



20 25 | COMPANY OF THE YEAR

Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
INDONESIAN CLINICAL RESEARCH
ORGANIZATIONS INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. PT Prodia Diacro Laboratories excels in many of the criteria in the clinical research organizations space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Indonesia’s Clinical Research Organizations Market

Indonesia is rapidly emerging as a key player in the Asia Pacific’s (APAC) clinical research landscape. The country’s growth is being driven by rising healthcare demand, ambitious government programs, and regulatory reforms aimed at attracting greater clinical trial activity. While established APAC leaders, such as China, India, and South Korea, built their research ecosystems earlier, Indonesia’s progress over the past five years has been striking, positioning it as one of the region’s most dynamic and promising markets.

Indonesia’s large population, with limited prior exposure to clinical research, offers unparalleled access to diverse patient cohorts. This combination of scale and genetic diversity provides sponsors a significant advantage for studies requiring broad, representative participation. At the same time, continuous investment in healthcare infrastructure and the rise of digital health enable more decentralized and hybrid trial models, expanding research beyond traditional urban centers. Technological innovations, such as artificial intelligence (AI)-enabled trial management, predictive recruitment, and real time patient monitoring, are also beginning to transform efficiency and quality across the country’s research ecosystem. Policy reforms further reinforce Indonesia’s momentum. Regional regulatory harmonization efforts, including the ASEAN Common Technical Document and Joint Assessment programs, are improving approval predictability and making the country a more attractive base for regional and multinational studies. Together, these shifts highlight Indonesia’s growing competitiveness in a field once dominated by only a handful of regional leaders.

Clinical trial activity remains concentrated in Jakarta and a few major provinces, resulting in significant gaps in investigator capacity and site availability across the archipelago. Laboratory quality is uneven, and further alignment with international benchmarks is needed to guarantee consistency and global

credibility. These limitations, however, also create opportunities. Locally rooted clinical research organizations (CRO) are uniquely positioned to bridge international sponsors with Indonesia's healthcare ecosystem, driving site capacity development, regulatory alignment, and technology adoption. In doing so, they not only address current bottlenecks but also lay the foundation for sustainable long-term growth of the country's clinical research industry.

PT Prodia Diacro Laboratories: Indonesia's Pioneer

PT Prodia Diacro Laboratories (Prodia the CRO) was established in 2008 as a subsidiary of the Prodia Group. Prodia Group traces its origin to a single clinical laboratory founded in 1973, which has since evolved into PT Prodia Widyahusada Tbk (Prodia Laboratory), the largest clinical laboratory network in

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- Unmesh Lal
Vice President, Healthcare & Life Sciences

Indonesia, with over 52 years of experience in the laboratory industry and the country's most extensive healthcare network. As a pioneer in CRO sector in Indonesia and through its collaboration within the Prodia Group, Prodia the CRO leverages this strong foundation to deliver integrated clinical research services across pharmaceuticals, medical devices, and consumer product trials. By consistently combining deep local expertise with international standards, Prodia the CRO provides high-quality, reliable research solutions tailored to meet global expectations.

Prodia the CRO offers comprehensive services that include end-to-end clinical trial management and site management to strengthen hospital readiness and investigator capability. Its central laboratory services, dedicated for clinical research, are supported by Prodia Laboratory, a CAP-accredited laboratory with over 12 consecutive years of accreditation from the College of American Pathologists. This seamless integration of clinical trial operation and laboratory expertise enables Prodia the CRO to deliver high-quality and dependable research solutions tailored to diverse study needs. Its mission emphasizes developing capable research sites, training qualified investigators, enhancing trial efficiency, data integrity, and patient engagement, aiming Prodia the CRO to be the leading CRO in Southeast Asia, recognized for excellence and innovation. Leveraging Indonesia's large and diverse population alongside its evolving healthcare ecosystem, Prodia the CRO positions itself as a trusted partner for sponsors seeking reliable and efficient clinical research.

