# CREATING OPPORTUNITIES

## Analyst and investor breakfast

March 23rd, IDS Cologne

# Strong foundation to capture numerous market opportunities

Marco Gadola, CEO

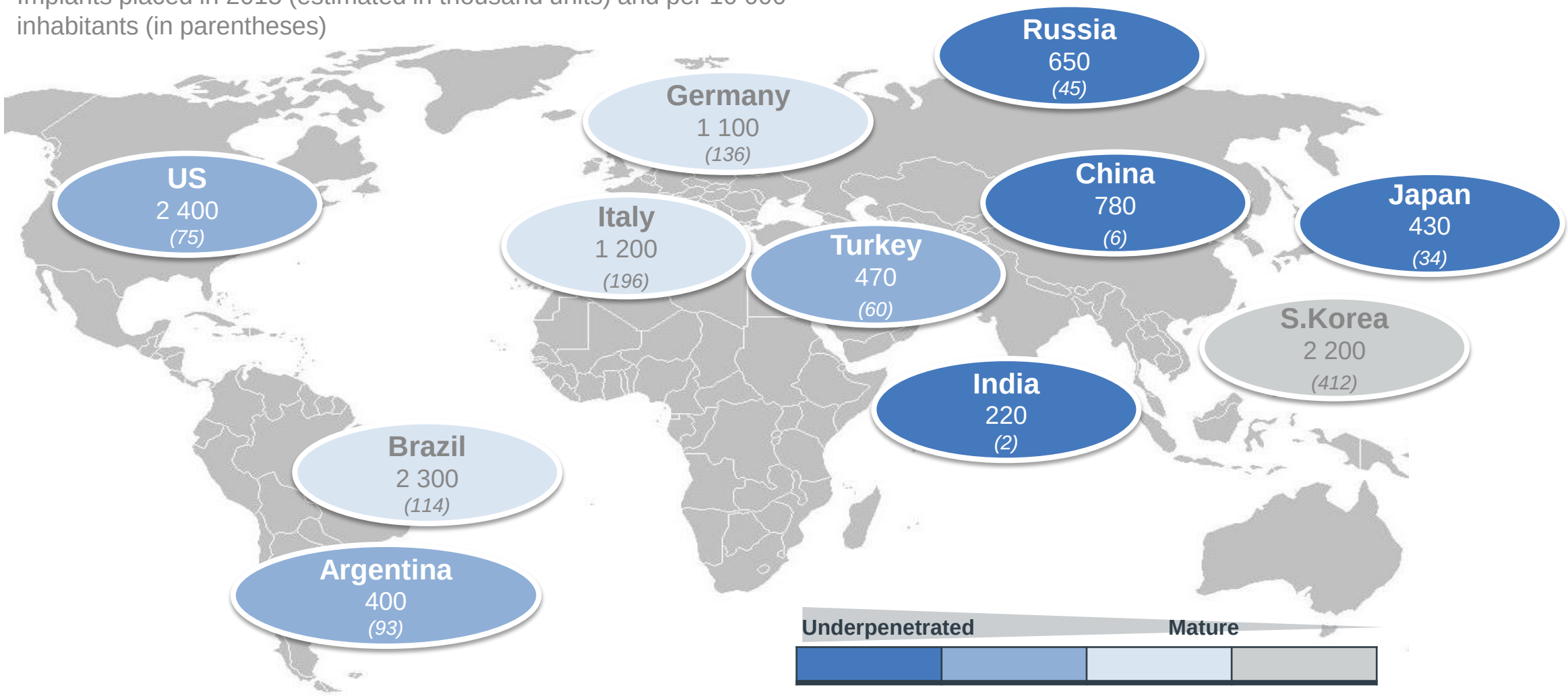
straumanngroup

# Straumann Group – a portfolio of brands and partners driving innovation in dentistry

Premium | Technology & manufacturing platform | Non-Premium

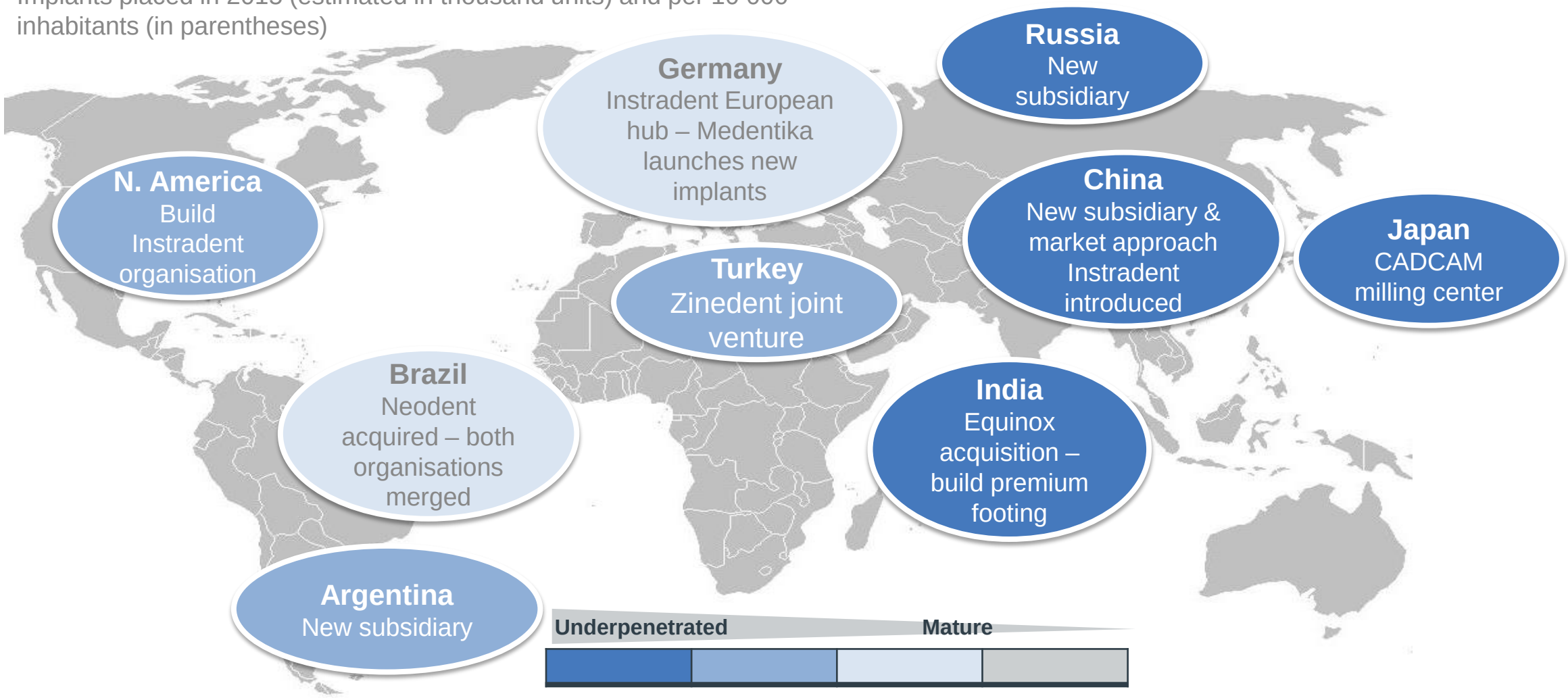
# Huge potential in underpenetrated markets

Implants placed in 2015 (estimated in thousand units) and per 10 000 inhabitants (in parentheses)

