



1H2025 Company Update

PT Prodia Widyahusada Tbk | PRDA.JK



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Key Updates



1H2025 Key Highlights

Wide network throughout Indonesia with more than 50 years of experience

IDR 1.03 Trillion

USD 63.3 Million



1H2025 Revenue (-0.5% YoY)

>1.2 Million



1H2025 Visit (-2.4% YoY)

>8.8 Million



1H2025 Volume (+4.5% YoY)

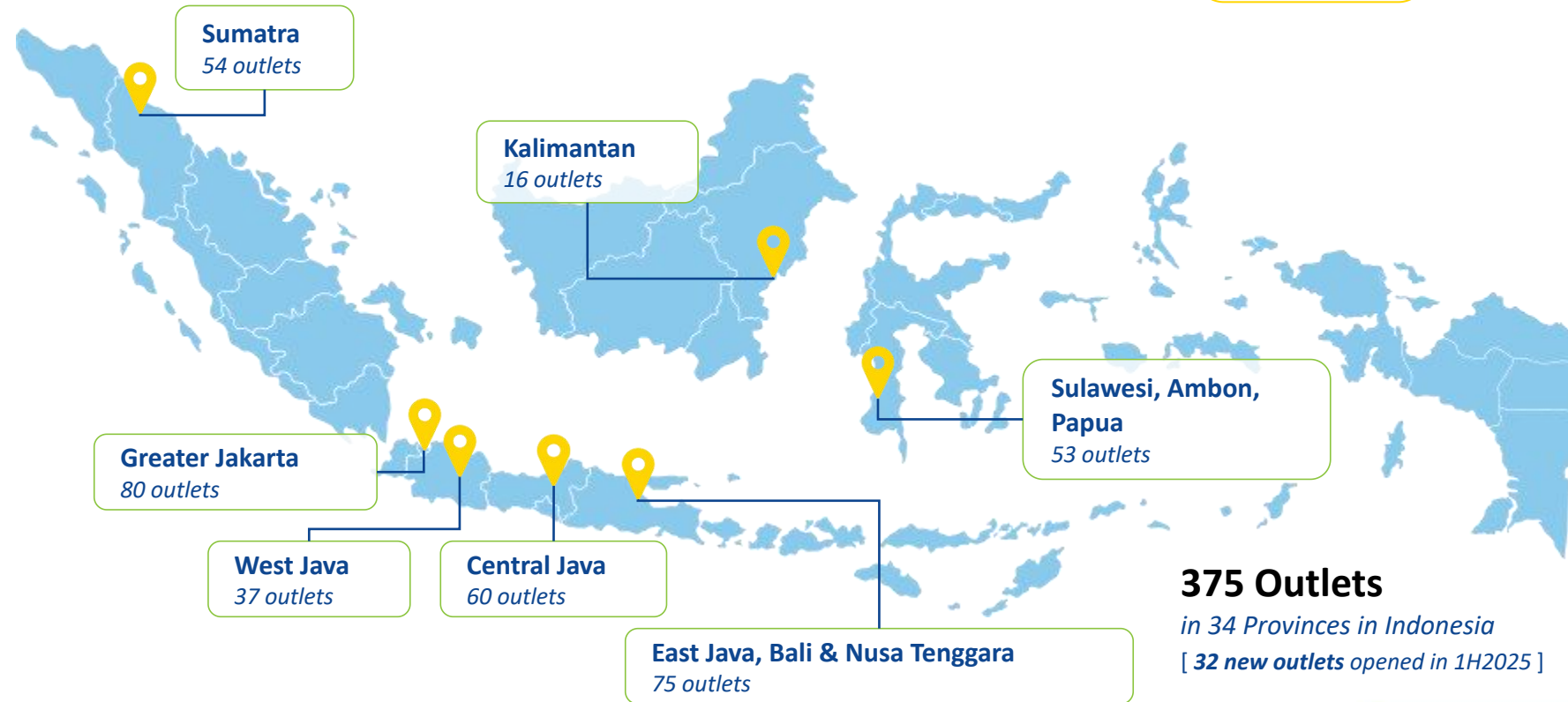
IDR 69.6 Billion

USD 4.3 Million



1H2025 Net Income (-39.8% YoY)

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



*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



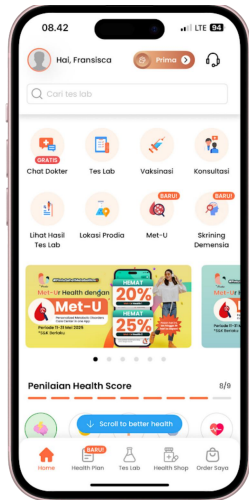
Referral Partnership with NUH Singapore and Quest Diagnostic US



