



June 2023



# Contents

O IDH At a Glance

**Q1 2023 Results Overview** 

Key Investment Highlights

Our Market

Our Business Model

Financial Position and Performance

**Growth Strategies** 

Governance

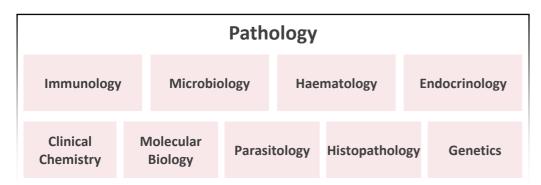


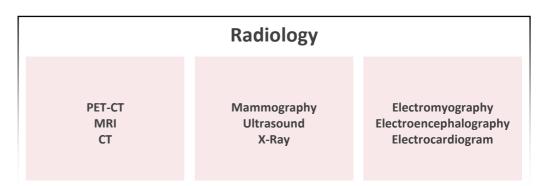


# Who We Are (I/II)

Integrated Diagnostics Holding is a leading, fully-integrated provider of high-quality medical diagnostic services with a footprint spanning Egypt, Jordan, Nigeria, Sudan, and Saudi Arabia

#### An integrated diagnostics provider...

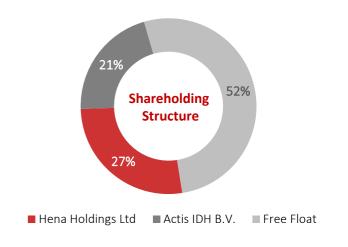




### ...with a suite of internationally-accredited, market-leading brands



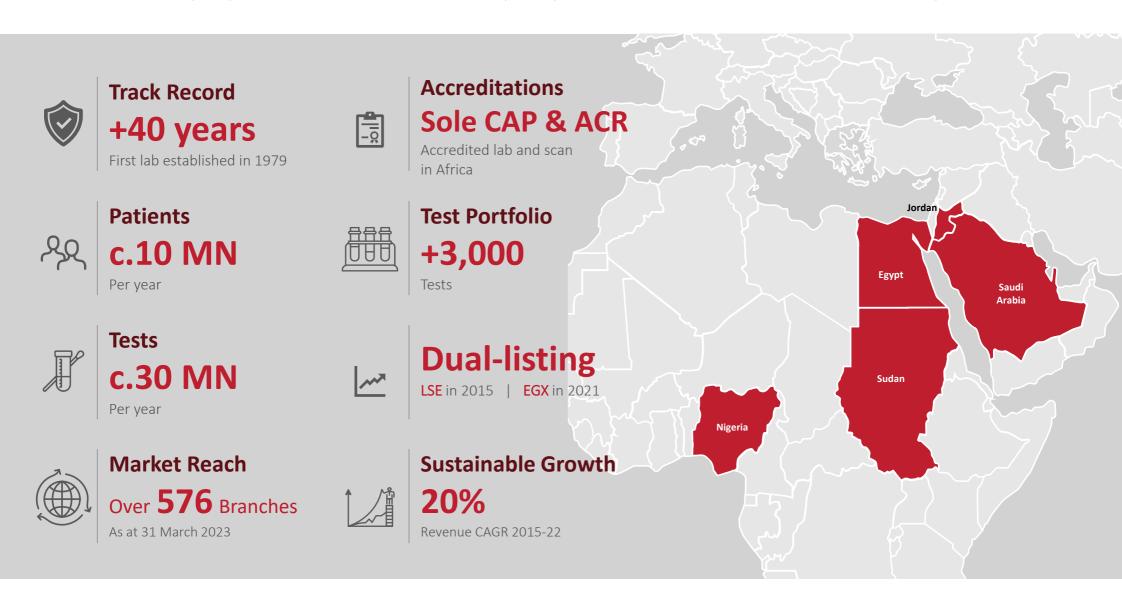






# Who We Are (II/II)

The Company's reach, scale, and service quality are unmatched across its markets of operation





# Our Service Segments

IDH's pathology offering currently contributes the lion share of revenue and patients. The Company's radiology services are quickly gaining momentum with their contribution to IDH's top-line doubling in the last twelve months

### Pathology – 94% of Revenues<sup>1</sup>

Through IDH's brands, the Group offers over 2,000 internationally accredited pathology tests ranging from basic blood glucose tests for diabetes to advanced molecular testing for genetic disorders.

**558** 

1979

c. 10mn

c. 30mi

Pathology Year branches launched

Patients served each year

Tests performed each year

#### **Competitive Strengths**



Track Record



Reach and scale across attractive markets



Visibility and Reputation



Scalable Business Model

### Radiology – 6% of Revenues<sup>1,2</sup>

IDH offers a vast array of radiology services through Al Borg Scan in Egypt and Echo-Lab in Nigeria. Al Borg Scan is also the **sole radiology provider** in Africa boasting the prestigious American College of Radiology (ACR) accreditation, a testament to the high-quality services delivered by the venture.

18

2018

c. 948k

c. 1.5<sub>mr</sub>

Radiology branches Year launched

Patients served since inception

Scans conduced since inception

#### **Competitive Strengths and Strategic Advantages**



Established platform to build on



High-fragment and fast-growing market



Diversify and Grow Revenue Streams



Deliver on onestop-shop vision

### An integrated offering catering to patients' evolving needs

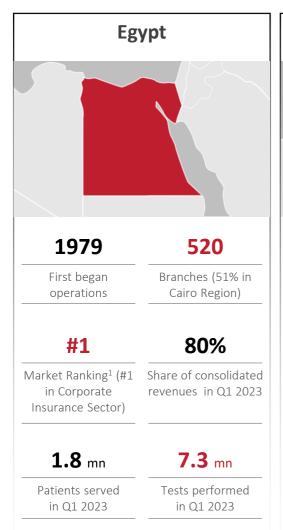
<sup>&</sup>lt;sup>1</sup> Share of IDH Q1 2023 consolidated revenue.

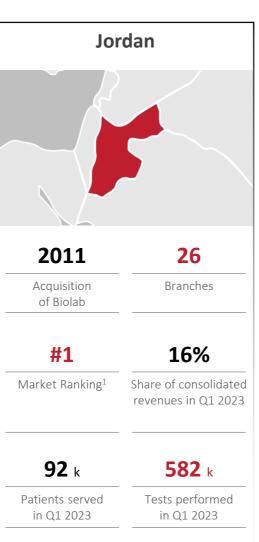
<sup>&</sup>lt;sup>2</sup> Radiology revenues are calculated as Echo-Lab (IDH's Nigerian subsidiary) revenues plus Al-Borg Scan revenues (Egypt's radiology business).

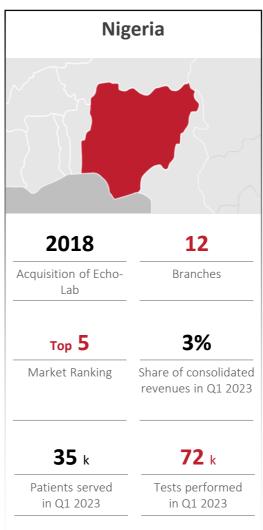


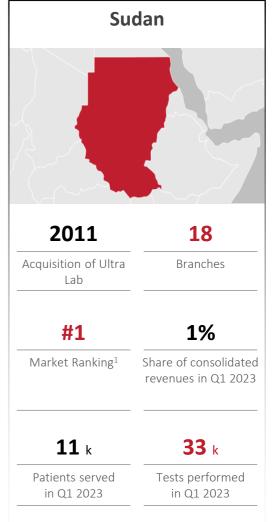
# Our Geographies

IDH currently operates the largest branch network amongst private providers in Egypt and boasts an established presence in four key markets in the Middle East and Africa









<sup>&</sup>lt;sup>1</sup> Market ranking amongst private players in each respective country.



### **Our Patients**

#### IDH serves two principal types of patients: contract and walk-in

Around 70% of total revenue generated across the two segments is paid in cash

#### Contract Patients<sup>1</sup>

IDH's contract clients include institutions who enter into one-year renewable contracts at agreed rates per-test and on a per-client basis. Around 40% of the revenue generated by the segment is paid in cash. IDH's corporate clients roster currently features institutions such as:

- Unions
- Syndicates
- Private and public insurance companies
- Banks and corporations
- Public institutions
- Government insurance

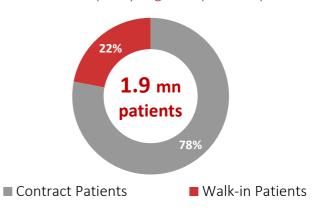
#### Walk-In Patients

IDH's walk-in clients, also referred to as "self-payers", **pay out of pocket** for diagnostic tests and other services.

#### Contribution to IDH Revenues (Q1 2023)



#### Patient Split by Segment (Q1 2023)



<sup>&</sup>lt;sup>1</sup> Testing prices at the contract segment are generally lower than those of the walk-in segment and are not pre-set as with walk-in testing



# IDH Post Covid-19: A new chapter (I/II)

During the Covid-19 era, IDH successfully transformed its business, expanding its service offering and delivery capabilities, and setting the foundation for a new chapter of sustainable growth, testament to its business agility and resilience



#### **Test Offering and Delivery**

Conventional Business Back to Pre-Covid Levels

+78%

Growth in conventional test<sup>1</sup> revenue vs Q1 2019

> Frontline Role in Fight Against Covid-19

> > **9.0** mn

Covid tests performed in Egypt and Jordan (2020-2022)

Ramped up **House Call Services** 

16%

House call contribution to Egypt revenues in Q1 2023 (exceeding pre-pandemic averages of 10-11%)

> Al-Borg Scan Expansion

Operational Branches as at 31 March 2023 (fastest growing radiology brand in Egypt)



#### **Reach and Visibility**

Ramped Up House Call Capacity

up to 5k

House call visits per day, with over 10k calls answered daily

**New Patient** Segments

c. **5** mn

New patients acquired during Covid-19-pandemic (2020-2022)

**Growing Physical** Presence

+56

New branches opened during the last 12-month period

> Largest Private Provider in Egypt

> > 576

Operational Branches as at 31 March 2023 (520 branches in Egypt)



### **Agility**

#### **Rapid Service Offering Adaptation**

#1

#1

#1

in PCR testing in Egypt and first to offer QR codes

leading PCR testing provider in Jordan

for house call volumes in Egypt

#### Ample Capacity for Growth

5-7 yrs.

40%

Average contract tenors for equipment

Spare processing capacity in Mega Lab

A patient-centric business geared for long-term, sustainable growth

<sup>&</sup>lt;sup>1</sup> Convention tests refers to IDH's service offering excluding all Covid-19-related testing performed during the period.



# IDH Post Covid-19: A new chapter (II/II)

During the Covid-19 era, IDH successfully transformed its business, expanding its service offering and delivery capabilities, and setting the foundation for a new chapter of sustainable growth, testament to its business agility and resilience



### **Improved Efficiency**

Decreased Turnaround Times and Improved Patient Satisfaction

#### over 80%

max 24hr

Net Promoter Score (NPS)

Turn-around time

#### **Expanded Digital Capabilities**

### over 5k Chatbot conv/day

**Convenient Payments** 

Diversifying patient touch-points

Leveraging expanded digital presence



### **Long-term Relationships**

#### **Revamped Loyalty Programme**

In partnership with leading loyalty solutions provider to retain existing/new patients acquired in 2022

#### **Expanded Cross-selling Capabilities**

Monitoring patient records and disease cycles to provide tailored services and increase cross-selling

#### Marketing Strategy

Visibility bolstered by additional marketing efforts throughout the year including launch of new IDH branded cars as well as greater social media presence

A patient-centric business geared for long-term, sustainable growth

1 Convention tests refers to IDH's service offering excluding all Covid-19-related testing performed during the period.



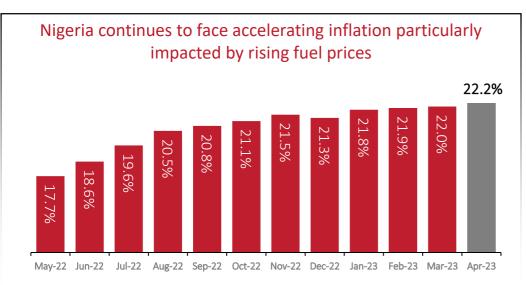


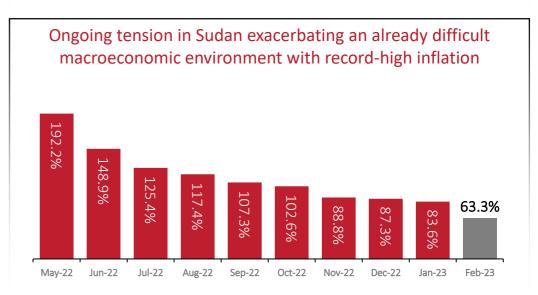
# A Turbulent Operating Environment

IDH continues to post impressive financial and operational results despite difficult economic circumstances across its markets











### Results Snapshot

IDH reports sustained growth in traditional offering showcasing the fundamental strength and potential of the business



Revenue

by Patient Type

Revenue

by Segment

Revenue

by Geography

15.8%

**House Call** 

Services

Contribution<sup>3</sup>

12%

640

18%

<sup>2</sup> EBITDA is calculated as operating profit plus depreciation and amortization.

