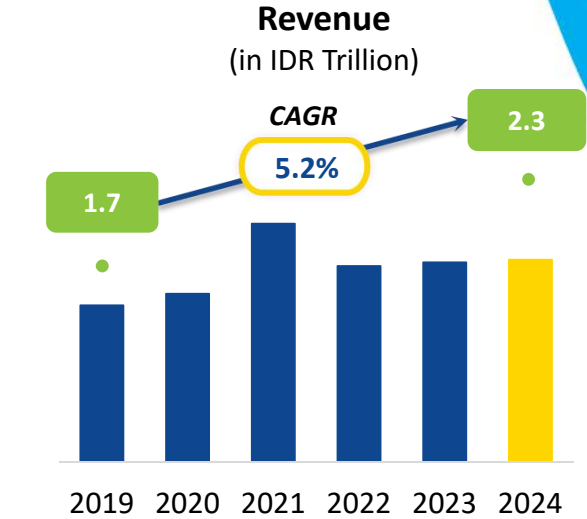
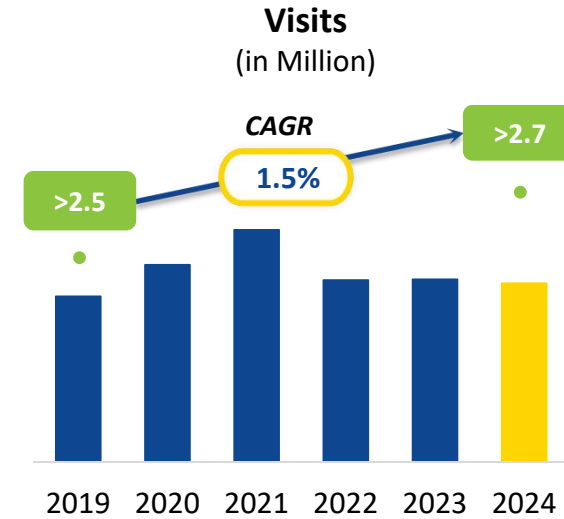
Managed by
PT Prodia Digital Indonesia



