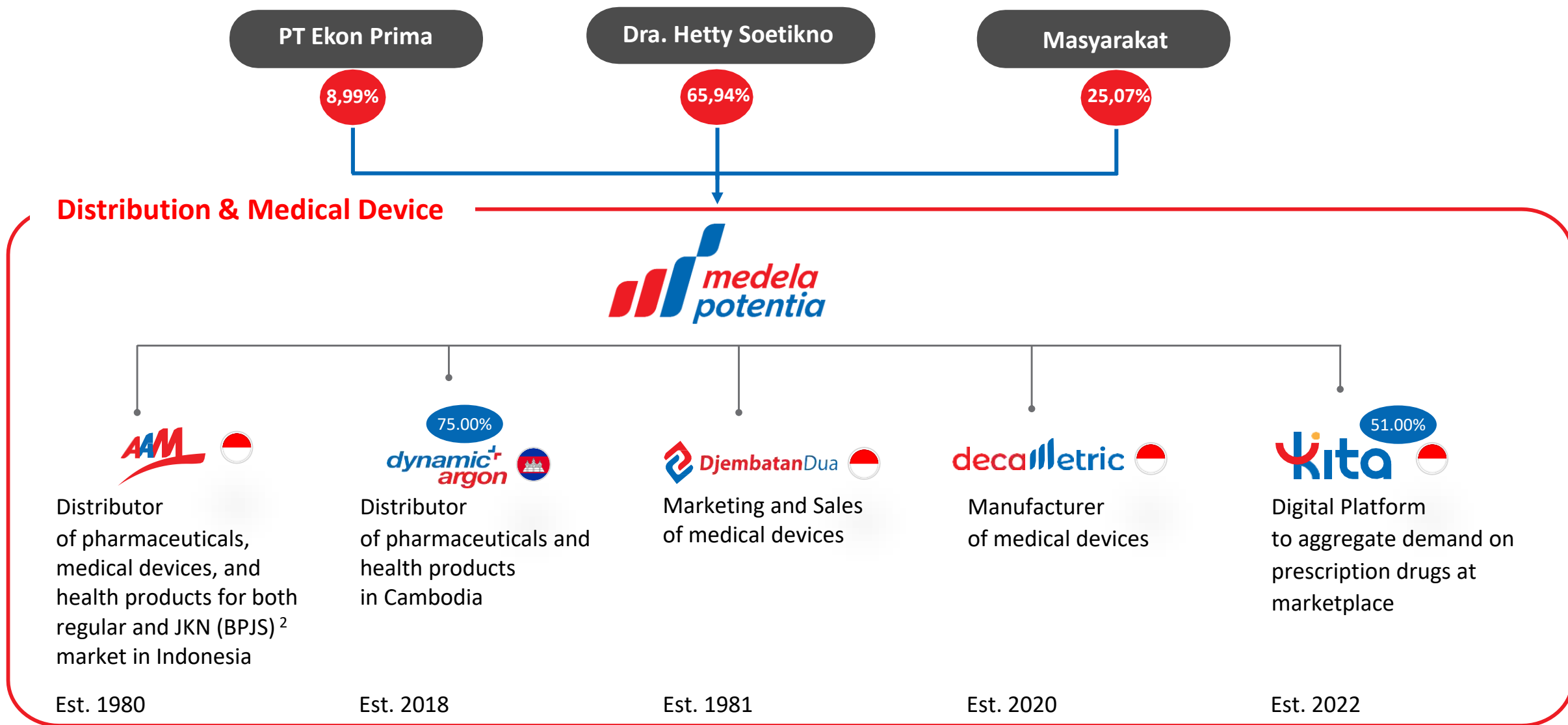


Public Expose

September 2025



Company Structure



Milestone

With over 44 years of expertise, Medela Potentia has transformed into **one of Indonesia's premier integrated distribution platforms**, delivering a diverse range of products nationwide — including **our own line of manufactured medical devices**.

2010

- 2010 :  DjembatanDua was repositioned as a **sales & marketing arm for medical devices** and launched its own brand, Stardec.

2011

- 2011 :  was established as a **holding company**.
- 2011 :  expanded into **consumer product distribution**.

2018 - 2022

- 2018 :  was established in Cambodia, marking MP's **first international expansion**.
- 2022 :  was established as a  **pharmacy aggregator** to capture growing e-commerce demand.
- 2020  was established as a **medical device manufacturer**.

2023 - Present

- 2023 :  expanded into **cosmetic, beauty and baby products distribution**.
- 2023: Enhanced digital offerings through the implementation of 
- 2023:  factory was officially **inaugurated by the Minister of Health of the Republic of Indonesia**.
- 2024 :  officially became a **publicly listed company**.

