



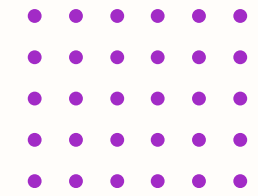
Investor Deck

Medical B2B Procurement Platform in Indonesia

Presented By
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11 September, 2025

»»» NEXT SLIDE



Overview of Indonesia's Healthcare Industry Growth

Indonesia's healthcare sector has rapidly improved, BPJS Kesehatan (National Health Insurance) covers over 230 million Indonesians, increasing access to local hospitals.

Medical Private Hospital Group Expansion:

Groups like Siloam, Mayapada, and Pondok Indah etc. are tapping on this market growth.

Medical Tourism Decline to Singapore:

Treatment in Singapore is 3-5x more expensive than in Indonesia.

Convenience: Indonesians now prefer local hospitals due to shorter wait time and improved quality.

Indonesia still imports 70% of high-end devices.



Key Players in Indonesia's Medical Business

Private Hospital Chains (Dominating Premium Care)

Siloam Hospitals (Lippo Group)

Largest network with 40+ hospitals.

Mayapada Hospital (Taipan Group)

Focus on oncology and cardiology.

Pondok Indah Group

Known for expat and high-end treatments.

OMNI Hospitals

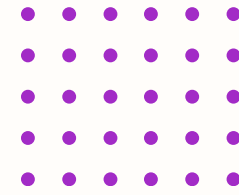
Specialized in advanced surgeries.

Specialized & International Clinics

SOS Medika, BIMC, Parkway Indonesia

Cater to expats and medical tourists.





Leveraging Our Existing B2B Procurement Ecosystem - HAVA.id

We are already operating a successful B2B procurement company founded in 2022 serving businesses across Indonesia. This established infrastructure gives MEP a strong competitive advantage:

Existing Supplier Network – Proven relationships with manufacturers & distributors, ensuring reliable supply sourcing.

Tech Platform Ready – Our current procurement system can be adapted for healthcare procurement with AI-driven enhancements.

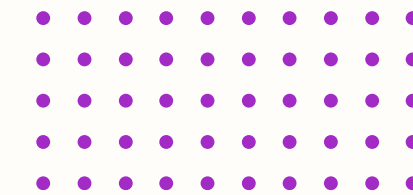
Trusted Logistics Partners – Seamless delivery integration for hospitals, clinics, and long-term service elderly homes.

Regulatory & Compliance Expertise – Experience navigating Indonesia's procurement laws reduces start-up risks.

Customer Base Expansion – Cross-selling opportunities to our existing B2B clients in related industries.

By building on our HAVA.id foundation, MEP accelerates market entry, reduces costs, and ensures scalability.





Market Challenges

The current medical procurement in Indonesia faces significant challenges:

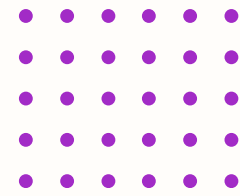
Lack of Transparency: Traditional non-digital procurement processes often lack transparency, creating opportunities for corruption and inflated pricing. Overstocking or stockouts due to lack of data-driven procurement.

Inefficiency: Rely on multiple vendors, manual processes, complex paperwork, and logistical hurdles lead to delays and inefficiencies in acquiring supplies.

High Costs: Maintaining large in-house procurement teams adds significant overhead for healthcare facilities.

Quality Control Issues: Ensuring the quality and authenticity of medical supplies can be challenging and inconsistent, posing risks to patient safety.





Solutions

MEP offers a user-friendly one-stop non-marketplace procurement platform:

Centralized AI-Driven Procurement:

- API Integration
- E-catalogue for SKUs
- RFQ system
- Database AI-filtering for sourcing
- Fulfilment flow
- Inventory control



Transparency and Traceability:

Every transaction is recorded on the platform, providing a clear audit trail and ensuring accountability, building trust and mitigating corruption risks.



