

EXECUTIVE SUMMARY

Indonesia has now entered the transition criteria to an aging population, namely when the number of people aged 60 years and above exceeds 10 percent. Although Indonesia is still in the era of Demographic Bonus, with the current senior growth trend, Indonesia is predicted to reach the peak of the aging population in 2045. The life expectancy of the population of Indonesia is also increasing, and according to BPS in 2022, the life expectancy population of Indonesia has reached the age of 73.6 years. Therefore the ability of the elderly population to prioritize quality of life and health has also increased.

Agraja which focuses on providing comprehensive wellness for residents aged 50 years and above (elderly/senior and pre-senior residents who are still living with their families or who live alone) appears to meet the need for improved health and quality of life. Employing a differentiation and cost leadership strategy, Agraja offers integrated services that combine health care and its monitoring, physical-sport and social activity centers, Spa & Wellness, and financial literacy including community events (seminars, workshops, capacity building).

Based on the market segmentation, PT Fortius Inspira Talenta ("The Company") targets 1) Elderly residents aged over 60 years and above; and 2) Residents over the age of 50 to 60 years old who have been at risk of chronic diseases and are preparing for retirement. The price offered by The Company is divided into 3 categories: First, General Services which are obtained by members upon membership contributions of Rp. IDR 36,000,000 per year. Second, Geriatric Clinics include general practitioner services, internal medicine specialist services, psychiatrists, and nutritionists paid for every arrival at a rate of Rp 550,000;/year in the first and second years and increases by 10% every 2 years as compensation for inflation and salary increases. The third is special services consisting of personal trainers, aqua therapy, and physiotherapy. Payment for special services is also carried out at every meeting at a rate of Rp 3,000,000/year and increases by Rp 50,000 – Rp 100,000/year as compensation for inflation & salary increases. Spa services are Rp 1,250,000 and experience an increase of 10% every 2 years as compensation for inflation and an increase in management fees. The communication strategy carried out by The Company is by utilizing paid media, earned media, and owned media. The Company will also develop Customer Relationship Management as part of its communication strategy, especially with customers/members.

The Company plans to have a two-floor building consisting of a mini gym, a geriatric clinic, a swimming pool medium size, a cafe, a karaoke room, car parking, a management room, a spa whirlpool, a sauna and spa room, a virtual golf room, a community hall. The strategy applied by The Company is to carry out continuous improvement in terms related to capacity, development and organization, Supply Network and Process Technology. The Company will strengthen capacity including medical service capacity, production process flow capacity, and the process of fulfilling services according to the service blueprint, location, and layout. The Company implements quality management systems, namely ISO 9001:2015 and Regulation of the Minister of Health no. 34 of 2022 concerning Clinical Accreditation Standards, namely Clinical Governance standards, Quality Improvement and Patient Health standards, and Individual Health Implementation standards.

The Company's Human Resource Development is divided into 3 departments: the marketing and operations department, HR, and finance department. All those 3 departments are led and chaired by a General Manager responsible for the Director, Commissioner, and Shareholders. With the company values, namely Helpful, Empathy, Amicable, Loyal, Teamwork, and Happiness (H-E-A-L-T-H), The Company expects that they can develop their human resources in a better direction. To support its pre-operational activities, Agraja obtains capital from The Company's founders and investors (in the form of equity). Based on calculations carried out by The Company and with a WACC of 14.42%, the results of the IRR calculation is 38% and the Payback period of The Agraja's business is predicted for 5 years.