Demonstrated Leadership through Continuous Innovation

Since its establishment in 2008, Prodia the CRO consistently redefines what it means to be a CRO in Indonesia. Its integrated model is built to overcome structural limitations in the local research environment while creating value for sponsors.

A landmark development came in 2014 with the establishment of its Site Management Organization (SMO) division. At that time, most hospitals in Indonesia lacked the infrastructure or trained personnel to participate in international-standard clinical trials. The SMO division addressed this head-on by equipping

sites with the training, staffing, and procedural support needed to deliver reliable data. This initiative improved trial readiness and expanded the country's network of capable sites, enabling more hospitals to attract and execute global studies.

Prodia the CRO has also trained more than 3,000 doctors in good clinical practice (GCP) and supported the establishment of clinical research units (CRU) nationwide. These CRUs, coupled with site gap analyses and standard operating procedure development, ensure that Indonesian hospitals are empowered to conduct international-standard trials.

Another milestone was achieved in 2020 when Prodia the CRO acquired a private laboratory, diversifying into consumer product clinical assessment (CPCA) services. This move positioned the company to capture opportunities in dermo-cosmetic and consumer product trials, a fast-growing segment with limited local providers. By broadening beyond pharmaceutical trials, Prodia the CRO demonstrates agility in anticipating market trends while maintaining its core commitment to quality.

Central to Prodia the CRO's innovation strategy is its collaboration with PT Prodia Widyahusada Tbk

"Laboratory capacity has also been a bottleneck. Complex analyses and esoteric testing were once outsourced abroad, causing delays and higher costs. By integrating CAP-accredited laboratory services from Prodia Laboratory into its model, the company ensures that advanced testing can be conducted domestically with global-quality assurance."

- Norazah Bachok
Research Analyst, Best Practices

(Prodia Laboratory), the only CAP accredited clinical laboratory in Indonesia. This partnership elevates standards of sample handling, specialized testing, and data integrity, aligning Indonesian trials with global benchmarks. The credibility of CAP accreditation proves especially important in attracting multinational sponsors, instilling confidence in laboratory quality.

Prodia the CRO also invests in continuous improvement by updating SOPs, maintaining a culture of continuous learning through staff training, and embedding risk-based monitoring that identifies high-

risk areas early to optimize resources. These measures align with international standards and ensure compliance across trials.

Prodia the CRO's innovation strategy is both forward-looking and responsive to emerging needs. Recognizing early gaps in Indonesia's clinical trial ecosystem, the company identified future demands and took the initiative to develop solutions ahead of the market, as reflected in the establishment of its SMO division and CPCA services. These initiatives not only filled critical gaps in Indonesia's ecosystem but also position Prodia as the only Indonesian CRO with a truly end-to-end model. Frost & Sullivan views this combination of foresight and execution as the hallmark of a market leader.

Addressing Unmet Needs in Indonesia's Clinical Research

Indonesia's rapid emergence as a clinical trial destination is tempered by ongoing structural challenges. Prodia the CRO positions itself as a problem-solver, directly addressing the most significant obstacles that have historically limited the country's competitiveness.

One of these is the imbalance in trial site distribution. While Jakarta and a few provinces dominate current clinical trial activity, many hospitals elsewhere lack the infrastructure to host international-standard trials. The Indonesian government established the Indonesia Clinical Research Center (INA-CRC) to strengthen and coordinate clinical trial activities across the country. In support of this national initiative, Prodia the CRO actively contributes by bridging gaps through CRU training, gap analyses, and SOP development, helping expand site participation and enhance Indonesia's overall clinical trial ecosystem.

Another challenge lies in regulatory complexity. Sponsors often encounter lengthy approval timelines or lack clarity in trial authorization processes. With extensive experience navigating Indonesia's regulatory landscape and maintaining strong networks within the industry, especially with the regulators, Prodia the CRO has developed a deep understanding of existing gaps and practical challenges, enabling it to guide stakeholders more effectively through the process. This proactive engagement creates a more favorable environment for sponsors and enhances predictability for trials.

