

Pre-silent info Q3/2025

26 September 2025



65plus services started on 1 September 2025

- 65plus services (for Kela's freedom of choice pilot) available at 36 medical centres and via video consultations.
- The pilot has started well, with entirely new customers accessing the services. Pihlajalinna's number of clinics at 65plus services is increasing and is close to the market share.
- We continue to develop our offering; general practitioners are needed for the collaboration.
- We make professionals' work easier, for example, by providing comprehensive background information and guiding customers to services included in the pilot.
- During the pilot, general practitioner clinics can be reimbursed by Kela twice in 2025 and three times in 2026 and 2027. Certain tests prescribed by a doctor, such as blood tests, urine tests, ECGs, and chest X-rays, are included.

65PLUS-PALVELUT

Kelan yli 65-vuotiaiden
valinnanvapauskokeilun lääkärikäynnit



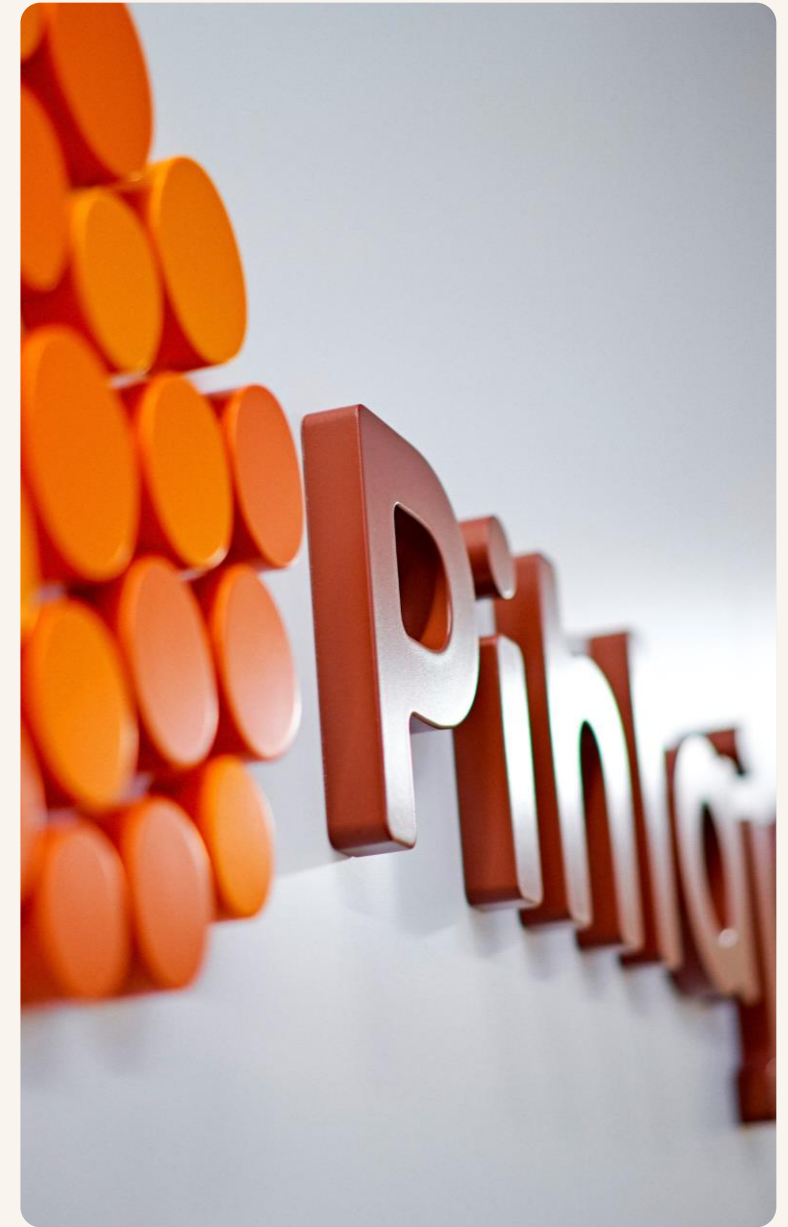
Collaboration with Eloisa at Savonlinna Hospital

- Collaborative pilot with the wellbeing services county of South Savo (Eloisa) for surgical operations at Savonlinna Hospital begins in September and continues until May 2026.
- In the pilot, Pihlajalinna and Eloisa mainly provide day and short-stay surgical and outpatient services, with a focus on joint replacement surgeries.
- Pihlajalinna will also start private and insurance patient surgeries at Savonlinna Hospital and rent a clinic room and support functions, such as imaging.
- The collaboration is a completely new operating model between private and public healthcare providers.



Pihlajalinna plans to reform its operating model to ensure development and growth in line with the strategy

- The new operating model would consist of health services, medical leadership, commercial operations, separately managed business operations such as complete outsourcing agreements, and group services that support these functions.
- As part of the planned reform, the company's management structure would be clarified and harmonised and the administrative roles within the group services and business operations would be streamlined.
- It is estimated that the planned changes could result in the reduction of up to 90 roles, primarily administrative, and substantial changes to up to 120 positions. The reductions would not concern healthcare professionals, such as practitioners and nurses, working solely in clinical roles.
- The new operating model is expected to impact Pihlajalinna's segment reporting, which would be updated accordingly starting from 1 January 2026.



