



Pihlajalinna's medium-term strategic targets

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Pihlajalinna's medium-term strategic targets

Pihlajalinna Plc's Board of Directors has approved the company's medium-term strategic targets for the next three years. The targets reflect the company's growth and development during the business transformation, which results from the gradual conclusion of complete outsourcing contracts by the end of 2025.

Pihlajalinna's business is increasingly shifting to Private Healthcare Services, which are primarily produced for insurance, corporate and public sector partners. The public outsourcing market is expected to open in the coming years.

Pihlajalinna continues determined measures to strengthen growth, profitability, financial position, and customer and employee satisfaction.

Pihlajalinna's medium-term strategic targets

Revenue: at least MEUR 700

Adjusted EBITA%: 12 %

Net debt/adj. EBITDA ratio: below 2.5x

Net Promoter Score, NPS: continues over 80

Employee Net Promoter Score, eNPS: exceeds 30

Pihlajalinna's dividend policy remains unchanged: at least 1/3 of the annual earnings per share, taking into consideration the company's financial position and financial needs.

Pihlajalinna organises a Capital Markets Day on 9 May starting at 1:00 p.m. in Helsinki.

At the event, Pihlajalinna's CEO and members of the Management Team will discuss the renewed strategy and progress towards the targets. Register for the event by Monday, 5 May here: <http://pihlajalinna.events.inderes.com/cmd-2025>

Pihlajalinna Plc

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Pihlajalinna in brief

Pihlajalinna is one of the leading providers of private healthcare and social services in Finland. The Group provides comprehensive and quality private clinic and hospital services as well as occupational healthcare and insurance cooperation services. To the wellbeing services counties Pihlajalinna offers social and healthcare service production models, in which the cooperation between the public and private sectors guarantees effective services for citizens. Approximately 6,500 employees and 2,200 practitioners work at Pihlajalinna. In 2024, Pihlajalinna's revenue was 704 million euros. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more www.pihlajalinna.fi.