Prodia for Doctor



>24,700 downloaders



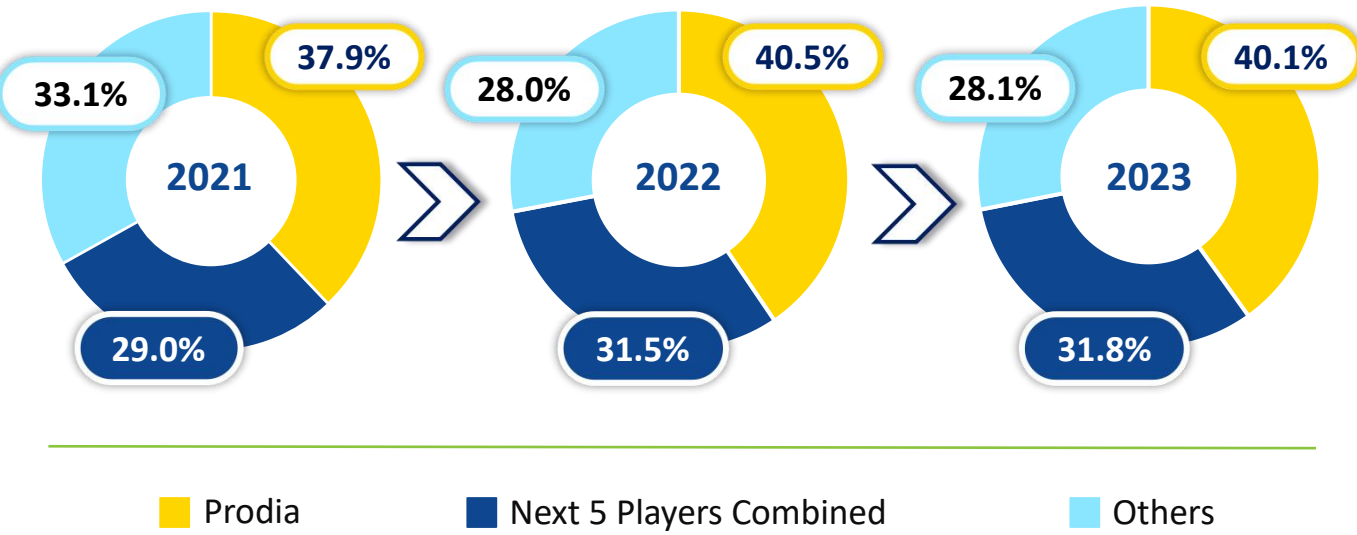
Business Highlights



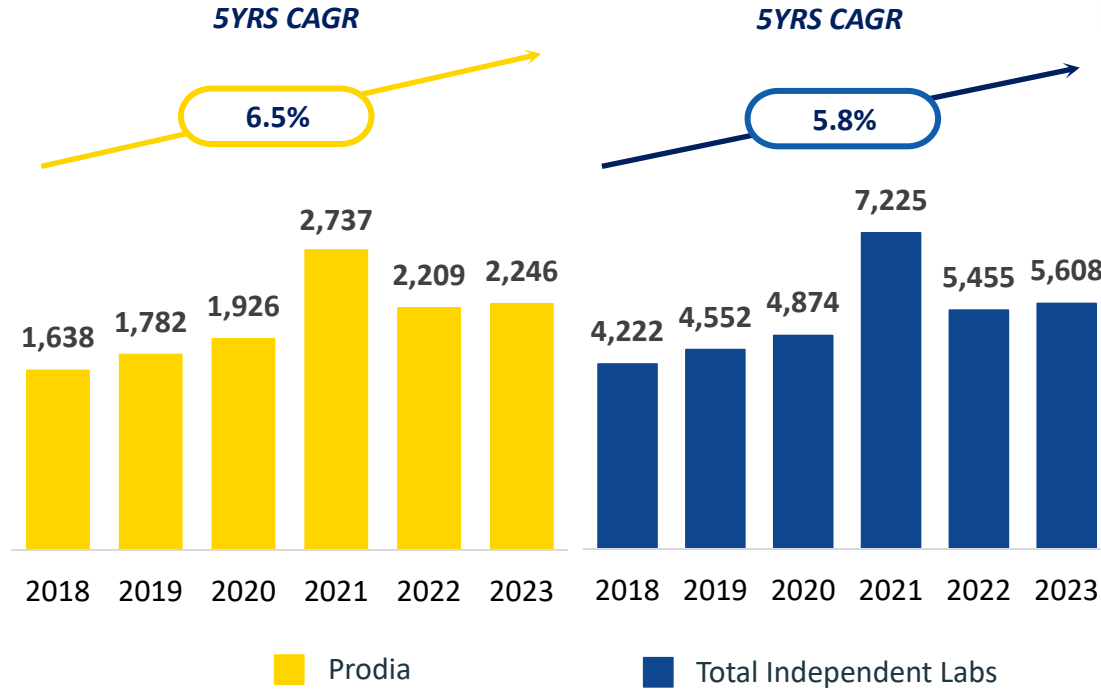
The Largest Independent Lab in Indonesia

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)

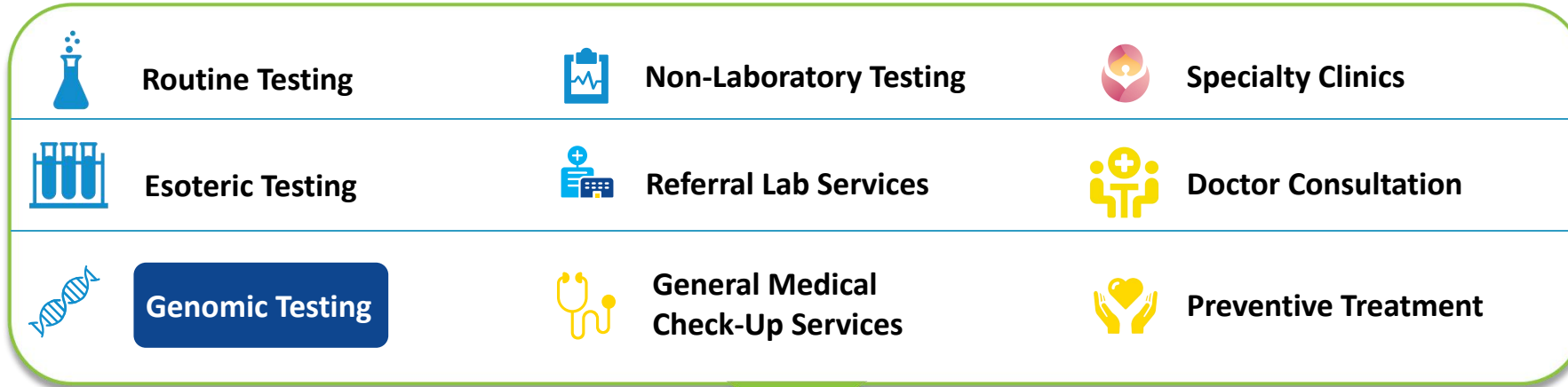
Source: IQVIA Analysis (2024), Company calculation

