



2009 First-quarter results presentation

Analysts & Media Conference Call
Basel, 28 April 2009

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FOR DENTAL PROFESSIONALS

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The availability and indications/claims of the products illustrated and mentioned in this presentation may vary according to country.



Highlights

Gilbert Achermann
President & CEO

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Topline improves despite challenging environment

- ≡ Europe, North America and Asia/Pacific all report growth in local currencies
- ≡ Partnership with Ivoclar Vivadent regarding high performance ceramics; first combined product launched
- ≡ Acquisition of IVS combined with launch of new instrument kit establishes Straumann in guided surgery
- ≡ Strong presence at key dental meetings and scientific congresses
- ≡ Full-year guidance confirmed for above-market growth and an operating (EBIT) margin above 20%



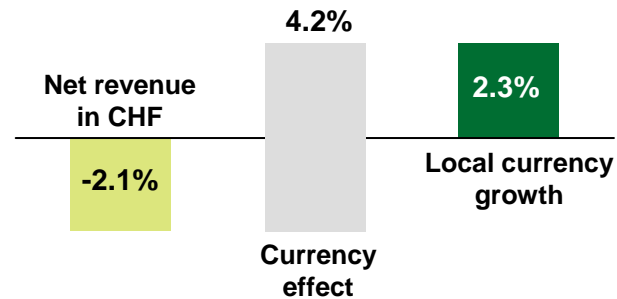
Business performance

Beat Spalinger, CFO

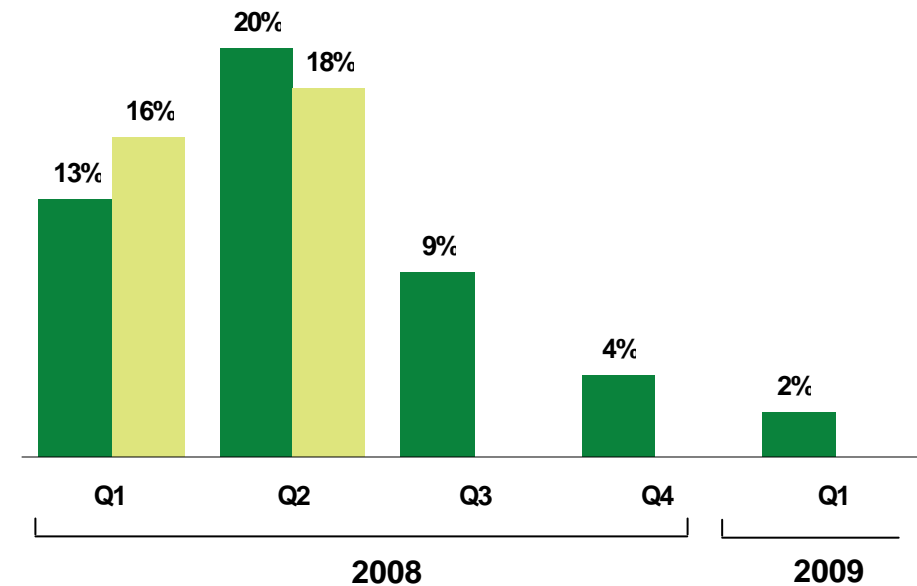
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Organic growth increases 2% (local currencies)

Q1 2009 net revenue growth in %
Total Group: CHF 196 million



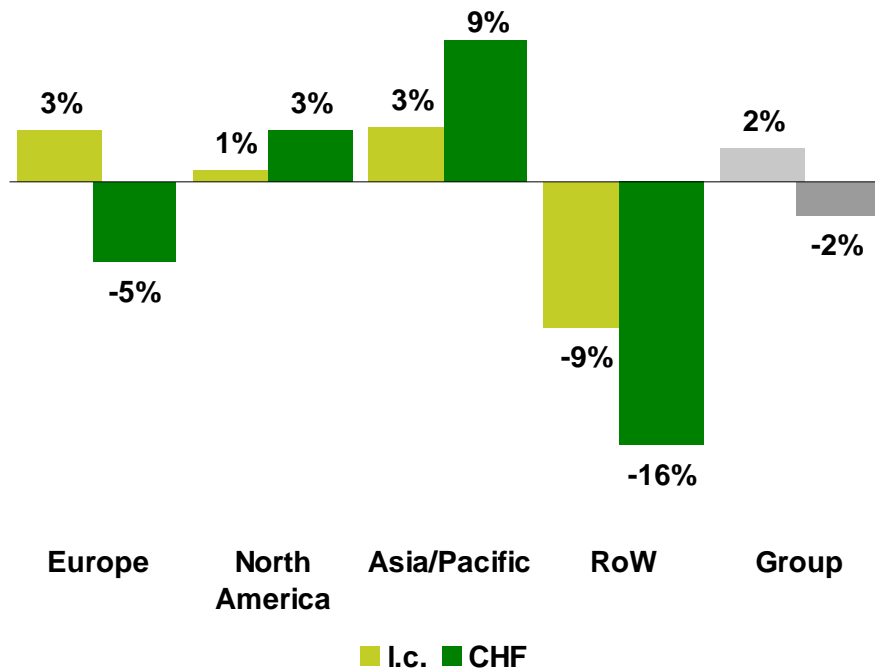
Organic growth¹ by quarter in % (l.c.)



