Pihlajalinna Q1/2025

CEO Tuomas Hyyryläinen

30 April 2025

Q1: Pihlajalinna's profitability to a new record, steady revenue growth in Private Healthcare Services continued

Commitment to near-term
SBTi
targets

Net debt/ adj. EBITDA
2.8x
(3.9x)

Private Healthcare Services NPS
86
(82)

Adj. EBITA, MEUR
18.1
(14.9)

Adj. EBITA-margin, %
9.9
(8.1)

EPS, EUR
0.47
(0.30)

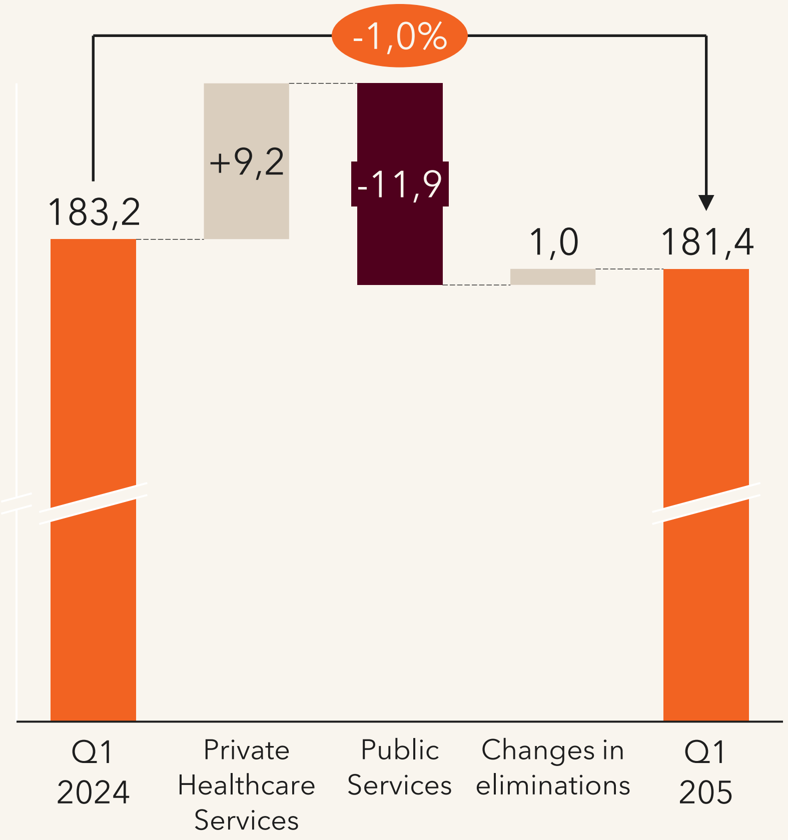
Revenue, MEUR
181.4
(183.2)