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

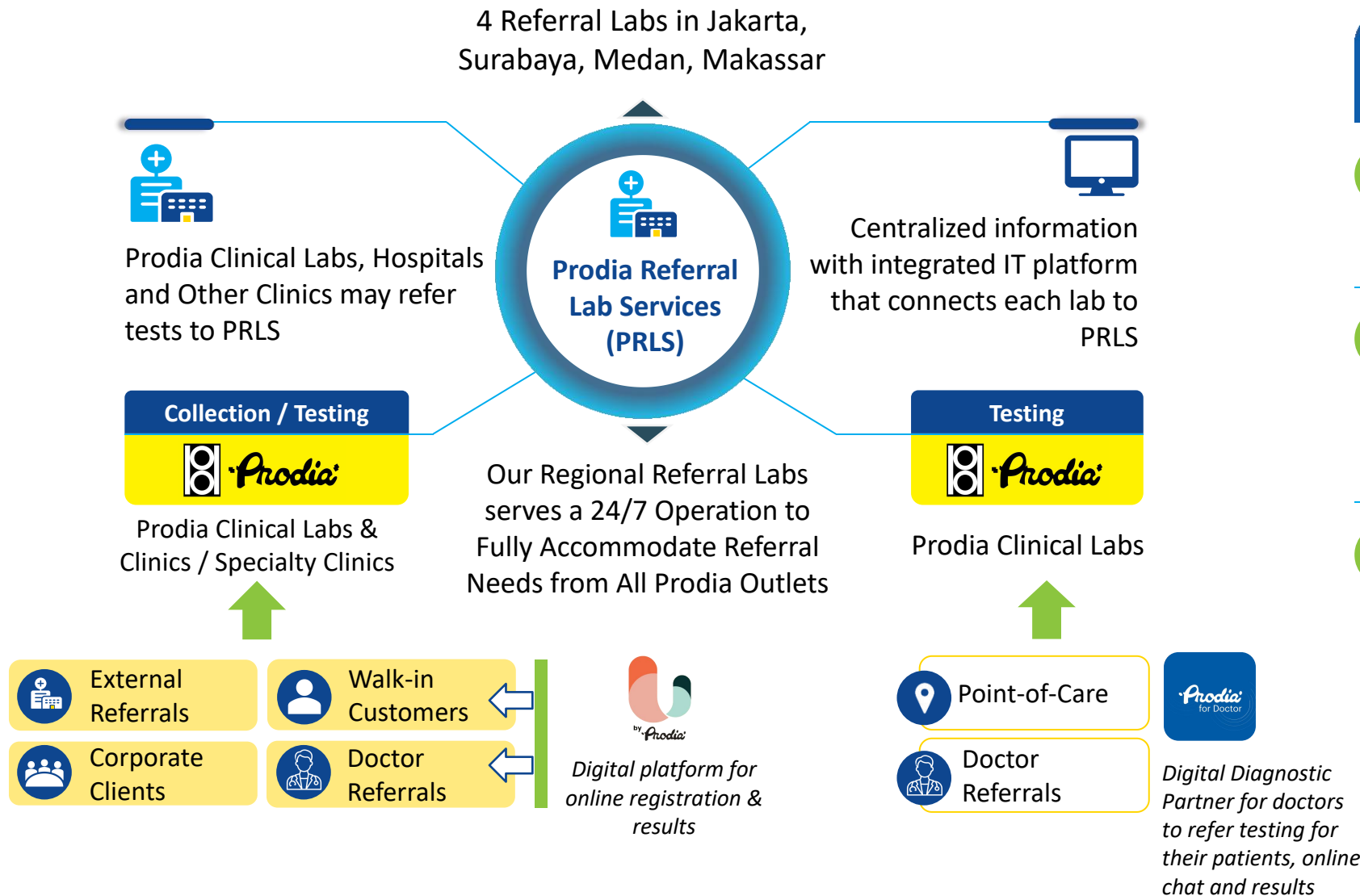
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Patients referred by insurance
- Funded by healthcare providers