Driving Growth Through Network Expansion

Nationwide, Interconnected Distribution Network Supporting the Growth of Indonesia's Healthcare System

Our Infrastructure¹

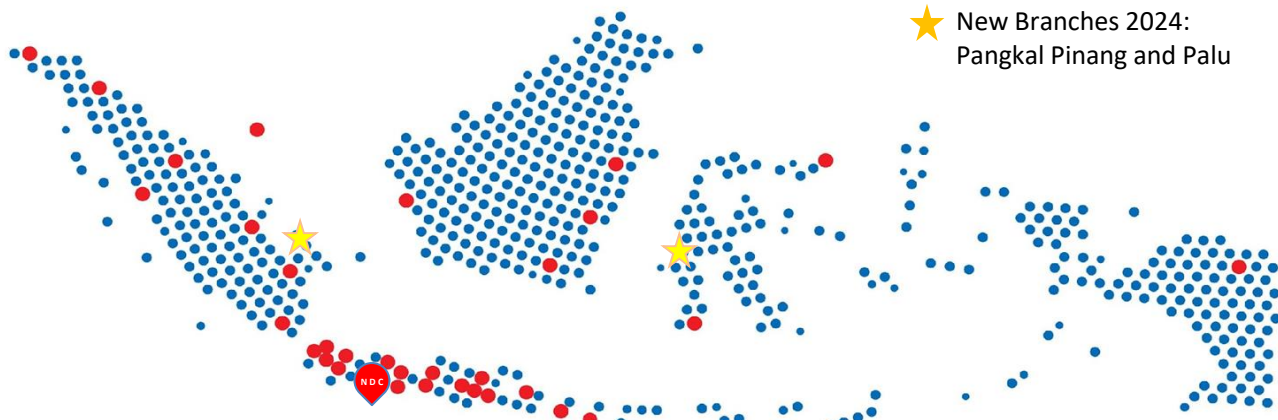
- 35 Retail Warehouses
- 35 Sales Office (Branch)
- 3 Representative Sales Office
- 2 National Distribution Center (NDC)
- >700 Sales force

Our Capacity¹

- >75,000 m³ storage capacity
- >2,000 m³ cold chain capacity

Our Sale's Channels

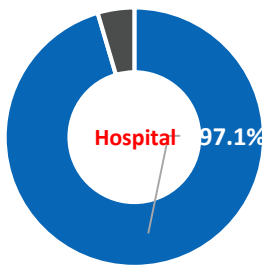
- >3,500 Clinics
- >50,000 Modern Trade
- >3,000 Hospitals
- >20,000⁴ Others
- >23,000 Pharmacies
- >2,000 Government Institutions
- >1,300 PBF² & PAK³



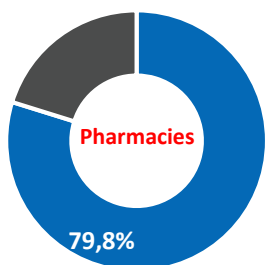
Our strong
commitment to
highest compliance



Our Penetration



Total 3,204⁵ hospitals as of 2024.



Total 30,199⁶ registered pharmacies as of 2021.

■ Directly covered



Cambodia

Our infrastructure¹

- 3 Branches
- 1 National Distribution Center (NDC)
- 2 Retail Warehouses
- >40 Sales force

Our capacity

1,800 m³ storage capacity

Notes: ¹ As of Aug 2024; ² Pedagang Besar Farmasi (pharmaceutical wholesaler); ³ Pedagang Alat Kesehatan (medical devices wholesaler); ⁴ Consist of general trade, veterinaries, optics, laboratories, salon and beauty store and others; ⁵ Sourced from Kementerian Kesehatan 2024; ⁶ Sourced from Kementerian Kesehatan 2021;

1H 2025 Summary:

Maintaining Growth with Strong Fundamental

**Maintain Overall
Revenue Growth**
IDR 7.4 T
+3.7%

Strong Profit Growth
IDR 200 B
+15.8%

**Additional of New
Partners**

**Medical Device
Manufacturing: High
Growth with New
Product Launched**

**Strong Growth with New
Initiatives both in B2B
and B2C Platforms**

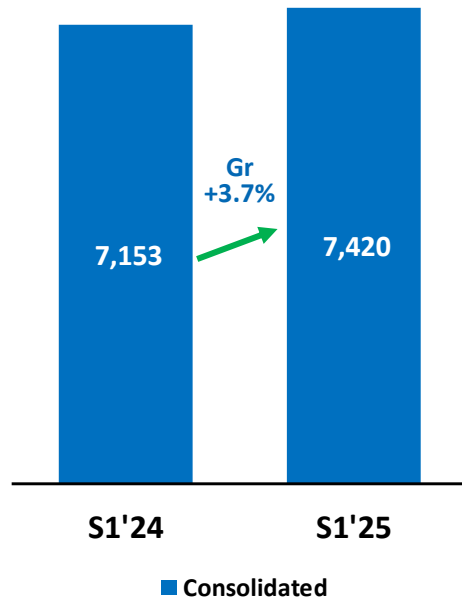
**Committed to ESG with
Impactful Activities &
External Recognition**