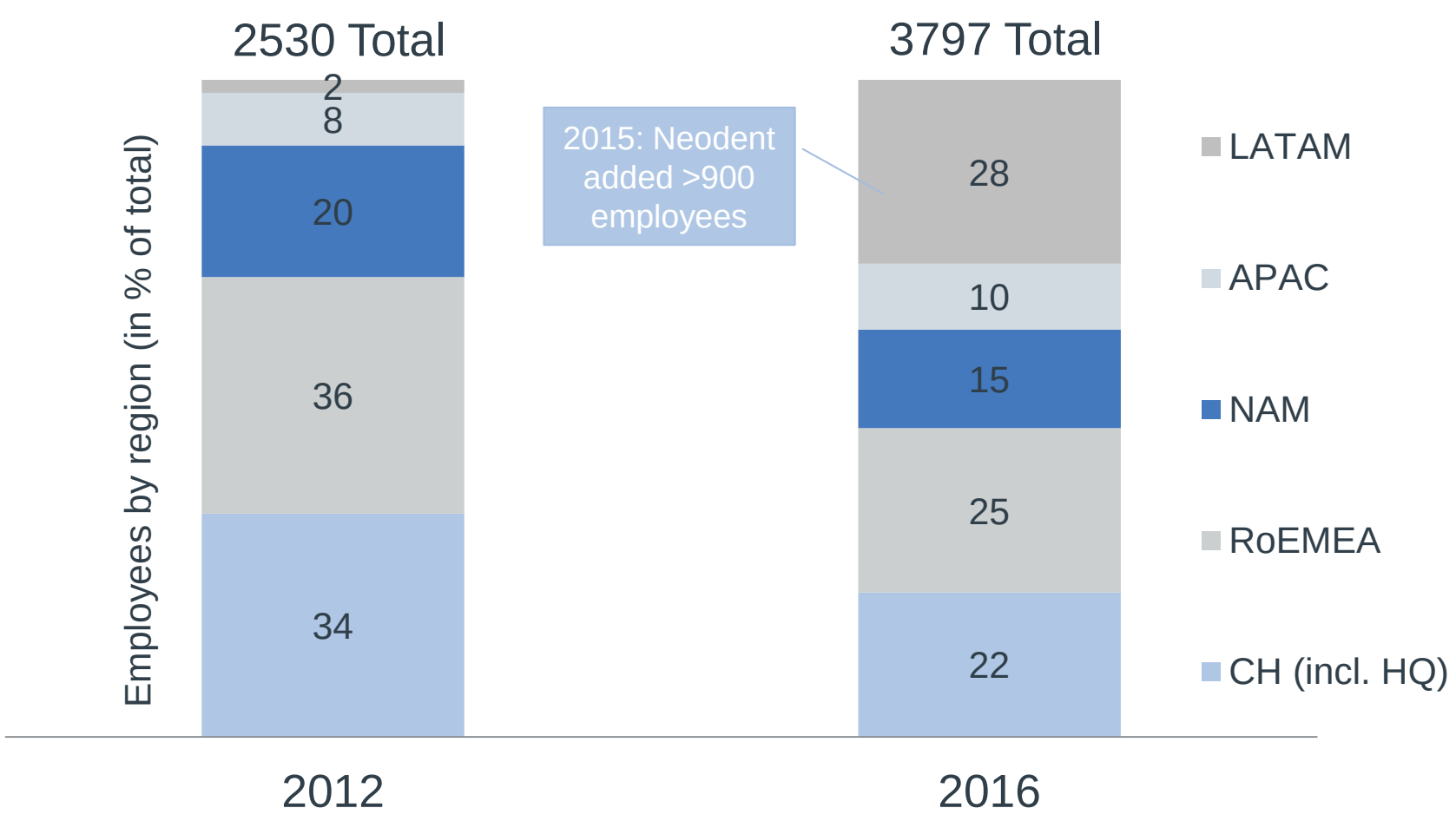


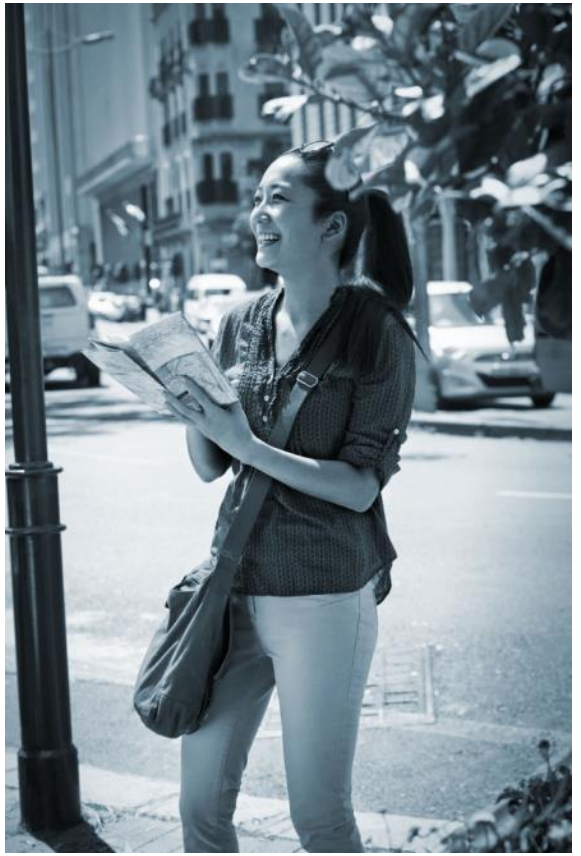
# Strategic actions to exploit underlying potential

Implants placed in 2015 (estimated in thousand units) and per 10 000 inhabitants (in parentheses)