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
>36,000 doctors in 1Q2025

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



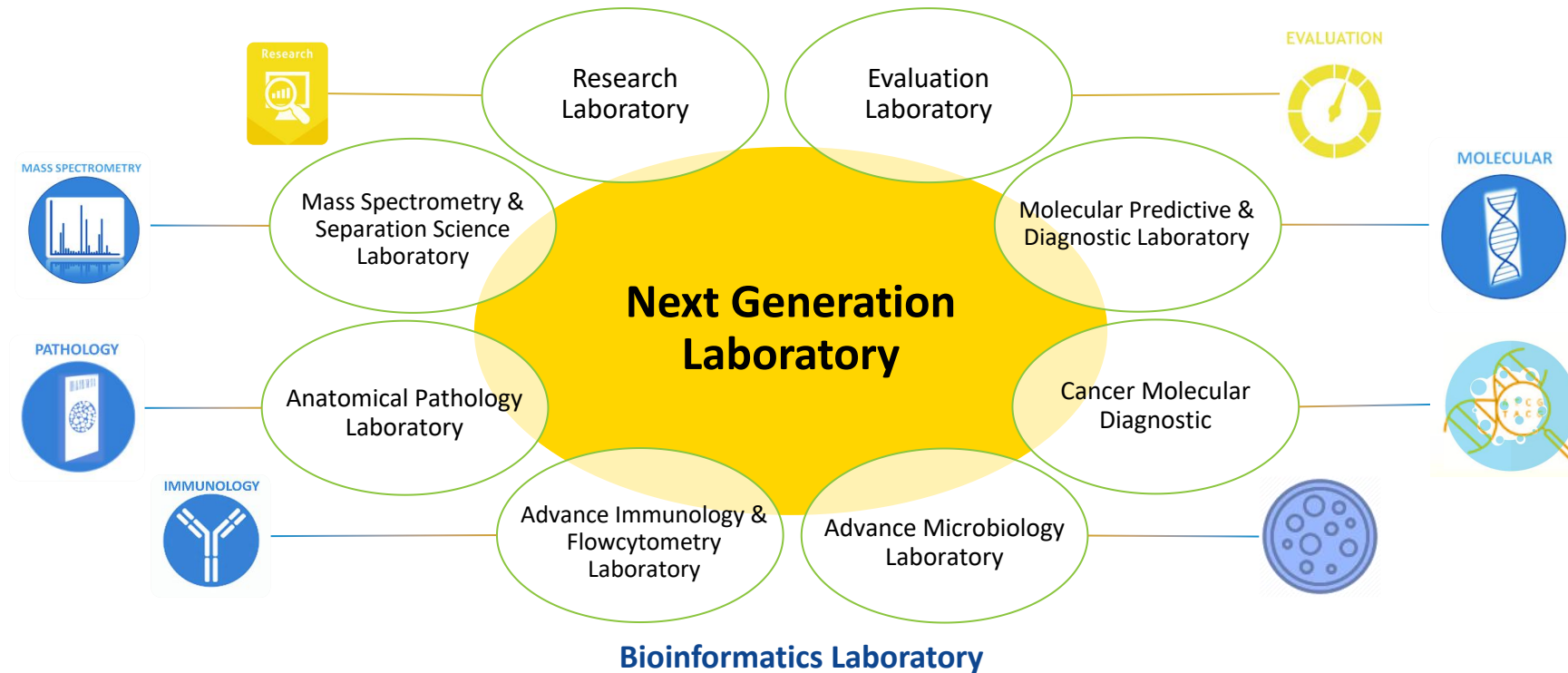
Enhance internal **operating efficiency** to be industry leading on cost



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

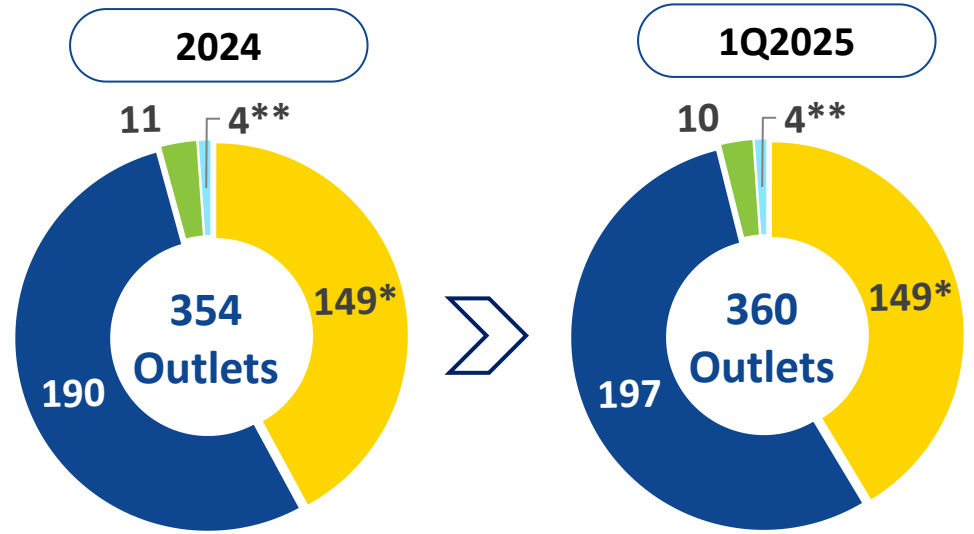
The Concept of Precision Medicine

Business Update



Expand Our Presence with Diverse Models

With strategic expansion of outlets, ensuring proximity to our customers



■ Clinical Labs & PHC
 ■ POC Outlets
 ■ Hospital Labs
 ■ Specialty Clinics

**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)*

New outlets in 1Q2025

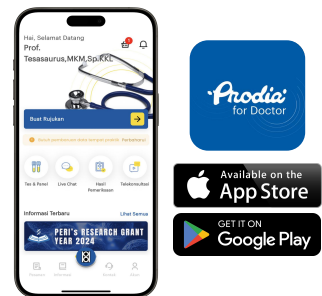


7 new POC outlets

Digital Platform Optimization



U by Prodia App Development



Additional Features in Prodia for Doctor

2025 Outlet Development Target

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

“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

Professional Contact Centre

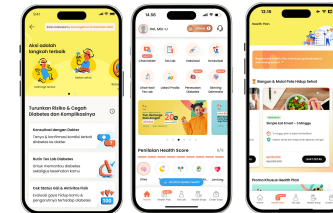
- Call Centre **1500-830**
 - Chat WhatsApp **0855-1500-830**
 - Chat bot **TANIA** (Tanya Prodia)
- Customer can book and pay lab test & anywhere service by phone/WhatsApp*