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Moreover, Prodia the CRO tailors its services to address Indonesia's diversity and fragmentation. Its flexibility in offering customized solutions to sponsors and sites, whether adapting protocols, tailoring recruitment strategies, or resolving regulatory issues, is a defining strength, building trust and reliability in a challenging environment.

Frost & Sullivan notes that its efforts in site capacity building, regulatory alignment, and laboratory integration go beyond commercial interests and contribute to national competitiveness. This positions Prodia as a CRO that not only thrives in Indonesia's environment but actively shapes it.

Customer-Centric and Proactive

At the core of Prodia the CRO's sustained growth is its customer-centric philosophy. The company views clients not as short-term customers but as long-term partners, embedding practices that foster trust, transparency, and accountability.

One example is its structured approach to feedback. Prodia uses post-study surveys and a corrective and preventive actions (CAPA) framework to ensure client feedback is systematically addressed. By pairing feedback with concrete actions, the company continuously improves service delivery.

The use of key performance indicators (KPI) further reinforces transparency. Prodia the CRO tracks measurable outcomes, such as service quality, compliance, and study timelines, providing clients with clear evidence of performance. This accountability is complemented by the company's SMO network, which nurtures strong relationships with investigators and hospitals. By maintaining close ties with research sites, Prodia helps sponsors overcome recruitment hurdles and ensures trials progress smoothly.

Every deliverable is rigorously measured and evaluated against defined KPIs, supported by tangible metrics to validate progress. Transparent collaboration with all stakeholders ensures accountability across the clinical trial process.

Clients also benefit from the company's competitive price-to-value ratio, achieved through the efficiencies of its integrated one-stop model. By consolidating services under one roof, Prodia reduces fragmentation, shortens timelines, and eases the complexities of vendor management for sponsors.

Best Practices Implementations

Technology is a cornerstone of Prodia the CRO's strategy, not as an add-on but as a driver of competitive advantage. For patient recruitment, the company leverages digital platforms, and collaborations with advocacy groups and hospitals to expand its reach. Combined with its growing patient database, these efforts accelerate recruitment while enhancing diversity in clinical trials.

To strengthen oversight and compliance, Prodia the CRO adopts a risk-based monitoring approach. By using data analytics to flag high-risk areas early, the company reduces monitoring costs without compromising quality. This approach aligns with international best practices and reassures global sponsors that trials conducted in Indonesia meet the same standards as those in more mature markets.

Laboratory integration is another strength. Through Prodia Laboratory's CAP accreditation, the company offers access to advanced esoteric testing that supports complex studies, including those in biosimilars, vaccines, and precision medicine. Beyond clinical trial operations, Prodia leverages consumer technology through the U by Prodia app. This digital platform enhances engagement by enabling patients and physicians to access lab results, schedule appointments, and connect directly with trial processes.

Prodia ongoing participation in global projects underscores its alignment with international standards and commitment to continuous improvement. As Indonesia emerges as a regional clinical research hub, PT Prodia Diacro Laboratories stands at the forefront—combining international standards with deep local expertise to unlock the country's full research potential. Through integrated services, wide network, and CAP-accredited laboratories, and a pioneering site management model, Prodia is not only bridging global sponsors with Indonesia's diverse patient population but shaping the future of clinical trials across Southeast Asia. Frost & Sullivan highlights technology adoption as one of the most important differentiators for CROs globally. The company's ability to integrate digital recruitment, risk-based monitoring, CAP-accredited laboratory testing, and consumer-facing platforms demonstrate a holistic embrace of technology. This positions Prodia as a leader in Indonesia and a CRO aligned with international standards of innovation and efficiency.

Remarkable Growth Strategy and Milestones

Prodia the CRO's growth trajectory over the past seventeen years reflects deliberate and sustainable expansion rather than rapid, opportunistic scaling. The company's journey began in 2008 as Indonesia's first full-service CRO, laying the foundation for its integrated model. The launch of the SMO division in 2014 significantly improves site capacity nationwide, while the 2020 acquisition of a private laboratory marks its entry into CPCA services. Between 2021 and 2023, Prodia's achievements were recognized through multiple Frost & Sullivan awards for innovation, customer value, and leadership. By 2025, the company has become a visible ambassador of Indonesia's clinical research potential, participating in high-profile forums such as the DIA Global Annual Meeting.