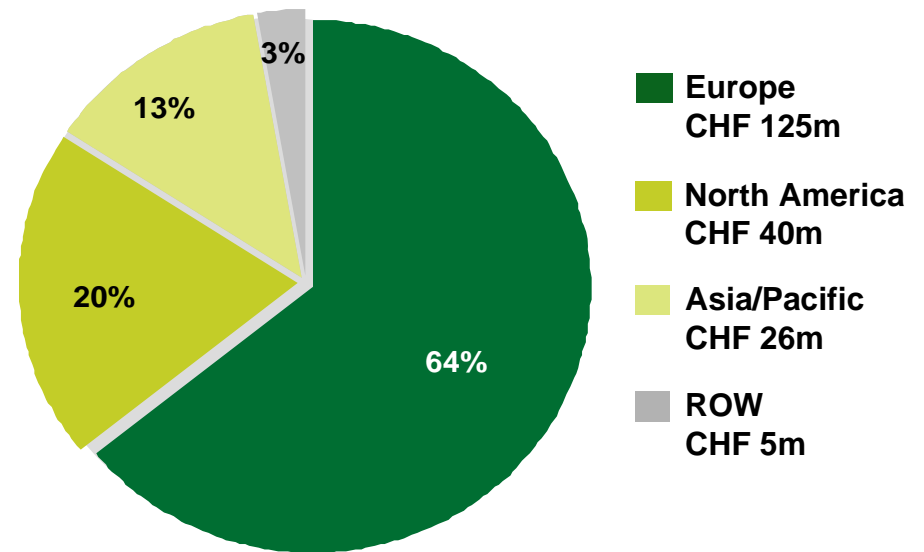
■ Organic
■ Organic (adjusted for seasonal factors)

Regional performance reflects weaker consumer sentiment

Regional growth in %



Net revenue¹ by region in %
Total Group: CHF 196 million



Europe sustains market position

- ✓ Solid growth achieved in challenging market environment
- ✓ Weaker European currencies impact revenues in Swiss francs
- ✓ Successful ITI congresses and IDS event
- ✓ Soft performance in Iberia; Germany stable; good growth in Scandinavia and Benelux



<i>(in CHF million)</i>	Q1 08	Q1 09	<i>Δ% in CHF</i>
Net revenue	131.6	125.2	<i>(5%)</i>
<i>% Growth in l.c.</i>	<i>17%</i>	<i>3%</i>	

Challenging market environment in North America

- Weak consumer sentiment continues to hinder market expansion
- Slow-down in patient traffic at dental practices cuts implant volumes
- CADCAM crowns and bridges continue to expand, but dental labs hesitant to invest in scanning equipment
- Regenerative products contribute to regional growth



<i>(in CHF million)</i>	Q1 08	Q1 09	<i>Δ% in CHF</i>
Net revenue	39.0	40.2	3%
<i>% Growth in l.c.</i>	<i>16%</i>	<i>1%</i>	

Regulatory clearance obtained in Korea

- Deterioration in economic situation in major Asian markets
- Marketing clearances for Bone Level obtained in Korea and Brazil
- Solid growth in South America and Australia; distributor business impacted by FX volatility and cautious ordering



<i>(in CHF million)</i>	Q1 08	Q1 09	<i>Δ% in CHF</i>
APAC net revenue	23.6	25.6	9%
<i>% Growth in l.c.</i>	6%	3%	
ROW net revenue	6.3	5.3	(16%)
<i>% Growth in l.c.</i>	20%	(9%)	