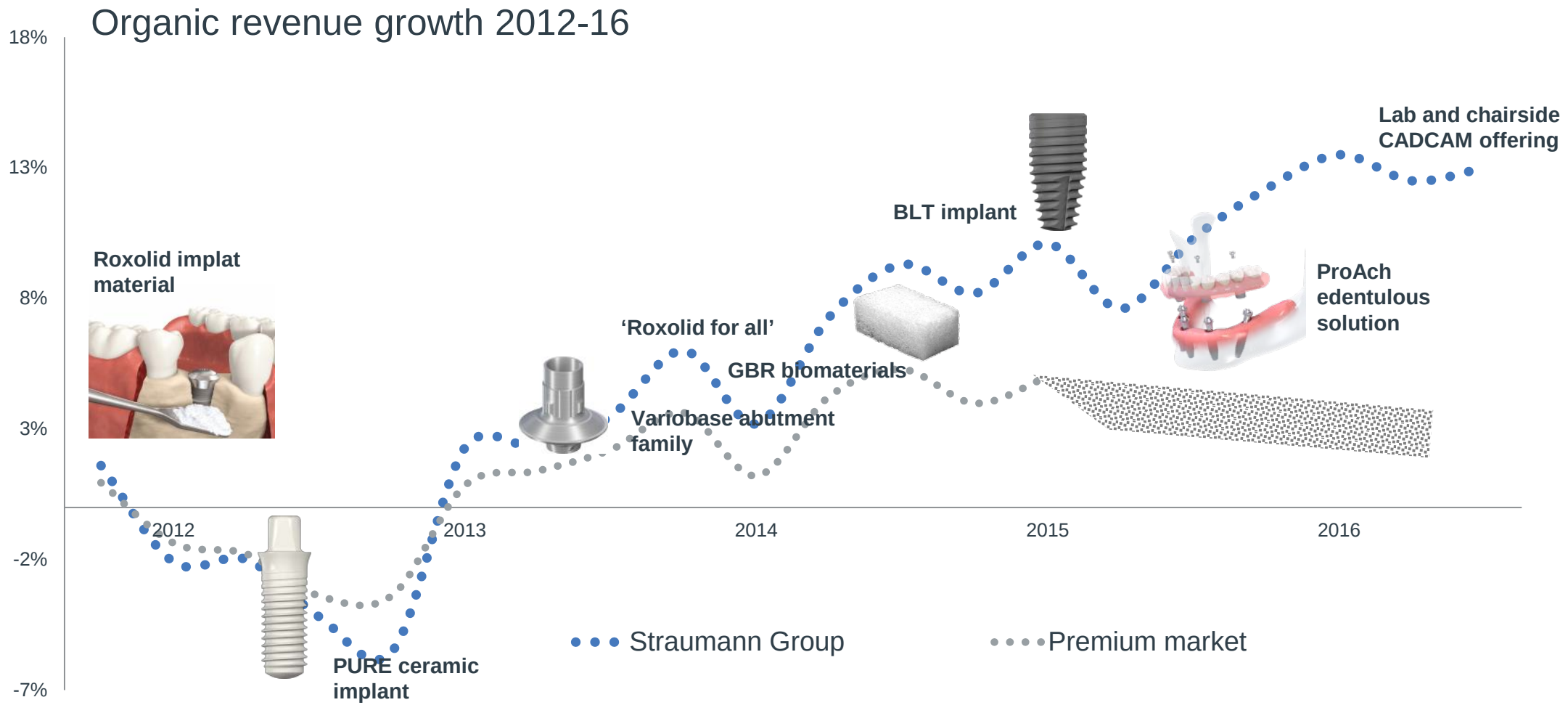


# Geographical expansion reflected in an increasingly international team



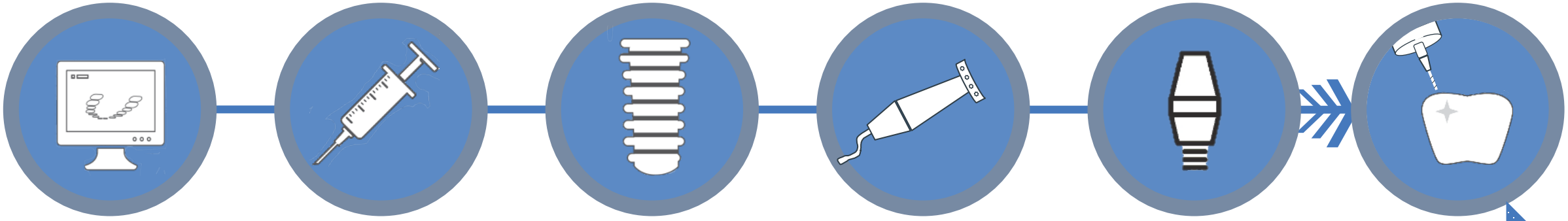
# Key products/solutions that have spurred our growth in recent years






Premium implant market includes the following brands: Nobel Biocare, Dentsply Implants, Zimmer, Biomet ,and Straumann

# 2012-2016: Product range systematically extended

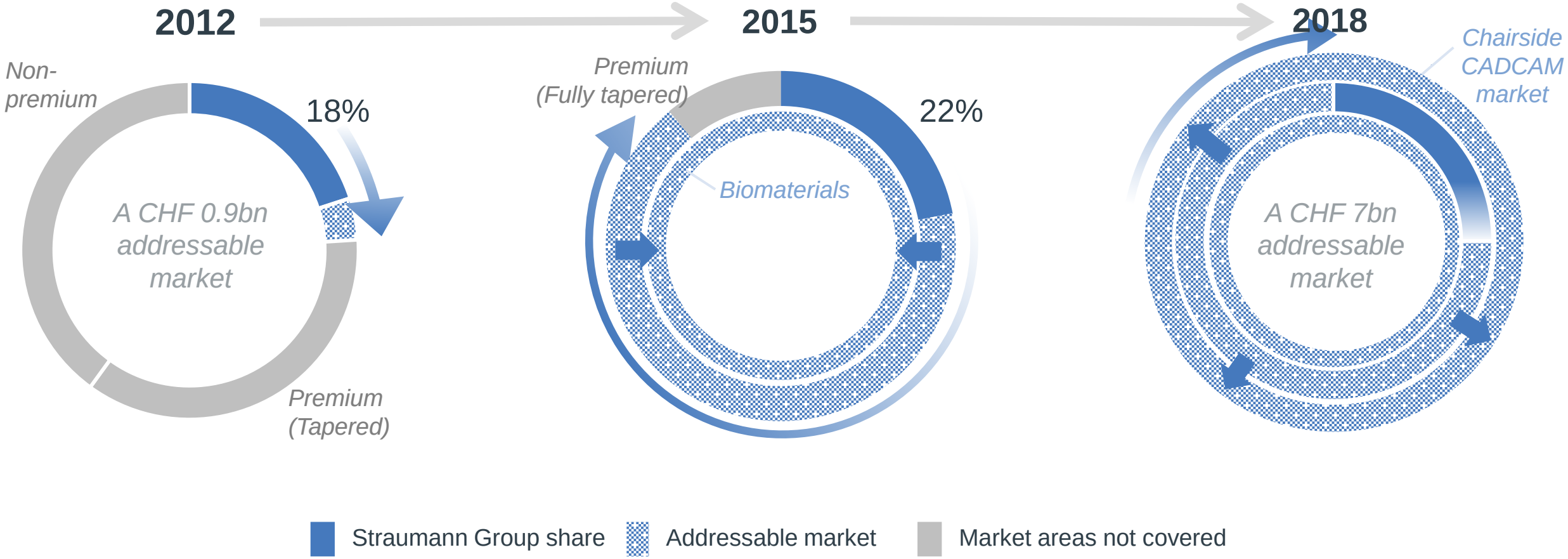



| | | | | | |
|---|---|---|---|---|---|
| CT imaging | Bone substitute | Parallel-walled implants | Intra-oral scanners | Stock abutments | Equipment: Chairside milling |
| Treatment planning | Membrane | Tapered implants | Desktop scanners | CADCAM abutments | Equipment: Lab milling |
| Traditional surgical guides | Hard- and soft tissue regeneration | Ceramic implants | | 3rd party CADCAM abutments | Outsourcing service: Scan & Shape service |
| Digital surgical guides (central / chairside) | | Guided implants | | Implant frameworks (SRBB) | Consumables: Ceramic blocks |

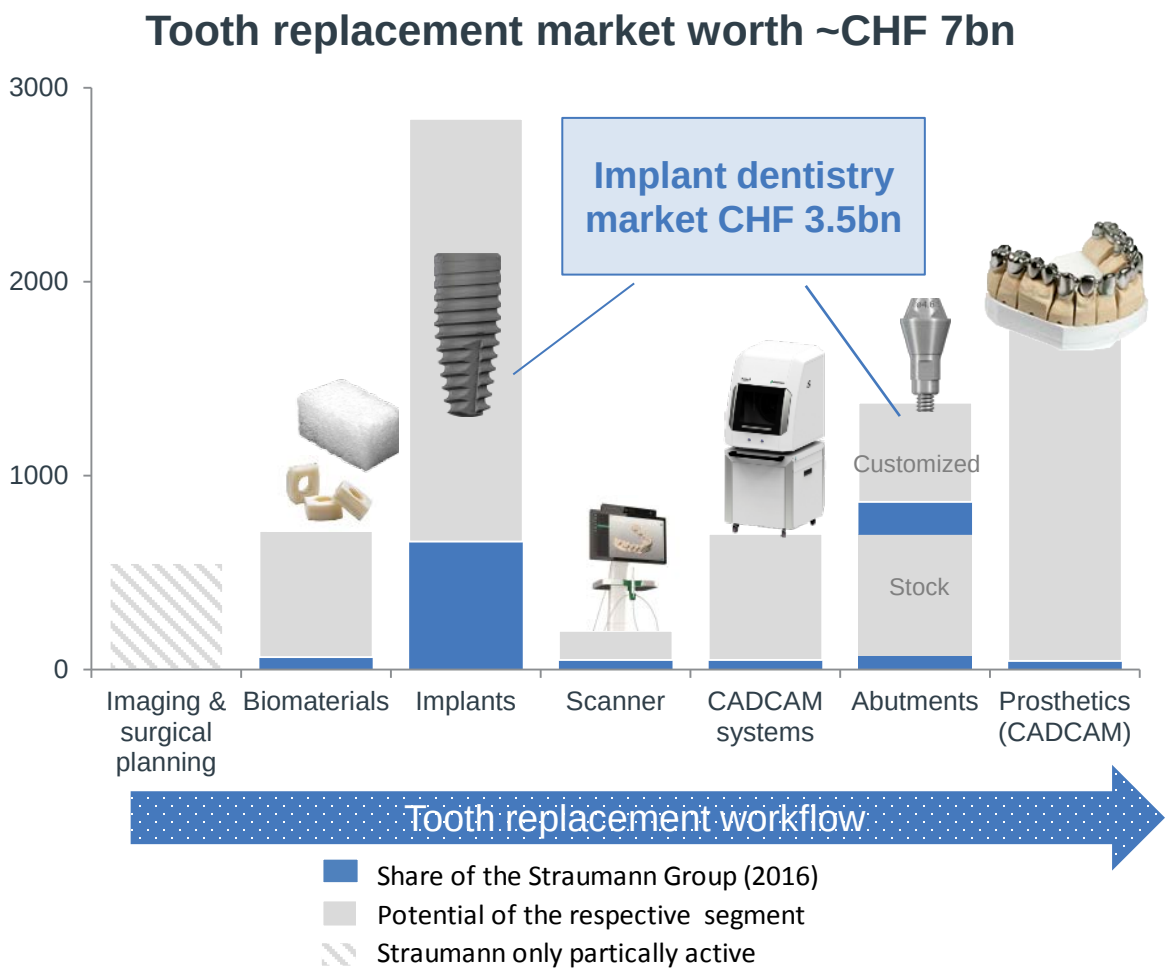
Covered in 2012 Newly offered /expanded No offering in 2017