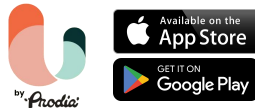
Expand networks through strategic collaboration and optimization of clinical services



Digital Innovation to be one of the largest digital healthcare platform

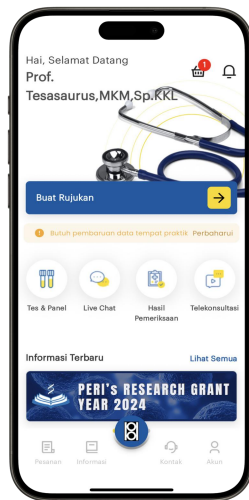


U by Prodia



>2.2 mio downloaders

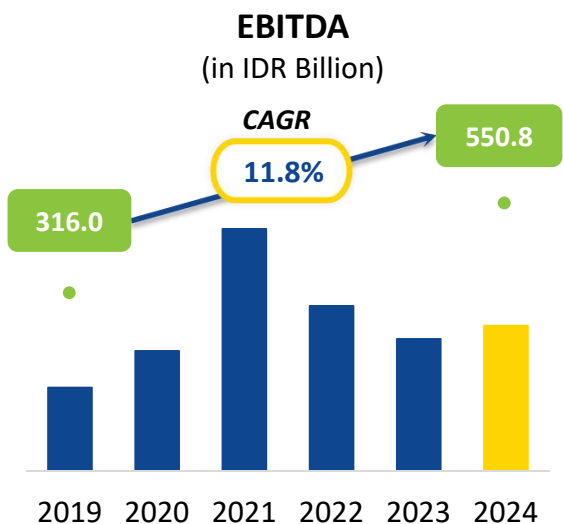
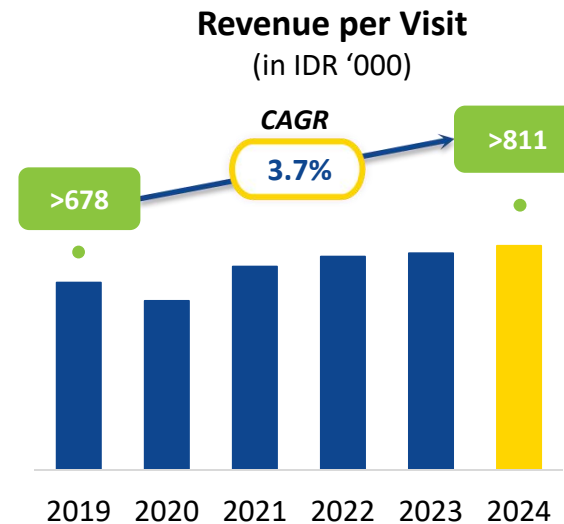
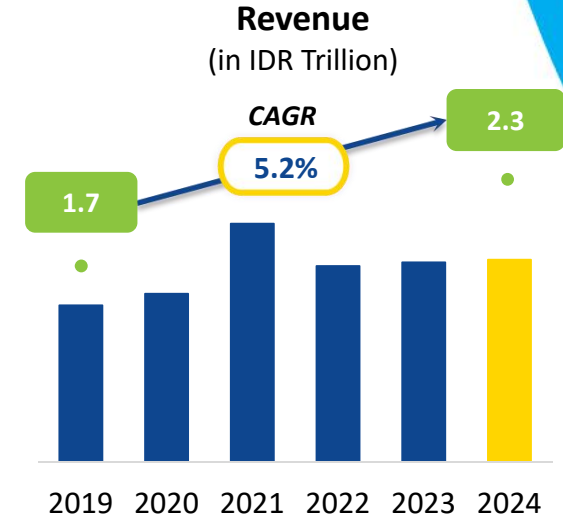
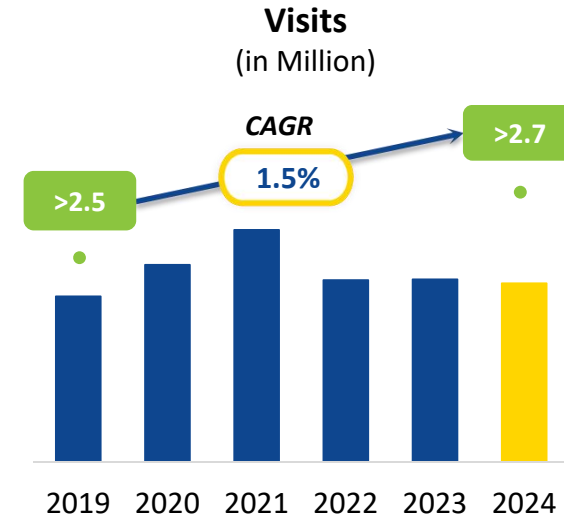
Managed by
PT Prodia Digital Indonesia