ProdiaLink

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

Digital Service Development



- Lab Test
- Online Results
- Home Service
- Health Score
- Health Shop
- Health Consultation
- Vaccination
- Personalized Health Program
- Chronic Disease Management (Met-U)

Digital Healthcare Ecosystem



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

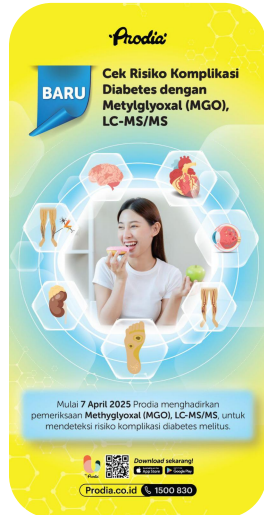
Are Your Kidneys K?

Detect early, protect kidney health
Jangan tunda! Cek kesehatan ginjalmu sekarang dan manfaatkan harga spesial untuk pemeriksaan ginjal.

Periode promo: Maret 2025



Marketing and Education Activities



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

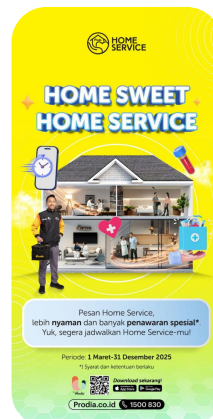


Product Innovation to provide complete type of Lab tests



Upgrade Building & Service Facilities

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



- 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

Prodia Home Service Expansion

Financial Update



Soft Performance in 1Q2025 Revenue

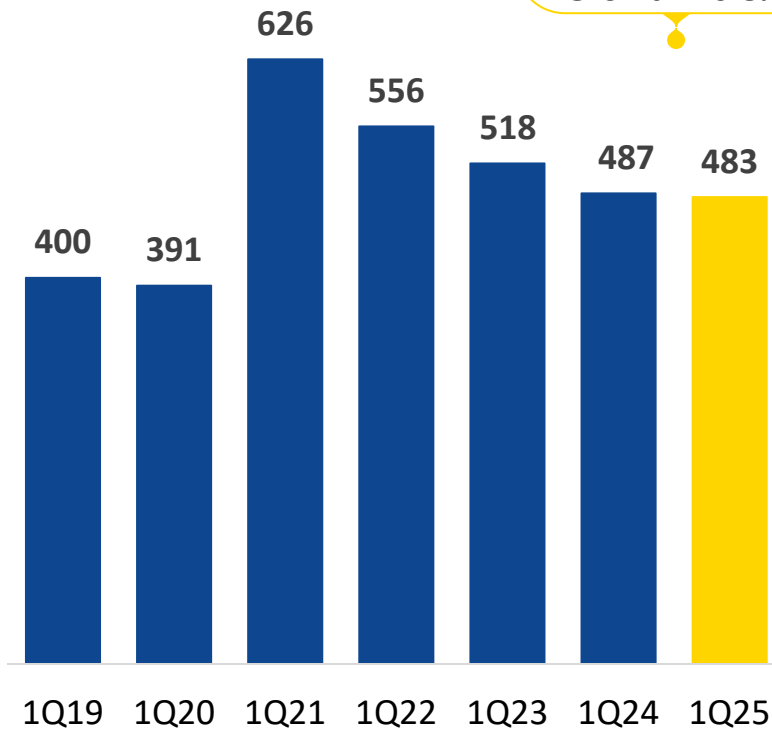
Recorded slightly soft performance due to seasonality despite market challenges

Revenue (Unaudited)

In IDR Billion

1Q19-1Q25 CAGR +3.2%

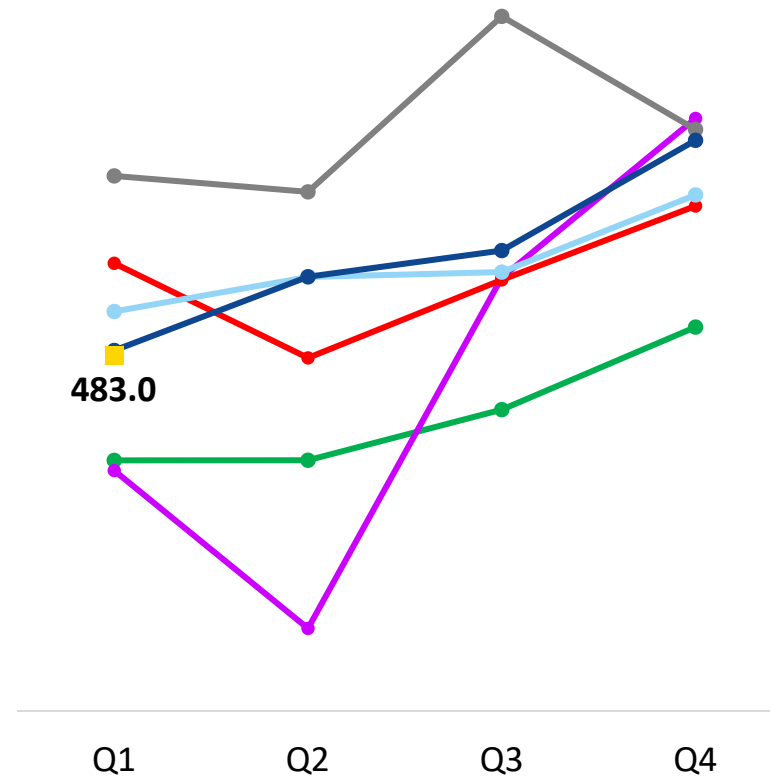
1Q24-1Q25
Growth: -0.8%



Quarterly Revenue (Unaudited)