Revenue growth in Private Healthcare Services, %
8.1

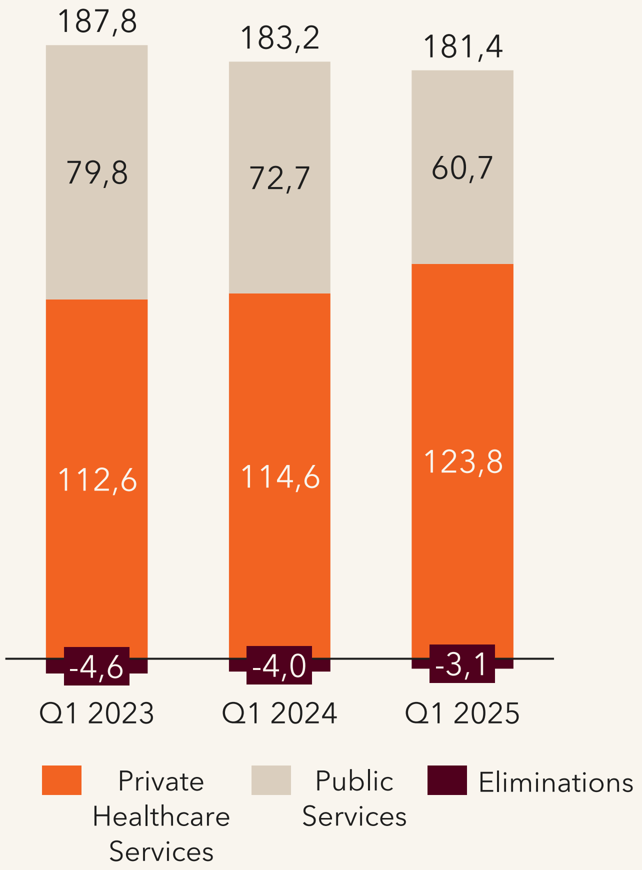
Pihlajalinna

Q1: Steady revenue growth in Pihlajalinna's Private Healthcare Services continued

Revenue change Q1
MEUR



Revenue development by segments
MEUR



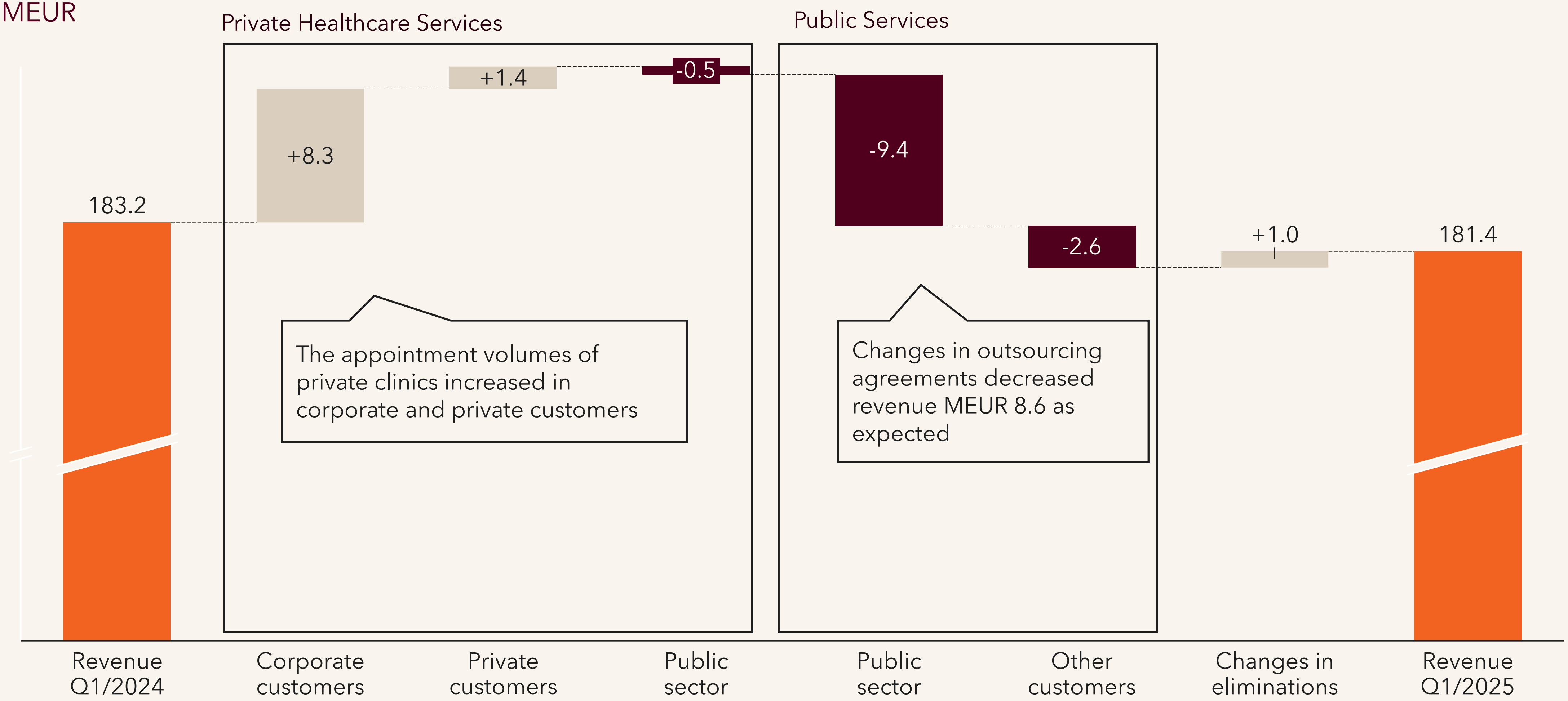
- Comparable organic revenue growth* 3.9 % (MEUR +6.9)
- Revenue of Private Healthcare Services grew 8.1 %
- Insurance company sales growth 12%
- Revenue of Public Services decreased nearly MEUR 12 as expected
- The share of Private Healthcare Services in Pihlajalinna's revenue is already 67 % (+6 %)