Prodia for Doctor



>34,100 downloaders

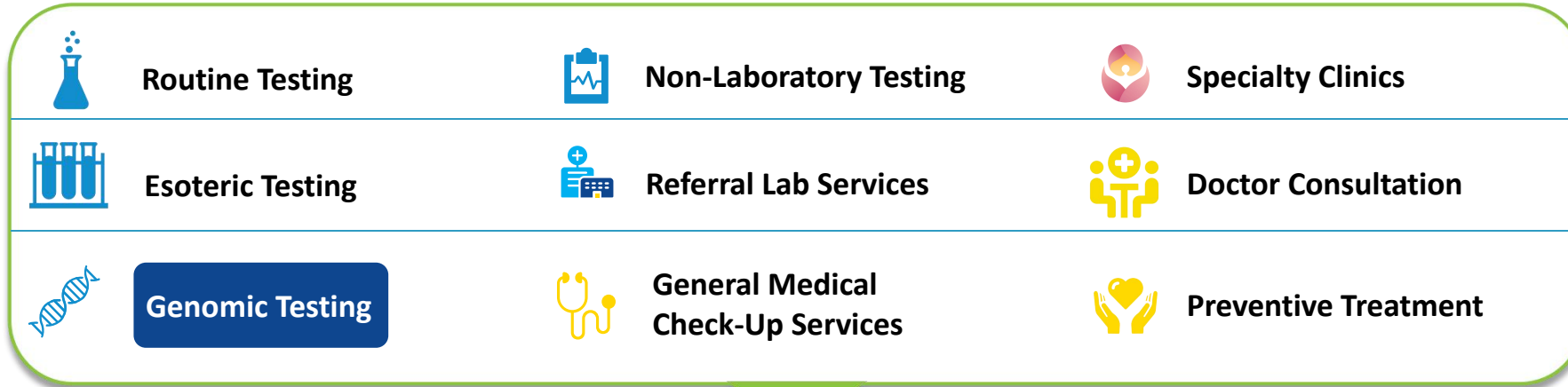


Business Highlights



The Comprehensive Center of Excellence

Delivering personalization and precision in multiple customer segment



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

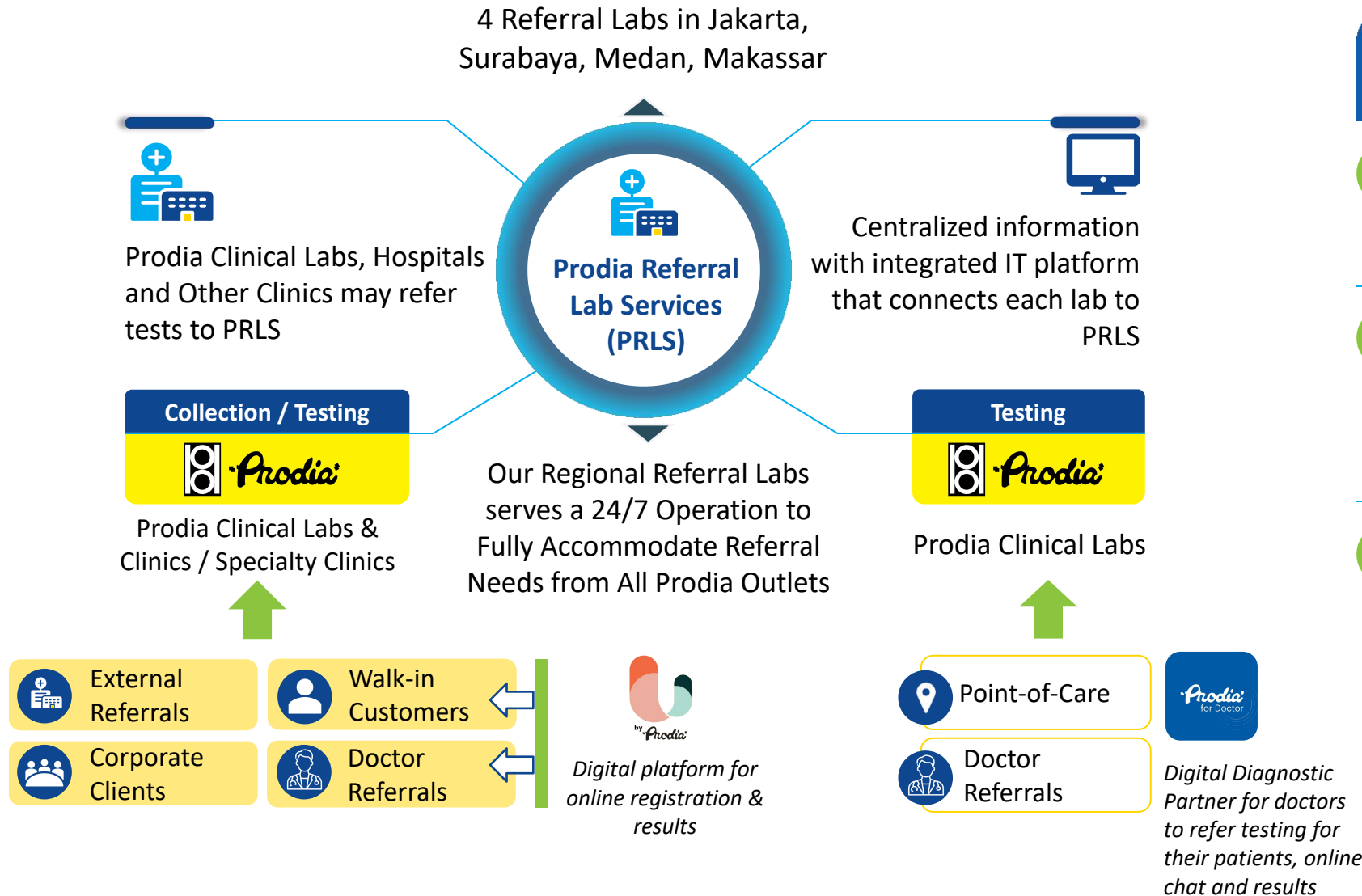
- Samples referred by other healthcare providers (i.e.: labs, hospitals)
- Patients referred by insurance
- Funded by healthcare providers