12%

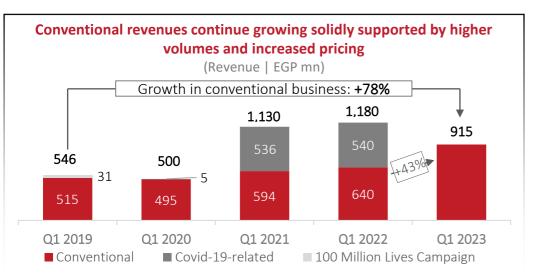
<sup>■</sup> House Call Services ■ Egypt ■ Sudan ■ Jordan ■ Nigeria ■ Walk-In ■ Contract ■ Pathology ■ Radiology <sup>1</sup> Starting Q1 2023, IDH has opted to stop reporting on its Covid-19-related revenues and test volumes due to their material insignificance to the consolidated figures and to Egypt's and Jordan's country-level results for the quarter. In the comparable period of last year (Q1 2022) IDH had recorded EGP 540 million in Covid-19-related revenues and had performed 1.3 million Covid-19-related tests. As such, all figures used throughout this presentation are IFRS-compliant.

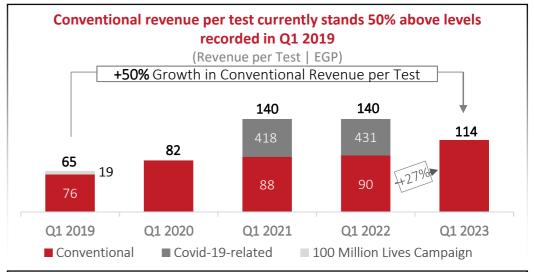
<sup>&</sup>lt;sup>3</sup> Radiology revenues are calculated as Echo-Lab (IDH's Nigerian subsidiary) revenues plus Al-Borg Scan revenues.

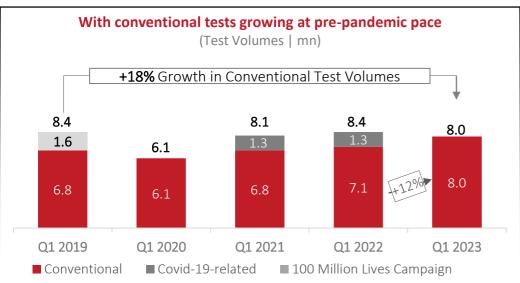


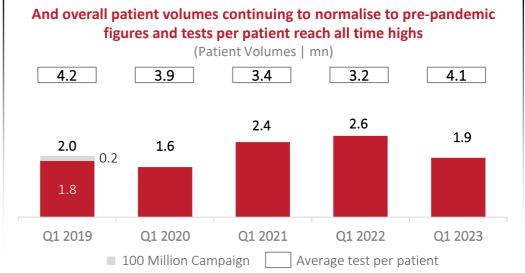
# Sustainable Growth Despite Seasonality – Quarterly

IDH's conventional business stood 78% above pre-pandemic levels in Q1 2023 showcasing the strength and potential of its underlying business







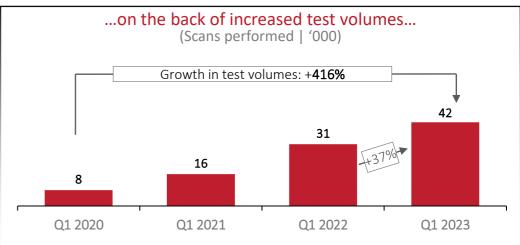


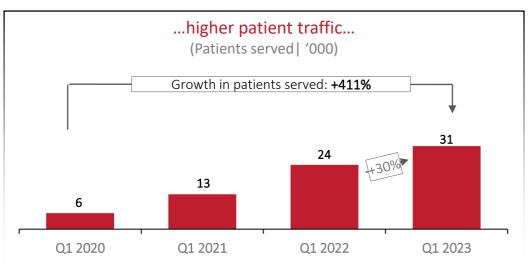


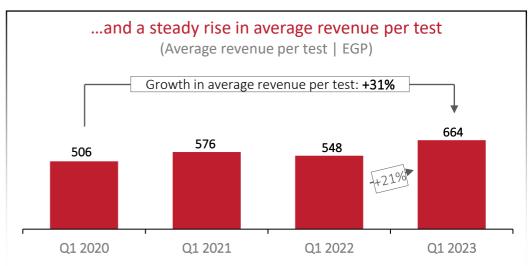
# Continued Growth at Egypt's Radiology Venture

Al Borg Scan, Egypt's radiology venture, continues posting impressive top-line growth on the back of increased test volumes and higher average revenue per test





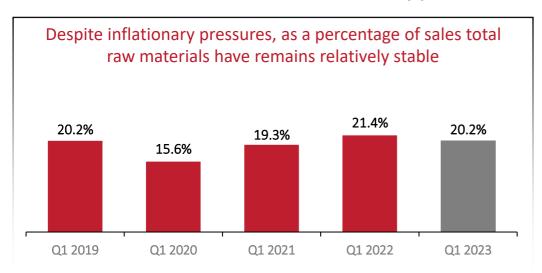


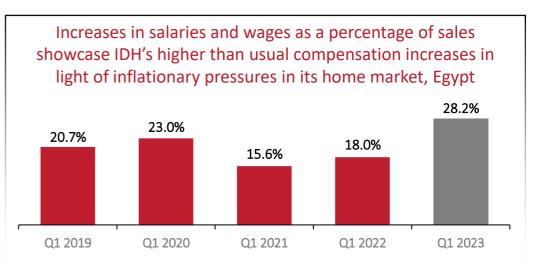




### **Profitability Overview**

Lower profitability down the income statement largely reflects increases in salary and wage expenses, increases in IDH's marketing expenses to support the rollout of new branches, and increased inflationary pressures as a result of a weakened EGP



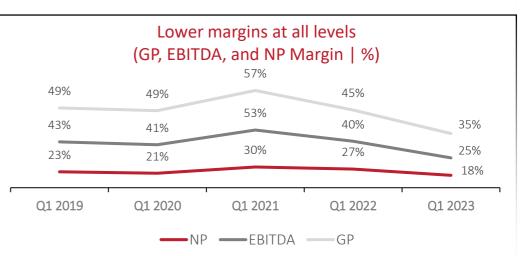


# IDH has also optimized spending allocations targeting areas set to drive long term growth for the Group

14% 43%

Increase in direct salaries and wages as part of staff retention strategy. This will ensure IDH remains an employer of choice across its markets and build staff long-term loyalty.

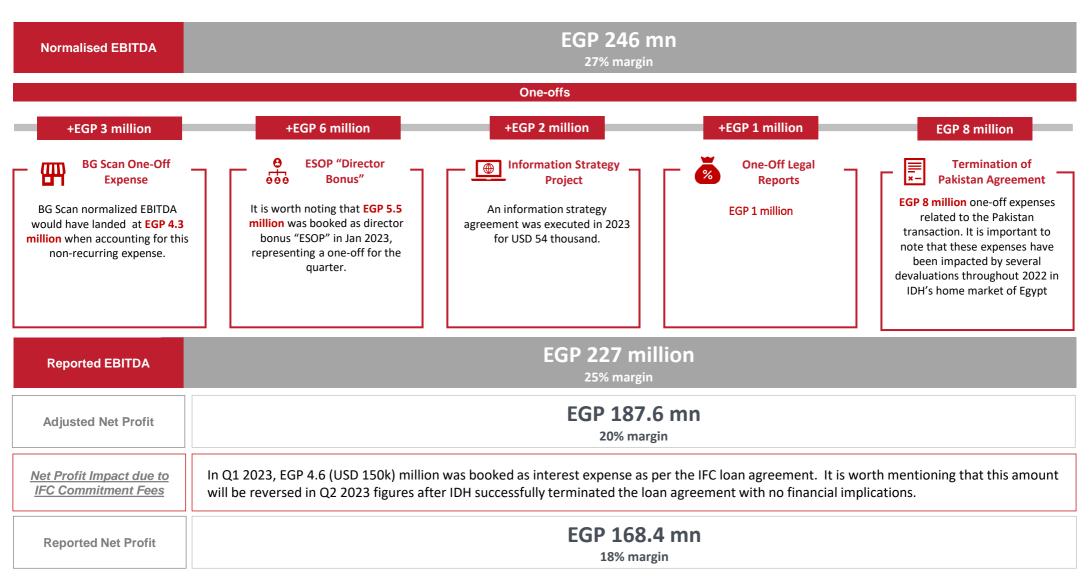
Year-on-year rise in marketing expenses mainly to support Al-Borg Scan's ramp up and the newly rolled out branches. Growing IDH's direct patient touch points (branches) and its radiology business are two key pillars of the company's long-term sustainable growth strategy.





### Non-Recurring Items in Q1-2023

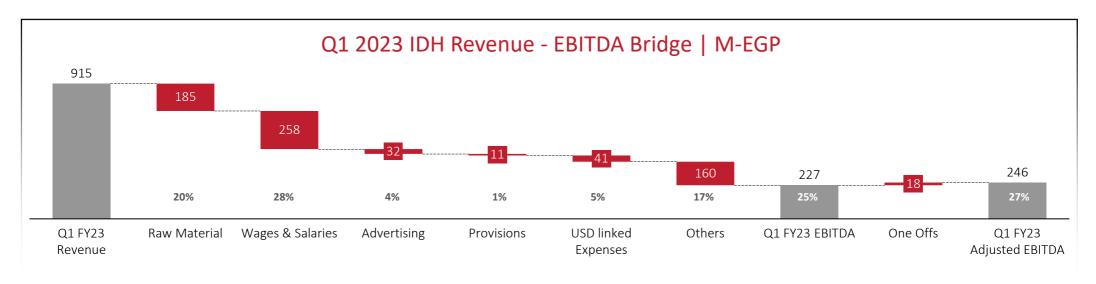
IDH recorded increased profitability at both the EBITDA and net profit levels compared to reported figures due to non-recurring items

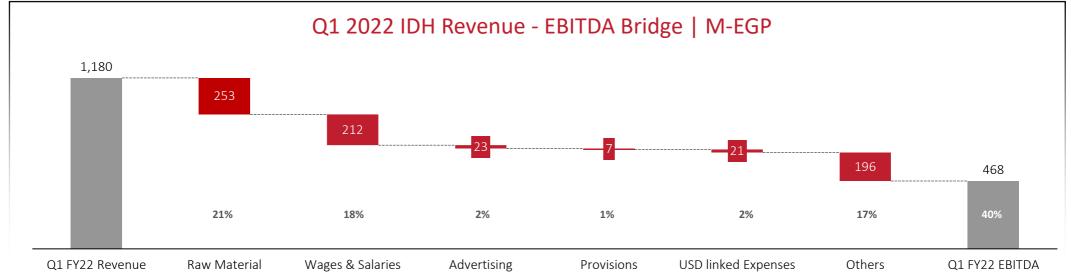


<sup>\*</sup> For more information on these expenses, kindly refer to IDH's 1H 2023 earnings release