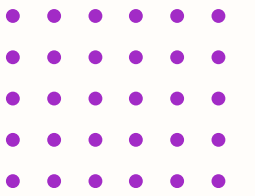
Quality Control and Support:

We implement stringent quality control measures and offer comprehensive after-sales fulfilment for equipment maintenance and repair, ensuring client satisfaction.



Reduced Procurement Costs:

Outsourcing procurement to MEP eliminates the need for large in-house procurement teams or buying offices, resulting in significant cost savings.



Market Opportunity

A background image showing a workspace with a laptop, a monitor displaying a line chart, and a desk lamp.

✓ Big Market

Indonesia's healthcare market is expanding due to an aging population and rising chronic diseases, increasing healthcare expenditure.

✓ Strong Demand

Government Spending – Increased healthcare budget under BPJS (national health insurance) drives demand for medical supplies.

Market Gap

No dominant digital non-marketplace healthcare SaaS procurement platform specializing in medical equipment and supplies in Indonesia.

Indonesia's healthcare market presents a significant opportunity for MEP to capture a substantial market share. Our target market includes:

Hospitals: Private hospitals and diagnostic centers.
Clinics: Small and medium-sized clinics and beauty clinics providing primary healthcare services.
Long-Term Care Home and Hospice: A growing number of elderly homes requiring specialized medical supplies and equipment.

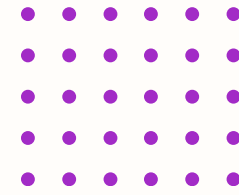
Governance

Infrastructure

MEP act as a governance safeguard for hospitals, clinics and suppliers by enforcing compliance, transparency, and ethical standards:

1. Strong Governance Structure, Governance-as-a-Service (GaaS) for clients
2. Corruption-free & Procurement Integrity
3. Financial Controls, Investor Protection & Budget Governance
4. Compliance with Indonesian regulations and anti-corruption laws
5. ESG (Environmental, Social, Governance) Alignment & Commitment, boosting ESG ratings





Business Model

Subscription Plans: Tiered membership (Basic, Pro, Enterprise) stabilizes cash flow.

Value-Added Services:

- Equipment maintenance contracts
- AI-driven procurement analytics reports and credit scoring
- Milestone payment

Early Payment Discounts: Offer suppliers instant liquidity via MEP's working capital advance program



Revenue Streams

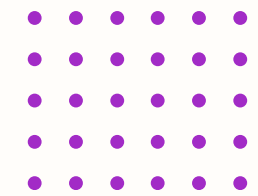


Pricing Strategy



Growth Levers





Go-To-Market Strategy

Phase 1: Pilot Launch (6–12 Months)

- Partner with 10–15 hospitals/clinics in Jakarta.
- Onboard verified medical suppliers.
- Test AI-filtering non-marketplace procurement recommendations.

Phase 2: Expansion (1–3 Years)

- Scale to other major cities: Surabaya, Bandung.
- Integrate logistics partners for faster delivery.

Marketing Strategy:

- B2B Business Development Team: Direct outreach to hospitals and clinics.
- Digital Marketing: Healthcare SaaS forums, and industry events.
- Referral Program: Incentives for early adopters.



Ask & Use of Funds

We are seeking funding to:

Scale our platform: Expand our technology infrastructure and enhance platform functionality and AI Development

Expand our reach: Increase our business development efforts to reach more healthcare facilities across Indonesia

Grow our team: Hire key personnel in technology development, business development, logistics, operations and warehouse rental





Funding Allocation Breakdown

USD4m – 24 months runway

Tech Platform (35%):

- Healthcare SaaS procurement dashboard and supplier portal
- AI prototype for demand forecasting and AI-filtering
- Mobile app development

Team and Operations (30%):

- 2 engineers, 1 procurement specialist
- 6–8 business development executives

Warehouse logistics (15%)

Office Set Up (10%)

Legal/Compliance (5%)

Marketing (5%)



Thank YOU

We appreciate your time and consideration.



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