

Media release 06/04

Straumann expands Executive Management and scales up to manage continuing growth

- *US and German Country Presidents complement executive team*
- *Marianne Bürgi joins from Synthes to head Market Support*

Straumann, a global leader in implant dentistry and dental tissue regeneration, announced today that it is adding three new positions to its global executive management (currently six) to help master future expansion and complexity. The changes will come into effect on 1 October 2004.

Having expanded rapidly since becoming a public company six years ago, Straumann has transformed from a small family firm into a mid-size international company. In the first half of this year, the Group increased sales by 33% to CHF 217 million and created a further 102 new jobs worldwide, lifting the total number of its employees to more than 1,000. Based on the current trend, today's workforce could double by the end of 2008.

"Our biggest current challenge is to absorb continued growth and to sustain it by scaling up in a controlled manner. The senior appointments we are announcing today will help direct and manage future expansion and complexity", said CEO Gilbert Achermann.

Executive management team strengthened

Wolfgang Becker, President of Straumann Germany, and Russ Olsen, President of Straumann USA, both join the Executive Management, with Olsen assuming responsibility for the North American region in addition to his current duties. The CEO will continue to oversee the European region, while Thomas Jaberg will concentrate on sales in the rest of the world including the Asia-Pacific region and Straumann Distributors.

The other new executive position, Market Support, is filled by Marianne Bürgi, who joins Straumann from Synthes. In the course of her career at Synthes-Stratec, Marianne Bürgi spent a number of years in product and project management before becoming a Business Unit Manager and Member of the Executive Committee of Synthes-Stratec Europe and Latin America. She was also on the Board of AO Spine Europe. She thus brings to Straumann a wealth of product and senior management experience in the medtech industry.

From the beginning of October, Straumann's Executive Management will comprise: Gilbert Achermann (CEO), Russ Olsen (Sales North America & President Straumann USA), Wolfgang Becker (President Straumann Germany), Thomas Jaberg (Sales RoW & Distributors), Markus Koller (Implants), Sandro Matter (Biologics & Research), Marianne Bürgi (Market Support), Dieter Lipp (Operations) and Martin Gertsch (Finance).

Disclaimer

This press release contains certain "forwardlooking statements", which can be identified by the use of terminology such as "will", "could", "future", "accelerate," "to meet", "becoming", or similar wording. Such forwardlooking statements reflect the current views of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of the Group to differ materially from those expressed or implied. These include risks related to the success of and demand for the Group's products, the potential for the Group's products to become obsolete, the Group's ability to defend its intellectual property, the Group's ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group's ability to generate revenues and profitability, and the Group's ability to realize its expansion projects in Andover and Basel in a timely manner. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this release. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any forwardlooking statements contained in it as a result of new information, future events or otherwise.

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About Straumann

Headquartered in Waldenburg, Switzerland, Straumann is a global leader in implant dentistry and dental tissue regeneration. In collaboration with the International Team for Implantology (ITI), leading clinics, research institutes and universities, the Group researches, develops, produces and distributes implants, instruments and tissue regeneration products for use in tooth replacement solutions or to prevent tooth loss. Straumann also provides training and services to the dental profession worldwide. Straumann's implants and instruments are manufactured in Switzerland, whilst its dental tissue regeneration products are produced in Sweden. With affiliates in 14 countries and distributors in 35, Straumann employs more than 1000 people worldwide. In 2003, the Group generated sales of CHF 344 million and a net income of CHF 80 million.

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