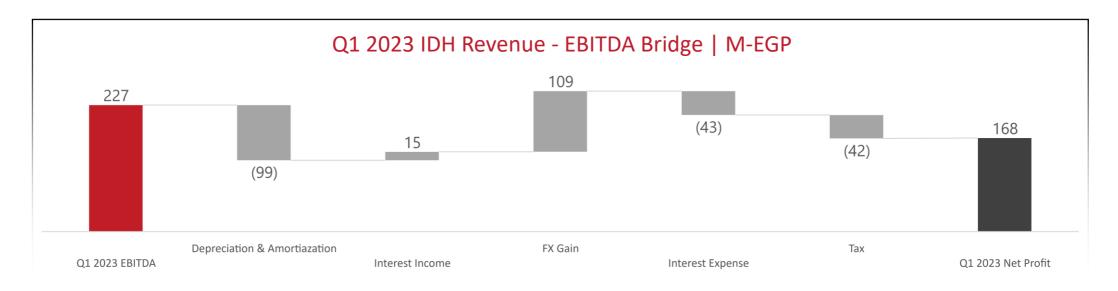
# Revenue – EBITDA Bridge



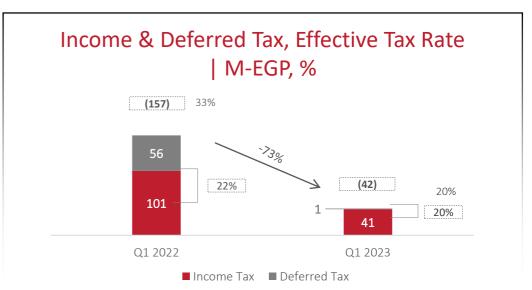




# EBITDA – Net Profit Bridge



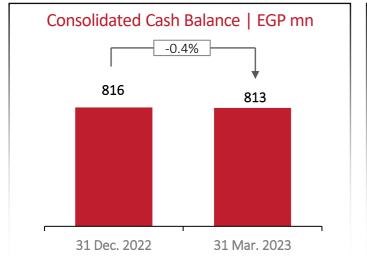


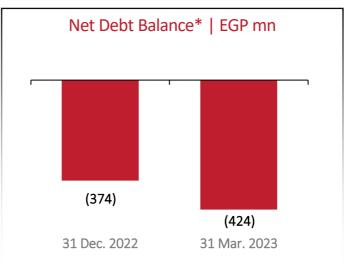


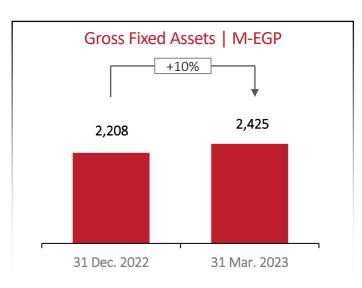


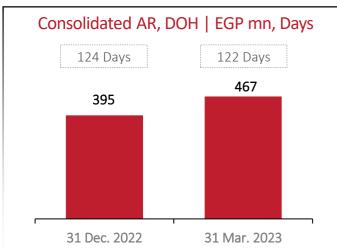
### Solid Financial Position

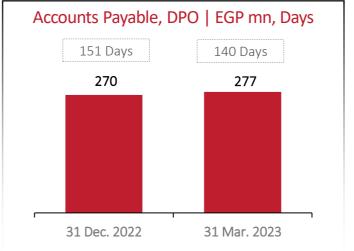
The Group maintains a robust financial position, with a liquid balance sheet thanks to a strong cash generation profile allowing for consistent dividend payouts











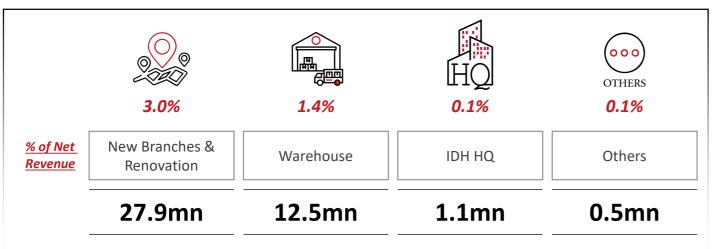


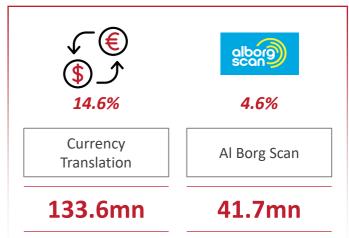
<sup>\*</sup>The net cash/(Debt) balance is calculated as cash and cash equivalent balances less interest-bearing debt (medium term loans), finance lease and right-of-use liabilities.



# Q1 2023 Capital Expenditure

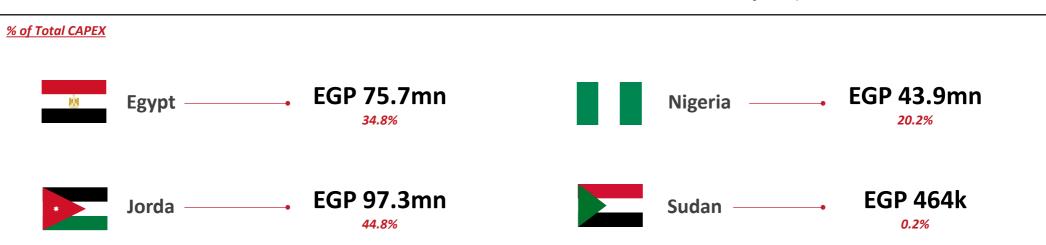
IDH CAPEX recorded EGP 217.4m in Q1 FY23, including both, core recurring CAPEX items and non-core non-recurring items. Such figure represented 23.7% of Q1 FY23 total net sales.





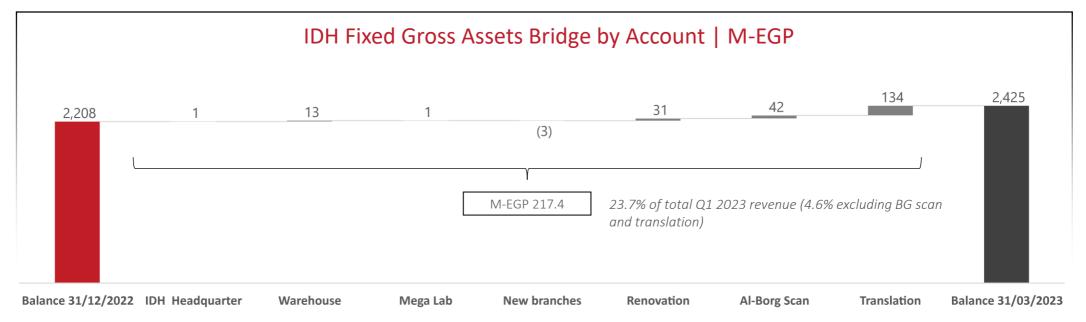
The core CAPEX amounting to EGP 42.0m (19%) was mainly allocated to Renovation, new branches, warehouses and IDH HQ. Accounting for such items only, normalized CAPEX would have recorded 4.6% only from Q1 FY23 total net sales.

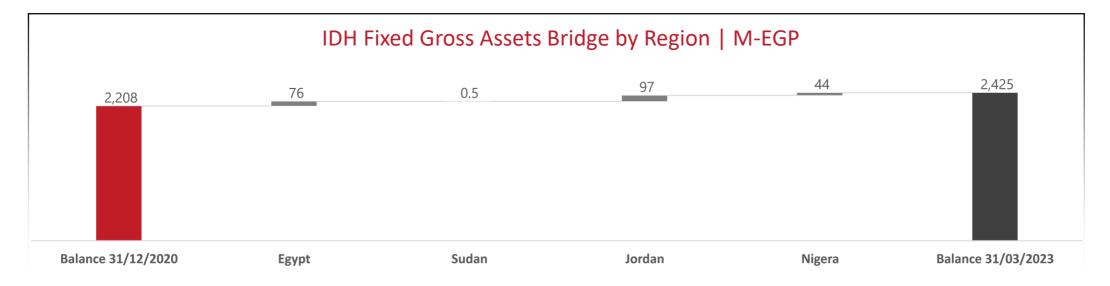
Non-recurring CAPEX amounting to EGP 175.3mn (81%) resulted from Currency translation from foreign subsidiaries in addition to Al Borg Scan expansion.





# Fixed Gross Assets Bridge







# Segment Performance

Both IDH's contract and walk-in segments witnessed significant conventional revenue growth in Q1 2023. Conventional revenue growth at IDH's contract segment was dual driven by increases in test volumes and average revenue per test, while walk-in segment revenues were entirely driven by increased average revenue per test.

	Walk-in Segment			Contract Segment			Total		
	1Q22	1Q23	Change	1Q22	1Q23	Change	1Q22	1Q23	Change
Revenue (EGP mn)	535	337	-37%	645	579	-10%	1,180	915	-22%
Conventional Revenue (EGP mn)	244	337	38%	396	579	46%	640	915	43%
Total Covid-19-related revenue (EGP mn)	291	-	-	250	-	-	540	-	-
Patients ('000)	971	422	-57%	1,678	1,517	-10%	2,649	1,939	-27%
% of Patients	37%	22%		63%	78%				
Revenue per Patient (EGP)	551	798	45%	385	381	-1%	446	472	6%
Tests ('000)	2,144	1,519	-29%	6,258	6,517	4%	8,402	8,036	-4%
% of Tests	26%	19%		74%	81%				
Conventional tests ('000)	1,530	1,519	-0.7%	5,618	6,517	16%	7,148	8,036	12%
Total Covid-19-related tests ('000)	614	-	-	641	-	-	1,254	-	-
Revenue per Test (EGP)	250	222	-11%	103	89	-14%	140	114	-19%
Conventional Revenue per Test (EGP)	160	222	39%	70	89	26%	90	114	27%
Test per Patient	2.2	3.6	63%	3.7	4.3	15%	3.2	4.1	31%

6.5 mn

Contract tests in Q1 2023

▲ 16% y-o-y excluding Covid-19-related\* tests ▲ 4% y-o-y in

consolidated terms

**EGP 89** 

Avg. revenue / contract test in Q1 2023

▲ 26% y-o-y excluding Covid-19-related\* tests ▼ 14% y-o-y in consolidated terms **FGP 579** mn

Contract revenues in Q1 2023

▲ 46% y-o-y excluding Covid-19-related\* tests ▼ 10% y-o-y in consolidated terms 1.5 mn

Walk-in tests in Q1 2023

▼0.7% y-o-y excluding Covid-19-related\* tests ▼ 29% y-o-y in consolidated terms **EGP 222** 

Avg. revenue / walk-in test in Q1 2023

▲39% y-o-y excluding Covid-19-related\* tests ▼ 11% y-o-y in consolidated terms **EGP 337 mn** 

Walk-in revenues in Q1 2023

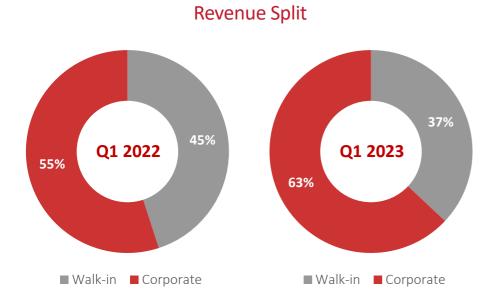
▲ 38% y-o-y excluding Covid-19-related\* tests ▼ 37% y-o-y in consolidated terms

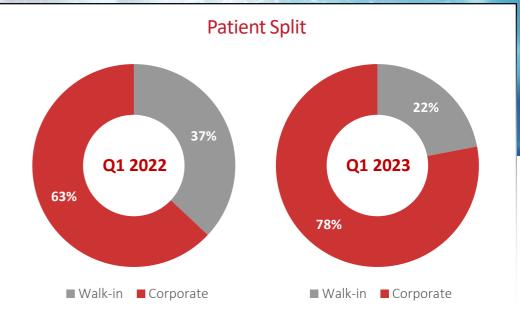
<sup>\*</sup>Covid-19-related tests include both core Covid-19 tests (Polymerase Chain Reaction (PCR), Antigen, and Antibody) as well as other routine inflammatory and clotting markers including, but not limited to, Complete Blood Picture, Erythrocyte Sedimentation Rate (ESR), D-Dimer, Ferritin and C-reactive Protein (CRP), which the Company opted to include in the classification as "other Covid-19-related tests" due to the strong rise in demand for these tests witnessed following the outbreak of Covid-19.