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, CArisk, DIArisk, New Born Screening, Autoimmune Liver Disease Profile, Sleep & Stress Genomics, Beta Thalassemia Analysis, Prodia Nutrigenomics 2.0 New Test Introduction



Ongoing Referrals

Received referrals from **>50,500 doctors in 1H2025**

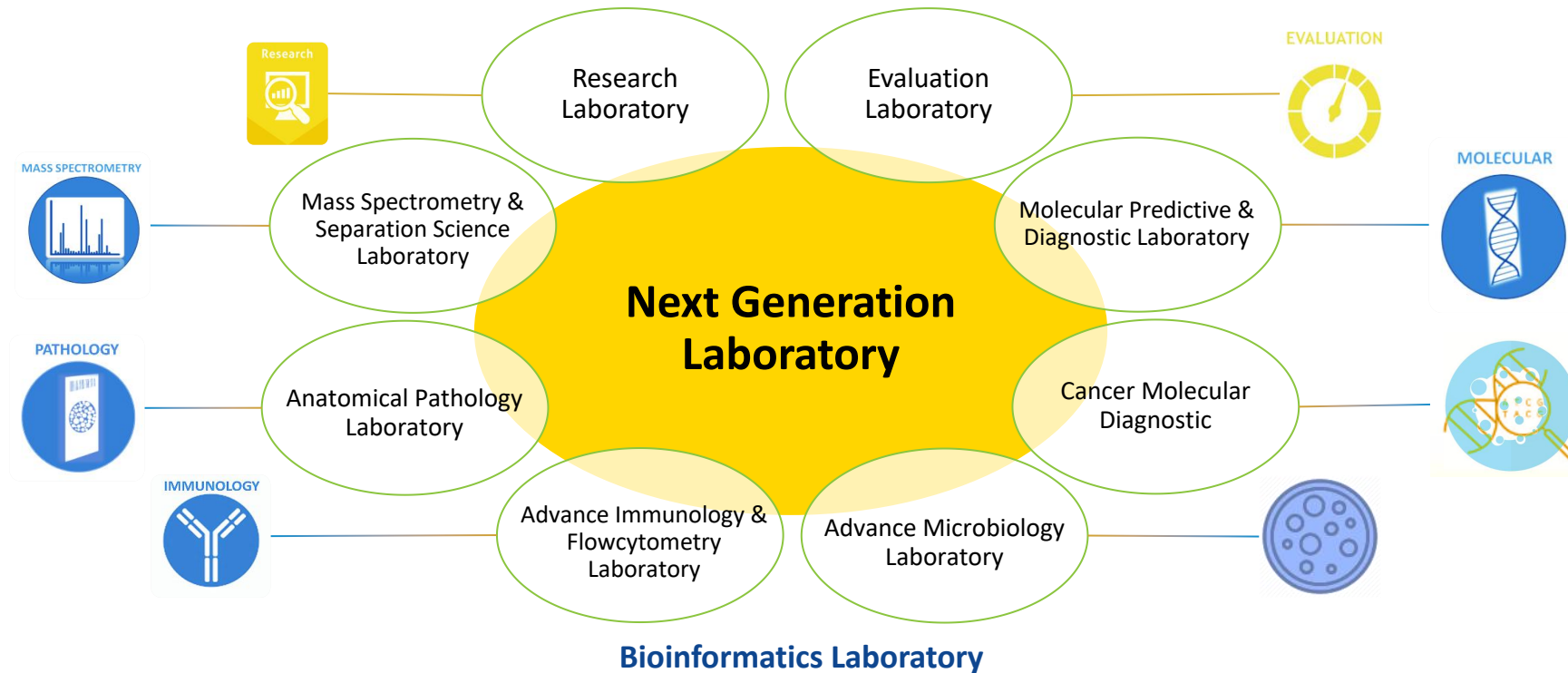
Research Collaboration

Entered into agreement with **54 institutions**:
49 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.**

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

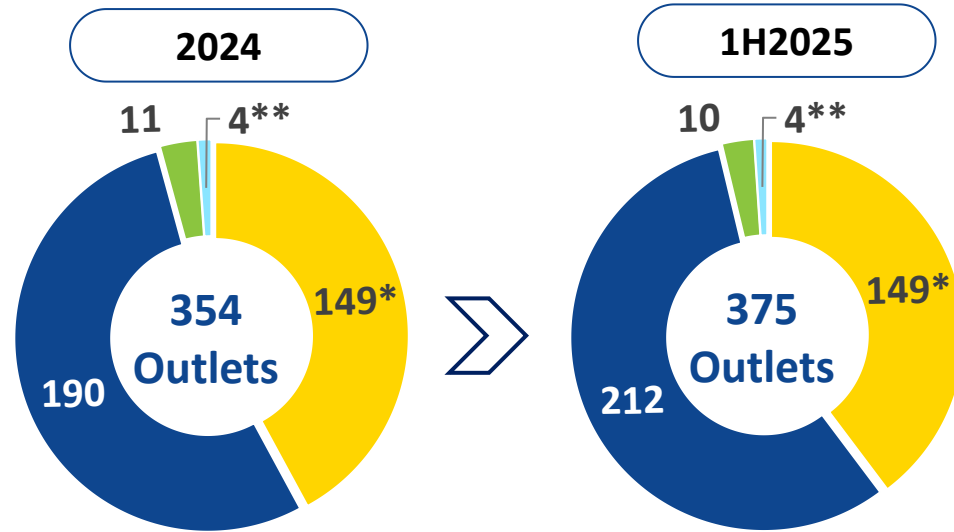
The Concept of Precision Medicine

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 10 (ten) Standalone PHC, and 4 (four) specialty clinics that operate in existing 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 1H2025



32 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

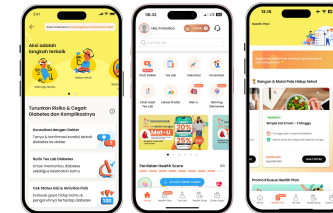
- Call Centre **1500-830**
 - Chat WhatsApp **0855-1500-830**
 - Chat bot **TANIA** (Tanya Prodia)
- Customer can book and pay lab test & anywhere service by phone/WhatsApp*



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



Customer Centric

BARU Cek Risiko Komplikasi Diabetes dengan Methylglyoxal (MGO), LC-MS/MS

Mulai 7 April 2025 Prodia menghadirkan pemeriksaan Methylglyoxal (MGO), LC-MS/MS, untuk mendeteksi risiko komplikasi diabetes melitus.

Prodia.co.id 1500 830

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

Pemeriksaan Vitamin C

Gagal kekurangan vitamin C bisa spesifik dan dapat membahayakan risiko jiwa jika tidak ditangani. Pemeriksaan Vitamin C mengidentifikasi status kebugaran vitamin C dan untuk monitoring efektivitas suplementasi vitamin C.

BEYOND the Plate

THE POWER OF PERSONALIZED NUTRITION

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

Same Day Home Service? Bisa dong!

Manfaatkan Prodia Home Service same day* untuk ambil sampel darah lebih nyaman dan mudah. Pesan via U by Prodia atau Kontak Prodia 1500 830

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

Kesehatan Usus, Kunci Kesehatan Tubuh: Kenali Gut Microbiota

Gut Microbiome Analysis, penting untuk mengetahui keseimbangan bakteri usus dengan Next Generation Sequencing (NGS)