[1)] The changes in outsourcing agreements have been excluded from the revenue of the comparison period.

Q1: Insurance company customer sales grew 12 %, contractual changes decreased revenue as expected

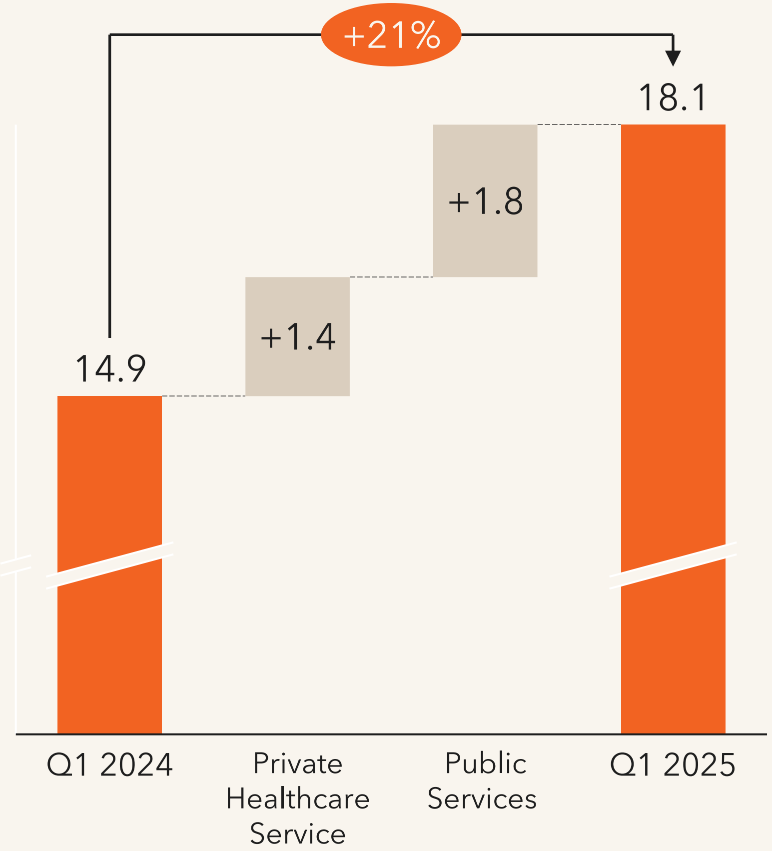
Revenue by customer group Q1/2025

MEUR

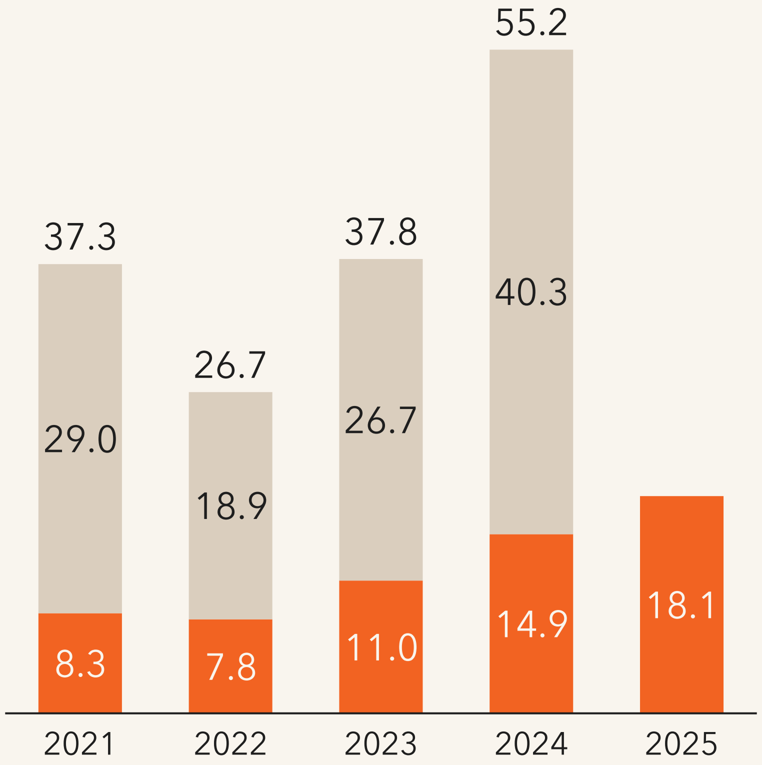


Q1: Profitability continued to strengthen, adj. EBITA- margin 9.9 %

Adjusted EBITA change Q1
MEUR



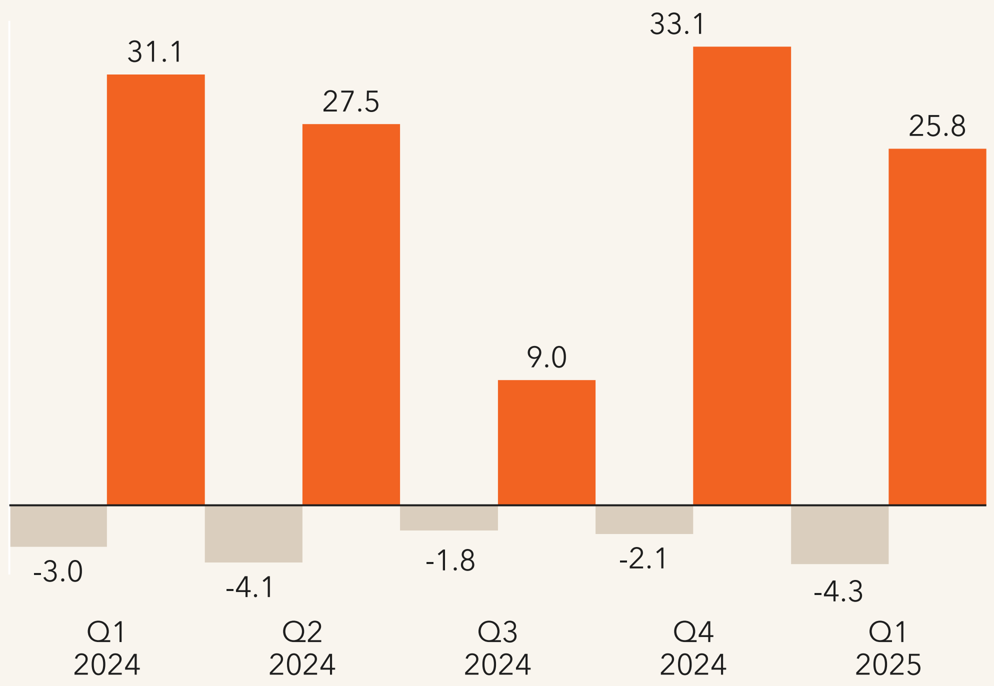
Adjusted EBITA development
MEUR



- The strengthening of profitability continued, adj. EBITA MEUR 18.1 (+21.2 %)
- Adj. EBITA-margin rose to 9.9 % (8.1 %)
- Adj. EBITA of Private Healthcare Services MEUR 12.1 (+13 %)
- Profitability was improved in particular by focusing on customer work and service processes and continued success in increasing supply to ensure comprehensive care pathways
- Adj. EBITA of Public Services MEUR 6.0 (+42.0 %)
- Profitability was improved by contractual changes in outsourcing agreements and by adjusting operations to the needs of the wellbeing services counties