# Segment Performance



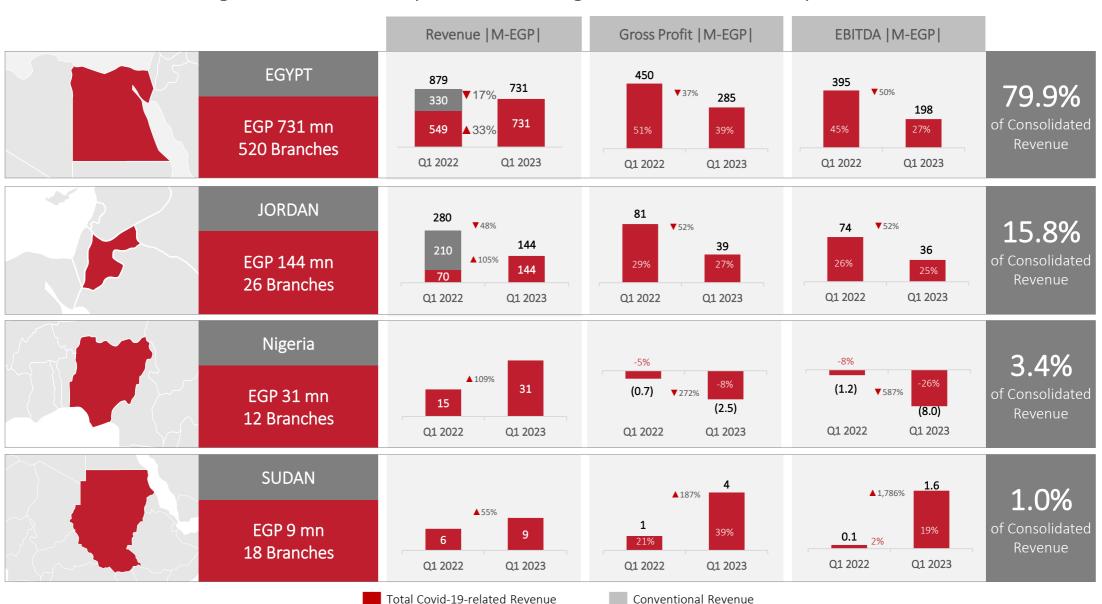






# Regional Performance (I/II)

IDH witnessed strong results from its conventional business in Egypt and Jordan, with both its Nigerian and Sudanese operations recording solid results for the first quarter of 2023





# Regional Performance (II/II)





# Regional Performance: Local Currency





# Continued Growth at Echo-Lab (Nigeria)

IDH's Nigerian operations reported year-on-year revenue growth of 26% in NGN terms in Q1 2023. Top-line growth was supported by a 9% year-on-year increase in average revenue per test (in local currency terms) in part reflecting the rising demand for the generally higher-priced CT and MRI exams during the year.





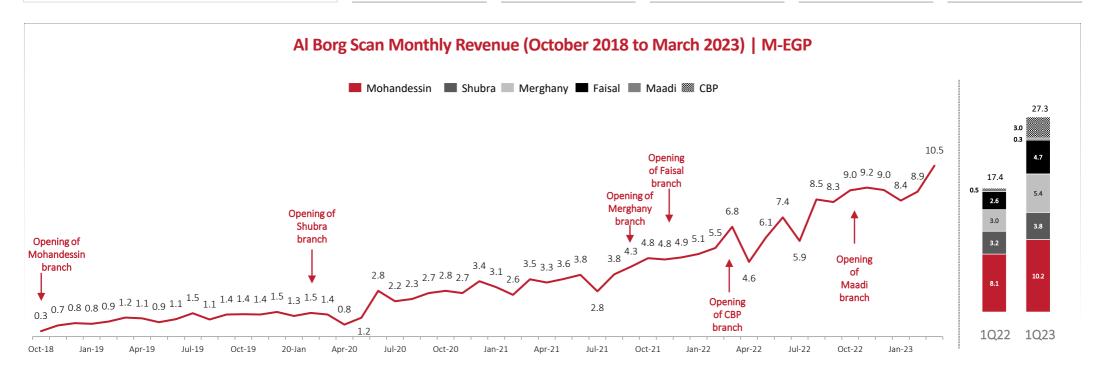
### Continued Ramp up at Al Borg Scan

Robust revenue growth continued to be supported by higher test and patient volumes as the four new branches rolled out since September 2021 continue to ramp up. In August, Al-Borg Scan obtained ACR accreditation for its Nuclear Medicine and Ultrasound units.



Al Borg Scan offers a full range of radiology services, including but not limited to Magnetic Resonance Imaging (MRI), Computed Tomography (CT), Ultrasound, X-ray and Mammograms.

EGP <b>28</b> MN	EGP <b>28</b> MN <b>37%</b>		<b>17</b> %	14%	
Q1 2023 revenues +65% vs Q1 2022 (4% of Egypt revenues)	Q1 2023 revenue contribution Mohandessin branch	Q1 2023 revenue contribution Merghany branch	Q1 2023 revenue contribution Faisal branch	Q1 2023 revenue contribution Shubra branch	
11%	1%	<b>31</b> k	EGP <b>664</b>	<b>42</b> k	
Q1 2023 revenue contribution CBP branch	Q1 2023 revenue contribution Maadi branch	Q1 2023 patients +30% vs. Q1 2022	Q1 2023 avg. Revenue/test +21% vs. Q1 2022	Q1 2023 tests +37% vs. Q1 2022	





# Sudan Financial Performance & Operational Status

#### **Sudanese Conflict Updates**

On April 15, 2023, violent conflict erupted between two rival groups in Sudan: the Sudanese Armed Forces (SAF) and the Rapid Support Forces (RSF). Fighting has happened primarily in urban centers, which is why civilian casualties have been so high: Over 400 civilians have died and more than 4,000 are injured.

IDH's two brand names, Ultra Lab and Al Mokhtabar-Sudan, have been dramatically affected, whereby out of 18 branches, **only 2 are still operating**, while the other 16 have been closed/destroyed.

#### 11 Ultra Lab branch network as at Detailed Operational Overview as at 31 May 2023 May 2023 11% of Revenues Operational Port Sudan **7** Employees 18mn SDG Revenues Al Mokhtabar branch network as 1 Branch at May 2023 3 87% of Revenues Non-operational 16 Branches Al Khartoum **132** Employees Cities covered by IDH's branch **147mn** SDG Revenues network in Sudan 145 2% of Revenues Operational 1 Branch Number of IDH staff members Al Jazeera across IDH's 18 branches **6** Employees **4mn** SDG Revenues



# Outlook and Strategies (I/II)

In IDH's home and largest market of Egypt, the Company's priorities for the remainder of the year remain unchanged



#### **Pricing**

Strategic price increases across entire service offering



#### Volumes

Patient retention is a priority in turbulent times



#### **Raw Materials**

Leverage strong supplier relations to control kit price inflation



#### **Cost Optimization**

Rationalise major costs while maintaining service levels



#### **Employees**

Retain staff through competitive compensation packages

### Egypt - Capitalizing on competitive pricing, supplier relationships and inelastic demand

#### **Volume Growth**

The Group has focused on sustained volume growth aided by strategically introduced price hikes at both its walkin and contract segments as well as at the radiology segment

# Double radiology contribution

capitalizing on growing momentum and new branch ramp up/rollouts

# Strong supplier relations

The Group has recently renegotiated its test kit contracts at favourable terms

#### +33%

The Group's efforts have paid off with the country delivering double-digit conventional revenue growth in Q1 2023



# Outlook and Strategies (II/II)

Throughout the quarter, IDH continued to deliver short-term growth in line with its targets while progressing on its longer-term strategy

Jordan - Double-digit growth in LCU terms driven by solid volumes

#### **New Branches**

Completed ramp-up of new branches to drive volume growth

#### **Test volume growth**

In line with prepandemic averages to sustain double-digit revenue expansion

### **Pre-pandemic**

EBITDA margin

### c. 17-18%

Rising contribution to IDH's total revenue in 2023 (in part due to translation differences)

### Nigeria - Capital increase gives further fuel for growth

### **Double-digit**

Revenue growth in FY 2023 supported by growing volumes and increasingly optimised test mix

### **Challenging operating environment**

Currency depreciation, inflation, fuel price hikes set to weigh on profitability throughout FY 2023

### Saudi Arabia - Penetrating a fifth, fast-growing and underserved market

### January 2024

Inauguration of first branch

### US\$ 19.7 mn

Estimated investment cost (SAR 73.7 mn)

# Attractive diagnostic market growth profile

One of the fastest growing in the Middle East and Africa (MEA) over the coming six years

# FY 2023 Consolidated Guidance

### 30%

Year-on-year conventional revenue growth in FY 2023

### **Profitability**

Full-year profitability is set to be supported by strategic price increases, sustained volume recovery and cost optimization efforts but will be temporarily affected in the short-term (versus historical levels) by ongoing macroeconomic challenges and one-off expenses.





# Investment Highlights

IDH is an attractive investment opportunity with compelling fundamentals, present in fast-growing, under-served markets

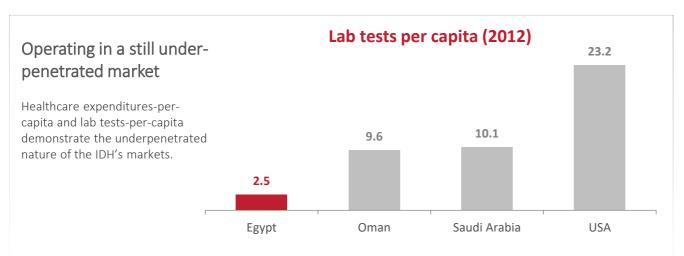


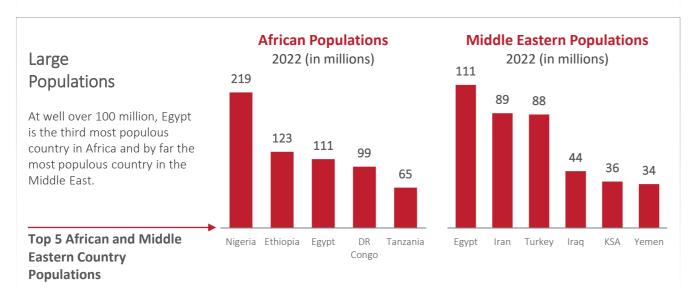




### Favorable Industry Dynamics

### IDH's home market of Egypt is underpinned by robust structural growth drivers





#### **High Disease Burden**

The Egyptian population is marked by a high incidence of lifestylerelated medical conditions, with obesity being a notable example given its high correlation with many life-threatening illnesses including cardiovascular disease, diabetes and cancer.

35% Adult Egyptian population that is obese

**10%** Egyptian children who are considerably overweight

Heart disease, the leading cause of death, highly correlated with obesity







#### **Heightened Health Consciousness**

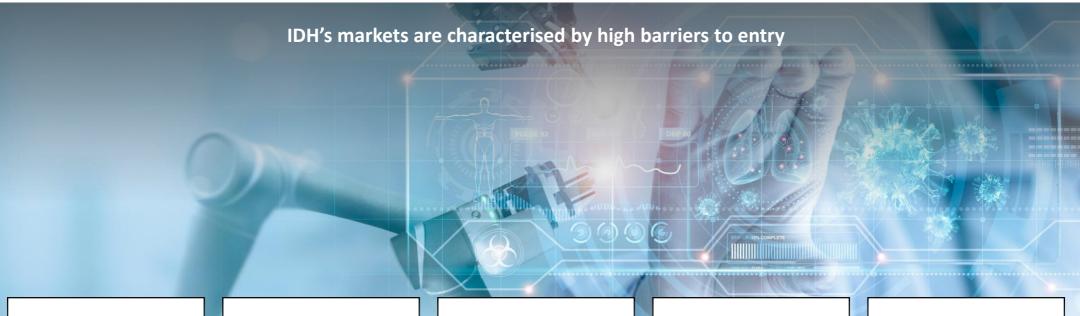
A growing consumer class is, however, becoming more health and wellness conscious.