- 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



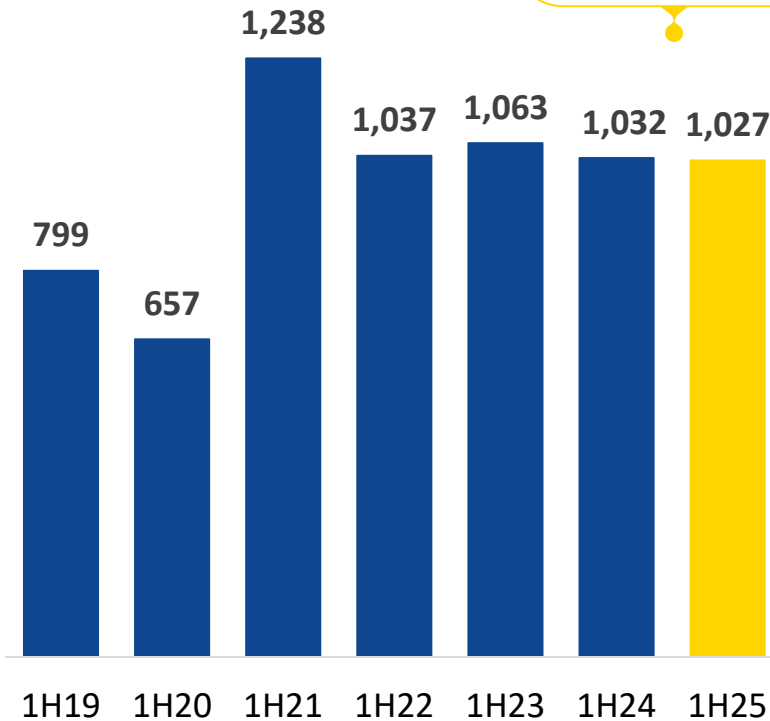
Soft Performance in 1H2025 Revenue

Market becoming more competitive and tighter budget remain as challenges

Revenue (Unaudited) In IDR Billion

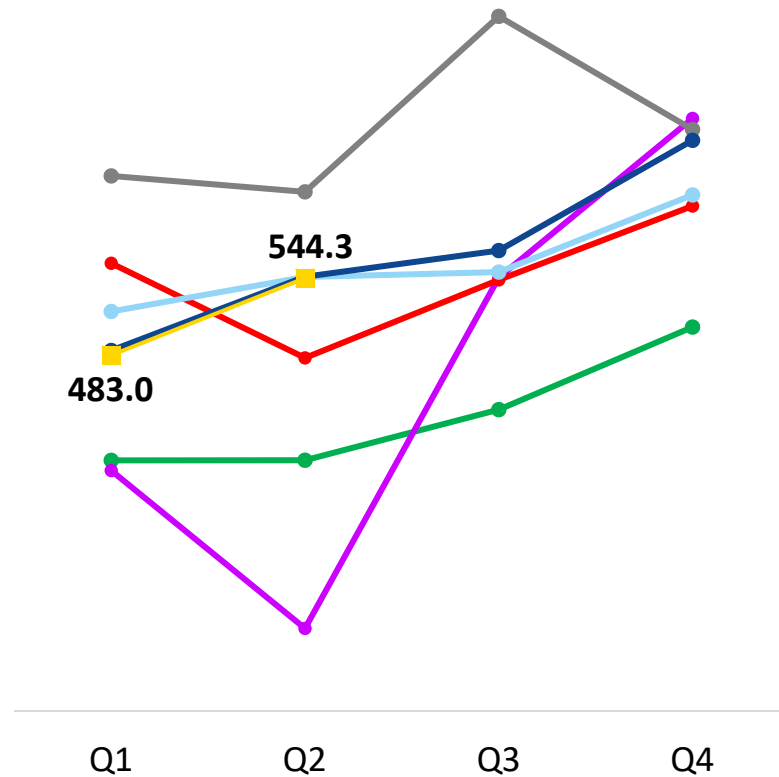
1H19-1H25 CAGR +4.3%

1H24-1H25
Growth: -0.5%



Quarterly Revenue (Unaudited) In IDR Billion

2019 2020 2021 2022
2023 2024 2025



- 1H25 performance mostly driven by Walk-In Customers, despite challenges in other segments.
- Some issues i.e tighter budget and competition continues in B2B customer segments.
- 2Q25 volume improved vs 2Q24, despite slightly softer revenue and visits.

1H2025 Financial Performance



Sustainability for
Healthy Community



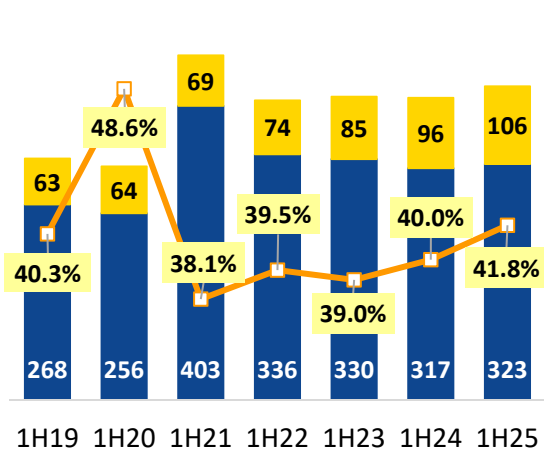
Shows soft performance due to higher COGS and OPEX amid soft revenue performance