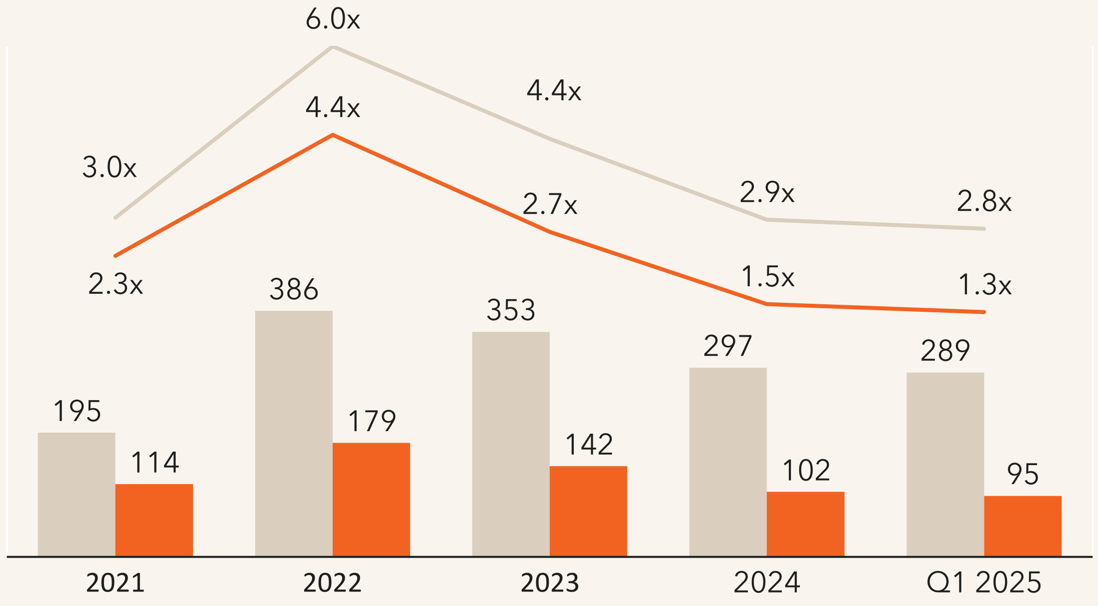
Strong cash flow, the net debt / adj. EBITDA ratio fell further