Source: Macrotrends, World Bank, IDF Diabetes Atlas 2021

<sup>\*</sup>CAPMAS (Central Agency for Public Mobilization and Statistics) announced that Egypt's population had surpassed the 100 million in February 2020.



# Favorable Industry Dynamics





#### **Economies of Scale**

IT-enabled platform, critical mass (higher margins), decades of know-how and cuttingedge equipment mitigate against new entrants



# Accreditation of Facilities

Attracting patients requires accredited, high-quality testing capabilities



### **Brand & Reputation**

Patients are loyal to brands with a long track record for safety and quality



#### **Market Reach**

Fragmented markets necessitate a farreaching network of branches to serve population effectively



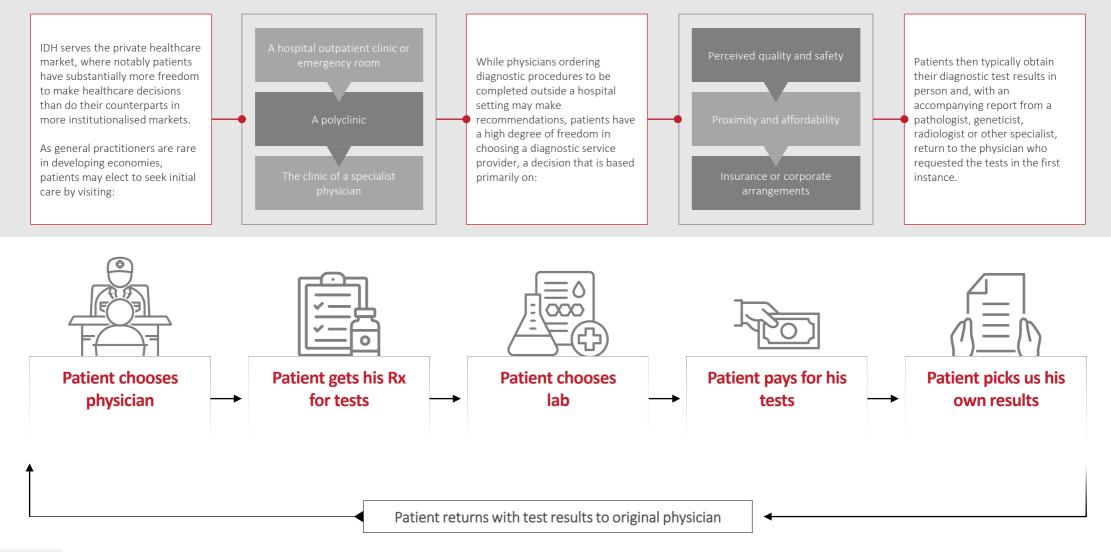
### Key Stakeholder Relationships

Building a scalable platform requires strong relationships with all stakeholders – from key suppliers to the Ministry of Health



## IDH is a Consumer-Facing Service Provider

The mechanics of healthcare markets in developing economies are markedly different from those in many Western healthcare industries

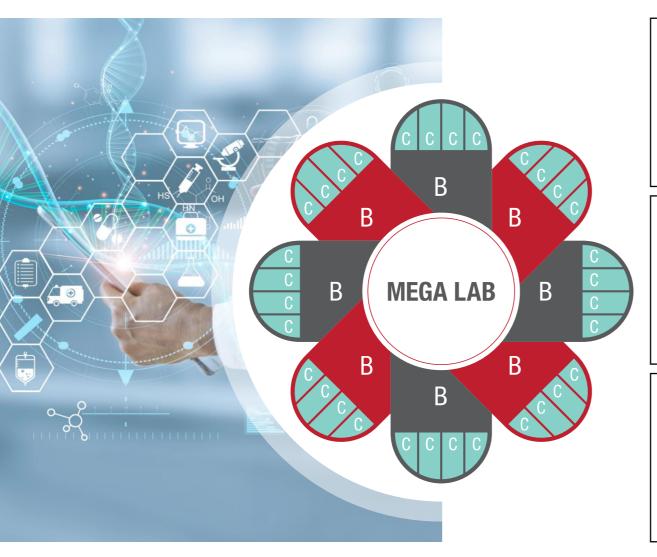






## Asset-light Business Model

IDH's "Hub, Spoke and Spike" business model enables the Company to organically expand its reach in highlyfragmented markets with underserved diagnostic services demand



# Wega Lab: "Hub"

- The Mega Lab, the largest automated lab in Egypt, serves as IDH's diagnostic "Hub," equipped with the latest technology to provide a full suite of diagnostic tests.
- Significant cost synergies are realized on kits, logistics and quality control.

# Labs: "Spokes"

- The B Labs serve as "Spokes" that reduce traffic to the Mega Lab by processing routine test on site including chemistry, parasitology and hematology.
- B Labs are both large in size and higher in capacity than the C Labs.
- At 31 March 2023, there were eight B Labs in Egypt and 26 in Jordan.

# Labs: "Spikes"

- The C Labs are collection centers, conducting the most basic of tests.
- Because they require low capital to open, they enable IDH to expand its reach in highly-fragmented markets.
- Typical C Labs take an average of three months to set up.



## Our Mega Lab

IDH's Mega Lab is the only CAP-accredited facility in Egypt, demonstrating the excellence of IDH's patient care and confidence in the laboratory's practices

#### **Capabilities**

- Mega Lab machines are capable of conducting a wide range of tests.
- Mega Lab is equipped with state-of-the-art equipment from leading medical equipment suppliers.
- New and esoteric test facilities at the Mega Lab allow IDH to offer over 3,000 diagnostic tests, helping to drive IDH's key test-per-patient metric.
- Solid Lab Management System (LMS) allows the immediate disbursal of results through SMS.

#### Capacity

- IDH's Mega Lab doubled testing capacity to 30,000 tests per hour.
- Capability for a broad range of tests provides IDH the ability to plug and play for further expansion.
- IDH's Mega Lab typically operates at 55% of its capacity leaving ample room for further growth.

#### **Procurement**

- Central procurement system ensures coordinated purchasing across the Group.
- IDH is able to negotiate **favourable kit prices** and procure additional equipment to enhance capacity.
- Centralised procurement model enables the company to expand its operations in an
  efficient manner.
- Thanks to its long-standing supplier relationships, IDH's Mega Lab boasts the longest
   Siemens track in the Middle East and Africa

#### **Quality Control**

- IDH's Mega Lab is the only CAP-accredited facility in Egypt, demonstrating the excellence of IDH's patient care.
- **IDH adheres to the highest quality standards**, with safety and testing procedures continuously enhanced.
- The centralization resulting from Mega Lab allows IDH to maintain a tight oversight on quality.

#### **Key Figures**

2015

100 k

**15** 

270

4,000 sqm

24/7

Year of Establishment

Test per Day Workload

Operating Units in a 6-floor building

Employees

Total Area

**Operating Hours** 



## Key Supplier Relationships

IDH leverages its bargaining power with suppliers to maximize value in a business that is fundamentally about economies of scale. Combined with the long-tenure nature of its supplier contracts, this provides significant protection against short-term price fluctuations.

### **Dynamics of Supplier Relationships**

IDH engages in reagent deals whereby the majority of its testing equipment is provided at no upfront payment as part of a wider agreement to purchase a minimum volume of kits from the equipment supplier.

These contracts
typically have
tenors ranging
from 5 to 7 years,
with the
equipment
substituted
following the
contract's
renewal.

Laboratory test kits are purchased on contract with volume-linked pricing.

Significant volume and scale has also placed the Company in a favorable position to negotiate test kit prices, thus manage costs effectively, especially during recent challenging macroeconomic times.

Supplier relationships **helped** protect gross margins despite a >50% devaluation of the EGP after the November 2016 float and are continuing to safeguard the business' cost base during the ongoing **EGP** devaluation (down c. 97% from March 2022 to March 2023).



#### INTEGRATED DIAGNOSTICS HOLDINGS





















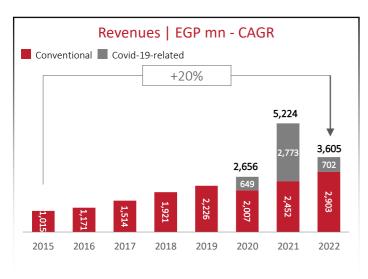
SUPPLIERS

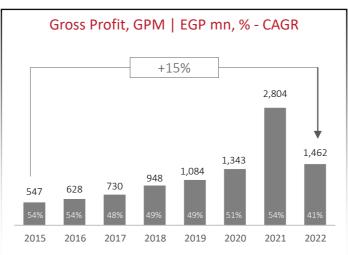


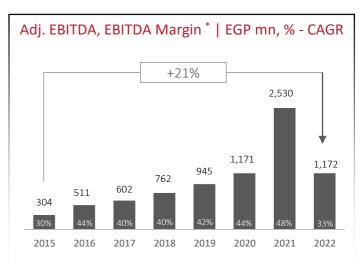


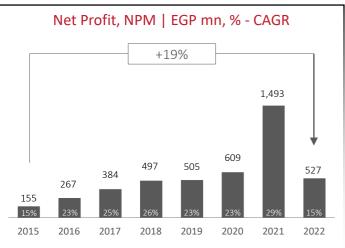
## Key Financial Performance Indicators

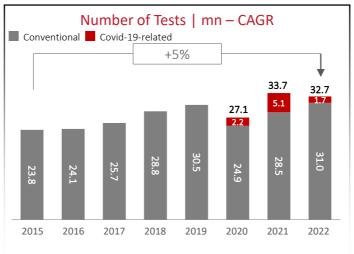
Since the Company's IPO on the LSE in 2015, IDH has delivered consistent top- and bottom-line growth supported by a steady increase in volumes and increasingly favourable pricing across the Group's service offering

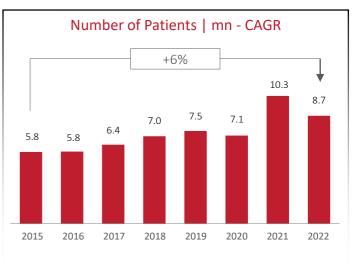












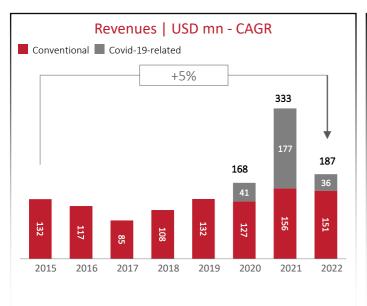
<sup>\*</sup> Adjusted EBITDA is calculated as EBITDA excluding one-off expenses incurred by the Group in FY 2021 and FY 2022.



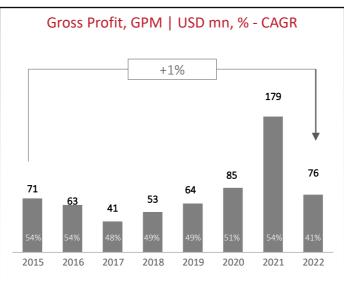
## Key Financial Performance Indicators (USD)

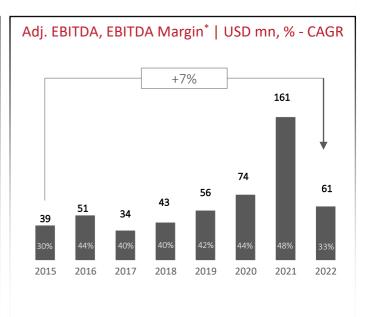
IDH has successfully delivered positive top- and bottom-line growth in USD terms since listing on the LSE despite several devaluations and a difficult operating environment





\* Adjusted EBITDA is calculated as EBITDA excluding one-off expenses incurred by the Group in FY 2021 and FY 2022.