COGS

in IDR Billion

1H19-1H25 CAGR +4.5%

- COGS to revenue
- Direct Cost
- Indirect Cost



1H19 1H20 1H21 1H22 1H23 1H24 1H25



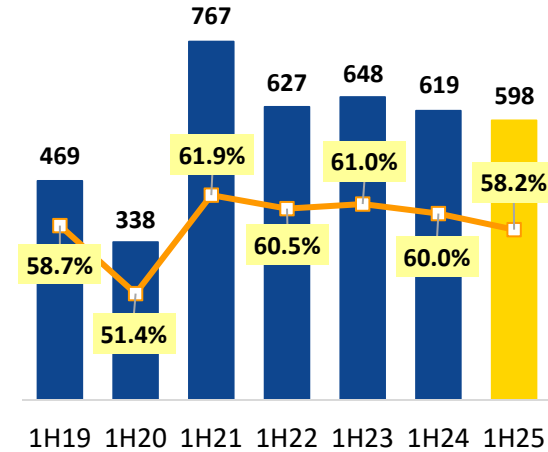
COGS increased in 1H25 due to **different volume test combination** with previous year.

Gross Profit

in IDR Billion

1H19-1H25 CAGR +4.1%

- Gross Profit Margin



1H19 1H20 1H21 1H22 1H23 1H24 1H25



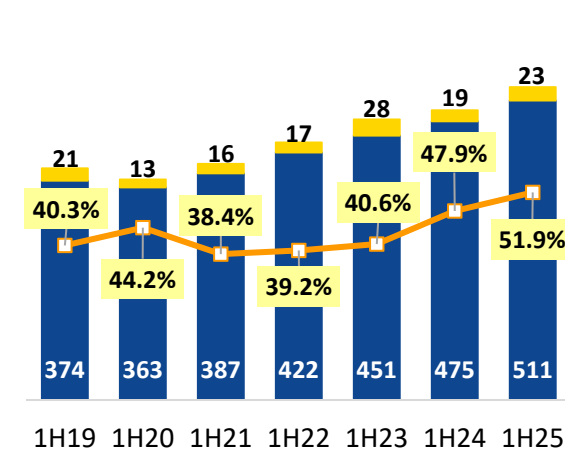
Gross profit margin decreased due to higher COGS amid soft revenue performance, with **continued efforts to maintain it at 60%**.

OPEX

In IDR Billion

1H19-1H25 CAGR +5.1%

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



1H19 1H20 1H21 1H22 1H23 1H24 1H25



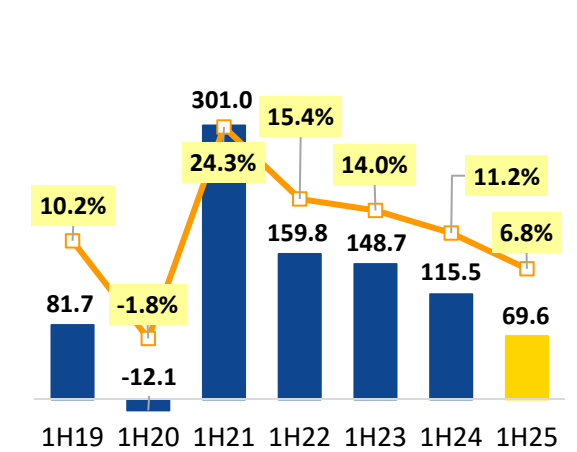
OPEX per sales increased, driven by G&A cost as impacted by **hike on tariffs, depreciation, and IT related expenses, especially software**.

Net Income

In IDR Billion

1H19-1H25 CAGR -2.6%

- Net Income Margin



1H19 1H20 1H21 1H22 1H23 1H24 1H25



Net income **decreased in 1H25** due to soft revenue performance and higher of OPEX.