Sustainable Margin Trend

Consolidated Profitability Performance

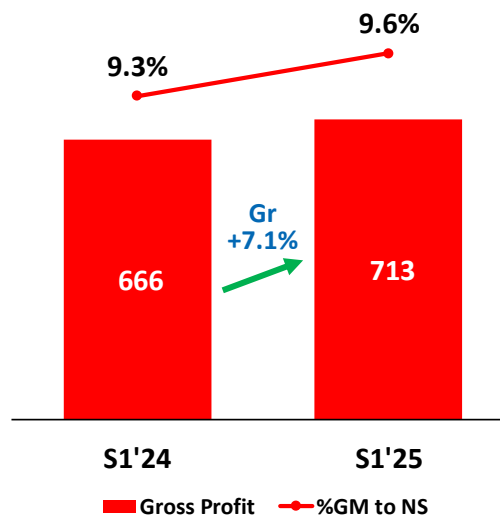
In IDR Bio, unless otherwise stated

Net Sales



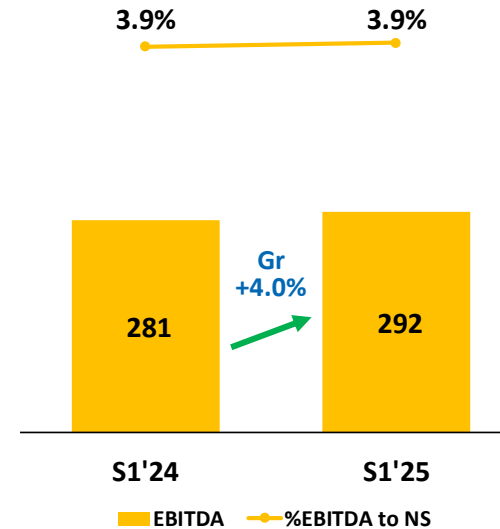
Continued Top-line Growth

Gross Profit



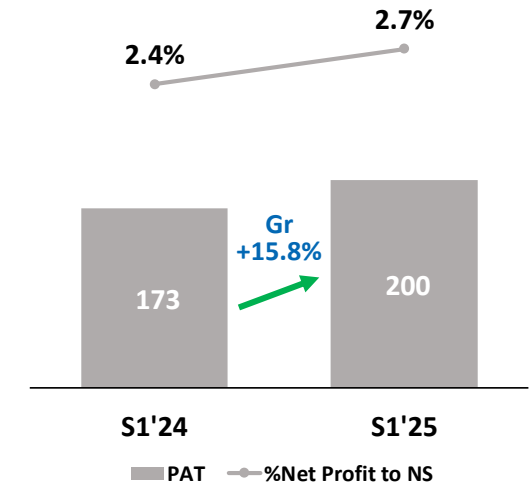
Improvement on gross profit margin trend driven by principal and product portfolio