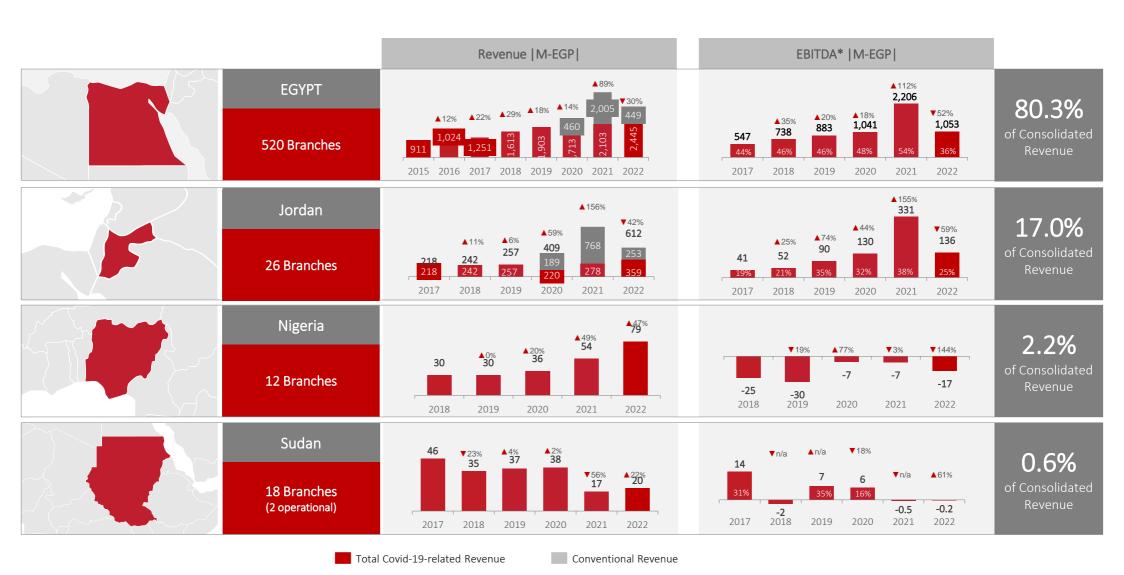




<sup>4.4</sup> 

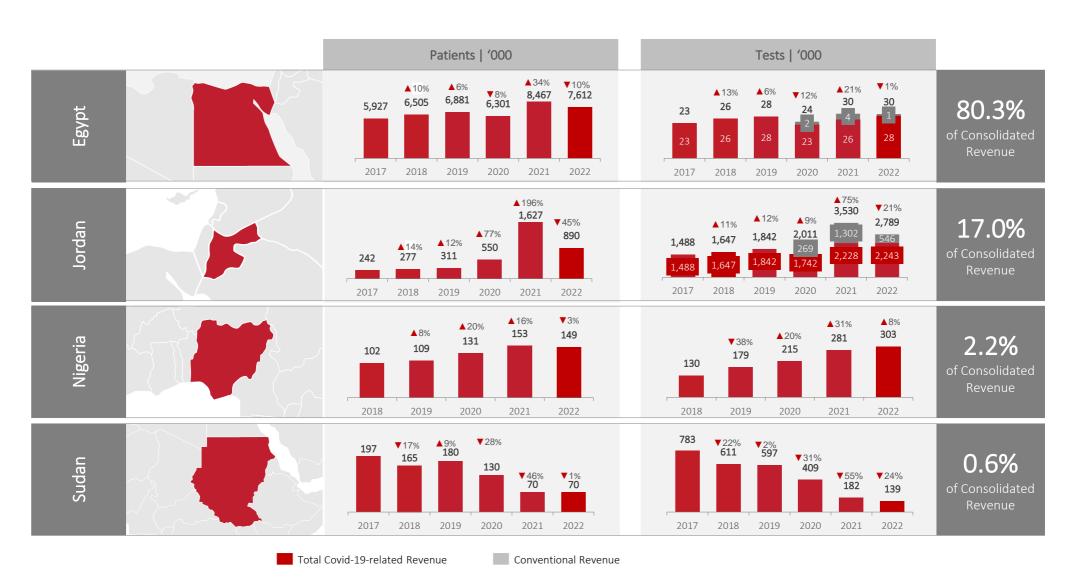
## Regional Performance (I/II)

Across its footprint, the Company deploys tailored expansion strategies which enable it to continue driving growth irrespective of the prevailing macroeconomic environment



## Regional Performance (II/II)

Across its footprint, the Company deploys tailored expansion strategies which enable it to continue driving growth irrespective of the prevailing macroeconomic environment



## Growth Strategies





## Future Growth Strategies

IDH's growth strategies rely on leveraging its competitive advantages to achieve four strategic goals

## **Expand Customer Reach**

Beyond opening laboratories in new geographies, IDH is reaching out to new customers with focused tactical marketing activities as well as new customer services.

#### **Increase Tests per Patient**

While opening more branches will add both patients and tests, further diversifying the test portfolio in combination with compelling offerings of promotionally-priced test packages will drive the key financial metric of number of tests per patient.

### **Expand Geographically**

In addition to organic expansion, the Company continues to seek value-accretive acquisitions in African and Middle Eastern markets where its business model is well-suited to capitalise on similar healthcare and consumer trends and capture significant share of fragmented markets.

## Diversify into New Medical Services

The Group also looks to add diagnostic and medical services not currently provided on a large scale, believing its scale and experience position it well to take advantage of developing services opportunities that would raise the IDH profile to that of a "one-stop-shop" provider.



## Expanding Customer Reach – Growing In Egypt

The Group enjoys ample growth room in Egypt thanks to its market leading position and extensive reach, attractive underlying fundamentals, and favourable regulatory environment

#### **Reach and penetration**

New growth opportunities in Egypt and other markets, coupled with IDH's market leading position, expanded product offering and patient base, increased service delivery capabilities, and growing visibility see the Company ideally positioned to continue delivering robust growth in 2022 and beyond.

New branch roll outs since 31 Mar. 2022

Expanded digital presence

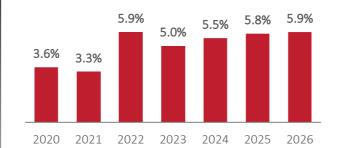
New loyalty programmes (Dsquares)

Largest branch network in the country

Increased cross-selling capabilities

#### **Solid Fundamentals**

Forecasted GDP Growth<sup>1</sup>



1.76%

Average annual population growth rate 2020-2025

**62%** 

Proportion of undiagnosed diabetes<sup>2</sup> in adult Egyptian population (1 in 5 adults has diabetes)

35%

that is obese

28% Adult Egyptian population Heart disease, the leading cause of death, highly

correlated with obesity

#### **Universal Healthcare Act**

The Universal Health Insurance Law No.2 was introduced in 2018 to modernise the country's outdated health insurance system. To be completed in 2030, the new framework aims to extend coverage and access to high-quality healthcare and insurance to all of Egypt's population, in turn opening up important growth opportunities for the private sector.

Egyptian cities now covered by universal healthcare act

IDH accredited labs for uni. healthcare programme in Egypt

**35%** 

#### **Private Sector**

Completion of Universal Insurance rollout

The Egyptian government is looking to incentivize private sector participation to aid in programme's success

<sup>&</sup>lt;sup>1</sup> Statista April 2022, <sup>2</sup> IDF Diabetes Atlas 2021

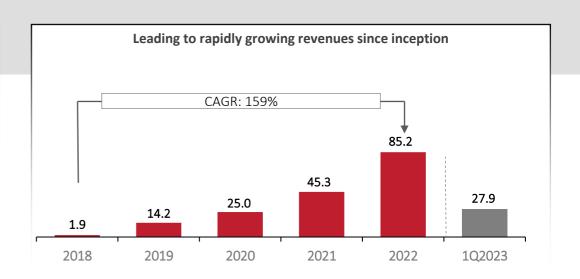


## Diversifying Service Offering – Al Borg Scan Ramp-Up

IDH's radiology venture, Al Borg Scan, continues expanding its top line on the back of increased test volumes and average revenue per test

2018	<b>6</b> branches	EGP <b>200</b> mn	<b>349</b> k
	Covering Cairo from East to West	Revenue	Scans Performed
Year of Establishment	Fastest growing chain in Egypt	Since inception	Since inception
<b>269</b> k	EGP <b>28</b> mn	EGP <b>664</b>	c. EGP <b>550</b> mn
Patients Served	Revenue in 1Q 2023	Average Revenue per Test in 1Q 2023	Total Investment to Date
Since inception	159% 2018-2022 CAGR	▲ 21% y-o-y	







## Diversifying Service Offering – Al Borg Scan Expansion Updates

Al Borg Scan operates six branches, two of which were inaugurated in 2022. The Group also recently earned the prestigious ACR (American College of Radiology) accreditation for Al Borg Scan's Nuclear Medicine and ultrasound units.



Al Borg Scan draws on
Al Borg's brand equity
to position itself as a
premium service
provider offering the full
range of imaging
services using the latest
technology and highly
trained staff.



**ACR Certified** 

#### **Rationale**

Leverage the strong relationship between the Al Borg brand and its millions of customers while capitalizing on favorable key market dynamics.

#### Leadership

The business is led by a group of the nation's most prominent radiologists with a track record at Egypt's leading hospitals and radiology centres.

## International Accreditations

In 2022, Al-Borg Scan's Nuclear Medicine and Ultrasound units obtained ACR accreditation, the first lab in Africa to earn the prestigious certificate

#### **Near-Term Goals**

Inaugurate one more branch in 2023 to take total to seven by vear-end.

#### **Alborg Scan Overview**

Al Borg Scan offers a full range of radiology services, including magnetic resonance imaging (MRI), computed tomography (CT), ultrasound, x-ray and mammograms.

**Technology Providers** 







**FUJ!FILM** 



**CT Scan** 



MRI



X-Ray



Mammography



Ultrasound











**EMG** 

**PET-CT** 

**EEG** 

**CT Scan** 

**Stress ECG** 



0

**DEXA** 

Anesthesia

Panorama and Cone
Beam CT Imaging

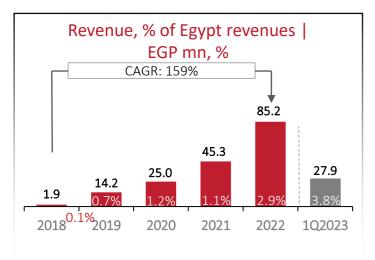
Anesthesia Services

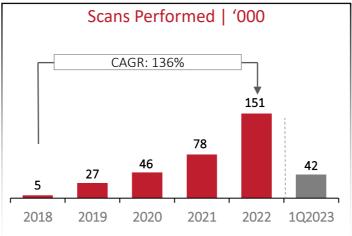
**Urodynamics** 

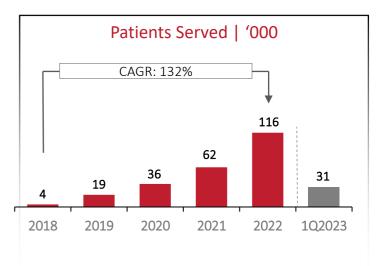


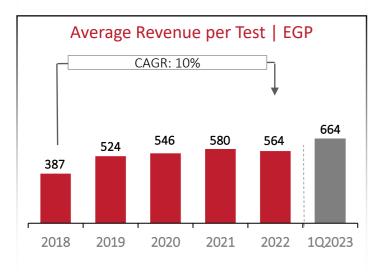
## Al Borg Scan Maintains Growth Trajectory

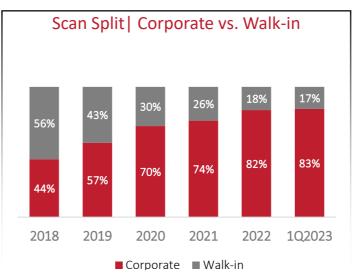
IDH's Egyptian radiology venture, Al Borg Scan, continues expanding its top-line and expanding its contribution to Egypt revenues, driven by sustained increases in test volumes and higher revenue per test