1H2025 Financial Summary

Financial performance in 1H2025 was softer than previous year



(in IDR Bn)	1H2025	1H2024	Change
Revenue	1,027.3	1,032.3	-0.5%
Gross Profit	598.3	618.9	-3.3%
EBIT	63.6	127.3	-50.1%
EBT	86.2	146.9	-41.4%
Net Income	69.6	115.5	-39.8%
EPS	75.9	123.4	-38.5%
EBITDA	202.0	236.6	-14.6%

(in IDR Bn)	1H2025	1H2024	Change
Total Asset	2,574.1	2,618.2	-1.7%
Total Equity	2,314.9	2,330.7	-0.7%

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**

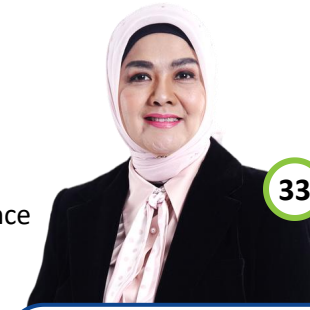
Commissioner



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



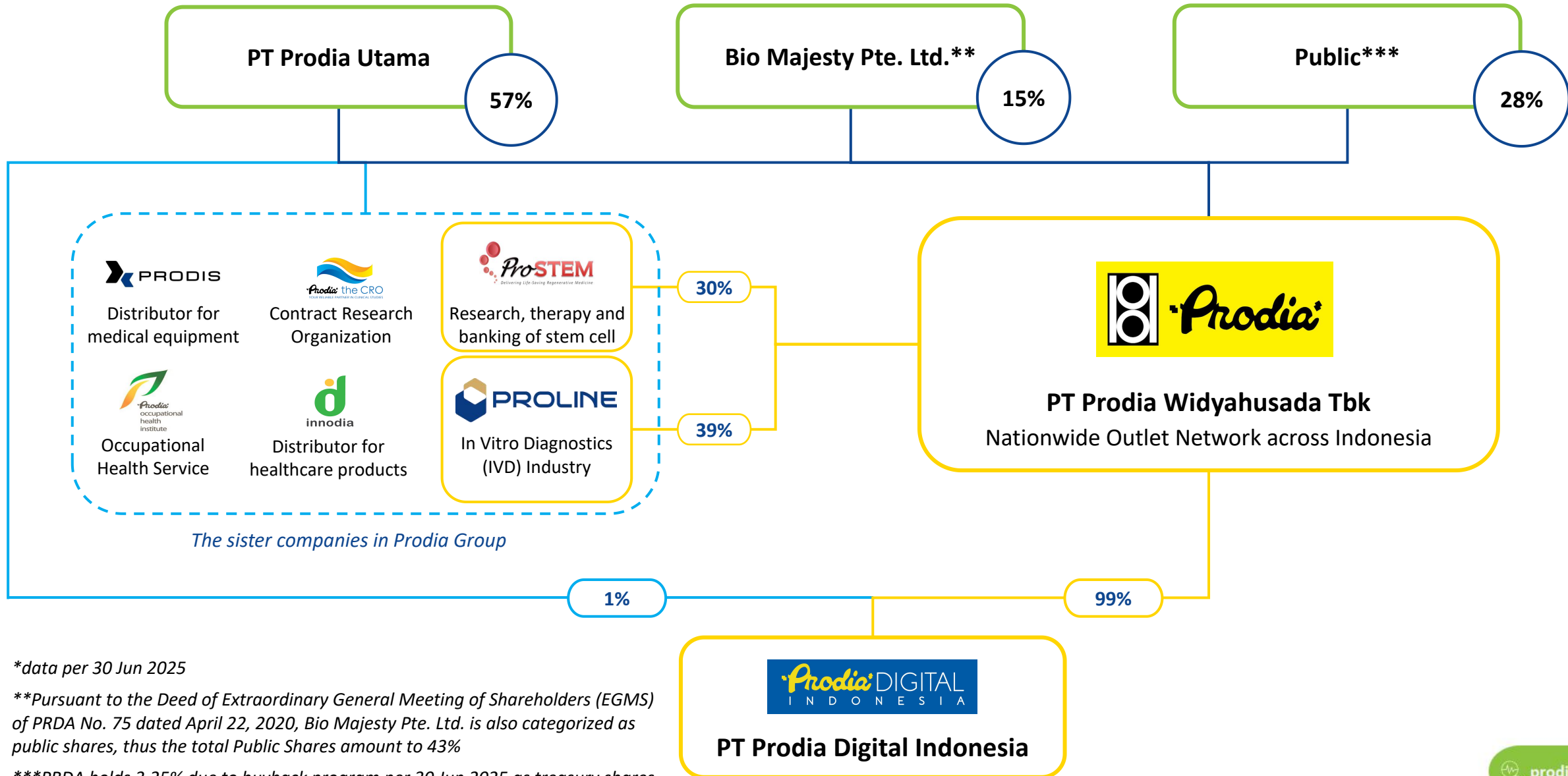
23 Years of Experience

Ida Zuraida

Human Capital & GA Director

Shareholders Composition

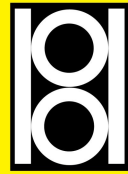
Public free float is 24.75% of total with market cap of IDR 2.56 Trillion*



*data per 30 Jun 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%

***PRDA holds 3.25% due to buyback program per 30 Jun 2025 as treasury shares.



Prodia

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