EBITDA



Stable EBITDA margin trend

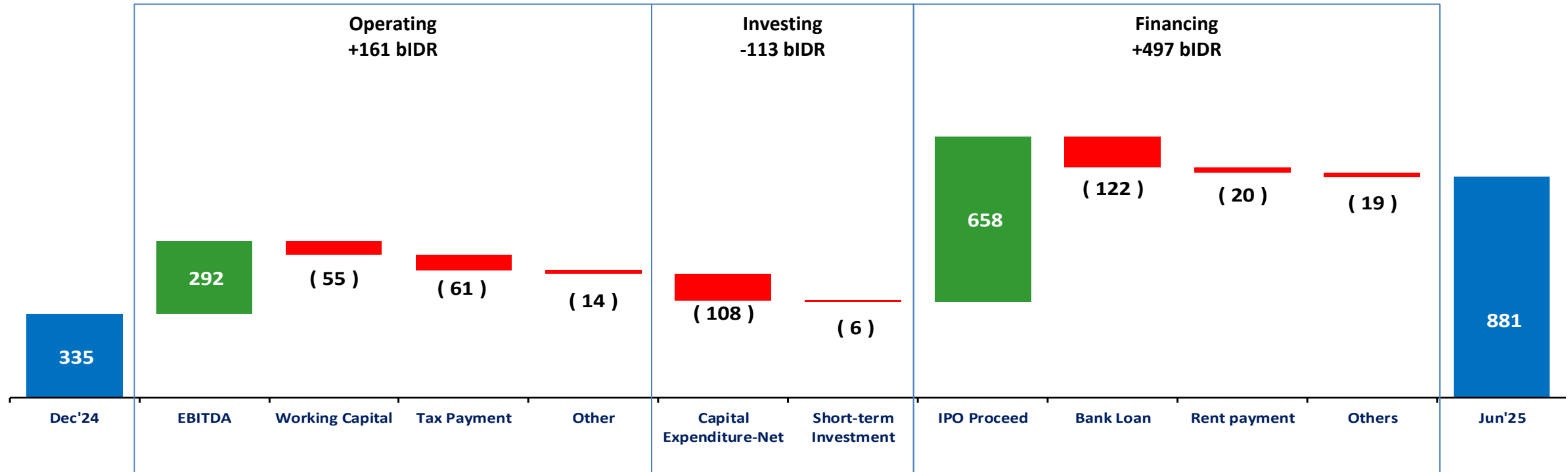
Net Profit



Double digit growth on net profit, higher than net sales growth

Healthy cash balance supported by positive operating cash flow

In IDR Bio, unless otherwise stated



Realized Proceed of Public Offering			Use of Proceed			Remaining Proceed of Public Offering
IPO Proceed	Share Issuance Cost	Net Amount	PT Anugrah Argon Medica	PT Deca Metric Medica	Total	
658,000,000,000	22,037,378,960	635,962,621,040	278,000,000,000	35,000,000,000	313,000,000,000	322,962,621,040

Source : PT Medela Potentia Tbk and its subsidiaries unaudited Jun'25 financial report

Distribution Project & Initiatives Update

1H 2025 Projects & Initiatives

National Distribution Center Acquisition

- Executed May 2025
- Land size: 10,000 m²
- Facilities: 13,000 pallet position
 - Ambient Room <30°C
 - Cool Room <25°C
 - Cold Storage 2°-8°C



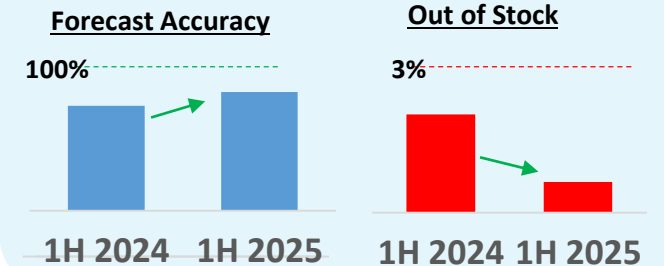
Medan New Warehouse - Finalization

- Land acquired: 2023
- Land size: 9,258m²
- Facilities: 2000 pallet position
 - (2°-8°C, <25°C, <30°C)
- Start build: Aug 2025
- Estimated ready: Q4 2026



Supply Chain Optimization

- Objectives: Digitalize Planning to Improve Productivity & Accuracy
- Features: ANAPLAN with AI Optimizer Planning System
- Result: Forecast Accuracy & Out of Stock improvement



2H Focus

1. Medan Warehouse ground breaking and start building
2. Exploration of Additional National Central Warehouse: Cikarang
3. Cold Chain Capacity Expansion
4. New Principals

Distribution Project & Initiatives Update

1H 2025
Projects & Initiatives

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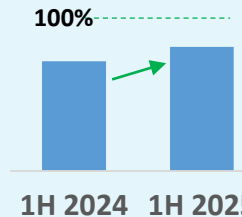
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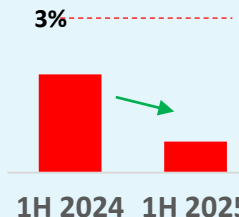
Supply Chain Optimization