In IDR Billion

2019 2020 2021 2022
2023 2024 2025



- Soft revenue performance in 1Q25 was impacted by **seasonality**. Fasting period shifted to March, longer holidays, on top of macro uncertainty and **sluggish consumer spending** happened in 1Q.
- We observed **high revenue performance in February**.
- Revenue in 1Q25 **mostly driven by Walk-In Customers**.

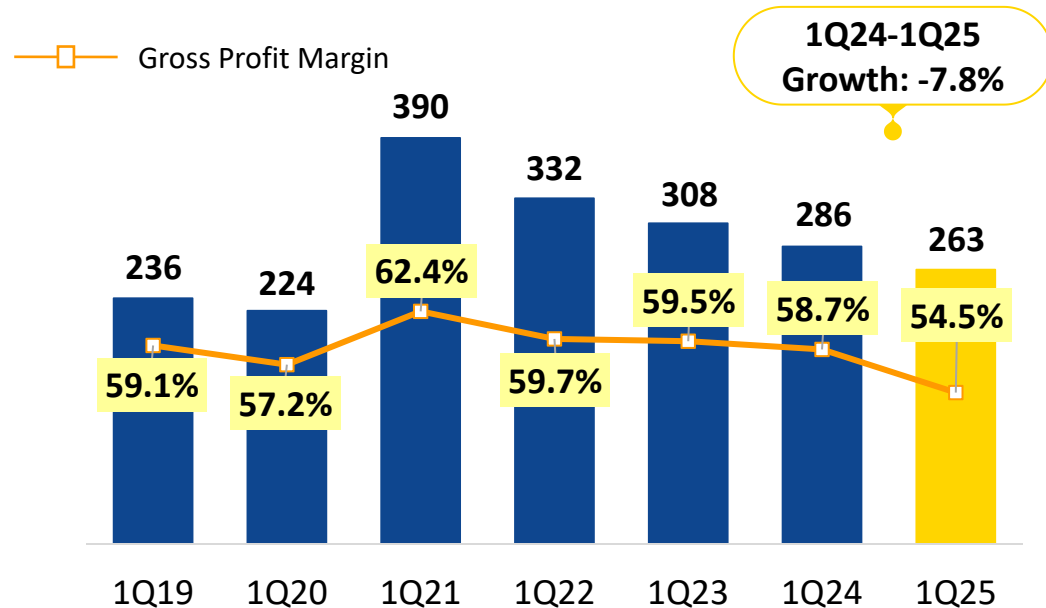
1Q2025 Gross Profit & Net Income

Shows soft performance due to higher cost amid soft revenue

Gross Profit

in IDR Billion

1Q19-1Q25 CAGR +1.9%

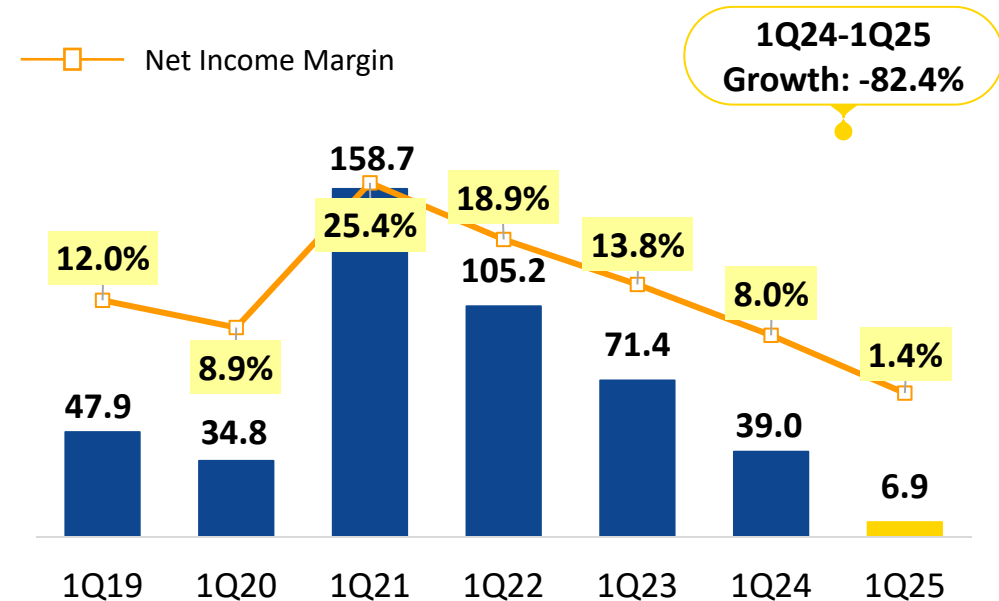


Gross profit margin is decreased due to higher COGS usage amidst soft revenue performance and **try to maintained at 60%**.