# Expanding the addressable market

| Milestones: | *Biomaterial range expanded (botiss)* | *BLT launch* | *Neodent consolidation* | *Chairside market entry (2017)* | *Fully-tapered implant; scope expansion (2018)* |
|---|---|---|---|---|---|



# Growth and market share opportunities in all segments



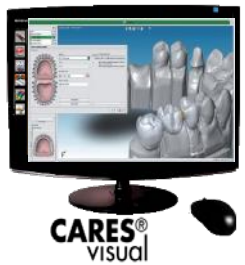

- By systematically expanding our offering we have doubled our addressable market
- Straumann's market share in adjacent segments is still low, which offers great opportunities
- Digital dentistry is still at an early stage – from CT/DVT imaging and intra-oral scanning in the practice to automated output in the laboratory

# Ready to support all CADCAM workflows

*Intra-oral scanning*

NEW

*Lab scanning*



*Centralised milling*

2016

*In-lab milling / practice lab*

NEW

NEW

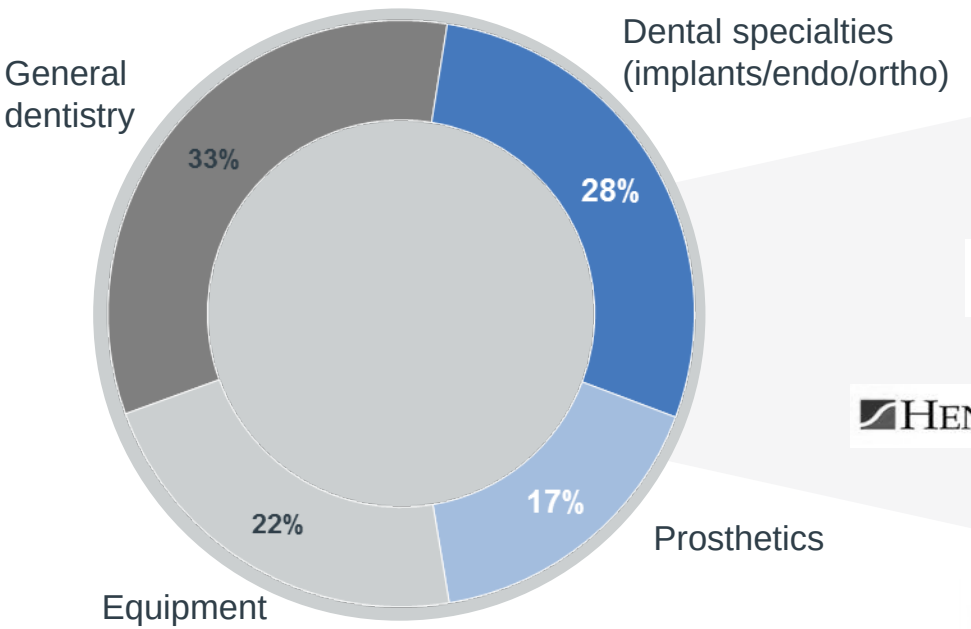
*Dentist chair milling / 3D printing*

2016

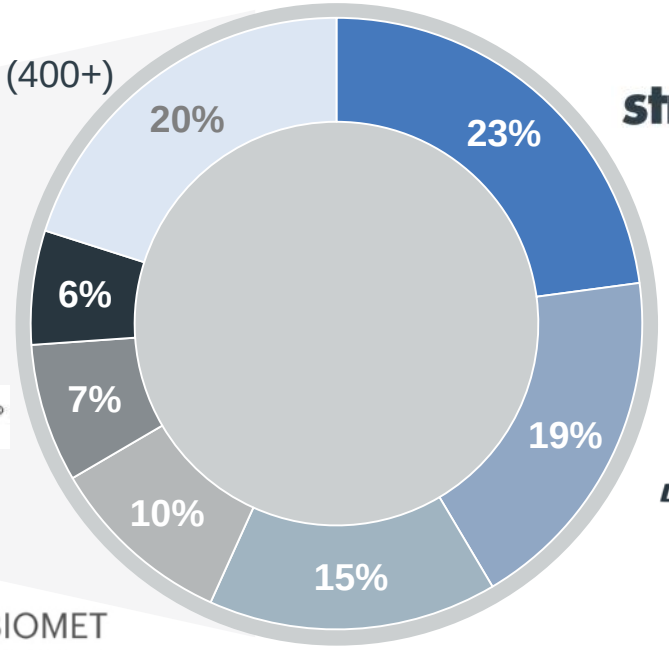
**Scan of patient case** | **Prosthetic design** | **Manufacturing**

# Bolstered leading position in an attractive market

## Global dentistry market worth CHF 24bn in 2016[1]




## Global market for implant dentistry worth CHF 3.5bn in 2016[2]




straumann group

OSSTEM IMPLANT

HENRY SCHEIN®

DANAHER

ZIMMER BIOMET
Your progress. Our promise.