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Forecast Accuracy



Out of Stock



New Principals

3 New Principals joined in 1H

1
Consumer Health

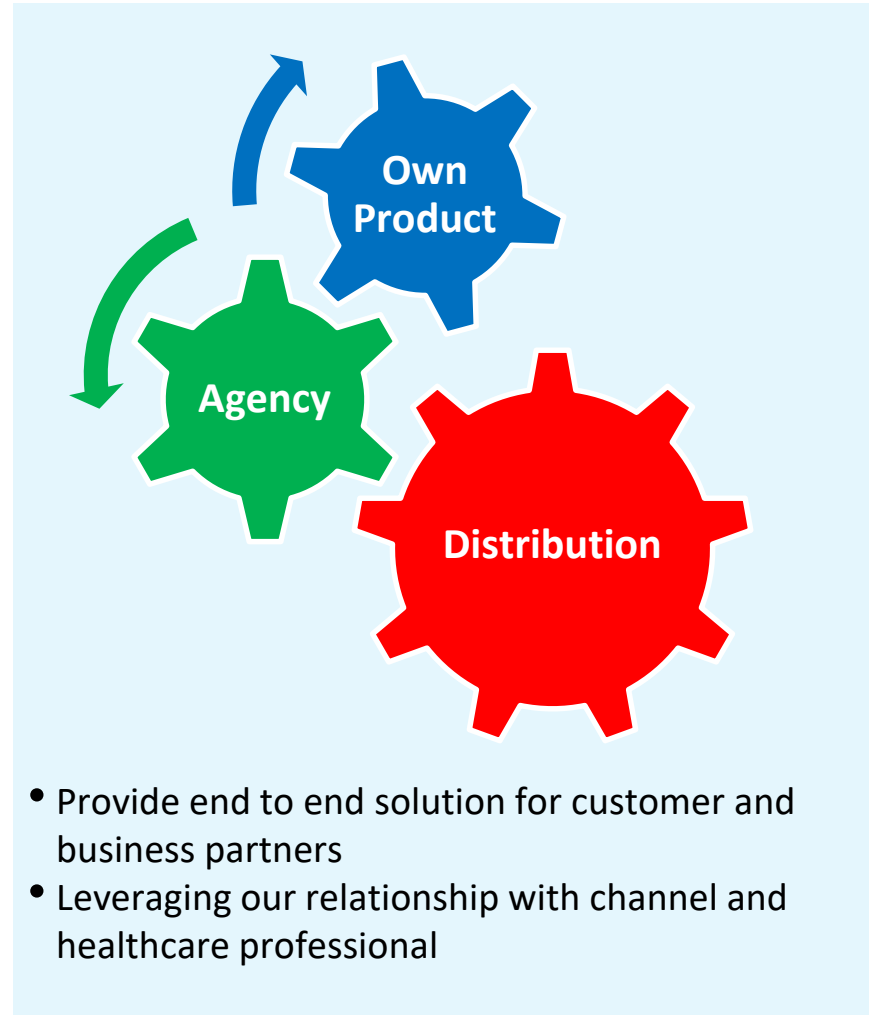
2
Medical Device

2H Focus

1. Medan Warehouse ground breaking and start building
2. Exploration of Additional National Central Warehouse: Cikarang
3. Cold Chain Capacity Expansion
4. New Principals

Expand Margin through Diversification into Medical Devices

Business Model



Manufacturing Facility



- Inauguration: December 21st, 2023
- Location: Jababeka II
- Land area: 5,985 sqm
- Building area: 4,800 sqm
- Production area: 3,600 sqm



- Storage area: 1,295 sqm (~1500 pallet)
- ISO 13485 : Wound care and surgical supplies



- ✓ Strengthen own product business 
- ✓ Government implemented a **national health transformation to increase resilience** in the medical device sector by supporting domestic manufacturing.
- ✓ **Priority listing in the e-Katalog is given for products with a min. domestic content of 40%**, based on TKDN and BMP, fully implemented starting April 2022.

Medical Device Manufacturing Update

Product Portfolio – New Product Launch

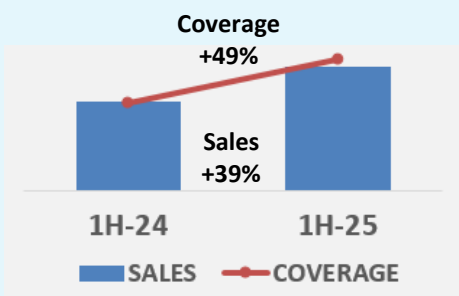
6 Brands, 13 SKU



Launched 1H 2025



Growing Sales and Hospital Coverage

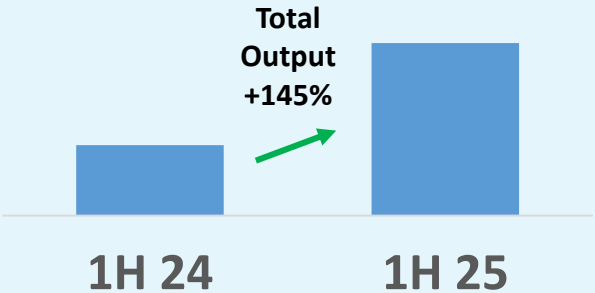


TOP HOSPITALS

- RS Siloam
- RS Hermina
- RS Cipto M.
- RS Fatmawati
- RS Harapan Kita



Increasing Production Output



Production Output:

- Own Brand (Deca)
- 3rd Party OEM (start 2H 2024)