Prodia the CRO conducts hundreds of clinical trials across pharmaceuticals, biosimilars, vaccines, and consumer products, supported by its broad network of GCP-certified investigators. Its consistent presence at regional and global conferences, including the Indonesia Townhall session at DIA, underscores its role as a voice for Indonesia in the international research community.

Looking ahead, Prodia the CRO's growth strategy rests on three pillars. First, local empowerment, demonstrated through the rollout of CRUs across hospitals and the certification of over 3,000 doctors in GCP. Second, regional aspirations with plans to position Prodia Laboratory as a Southeast Asia referral lab for specialized clinical trial testing. Third, portfolio diversification, with expansion into medical device studies, supply chain solutions, and consumer product research particularly within the beauty and personal care industries.

Many CROs in emerging markets pursue growth reactively, expanding where immediate opportunities appear. Prodia, by contrast, executes a measured roadmap that strengthens domestic capacity while remaining agile to evolving market needs and positioning itself for regional leadership. Frost & Sullivan considers this balance of local depth and regional ambition a key factor that underpins the company's resilience and long-term competitiveness.

Sustainable Financial Performance

Prodia the CRO's financial sustainability reflects the strength of its diversified business model and integrated approach. By combining trial management, SMO services, clinical trial laboratory testing, and CPCA, the company establishes multiple revenue streams that insulate it from volatility in any single segment.

In recent years, Prodia the CRO has experienced significant growth in complex therapeutic areas, including vaccines and biosimilars. These projects demand advanced laboratory and operational capabilities, underscoring the company's technical maturity. Strong relationships with hospitals and investigators, built through years of collaboration, further contribute to its ability to secure high-value studies.

Ongoing discussions with new and existing clients continue to generate promising opportunities, contributing to a healthy project pipeline. With the Indonesian government strengthening regulations to improve the research ecosystem, Prodia is well-positioned to sustain a growth rate that outpaces the broader healthcare industry.

Resilience is also reinforced by long-term investments in capacity building, including the training of thousands of GCP-certified doctors and the establishment of CRUs nationwide. Diversification into consumer products and esoteric testing further broadens its portfolio, while expertise in navigating regulatory environments ensures studies proceed efficiently.

Frost & Sullivan notes that Prodia the CRO's integrated model, reduces inefficiency and enhances client value, which translates into strong client retention and repeat contracts. Unlike competitors that rely heavily on one therapeutic area or service, the company's balanced portfolio enables it to adapt to changing market conditions.

Conclusion

PT Prodia Diacro Laboratories (Prodia the CRO) establishes itself as a leading Indonesian clinical research organization (CRO) by combining local expertise, integrated services, and adherence to international standards. The company systematically addresses structural challenges in Indonesia's clinical research landscape, expanding site capacity, training qualified investigators, and integrating College of American Pathologists accredited laboratory services. These initiatives enable hospitals across Indonesia to participate in international-standard trials while providing sponsors with reliable, high-quality research across pharmaceuticals, medical devices, and consumer products.

Innovation and technology underpin Prodia the CRO's competitive advantage. Risk-based monitoring, advanced laboratory capabilities, and digital platforms enhance trial efficiency, data integrity, and patient engagement. The company's growth strategy focuses on empowering local sites, positioning its laboratory as a regional referral center, and diversifying its portfolio to meet evolving market demands. Financial resilience is reinforced through a balanced, multi-segment business model that supports complex and high-value studies. By combining operational excellence, strategic foresight, and ecosystem development, Prodia sets the benchmark for CROs in Indonesia, driving sustainable growth and elevating the country's global clinical research presence.

With its strong overall performance, PT Prodia Diacro Laboratories earns Frost & Sullivan's 2025 Indonesia Company of the Year Recognition in the CRO industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