Solid fundamentals for future growth

Gilbert Achermann
President & CEO

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Partnership between leading innovators in dental implants & ceramics



Partner of choice for ceramic materials & final restorations



- Quality
- Esthetics
- Precision



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Partner of choice for implant and CAD/CAM solutions

Straumann acquires technology for preoperative planning and guided surgery



- /// Dental business of privately held IVS Solutions AG, Chemnitz, Germany, acquired
- /// IVS specializes in digital implant planning using CT/DVT imaging data and templates for guided surgery
- /// IVS complements Straumann's open-system approach to preoperative planning and guided surgery

Straumann's new instrument kit for computer guided surgery



- ◀ One kit covers all Straumann implants
- Compatible with all 'open' 3D planning systems
- Improves accuracy in implant placement
- ◀ Follows established Straumann procedures (incl. profiling and tapping)



CADCAM platform further strengthened

etkon™
visual 5.0

- ≡ Occlusal surface database
- ≡ Bridge undercut feature
- ≡ New Straumann® Scanbody (CAD abutment)



Roxolid™ – the first material specifically designed for dental implants



Stronger implants¹

- greater reliability
- more treatment options

Excellent osseointegration²

Thinner implant designs

- more possibilities in the esthetic zone
- reduced need for bone augmentation

US regulatory clearance

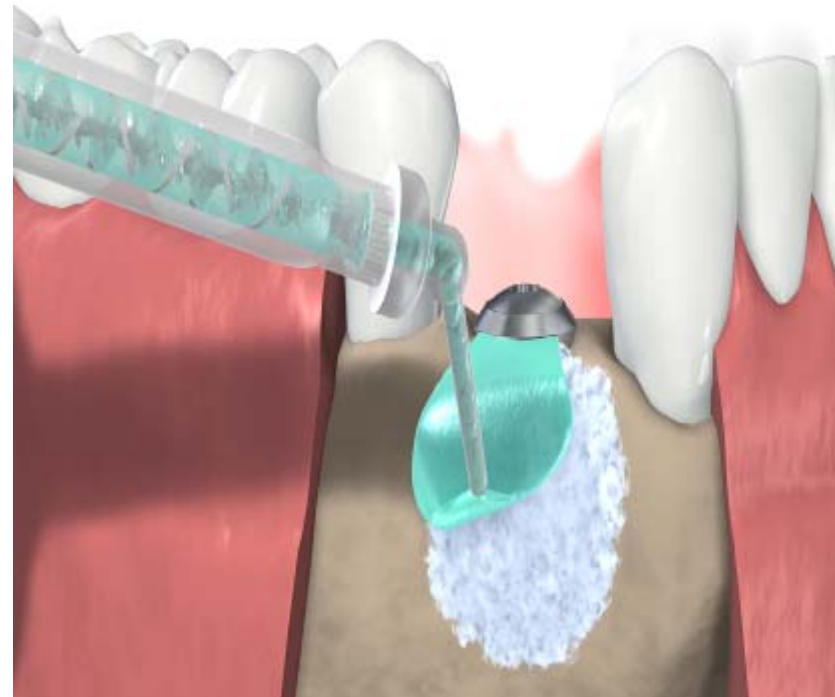
Available 2009/10

¹ Based on internal specifications and ASTM F67

² Gottlow J. Preclinical data presented at the 23rd Annual meeting of the Academy of Osseointegration (AO), Boston, February 2008, and at the 17th Annual Scientific Meeting of the European Association for Osseointegration, Warsaw, September 2008

New high performance membrane

- ≡ Convenient, fast application
- ≡ Effective barrier function
- ≡ Resorbable: no surgery needed for removal