Net Income

In IDR Billion

1Q19-1Q25 CAGR -27.6%



Net income **decreased in 1Q25** due to soft revenue performance and hike of OPEX.

1Q2025 COGS & OPEX

COGS and OPEX increased due to higher cost

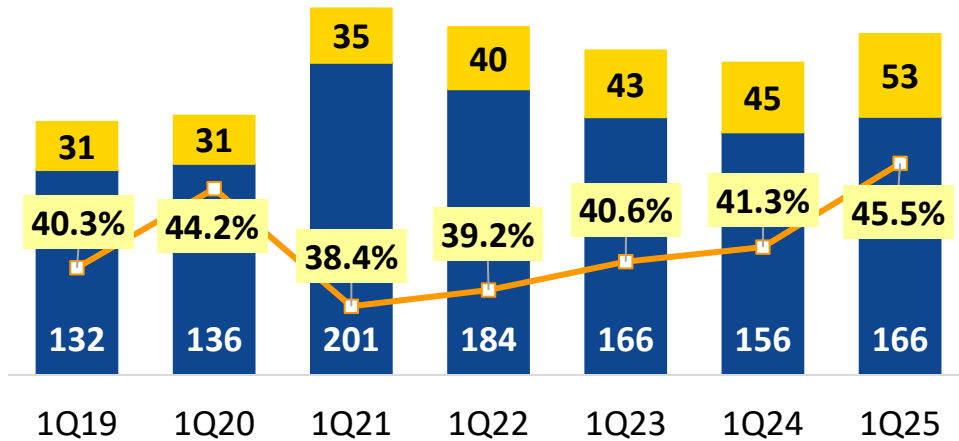
COGS

in IDR Billion

1Q19-1Q25 CAGR +5.1%

- COGS to revenue
- Direct Cost
- Indirect Cost

1Q24-1Q25
Growth: +9.1%



COGS increased in 1Q25 mostly driven by increased in raw material and indirect salaries amid soft revenue performance.

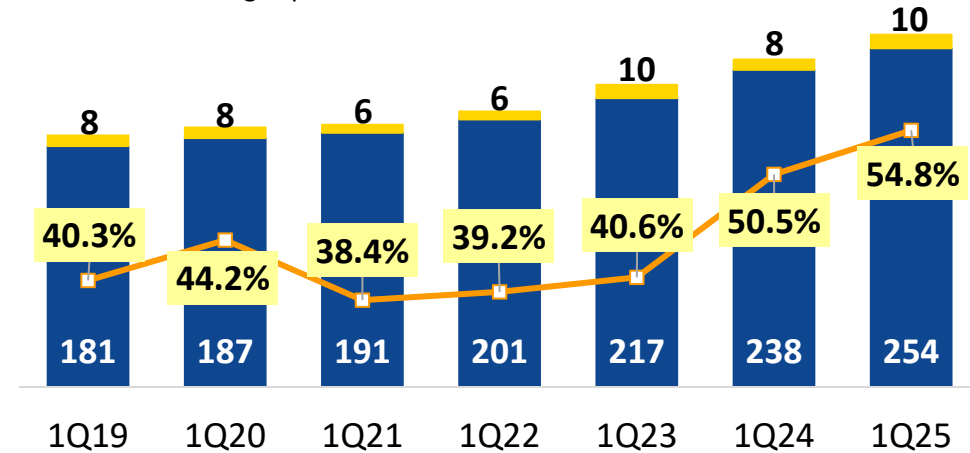
OPEX

In IDR Billion

1Q19-1Q25 CAGR +5.8%

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

1Q24-1Q25
Growth: +7.6%



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

1Q2025 Financial Summary

Financial performance in 1Q2025 was softer than previous year



| (in IDR Bn) | 1Q2025 | 1Q2024 | Change |
|--------------|--------|--------|---------|
| Revenue | 483.0 | 486.8 | -0.8% |
| Gross Profit | 263.5 | 285.7 | -7.8% |
| EBIT | -1.4 | 40.5 | -103.5% |
| EBT | 8.1 | 49.9 | -83.8% |
| Net Income | 6.9 | 39.0 | -82.4% |
| EPS | 7.37 | 41.65 | -82.3% |
| EBITDA | 67.6 | 96.9 | -30.2% |

| (in IDR Bn) | 1Q2025 | 1Q2024 | Change |
|--------------|---------|---------|--------|
| Total Asset | 2,806.2 | 2,698.0 | +4.0% |
| Total Equity | 2,496.6 | 2,388.6 | +4.5% |