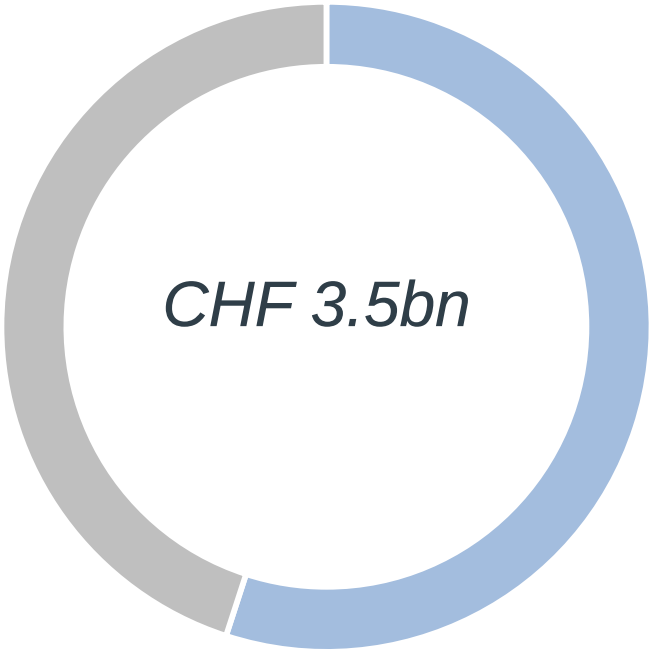
Dentsply Sirona



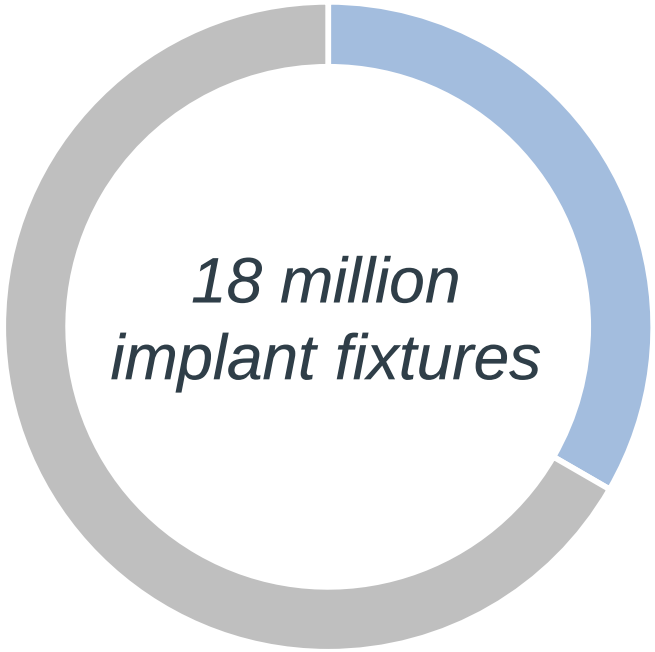
Source: [1] Market data based on Goldman Sachs, Renub Research, Marketsandmarkets, and Straumann estimates
[2] Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates

# The global implant market by value and volume

## Market value




## Market volumes



Premium implants

Non-premium implants



Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates

# Dual approach to customers to maximise market impact

Market value

CHF 3.5bn

18 million

Premium implants

Non-premium implants

straumann
simply doing more

INSTRADENT
Bright choice. Bright smiles.

Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates

**Frank Hemm,**
EVP Marketing & Education

**Petra Rumpf,**
EVP Instradent Mgmt & Strategic Alliances

straumanngroup

straumann
simply doing more

| | | |
|---|---|---|
| etkon (100%) | dental wings Canada (55%) | VALOC (49%) |
| maxon dental ceramic healthcare Germany (49% JV) | createch Spain (30%) | VR BIOMEDICAL Canada (30%) |
| RODO MEDICAL USA (12%) | botiss biomaterials Germany | AMANNGIRRBACH Austria |
| 3shape Denmark | rapidshape DENTAL Germany | GENOSS For Patients & Doctors South Korea |
| NIBEC South Korea | LifeNet Health USA | |

INSTRADENT
A Straumann Group Brand

| | |
|---|---|
| NEODENT Brazil (100%) | equinox India (100%) |
| MEDENTIKA Germany (51%) | T-PLUS Dental Implant Taiwan (49%) |
| zinedent Turkey (49%) | anthogyr France (30%) |

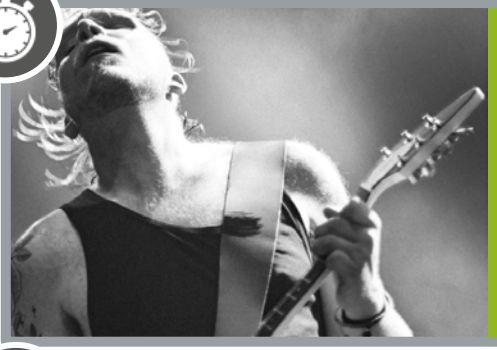
Premium | Technology & manufacturing platform | Non-Premium

# Become THE Total Solution Provider for Tooth Replacement

**Frank Hemm,** EVP Marketing & Education

straumanngroup

# Innovation around 6 key themes



DIGITAL PERFORMANCE

EDENTULOUS PATIENTS

PROSTHETIC EFFICIENCY

ENABLEMENT & EDUCATION

REDUCED INVASIVENESS

ESTHETICS & BIOMATERIALS



Footnote

# Scanning and milling for dentists

## Straumann-branded 3shape TRIOS® 3 intraoral scanner solutions

- Industry-leading technology, accurate, ultra-fast, powderless scanning
- Digital shade measurement and integrated intraoral camera

## Straumann CARES® C Series chairside milling

- Compact, very sturdy, precise, efficient, easy to use
- 4-axis wet milling and grinding of glass ceramic and hybrid materials
- Grinding times reduced by up to 60%

Footnote

# Milling for dental and practice labs

## Straumann CARES® D Series

- 5-axis dry milling machine with wide range of indications
- Processes all dry milling materials (zirconia, PMMA, wax, sintron, hybrid ceramics etc.)

Footnote

# Versatile 3D printing

## Straumann P Series 3D printer for dentists and labs

- Produces temporary restorations, models, guided surgery drill templates in certified precision, partial frameworks, bite splints and ortho models
- Compact, reliable, simple, intuitive
- Fastest solution on the market; prints drill templates or temporaries in approx. 16 minutes
- Open system – wide choice of certified biocompatible materials from various suppliers

‘Open’ dental practice and laboratory 3D printers

*Drill guides*

*(Temporary) crowns & bridges*

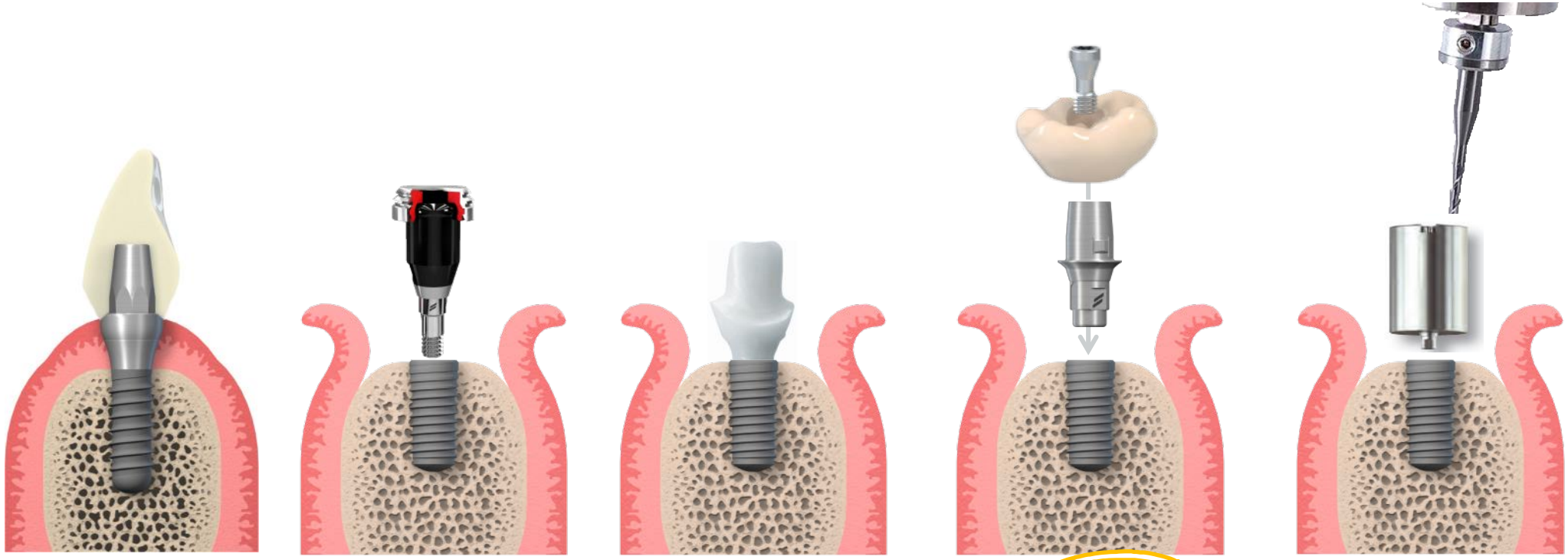
*Models*

*Splint & Clear aligners*

# See it all on board our truck in Hall 4.2

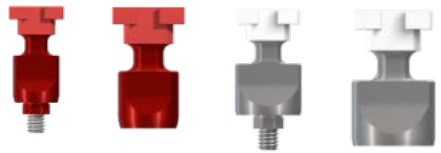
European Tour 2016-18 to showcase Straumann's complete suite of digital solutions

