

Media release 13/04

## **Straumann to establish subsidiary in Melbourne, Australia**

- *Straumann takes over distribution in third largest Asia/Pacific market*
- *New subsidiary brings Swiss-based company closer to customers*
- *Straumann Australia to begin operations on 1 July 2005*

Waldenburg, 7 December 2004: Straumann, the world's second largest manufacturer of dental implants and dental tissue regeneration products, today unveiled plans to establish its own fully-fledged subsidiary in Australia, which is scheduled to become fully operational in mid 2005. Located in Melbourne, the new subsidiary will initially employ a staff of 12 and will supply Straumann products and services to the entire Australian continent, in addition to providing a comprehensive training service for dental professionals in the field of implantology and tissue regeneration. This announcement closely follows the publication of Straumann's plans to set up a subsidiary in Italy and will bring the number of the group's subsidiaries to 16.

Straumann products have been available in Australia since 1996 and have been distributed exclusively through Ivoclar Vivadent Pty Ltd. When the new subsidiary becomes operational, Straumann will take over distribution of its products from Ivoclar Vivadent and will book full sales and profits generated in Australia, where it is currently ranked number 2 in its market.

Gilbert Achermann, CEO of Straumann, commented: "Ivoclar Vivadent has done a great job over the past eight years in driving this successful business to its current position in the market. Straumann now has sufficient critical mass in Australia to become a stand-alone operation. Having our own local subsidiary will bring us closer to customers and will enable us to provide an even higher level of service. It will also enable us to channel resources into developing new business opportunities in this attractive market".

Straumann has already hired Angela Young to head its Australian operations and plans to recruit the current team selling its products, in addition to seeking further talented sales people to drive its expanding Australian business. Ms Young is a seasoned professional in the dental industry and joins the company from Ivoclar Vivadent, where she has managed the Straumann business for 4 years. Her transfer will safeguard customer networks and will ensure seamless continuity of the business and customer service.

Despite the clear benefits of implant-based tooth restorations, it is estimated that dental implants have been placed in fewer than 10 of every 10 000 Australians, putting the penetration rate well below that of most North American and European countries. The main reason for this is the fact that the majority of Australia's 9 000 dentists are not trained in implant procedures, and only one in every four practices in this field. Straumann has developed programs to increase acceptance and training in collaboration with its exclusive scientific partner, the International Team of Implantology (ITI), an independent international network of eminent clinicians and researchers. These efforts are a major contribution to training and education in Australia in the fields of implant dentistry and tissue regeneration.

## About Straumann Products

Renowned for its outstanding quality and precision, the Straumann® Dental Implant System is one of the most successful and widely-used implant systems in Australia. It is also one of the longest and most extensively documented systems and is backed by more than 3000 publications. Its lasting success is the result of outstanding reliability and safety. Designed for maximum flexibility with a minimum number of components, the Straumann system offers excellent solutions for all indications using just three implant types: the Standard implant, optimized for non-submerged placement, the Standard Plus for semi- or fully submerged placement, and the Tapered Effect implant, designed for placement immediately after tooth extraction. All Straumann implants are finished with the SLA® surface, which continues to be the state-of-the-art technology and which offers the option of immediate loading (with good primary stability and appropriate occlusal loading according to indication). Straumann dental implants are complemented by a comprehensive portfolio of implant prosthetic components, offering optimal solutions for tooth restorations with sustainable high-end esthetic results.

Straumann also develops and manufactures products that help to heal periodontally compromised teeth or to support implant procedures. These include innovative products such as Emdogain®, a convenient protein-based gel which regenerates the periodontal tissue that supports the teeth. Its indications include the treatment of tissue recession due to periodontitis. Emdogain is marketed in some 40 countries and is currently undergoing the process of registration with the Therapeutic Goods Association in Australia.

## About Straumann

Headquartered in Waldenburg, Switzerland, Straumann (SWX: STMN) 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.

## Disclaimer

This press release contains certain "forward-looking statements", which can be identified by the use of terminology such as "to establish", "to begin", "is scheduled", "will", "becomes", or similar wording. Such forward-looking 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 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, the Group's ability to realize its collaboration or expansion projects in a timely manner, and the Group's ability to realize projects such as the establishment of subsidiary companies 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 forward-looking statements contained in it as a result of new information, future events or otherwise.

**Contact:**

Mark Hill  
Straumann Corporate Communication  
+41 (0) 61 965 13 21

Australia:  
Angela Young  
Ivoclar Vivadent Pty Ltd  
+61 (0) 417 34 43 08

**Straumann Holding AG**, Hauptstrasse 26, 4437 Waldenburg, Schweiz  
Tel: +41 (0) 61 965 11 11 / Fax: +41 (0) 61 965 11 01  
E-Mail: [corporate.communication@straumann.com](mailto:corporate.communication@straumann.com) oder [investor.relations@straumann.com](mailto:investor.relations@straumann.com)  
Homepage: [www.straumann.com](http://www.straumann.com)

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