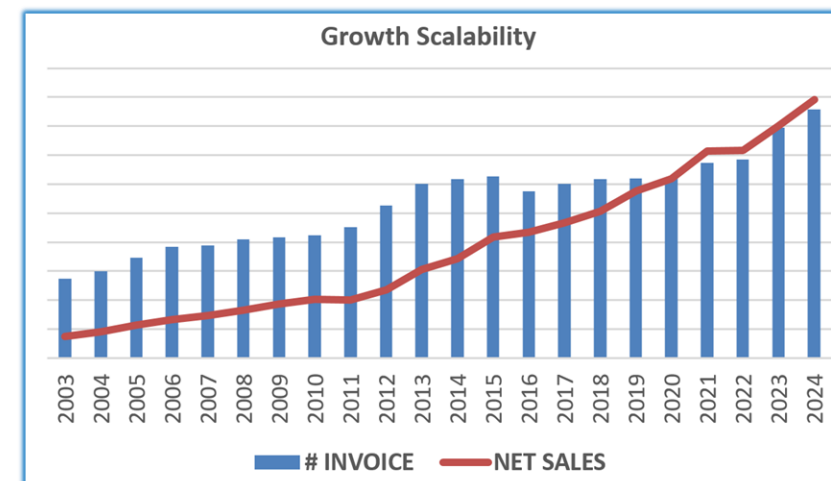
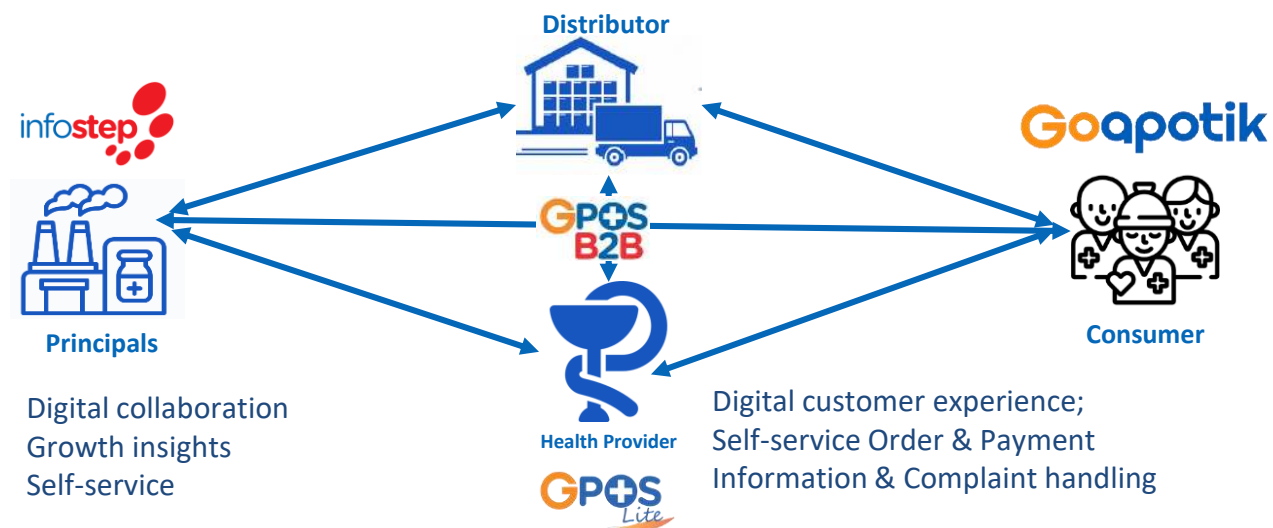
2H 2025 Focus

- New Product Launch: Advanced Wound Care (Chronic)
- New Hospital Coverage
- Export Market: Cambodia



Digital Main Thrust: Staying Relevant & Sustain Growth

Innovation to improve growth, productivity and asset optimization



Working Capital Optimization

- Improved demand forecasting and optimized supply & allocation planning
- Improved receivables cycle through customer-process-driven collection system