Available 2009/10¹

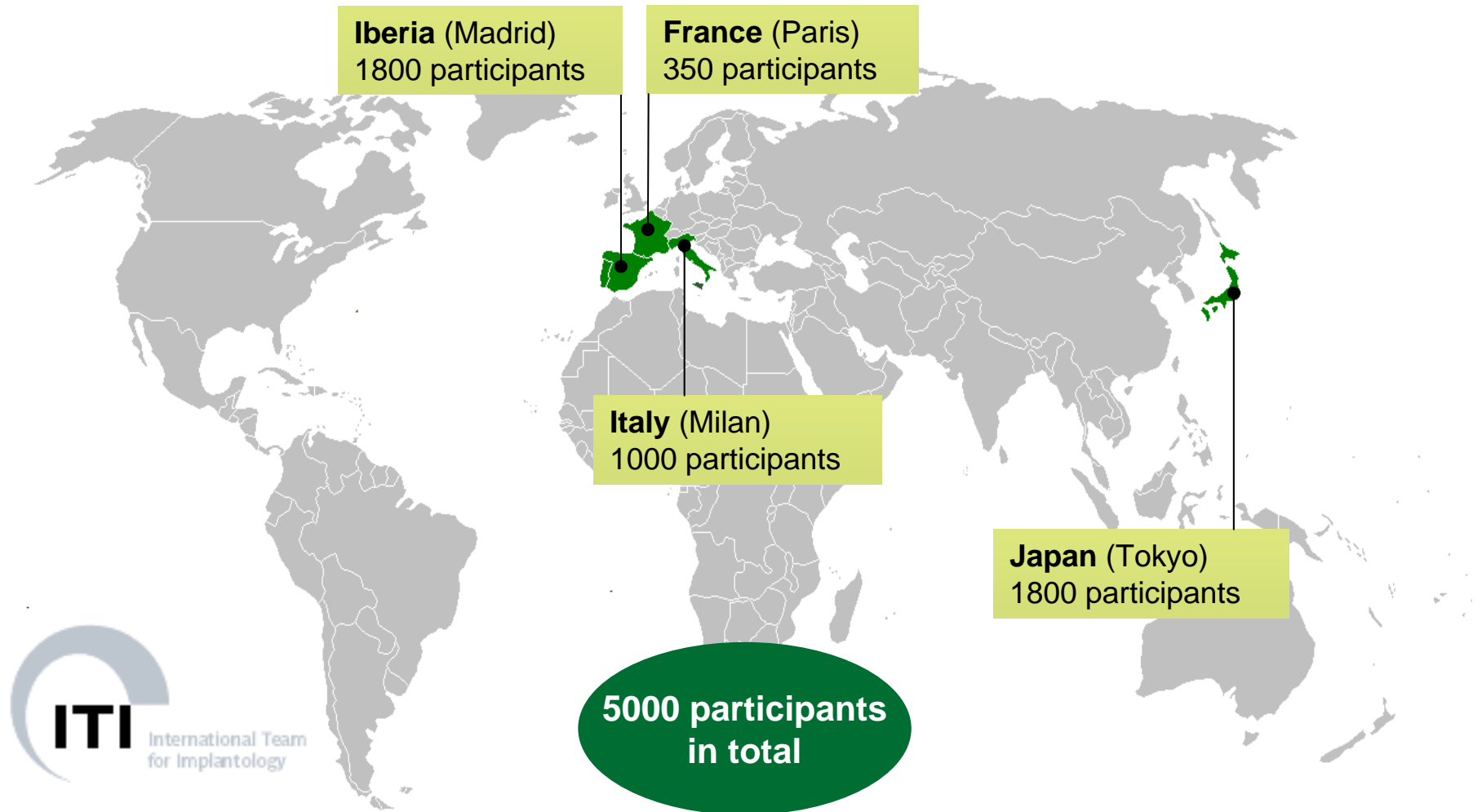
Strong presence at key meetings

		Participants
January	█ Quintessenz (Berlin)	2 500
	█ SDC (Dallas)	10 000
	█ CIOSP (São Paulo)	60 000
	█ FDM (Barcelona)	15 000
February	█ AO (San Diego)	2 500
	█ Chicago Midwinter	30 000
March	█ PDC (Vancouver)	11 000
	█ AEEDC (Dubai)	10 000
	█ IDS (Cologne)	106 000

250 000 participants in total



Share of scientific voice leveraged through highly successful national ITI congresses in Q1



Regulatory clearances and milestones

- **US:** Roxolid™ and Guided Surgery Kit (Straumann® Emdogain PLUS and Straumann® Membrane pending)
- **Canada:** Roxolid™, Zerion® ceramic and Coron™ cobalt materials for CAD/CAM
- **Korea:** SLActive®, Bone Level¹
- **Brazil:** Bone Level¹
- **Japan:** 11 submissions completed. Sterilisation change for Emdogain approved; es1 CAD/CAM scanner notified



Outlook

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As anticipated, economic pressure presents short-term challenges

- In the absence of reimbursement/insurance, patients are postponing elective dental procedures
- As patient traffic drops, dentists will treat in house rather than refer; conventional treatment is therefore expected to increase
- Dental practices reduce inventories
- Pricing pressure is expected to increase