Cash flow from operating activities and investments
MEUR



Net cash flow from operating activities
Net cash flow from investing activities

Interest-bearing net debt
MEUR

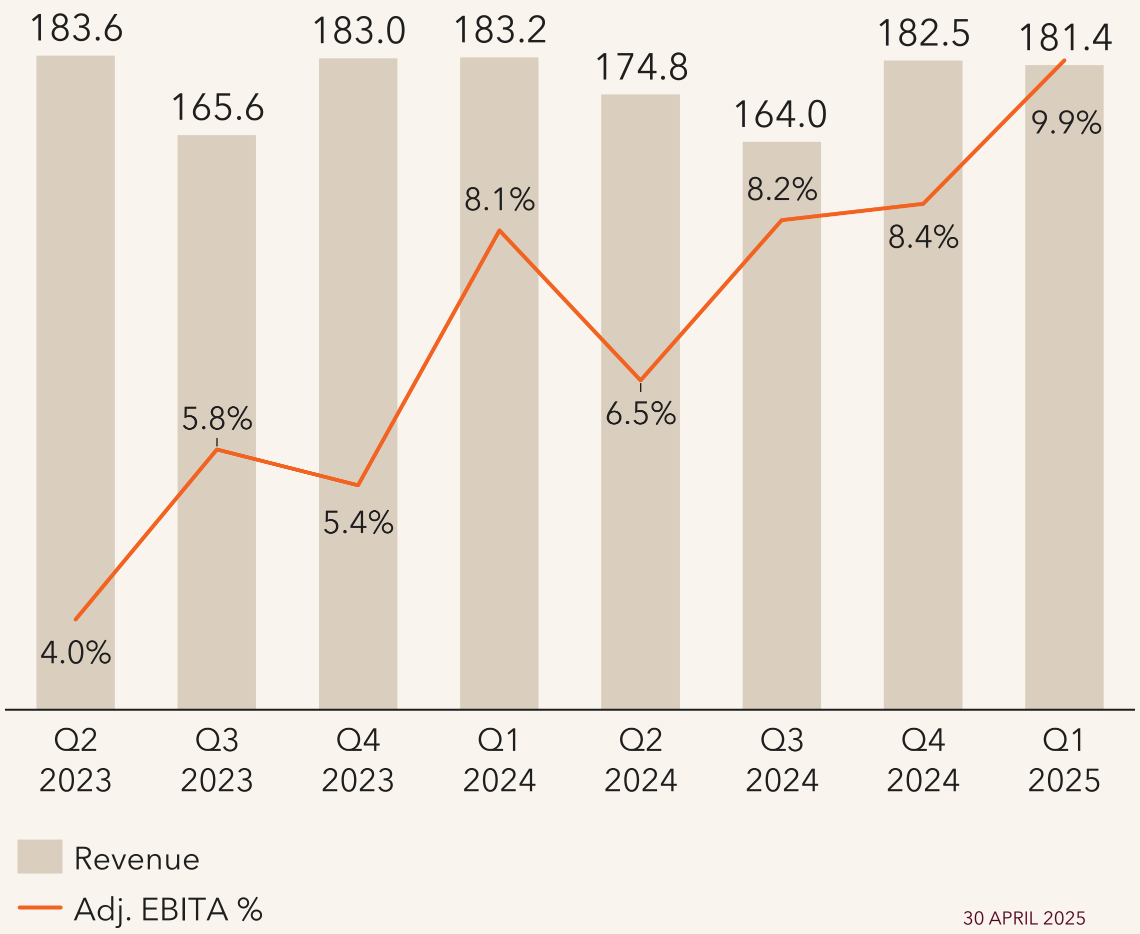


Interest-bearing net liabilities
Interest-bearing net liabilities (without IFRS 16)
Net debt / adjusted EBITDA (rolling 12 months)
Net debt (without IFRS 16) / adjusted EBITDA (without IFRS 16), rolling 12 months

Profitability strengthens with determined measures

- Management of customer relationship and conversion in care paths
- Systematic strengthening of supply management
- Outsourcing contract changes and adaptation programs to meet the needs of the wellbeing services counties
- Development of service processes in customer work and invoicing
- Management of contracts in occupational healthcare to strengthen more impactful customer work

Adj. EBITA % margin



Pihlajalinna's outlook for 2025

In 2025, Pihlajalinna will focus on organic growth especially in Private Healthcare Services, and continued improvement in profitability.

- The Group estimates consolidated revenue to remain on a par with the previous year's level (EUR 704.4 million in 2024)
- The Group estimates the adjusted operating profit before the amortisation and impairment of intangible assets (EBITA) to increase to at least 9 per cent of revenue (7.8 per cent in 2024)

The Group estimates demand to remain stable. Slow economic growth may affect Pihlajalinna's service demand and financial result more than expected.

Pihlajalinna's medium-term strategic targets

Target	
Revenue	**at least MEUR 700**
Adj. EBITA, % of revenue	**12 %**
Net debt/adj. EBITDA	**below 2.5x**
NPS	**continues over 80**
eNPS	**exceeds 30**
Dividend policy	**At least 1/3 of the annual earnings per share,** taking into consideration the company's financial position and financial needs (unchanged)

Welcome to the **Capital Markets Day on 9 May** in Helsinki to hear more. Registration is open on Pihlajalinna's investor website.

Q1/2025 summary

- Steady revenue growth in Pihlajalinna’s Private Healthcare Services continued
- Insurance company sales increased by 12 %
- Changes in outsourcing agreements decreased revenue as expected
- Profitability continued to strengthen, adj. EBITA margin 9.9 %
- Financial position strengthened further, net debt/adj. EBITDA 2.8x

Q&A

Thank you!

Upcoming events

- CMD May 2025
- H1/2025 24 July 2025
- Q3/2025 31 October 2025

Please Contact

Chief Financial Officer

Tarja Rantala

+358 40 774 9290
tarja.rantala@pihlajalinna.fi

EVP, Communications and Sustainability

Tuula Lehto

+358 40 588 5343
tuula.lehto@pihlajalinna.fi