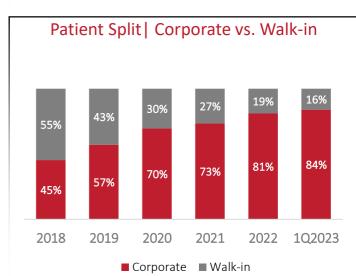














## House Call Services (Egypt and Jordan)

IDH's house call services, offered in both Egypt and Jordan, is becoming a primary contributor to top-line, averaging 15-20% compared to a pre-pandemic contribution of c.10%



#### **Expands Reach**

Expands IDH's customer base reaching new segments of the populations



#### Fee-Based

Services are offered at the same price as those performed at physical branches plus an additional fee to cover travel costs



#### **Profitable**

Tests performed as part of IDH's House Call offering have largely the same contribution margin as conventional tests performed at labs



### Records for Cross-Selling

Once new patients are onboarded, their records are stored in IDH's system to provide tailored services and develop a long-term relationship

## House call services witnessed rising demand during the Covid-19 pandemic Up to **10,000** Up to **5,000** Answered Calls per Day **15%** Revenue Contribution FY 2019 FY 2022 952 k c.**4.8** Tests per Patient in FY22 House call Patients Served FY22 EGP **120 4.6** mn Revenue per Test in FY22 House call Tests Performed FY22



## Expanding Customer Reach – State-sponsored Initiatives

IDH's nationwide presence and strong brand equity position it well to benefit from state-sponsored campaigns to increase awareness of preventative healthcare with diagnostic testing

Duration

### 8 months

Nov '18 - Jun '19

**Diagnostic Testing Targeting** 

50 mn

Citizens

Reach

### **Nationwide**

Cost

## Free for citizens



The largest health campaign under the directive of the Egyptian President Abdel-Fattah El-Sisi, which aims to *eradicate hepatitis C across Egypt* as part of the administration's strategic 2020 plan.

The campaign also aims to *stymie the growth of chronic diseases* such as high blood pressure, diabetes and obesity, *by raising awareness on the importance of preventative healthcare with diagnostic testing.* 

The campaign was launched in November 2018 and concluded in June 2019.

**Revenue Generated** 

EGP 84 mn

Nov '18 - Jun '19

**Tests Completed** 

4.4 mn

Nov '18 – Jun '19

Patients Served

409 K

Nov '18 – Jun '19

Average Revenue per Test

**EGP 18** 



## Expanding Customer Reach – IDH Awareness Campaigns

Parallel to state-sponsored initiatives, IDH also runs its own awareness campaigns focusing on specific diseases on a monthly basis and offering discounts on related testing

IDH's PCR Offers and Campaigns



Discounts on PCR testing for Covid-19



PCR testing for Covid-19 for people traveling

IDH Disease Awareness and Discount Campaigns



20% discounts on food poisoning tests

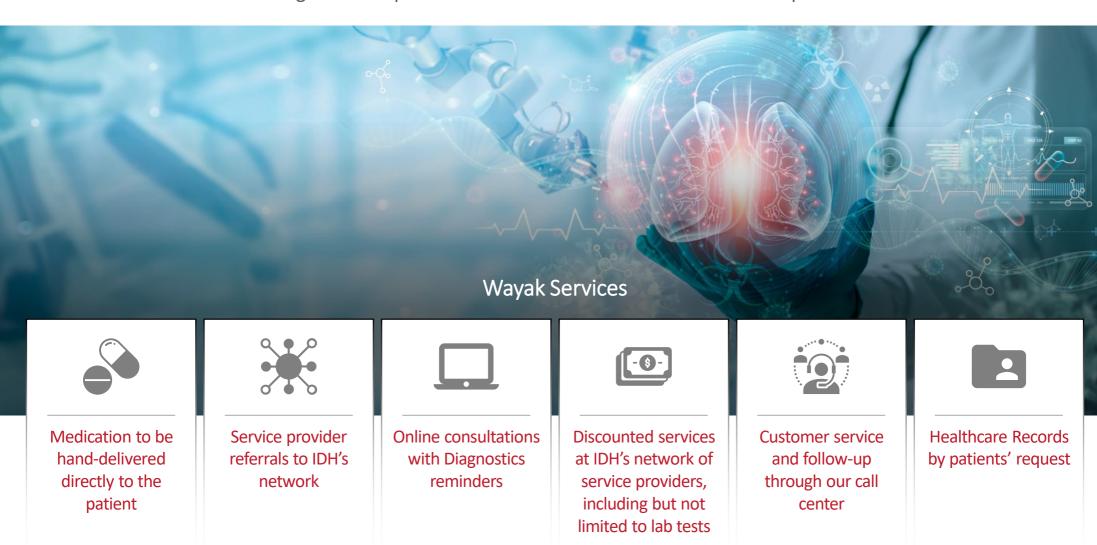


Campaign to increase awareness on the dangers of anemia during pregnancy



## Diversifying Service Offering – New Investment in Wayak

IDH launches new subsidiary "Wayak" to offer data-driven healthcare services, utilising data analytics and artificial intelligence to capitalise on IDH's database of over c.13 million patients





## Growing Geographic Footprint– Investment Rationale

IDH's regional expansion strategy targets acquisitions in African, Middle Eastern and Asian markets where it can deploy its proven business model and generate accretive value



Growing economies and strong demographics



Similar healthcare market structure to IDH's existing markets – no general practitioner and consumer-facing



Countries with stable regulatory environment



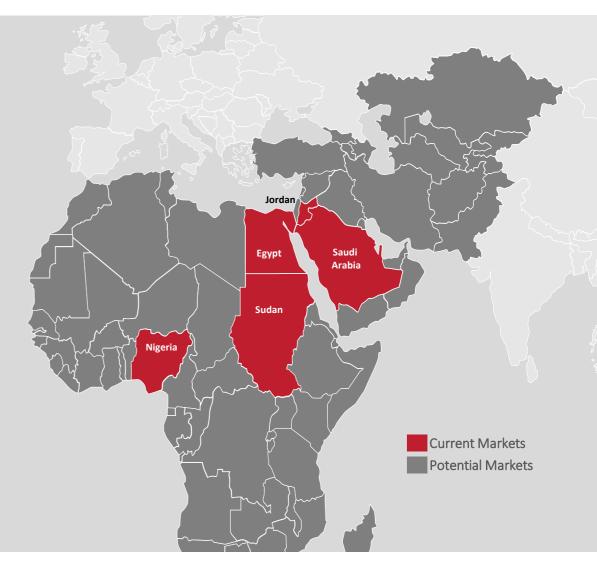
Acquisition targets must have been profitable for at least two to three years



Well-run companies with qualified management team able to deliver on strategy



Targeting majority stakes



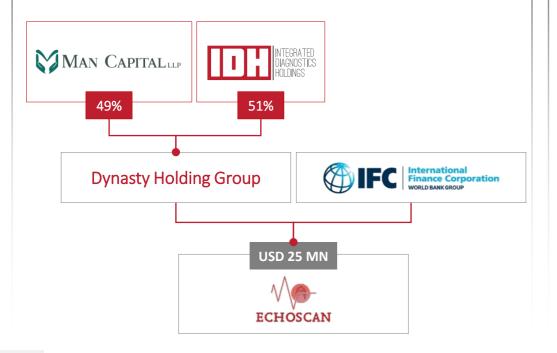
<sup>\*</sup> Operations in Saudi Arabia are set to commence in September 202



## Growing Geographic Footprint – Nigeria Expansion

In December 2017, IDH further expanded its geographical footprint with an investment in Nigeria, a value-accretive acquisition in a large, fragmented and underpenetrated diagnostic services market where our business model is well-suited to capitalise on similar healthcare and consumer trends. The Group's Nigerian operations saw EBITDA losses narrowed significantly to EGP 7 million in FY 2021 on the back of strong revenue growth for the year. EBITDA losses have temporarily widened in FY 2022 and Q1 2023, driven primarily by high levels of inflation (particularly increases in diesel prices).

IDH entered into a strategic alliance with Man Capital LLP to form Dynasty Holding Group ("Dynasty"), which in turn partnered with the International Finance Corporation to acquire a majority stake in Eagle Eye Echo-Scan Limited ("Echo-Scan"), a medical diagnostics business based in Nigeria. The acquisition was financed through a capital increase.







Key player in Nigeria, providing quality medical diagnostic services across 12 state-of-the-art diagnostic centres in country's underserved private healthcare sector

#### Locations

USD 25 million will be collectively invested into Echo-Lab to expand its service offering, nationwide footprint, and improve its quality standards

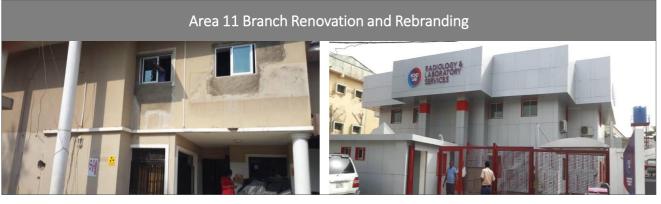
USD <b>9.2</b> mn	USD <b>2.5</b> mn	USD <b>11.7</b> mn
Invested by Dynasty in FY2018 + FY2019	Invested by Dynasty in FY2020 + FY2023	Invested by Dynasty to Date

USD <b>1.1</b> mn	USD <b>1.0</b> mn	USD <b>2.1</b> mn
nvested by IFC in FY2018	Invested by IFC in FY2019	Invested by IFC to Date

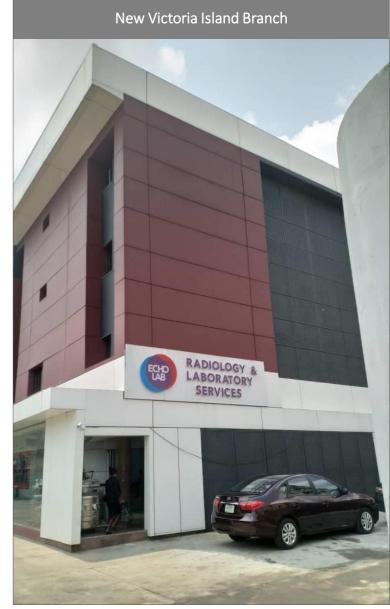


## Nigeria Branch Roll-Out and Renovations









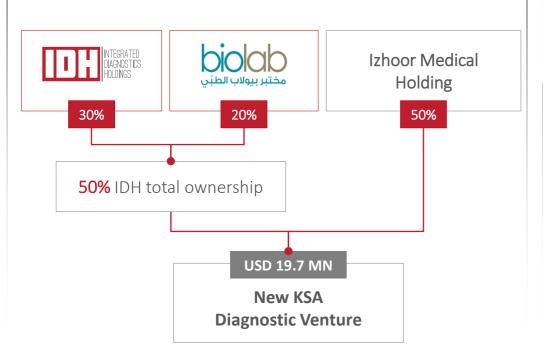


## Growing Geographic Footprint – KSA Expansion

In October 2022, IDH and Biolab signed a joint venture agreement with Izhoor, a company owned by Fawaz Alhokair, to launch a full-fledged pathology diagnostic services provider in Saudi Arabia

#### **Deal Structure**

The new joint venture will be owned 50% by IDH Group (30% controlled by IDH and 20% controlled by Biolab), with the remaining 50% owned by Izhoor. Over the coming four years, total investments in the venture are set to reach USD 19.7 million.