# Abutment type variations



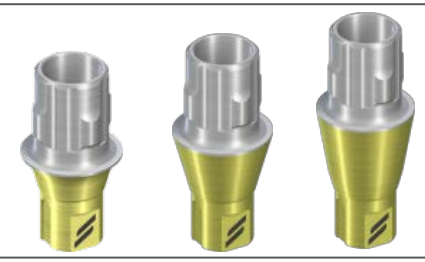
| Type | Standard abutment | Novaloc® (edentulous) | Individualized | Ti-base | Pre-milled |
|---|---|---|---|---|---|
| Processing | pre-fabricated | pre-fabricated | CADCAM | pre-fabricated | CADCAM |

# Prosthetic solutions – elegance beyond efficiency



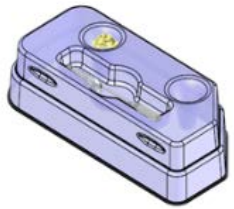
**TL impression copings**
New TL impression components for better handling

FMR May 17



**BL VB additional GHs**
Height 2 mm and 3 mm for Bone Level NC & RC

FMR May 17



**SRA sterile**
Sterile SRA abutments including holding pin

FMR Apr 17

**CARES® CoCr abutments**
Direct veneerable with common ceramics

FMR Apr 17

**VB Angled Solution**
The VB solution for angled screw channels up to 25°

FMR Apr 17

**VB Bridge 2nd Gen.**
Improved version of VB bridge resolving cementation topic

FMR May 17

# Attractive centralized milling service

- >1000 individualized crown & bridge elements shipped per day
- International service across continents
- Very high precision
- Broad range of materials, including super-esthetic glass and nano ceramics
- Straumann CADCAM is fully integrated and meets FDA and ISO standards

# Straumann n!ce® – fully crystallized glass-ceramic

- Glass-ceramic blocks for milling highly esthetic natural-looking restorations
- Fully crystallized – saves chairside time
- Precise fit, smooth margin lines
- High-quality material for strength and longevity

# Prosthetic solutions for other implant systems

- High-quality components compatible with major implant systems
- Leading manufacturing standards; validated, efficient workflow; life-time guarantee
- Flexibility, choice & customer experience only Straumann can offer

etkoniDent by Straumann®

| Nobel Biocare® | BIOMET 3i® | Zimmer® Dental | DENTSPLY® Implants |
|---|---|---|---|
| AA – NobelReplace® Tapered | AC – Certain® | AF – Tapered Screw-Vent® | AG – ASTRA TECH OsseoSpeed® TX |
| AB – NobelActive® NobelReplace® Conical | AD – External Hex | Series AF-Zimmer® Dental/ Tapered Screw-Vent® is compatible with the following platforms: • MIS®/SEVEN® Internal Hex • BioHorizons®/Tapered Internal • Tapered Internal Plus • Tapered Tissue Level | AH – XIVE® S |
| AE – Brånemark® | | | Coming soon AN – ASTRA TECH Osseospeed® EV AO – ANKYLOS® |

| Altatec® | Bredent Medical® | BEGO Implant Systems® | Medentis Medical® |
|---|---|---|---|
| Coming soon AI – Camlog® AM – Conelog® | Coming soon AJ – SKY® | Coming soon AK – Semados® S/RI/RS/RSX | Coming soon AL – ICX® |

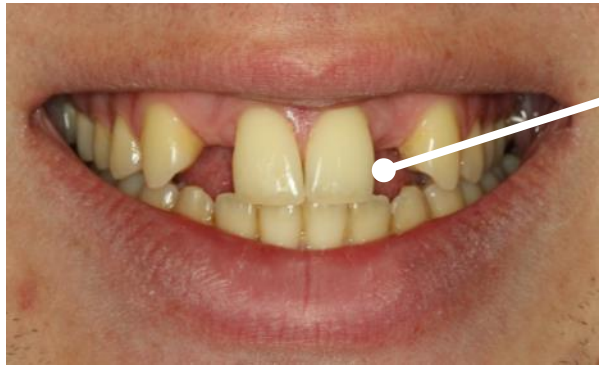


Footnote

REDUCED INVASIVENESS

# Further reduced invasiveness – introducing Straumann SmallOne

- 2.9mm diameter BLT implant for single-tooth restorations with the outstanding strength of Roxolid® and the fast-healing SLActive® surface
- Prosthetic components with unique oval design, closely matching anatomy of teeth
- Space for soft tissue; pleasing esthetic results in anterior region

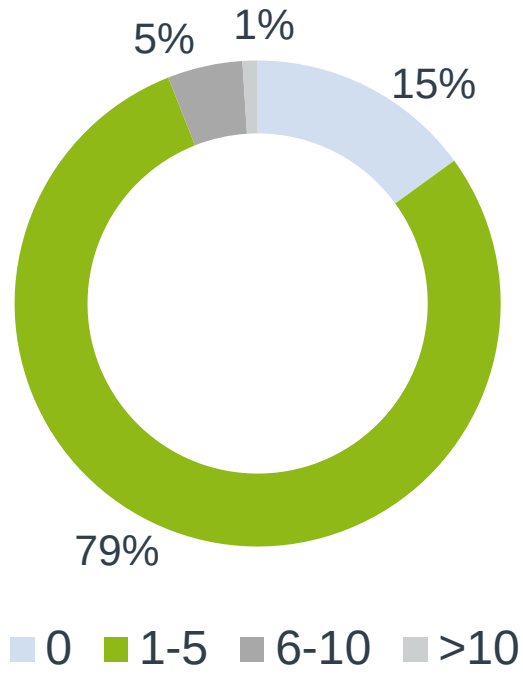


Footnote

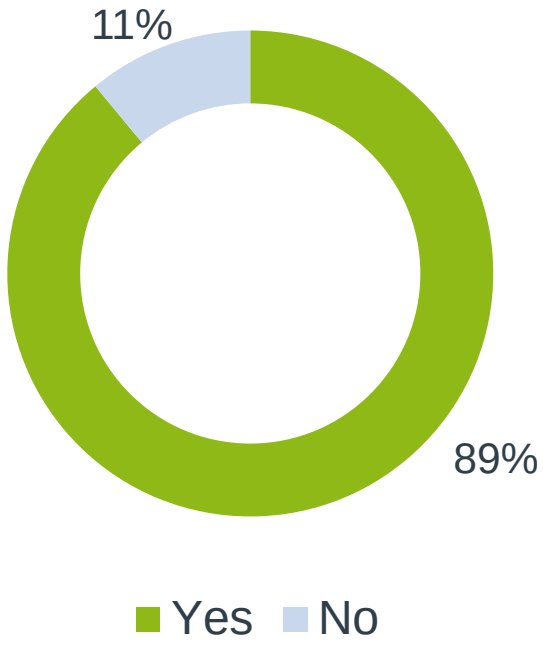
# Great need for smaller diameter implants from Straumann

REDUCED INVASIVENESS

How many patients for a 2-piece small diameter implant do you treat each month?




Would you switch to Straumann if the company would offer a 2.9mm diameter implant?




