

Pre-silent info H1/2025

18 June 2025



Q2/2025 actuals (1/2)

- The AI based care assessment in Pihlajalinna has become the first in Finland to receive certified medical device status, meaning it can independently guide patients to the appropriate care pathway. This significantly enhances the efficiency of care assessment.
- Pihlajalinna's private clinics in Hamina and Kouvola will relocate to new, modern, and larger facilities during autumn 2025.
- Pihlajalinna will open a new full-service medical center in Ideapark Lempäälä at the beginning of 2026.
- The new impact-based Kevyt Askel program identifies employees with clear overweight and reduced work ability based on health data. The program will first be implemented in the occupational healthcare services of Stora Enso and Sodexo.



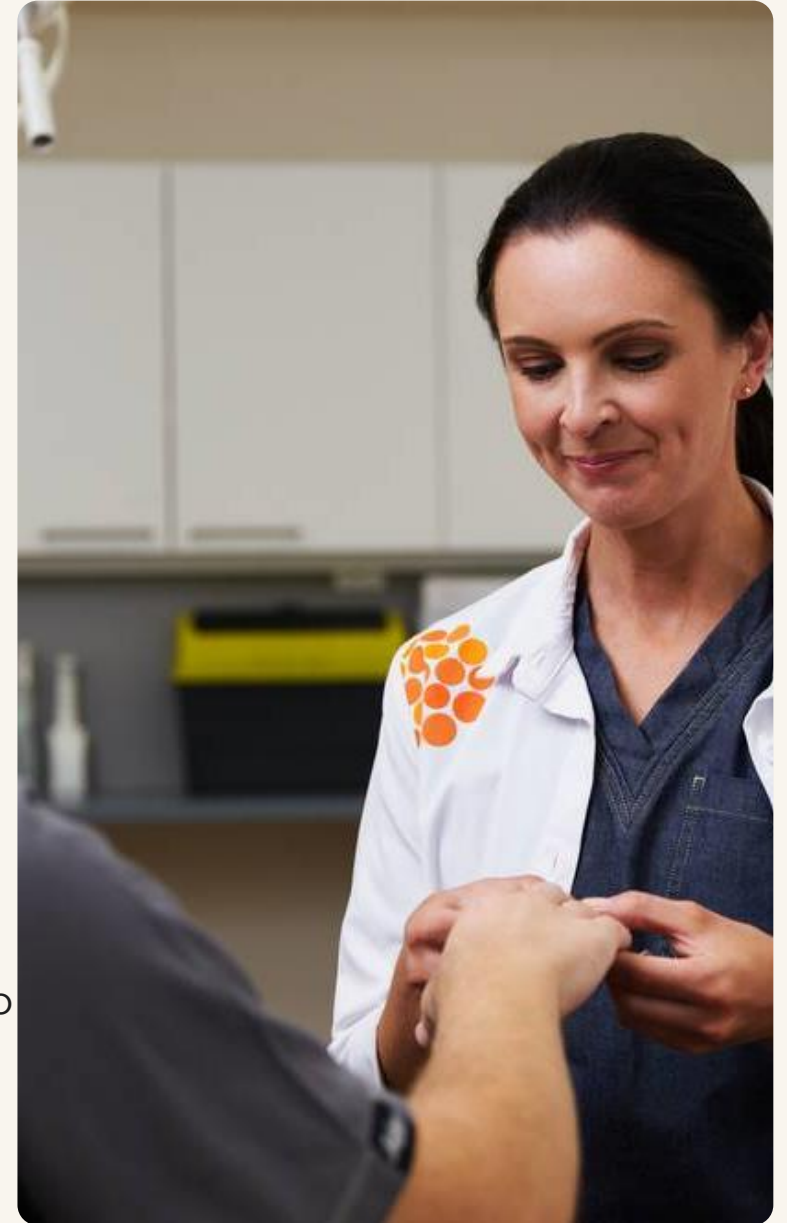
Q2/2025 actuals (2/2)

- Pihlajalinna agreed with the South Ostrobothnia wellbeing services county on the earlier transfer of social services in August-September. Health services will transfer at the end of the year as originally scheduled.
- Pihlajalinna sold its special housing services to Esperi Care. The deal involved four units.
- The wellbeing services county of Pirkanmaa (Pirha) and Pihlajalinna agreed to extend the operation of Kolmostien Terveys until April 2026, instead of the previously announced end of the year. Pirha is preparing the outsourcing tender for Upper Pirkanmaa for a longer period than initially planned.



Q2/2025 frequently discussed topics

- Market demand for private healthcare services remains stable.
- The ending of a single large fixed-price corporate customer is reflected in corporate customer sales.
- In insurance co-operation, temporary steering needs of a partner were implemented, which slowed the growth of insurance sales.
- The supply of services remained at a good level, although the quarter was challenged by Easter and public holidays.
- Cost-saving pressures in the public sector are reflected in the demand for hospital and clinic services, for example service vouchers.
- Adaptation of outsourcing operations to the needs of wellbeing services counties has continued.
- Transfers of ending complete outsourcing agreements are underway. Jämsän Terveys and Jokilaakso Hospital will transfer to the wellbeing services county at the end of August.
- Pihlajalinna's employee experience and customer experience have continued to develop positively (NPS).
- Determined measures to improve overall cost-effectiveness are ongoing, these measures gradually strengthen profitability.





Pihlajalinn's outlook for 2025

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

- The Group estimates the revenue to fall slightly below the previous year's level (EUR 704.4 million in 2024), mainly due to the earlier transfer of Kuusiolinna Terveys services to the South Ostrobothnia wellbeing services county and the divestment of special housing services.
- The Group estimates the adjusted operating profit before the amortisation and impairment of intangible assets (EBITA) increase to at least EUR 65 million (EUR 55.2 million in 2024).

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



Q&A



Thank you!

Upcoming events

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

Please contact

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