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**

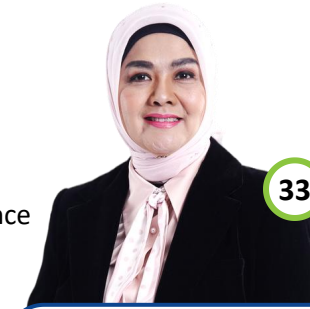
Commissioner



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



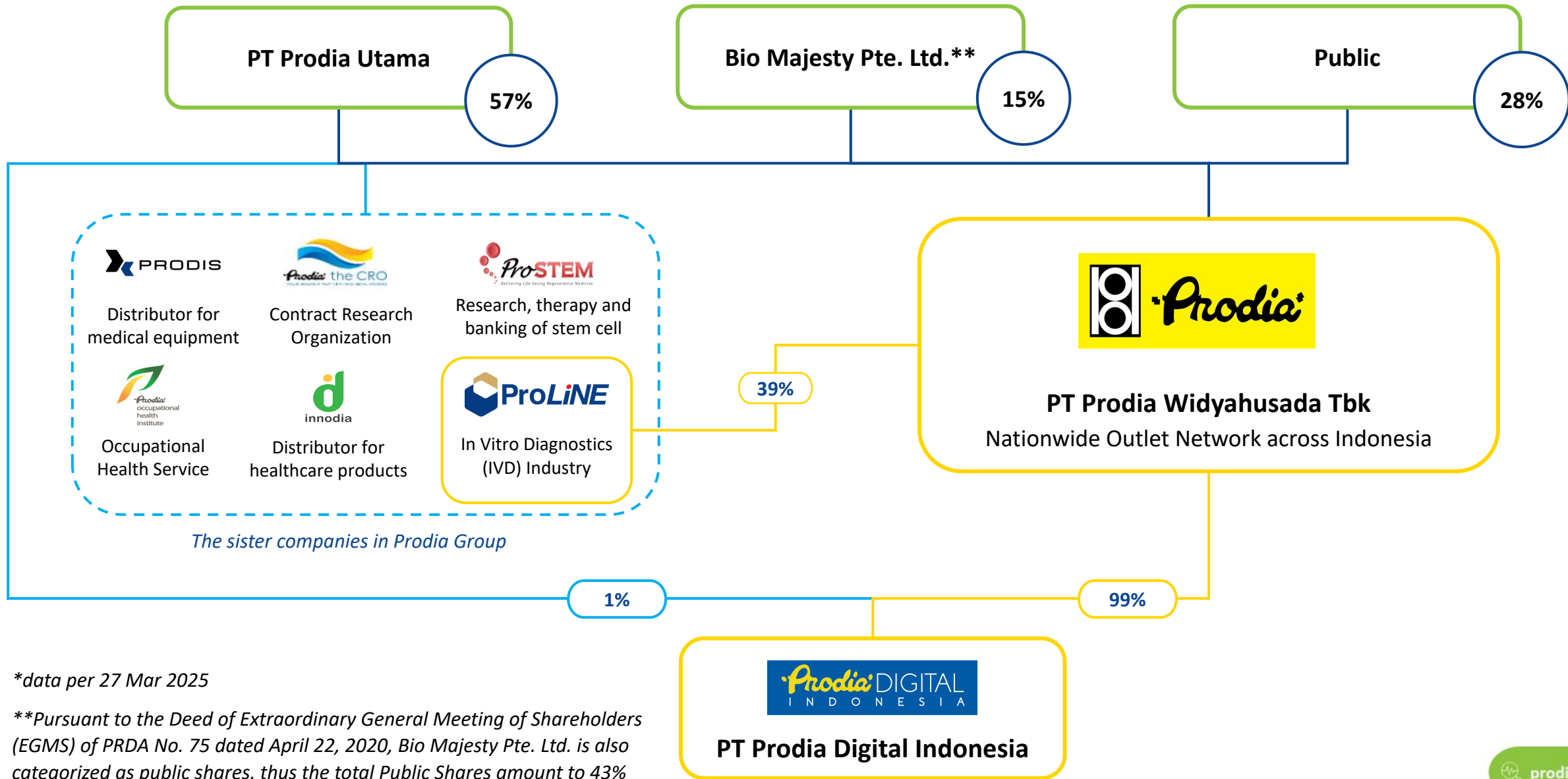
23 Years of Experience

Ida Zuraida

Human Capital & GA Director

Shareholders Composition

Public free float is 28% of total with market cap of IDR 2.43 Trillion*



*data per 27 Mar 2025

**Pursuant to the Deed of Extraordinary General Meeting of Shareholders (EGMS) of PRDA No. 75 dated April 22, 2020, Bio Majesty Pte. Ltd. is also categorized as public shares, thus the total Public Shares amount to 43%



For further Information:

PT Prodia Widyahusada Tbk

Prodia Tower. Jalan Kramat Raya No. 150

Jakarta 10430, Indonesia

Email: investor.relation@prodia.co.id