Productivity & Cost Efficiency

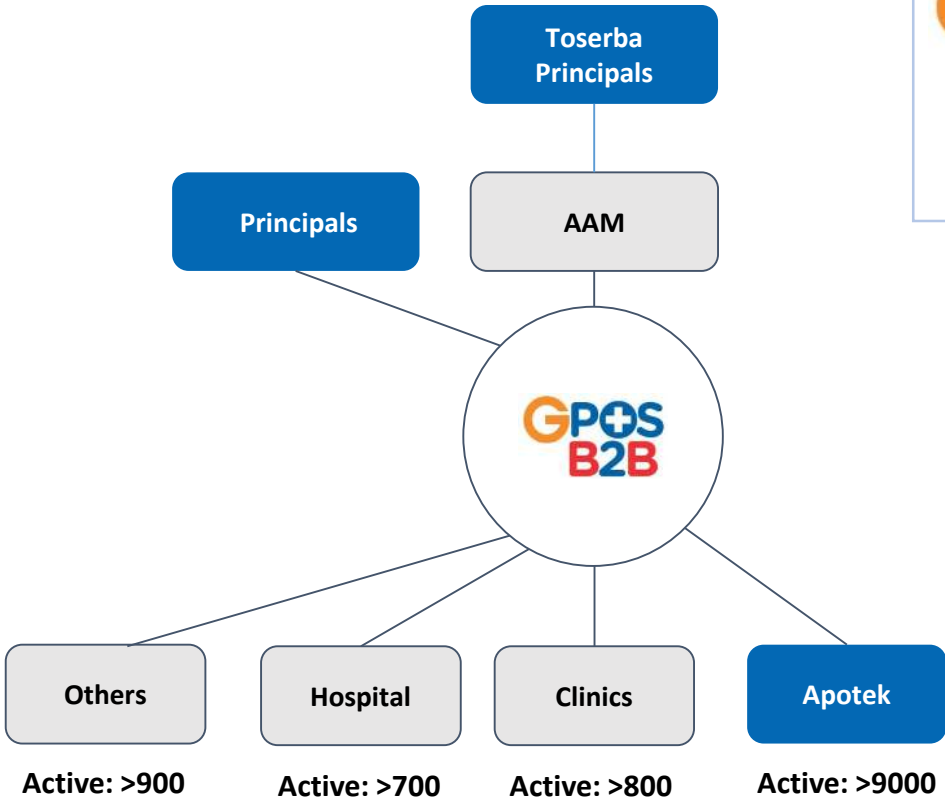
- FF and Telesales (CSO) digitalization
- GPOS B2B as mainstream digital CX touch point for customers
- Optimize warehouse productivity & transport cost management

Growth Enabler for Principals

- Goapotik platform for Direct To Consumer (DTC) channel
- GPOS for selling-in and in-store marketing and sales activation
- Market-flexible OMS & campaign/discount management

Technology deployment driving better shareholder values

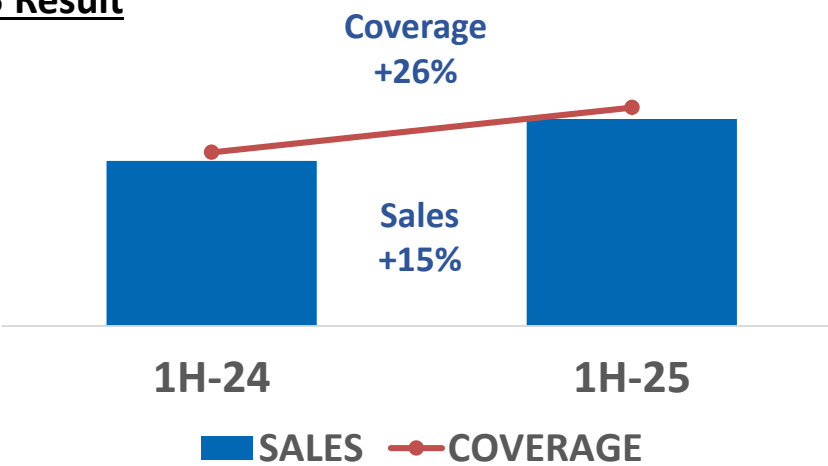
Digital B2B Update: Strong Revenue and Coverage Growth, with Addition of New Features