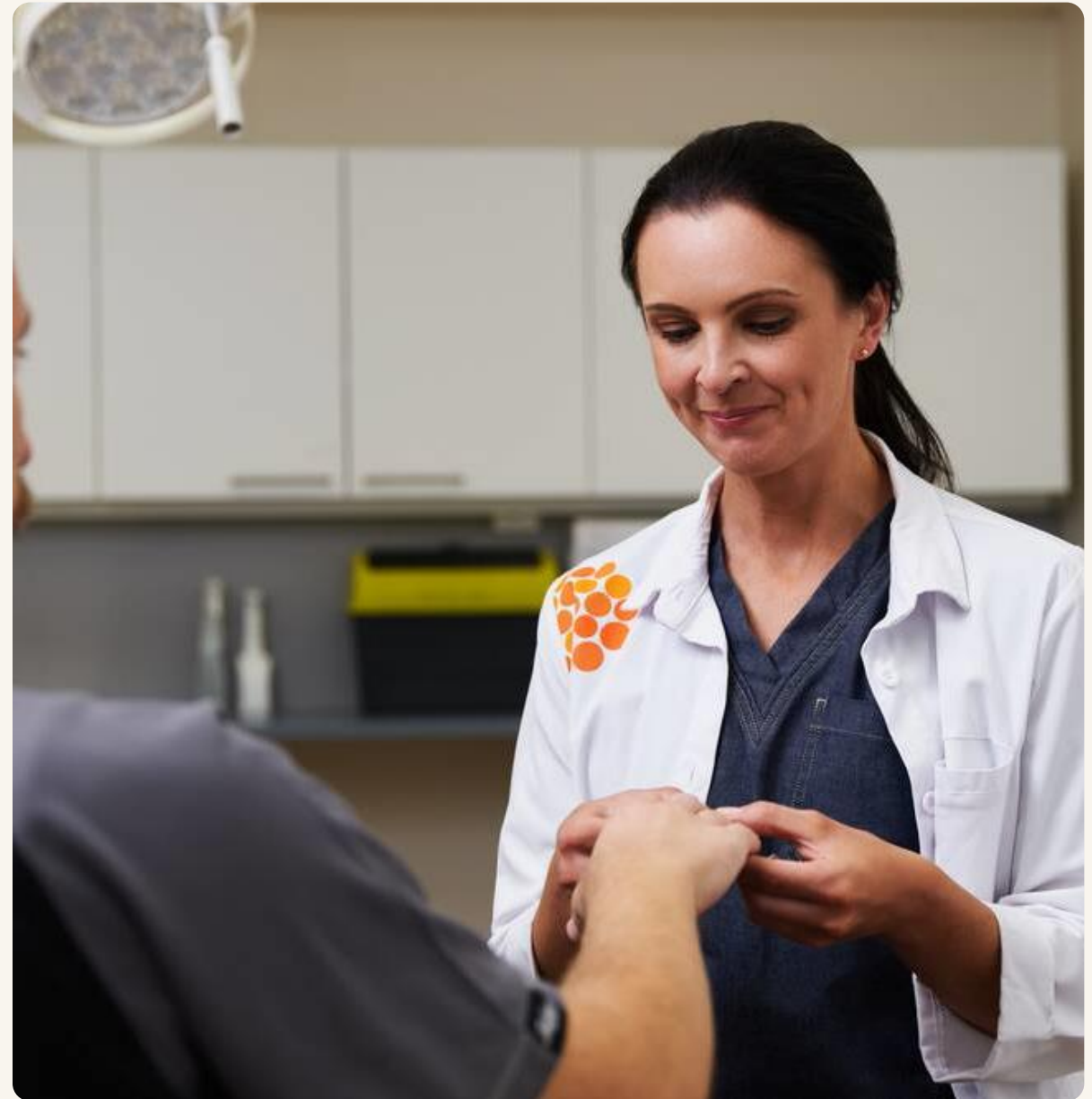
Q3/2025 actuals

- Pihlajalinna opened a new medical center in Hamina on 7 August.
- The operations of Jämsän Terveys and Jokilaakso Hospital were transferred to the Central Finland wellbeing services county on 31 August
- On 1 September, Pihlajalinna sold two care units to Mehiläinen and is actively seeking various options for producing and developing social services in different regions.
- The corporate responsibility rating agency EcoVadis assessed Pihlajalinna's responsibility work at gold level in early September, a level achieved by only 5% of organisations worldwide.
- The director of Private Healthcare Services changed on 18 September; until further notice, Private Healthcare Services will be led by Seppo Kariniemi, Executive Vice President, Public Services



Q3/2025 frequently discussed topics

- The prolonged warm summer reduced morbidity; demand was more moderate than in the comparison period.
- In insurance co-operation, temporary steering needs of a partner in Q2/2025 affected care chains in the current period.
- In occupational healthcare, the impact of managing fixed-price customer contracts will be seen towards the end of the year, and the number of individual customers is lower than in the comparison period due to contract changes.
- The supply remained good, although the quarter was typically challenged by the summer months.
- Public sector savings pressures are reflected in hospital and clinic demand, e.g. service vouchers and queue reduction.





Q&A



Thank you!

Upcoming event

Q3/2025 31 October 2025

Please contact

Executive Vice President,
Communications and Sustainability

Tuula Lehto

+358 40 588 5343

tuula.lehto@pihlajalinna.fi

Chief Financial Officer

Tarja Rantala

+358 40 774 9290

tarja.rantala@pihlajalinna.fi

Forward-Looking Statements: The estimates presented in this document regarding the future development of Pihlajalinna or its business environment are based on the company's view at the time of preparation. There are significant risks and uncertainties associated with their realization, and Pihlajalinna makes no guarantees regarding future developments. Many of the factors influencing the future development of Pihlajalinna and its business environment are beyond the company's control, and actual results may differ significantly from the estimates. Pihlajalinna is not responsible for any errors or omissions in the information provided in this document, nor for any direct or indirect damages that may result from the use of the information presented herein.