Deal Specifics		
USD <b>19.7</b> mn	USD <b>2.8</b> mn	USD <b>1.9</b> mn
Estimated investment cost (SAR 73.7 mn)	IDH equity investment	Biolab equity investment
Sep. 2023	8 BoD members	3
First branch launch date	4 members from IDH Group 4 members from Izhoor	Executive committee members 2 from IDH and 1 from Izhoor

An Attractive Market			
14.4%	300/2,250	2%	
Share of govt. budget on healthcare (60% of GCC total)	Hospitals/Healthcare Centres privatised by 2030	Avg. population growth rate (3rd largest in the region)	
Attractive Diagnostic Market Growth Profile	High Healthcare Spending per Capita	2030 Vision	
One of the fastest growing in the Middle East and Africa (MEA) over the coming six years	Set to rise further in the coming years	Healthcare and private sector participation are key areas of focus for the Saudi government	





## Governance

#### A World-Class Board of Directors

The majority of members of IDH's Board of Directors are independent and offer significant experience in the healthcare market, MENA region and investment activities



Lord St John of Bletso <sup>1</sup> Independent Non-Executive Chairman Chairman of the Nomination Committee

Lord St John has been an active Crossbench member of the House of Lords, UK Parliament, since 1978. He serves on the boards of several listed and unlisted companies, including Yellow Cake plc, Smithson Investment Trust plc, Gulf Marine Services plc, Strand Hanson Ltd, and Airport Holdings Mauritius. He also holds mentoring advisory roles with Farrant Group Ltd., Qredo Ltd., BetWay Ltd., Geobear Ltd, and ROC Technologies Ltd. Lord St John has a strong interest in the charitable sector and serves as a trustee to several charities focused on wildlife conservation, poverty reduction, education, and healthcare. He graduated with BA Law and BSocSc Psychology from Cape Town University, a BProc i from the University of South Africa, and a Master of law LLM from the London School of Economics. He practised as an attorney before his 25-year career in financial services in the City in London.



**Prof. Dr. Hend El Sherbini**Group Chief Executive Officer

Dr. Hend El Sherbini has been IDH Group's Chief Executive Officer since 2012, and prior to that, she served as the CEO of Al Mokhtabar — Egypt's oldest diagnostic services brand — between 2004 and 2012. She received her MBBCh and her Master's degree in Clinical and Chemical Pathology from Cairo University in the early 1990s. She also holds a Master's degree in Public Health from Emory University in Atlanta. Dr. El Sherbini obtained her PhD in Immunology from Cairo University in 2000, where she is also a professor of clinical pathology at the university's Faculty of Medicine. She sits on the Board of the American Society of Clinical Pathology (Egypt) and consults on the international certification process. Dr. El Sherbini completed an Executive MBA from the London Business School in 2015 and was featured as one of Forbes' most powerful women between 2016 and 2023.



Hussein Choucri 1,2,3 Independent Non-Executive Chairman of the Remuneration Committee

Mr. Choucri is Chairman and Managing Director of HC Securities and Investment, which he established in May 1996. He currently sits on the boards of EDITA Food Industries S.A.E, Fawry Banking and Payment Technology Services Ltd. (Fawry), and Integrated Diagnostic Holdings (IDH). Mr. Choucri served as a Managing Director of Morgan Stanley from 1987 to 1993 and served as Advisory Director at Morgan Stanley from 1993 to 2007. He received his Management Diploma from the American University in Cairo (AUC) in 1978.



Dan Olsson 1,2,3 Independent Non-Executive Chairman of the Audit Committee

Mr. Olsson has long and extensive international experience in the diagnostic and healthcare services sector, where he has served in a range of executive positions. Among others, he served as head of diagnostics in the pan-European healthcare group Capio; CEO of Unilabs, a pan-European diagnostic provider; CEO of Helsa, a Swedish healthcare group; as well as CEO of Team Olivia Group, a Nordic care services group. He currently works as an independent advisor and holds non-executive positions at Purch AB, Batten AB, and Ambea AB (Publ). Mr. Olsson has worked in the healthcare sector since 1999. Mr. Olsson studied Economics at the University of Lund in Sweden.



Richard Henry Phillips
Non-Executive Director

Mr. Phillips is a founding partner of Actis LLP, the emerging markets private equity group. As Actis LLP is one of the Company's major shareholders, Mr. Phillips is not considered by the Board as being independent. He is the Head of Private Equity for Actis and is a member of the Actis Investment Committee. Mr. Phillips is a director on the board of a number of companies, including Honoris Holding Limited, Les Laboratories Medis SA, and others. Mr. Phillips holds a degree in Economics from the University of Exeter.



Yvonne Stillhart <sup>2,3</sup> Non-Executive Director

Ms. Yvonne Stillhart has over 30 years of experience as a successful Senior Executive leader and business founder working with growth-driven companies across broad industries and geographical regions in Emerging Markets, USA, Europe, and Sub-Sahara Africa. She has been a non-Executive Director and Audit Committee member for the last 12 years, and she currently serves as an independent non-executive member of the board and audit and risk committee of UBS Asset Management Switzerland AG, and as a non-executive director and member of the audit committee of abrdn Private Equity Opportunities Trust Plc. Ms. Stillhart is also the Chairperson and member of the Social and Ethics Committee of the South African listed EPE Capital Ltd. She holds a Directors Certificate from Harvard Business School and is a Qualified Risk Director from the DCRO Institute. She also holds the ESG Competent Boards Certificate and is fluent in German, English, Spanish, and French.

<sup>&</sup>lt;sup>1</sup> Nomination Committee, <sup>2</sup> Remuneration Committee, <sup>3</sup> Audit Committee



## Governance

IDH is committed to implementing best practices in corporate governance through the expertise of both the individual Directors and outside parties

## Anti-Bribery and Anti Corruption Policy (ABAC)

The IDH Anti-Bribery and Corruption Policy requires compliance with the highest ethical standards and all anti-corruption laws applicable in the countries in which IDH conducts business (whether through a third party or otherwise).

#### **No Referral Fee Policy**

The practice of paying kickbacks is incompatible with the laws of most established international jurisdictions. IDH maintains a strict policy on referral fees and prohibits the payment of "commissions and financial incentives or making illegal profits" when referring patients for medical tests.

#### **Gift Policy**

IDH is committed to serving our customers and working with our partners with the highest standards of integrity. In line with this commitment, we adopt a "No Gift Policy" whereby our employees are not allowed to exchange gifts with current or potential customers, suppliers or business partners. This is to prevent any conflicts of interest, or appearance of such in our business dealings.

#### **Internal Audit Procedures**

The Board has delegated oversight of the Group's system of internal controls to the Audit Committee to safeguard the assets of the Group and the interests of shareholders.

The Audit Committee reviews the effectiveness of the Group's internal controls on an ongoing basis and reports back to the Board with their findings and recommendations.

The Board has accordingly established that the Group has in place internal controls to manage risk including:

the outsourcing of the internal audit function to professionals from Ernst & Young (EY) until an Internal Auditor was appointed for the Group on 16 May 2016;

the identification and management of risk at the level of operating departments by the heads of those departments; and

regular Board level discussion of the major business risks of the Group, together with measures being taken to contain and mitigate those risks.

While not required to comply with UK
Corporate Governance Code, IDH aims to
voluntarily comply with aspects of the Code
while continually working toward closing
the gap with premium listed entities on the
London Stock Exchange. To date, the
Company has established four Board
committees (members on overleaf):

1	Nominations Committee









## Sustainability

Founded on the principle of providing quality medical assistance and services to better the lives of individuals and the community at large, IDH views corporate responsibility initiatives as an extension of its core purpose with the aim of improving communities in which it does business

#### The Moamena Kamel Foundation for Training and **Skill Development Primary Services** Loans for Free **Fducational** Providing food Coverage of healthcare entrepreneurial services for for families in running costs the children of need of such for the ICU at clinics women Cairo's public-Al Duweiga assistance community sector Kasr Fl Aini Hospital IDH commits up to 1% of the net after-tax profit of its subsidiaries, Al Borg and

Al Mokhtabar, to the Moamena Kamel Foundation for Training and Skill

Development.

## Other Corporate Responsibility Initiatives

- Services to Kasr El Aini Hospital
  - Providing medical supplies to ICU and other units
  - Providing monthly incentives for nurses at the ICU
  - Provided 12-20 beds
- Providing finance and in-kind support to El Manial Hospital
- Financial and in-kind support to Egyptians during natural disasters
- Providing Ramadan iftar (feast) meals to the underprivileged during Ramadan
- Providing free medical tests to underprivileged Egyptian children
- Sponsoring medical convoys in Fayoum





## **IDH** Development Story

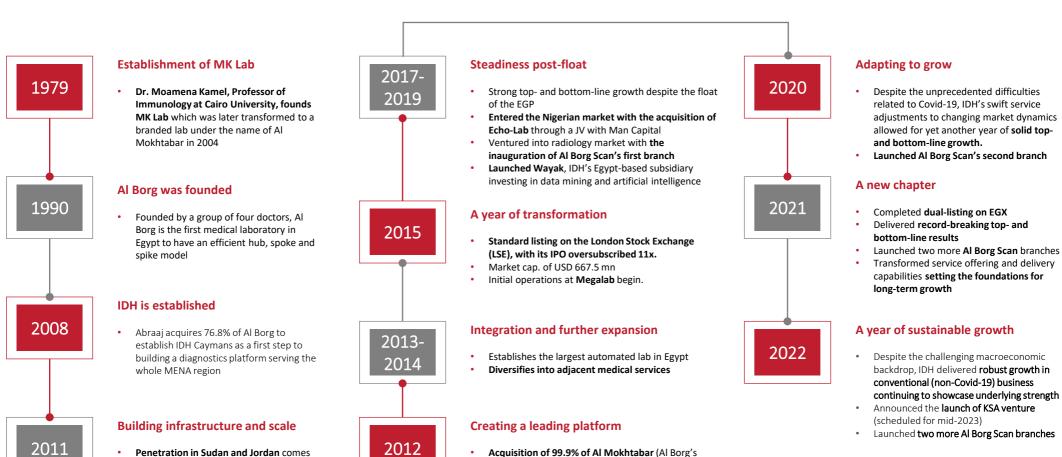
Over 40 years of industry experience, complemented by strategic expansion to develop a strong market position across products and geographies. Today IDH has built a scalable platform that is positioned for further strong growth

1979 1990 2008 2011 2012 2013-14 Establishment of MK Lab Al Borg was founded IDH is established **Building infrastructure** Creating a leading platform Integration and further and scale expansion Penetration in Sudan Dr. Moamena Kamel. Founded by a group of Abraaj acquires 76.8% Acquisition of 99.9% Establishes the Professor of Immunology at four doctors, Al Borg is of Al Borg to establish and Jordan comes of Al Mokhtabar (Al largest automated lab Cairo University, founds MK the first medical IDH Caymans as a first with acquisition of Borg's biggest in Egypt Diversifies into Lab which was later laboratory in Egypt to step to building a Ultralab and Biolab, competitor) transformed to a branded have an efficient hub. diagnostics platform respectively Increase of stake in adiacent medical lab under the name of Al spoke and spike model serving the whole Al Borg to 99.3% services Mokhtabar in 2004 MENA region 2015 2017-19 2020 2021 2022 A new chapter A year of transformation Steadiness post-float Adapting to grow A year of sustainable growth Standard listing on the Strong top- and bottom-line Despite the Completed dual-listing on Despite the challenging London Stock growth despite the float of the unprecedented **EGX** macroeconomic Exchange (LSE), with its EGP difficulties related to Delivered record-breaking backdrop, IDH delivered IPO oversubscribed Entered the Nigerian market Covid-19, IDH's swift top- and bottom-line results robust growth in 11x. with the acquisition of Echo-Lab service adjustments to Launched two more Al Borg conventional (non-Covid- Market cap. of USD through a JV with Man Capital changing market Scan branches 19) business continuing Ventured into radiology market dynamics allowed for Transformed service offering 667.5 mn to showcase underlying and delivery capabilities • Initial operations at with the inauguration of Al Borg vet another year of strength Scan's first branch solid top- and bottomsetting the foundations for **Megalab** begin. Announced the launch of Launched Wayak, IDH's Egyptline growth. long-term growth KSA venture (scheduled based subsidiary investing in Launched Al Borg for mid-2023) data mining and artificial Scan's second branch Launched two more Al intelligence **Borg Scan branches** Source: Company data



## **IDH** Development Story

Over 40 years of industry experience, complemented by strategic expansion to develop a strong market position across products and geographies. Today IDH has built a **scalable platform that is positioned for further strong growth** 



biggest competitor)

Increase of stake in Al Borg to 99.3%

Source: Company data

respectively

with acquisition of Ultralab and Biolab.