Value Proposition

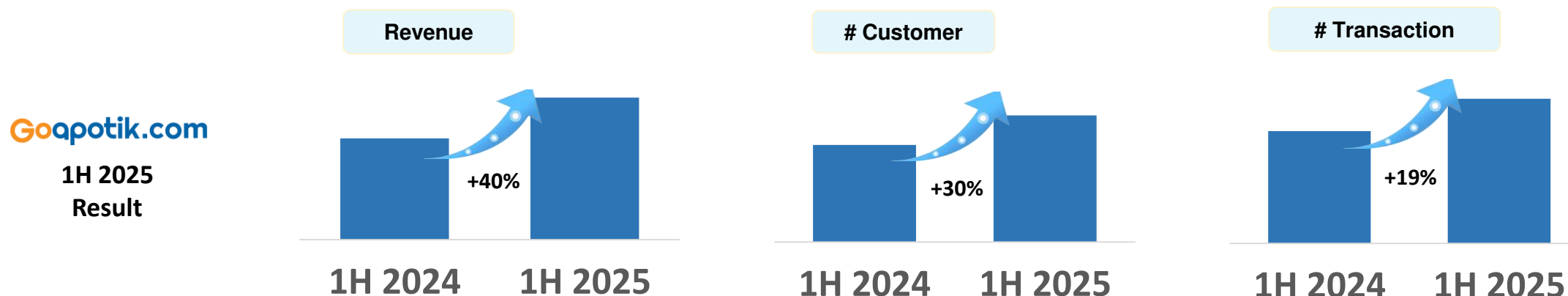
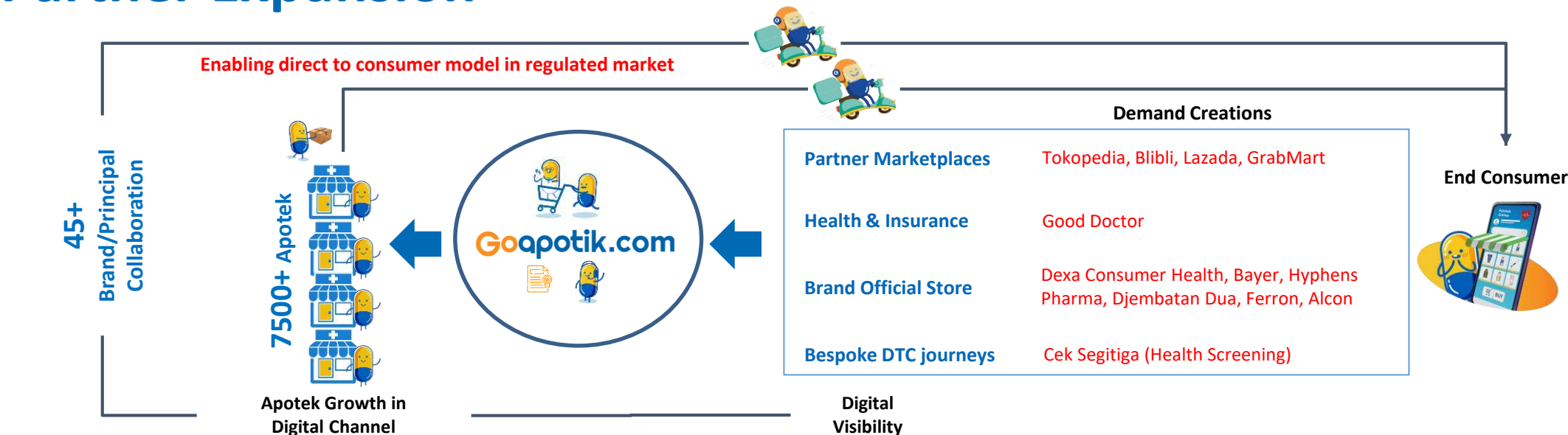
- Single marketplace for healthcare providers supply needs
- Provide digital to-market solutions for principals (pharma/non pharma)
- Extensive medical channel distribution networks
- Provide value-added services to brand/Principal: market insight, Customer reach-out, Publication etc.
- Provide in-store sales activation for brands

1H 2025 Result



Value Added Service: Collaborate with 14 Principals and 40 Brands

Digital B2C Update: Strong Revenue Growth through Partner Expansion



Delivering a Better Healthcare: Commitment to ESG

1H 2025 Update



Environmental

EV Implementation



Community Waste Management

Waste Facility Donation &
Clean-Up Environment Event



Social

argonpeduli

- **7.324** people impacted.
- **144** community-focused activities.
- **14** cities. **8** provinces. **3** islands.



Governance

Reinforcing ethical standards
and professionalism by
disseminating the **Code of
Ethics** to all employees.

July 2nd, 2025



External Recognition



**IDX Channel Anugerah ESG Award
2025** in the main category for the
healthcare sector.

The award was received by the
Human Resources & Sustainability
Director during a ceremony at the
Main Hall of the Indonesia Stock
Exchange on Friday, July 4, 2025.

Company Strategy – Plan for 2026

1 Continue Driving Market Growth

- New Principal Exploration: Existing & New Segments
- Strengthen coverage: OOP & BPJS Market, including new channel exploration
- Exploring prudently for presence in some countries within ASEAN
- Continue exporting “Stardec” own product to countries within ASEAN Region

2 Strengthening and Modernizing Distribution System

- Capacity Expansion: Cold Chain & Non Cold Chain
- AI implementation in Business Process: Growth Exploration, Improve Productivity & Accuracy
- Exploration of Automatic System in Warehouse Infrastructure

3 Expanding Medical Device Portfolio

- Strengthen Own Product “Stardec” Portfolio: New Products Launch
- Expanding “Agency” Product Portfolio: Orthopedics & Phlebology, Minimally Invasive Surgery, and Anatomic Pathology

4 Commitment to ESG

- Climate and Energy: Lower Emission & Renewable Energy
- Continue the Community Engagement & Contribution thru Argon Peduli

Medela Potentia: A Sustainable Healthcare Business

Thank You

www.medela-potentia.com
investor.relations@medela-potentia.com