*Straumann survey in Germany among 120 dentists*

# Straumann edentulous solutions

## Designed for optimum outcomes taking into consideration:

- Patient expectations and financial resources
- Clinical situation (age, comorbidities, bone quality, anatomy, habits)

# Edentulous solutions – fixed and removable options

## Straumann Pro Arch tissue level

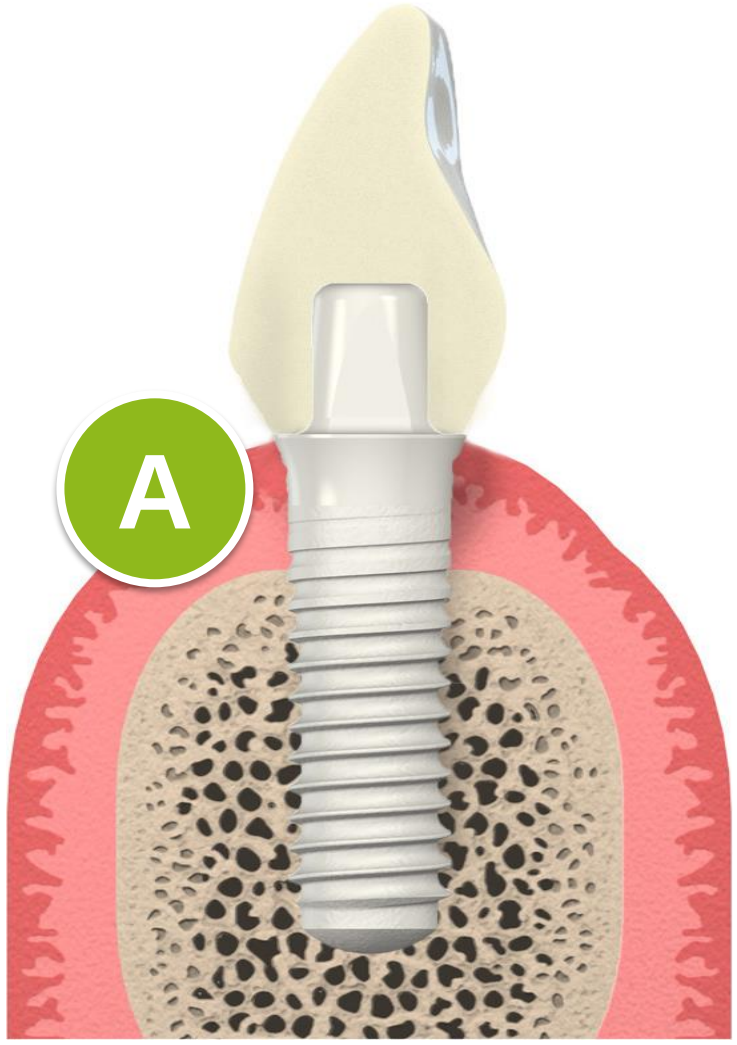
- Comprehensive: implants, abutments, CADCAM framework and auxiliaries for fixed full-arch restorations
- Now available for tissue level implants
- Shortest screw-type implant available
- High mechanical and primary stability

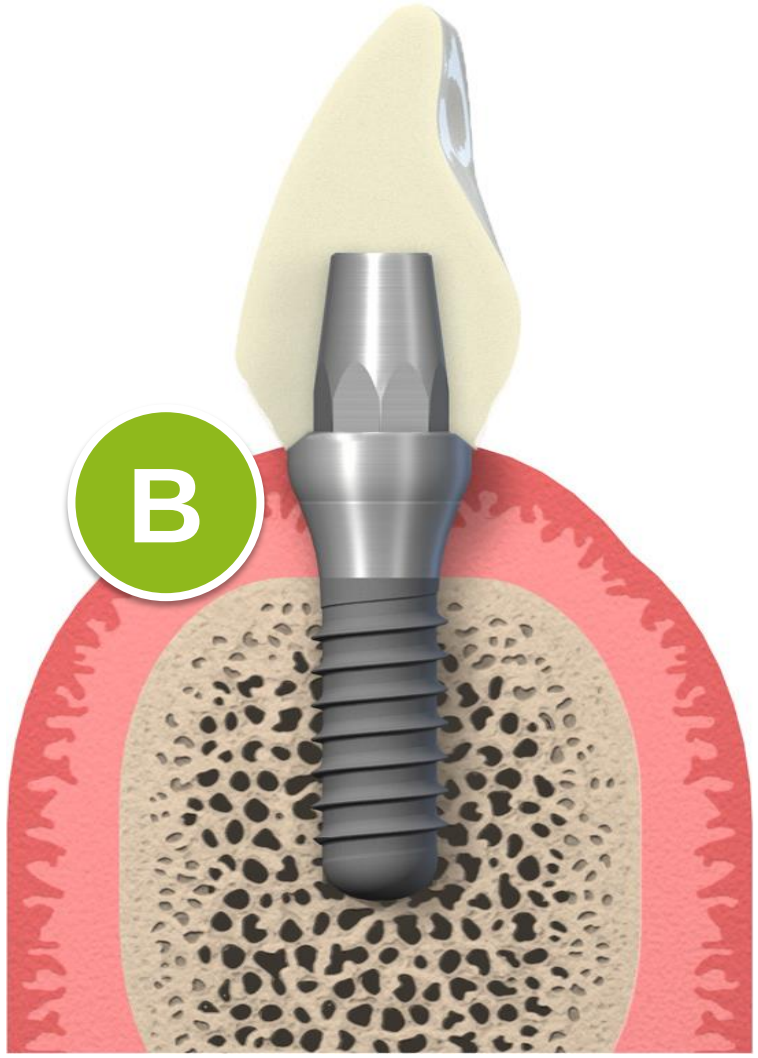
## Straumann Novaloc® for hybrid dentures

- Innovative carbon-based abutment coating provides excellent resistance to wear
- Overcomes implant divergence of up to 60°
- Straight and 15°-angled abutments with various gingiva heights
- Reliable connection with durable PEEK matrices

Footnote

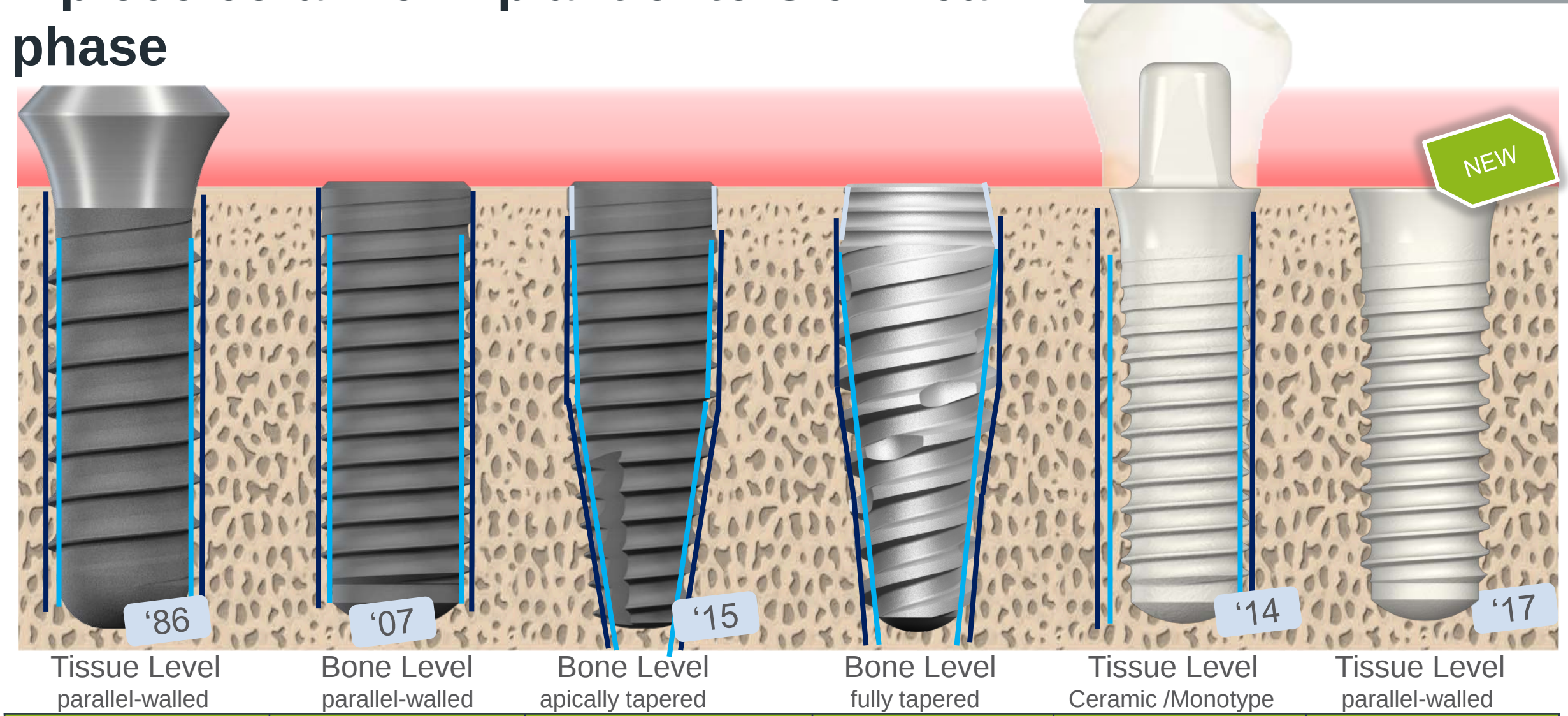
# Ask yourself: which implant would you chose for yourself?