Significant steps taken to control our destiny

- ≡ 2009 will be challenging and demanding
- ≡ Nobody knows how the markets will develop in the short term
- ≡ Results to date prove Straumann's assumptions to be accurate
- ≡ Stabilization seen in December continued throughout Q1
- ≡ Straumann has been able to maintain average selling prices
- ≡ We have taken actions to improve efficiency and to reduce costs on a sustainable basis, without compromising innovation, selling and service power
- ≡ We are monitoring developments closely to be ready for any market deterioration

Outlook 2009

(barring unforeseen circumstances)

Continuing uncertainty in the global economy and historically weak consumer sentiment make it difficult to guide for the full year. From Straumann's perspective, the market for implant, restorative and regenerative dentistry is not expected to grow in 2009.

The strength of its global franchises, product range and innovation capability affirm Straumann's confidence in achieving above-market growth. Based on the stabilization reported in the first quarter, the Group is maintaining its expectation to outperform the market in 2009.

Cost-containment measures implemented in January will lead to efficiency improvements that should enable the Group to deliver an operating margin of more than 20% in 2009, depending on currency developments.



Questions & answers

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Calendar of upcoming events

13 May 2009	Deutsche Bank conference, Zurich
11 August 2009	First-half results 2009
13-19 August 2009	European and US Roadshow
15 September 2009	Sanford Bernstein conference, London
29 October 2009	Third-quarter and nine-month revenues 2009
16 February 2010	Full-year results 2009

Detailed calendar on www.straumann.com

Your contacts

Media Relations

Mark Hill

Phone	+41 (0)61 965 13 21
Mobile	+41 (0)79 320 24 77
Email	mark.hill@straumann.com

Investor Relations

Fabian Hildbrand

Phone	+41 (0)61 965 13 27
Mobile	+41 (0)79 392 80 32
Email	fabian.hildbrand@straumann.com



Appendix

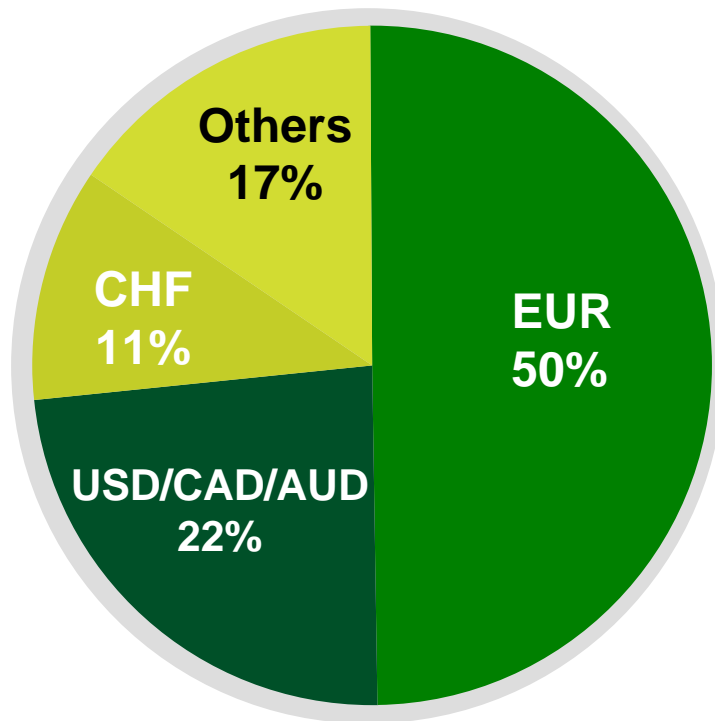
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Net revenue growth – First quarter 2009

CHF million	Q1 2008	Q1 2009
Europe	131.6	125.2
growth in % CHF	16.3	(4.8)
growth in % l.c.	17.0	3.1
North America	39.0	40.2
growth in % CHF	2.9	3.1
growth in % l.c.	15.6	0.7
Asia / Pacific	23.6	25.6
growth in % CHF	5.7	8.5
growth in % l.c.	5.6	3.3
Rest of the world	6.3	5.3
growth in % CHF	20.9	(15.8)
growth in % l.c.	20.1	(8.7)
Group	200.5	196.4
growth in % CHF	12.2	(2.1)
growth in % l.c.	15.4	2.3

Transactional currency exposure

Global net revenue distribution in %



Global cost distribution in %