# 2-piece ceramic implant enters clinical phase

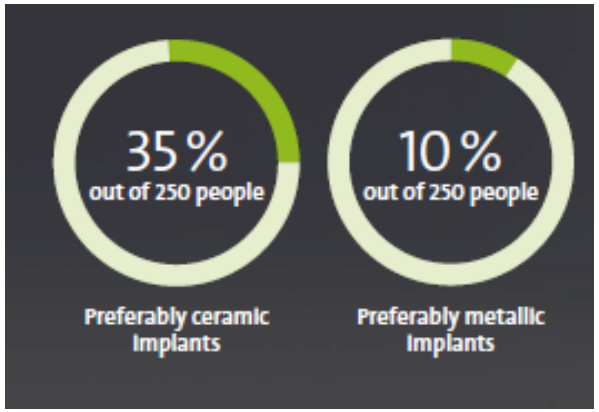
ESTHETICS & BIOMATERIALS




| Tissue Level<br>parallel-walled | Bone Level<br>parallel-walled | Bone Level<br>apically tapered | Bone Level<br>fully tapered | Tissue Level<br>Ceramic /Monotype | Tissue Level<br>parallel-walled |
|---|---|---|---|---|---|
| **Straumann** | **Straumann** | **Straumann** | | **Straumann** | **Straumann** |
| | Neodent | Neodent | Neodent | | |

# Straumann PURE Ceramic implants – a natural, strong solution

- New two-piece implant complements 3.3mm and 4.1mm monotype portfolio
- Manufactured from zirconia with a ZLA® surface for enhanced osseointegration
- Favorable soft-tissue attachment, high-end esthetic restorations
- Flexible treatment protocols, digital pre-operative implant planning



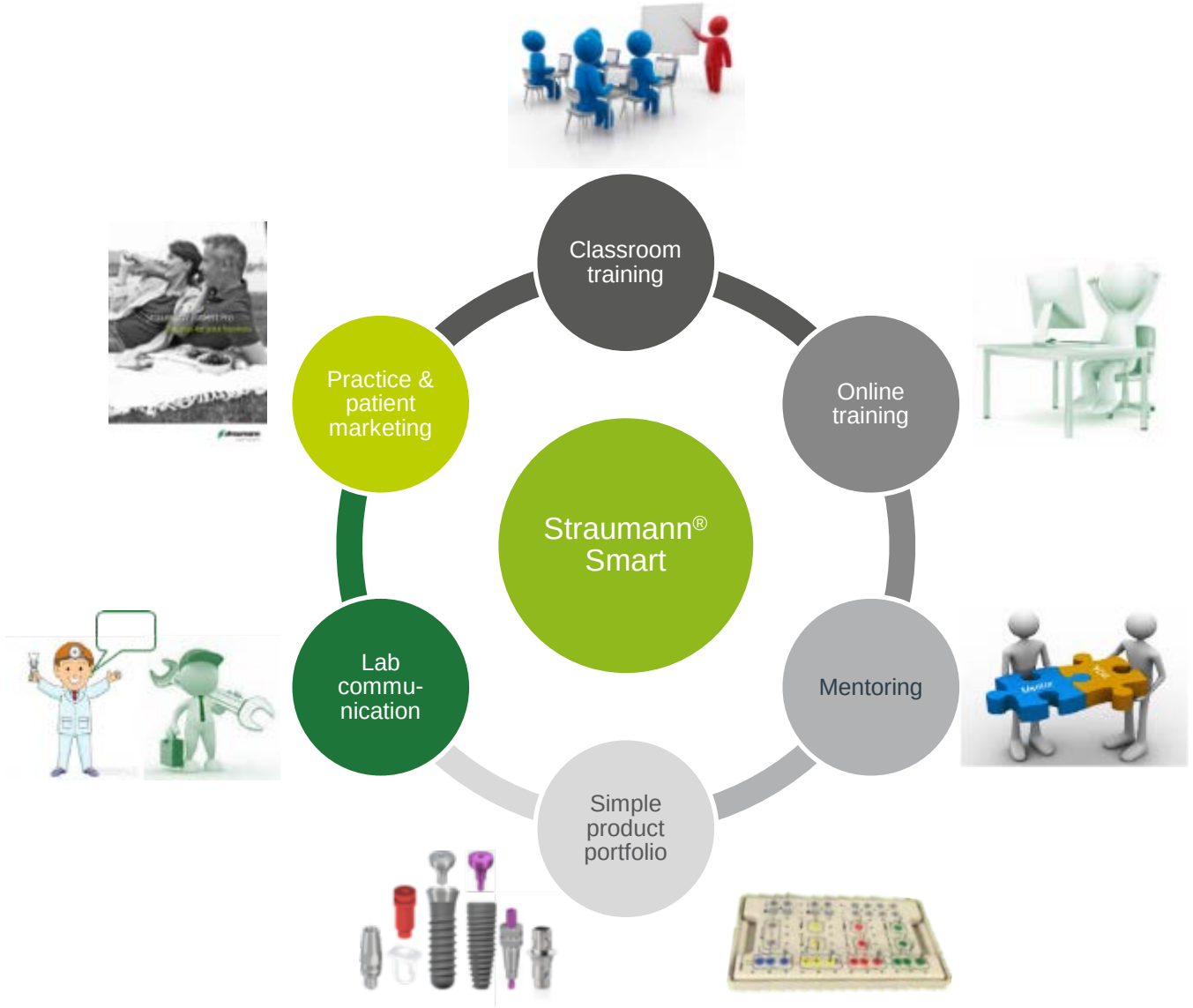
Footnote

# Straumann Biomaterials – when one option is not enough

- Exceptional range to provide the right solution in implantology and periodontology
- New indication for Emdogain® in oral wound healing
- Straumann takes over botiss distribution in Germany, enabling botiss to concentrate on innovation & development
- Straumann now offers botiss innovative graft bonering

# Discovering the world of implant dentistry with Straumann Smart

- Holistic solution developed to help dentists start and continue placing and/or restoring dental implants in straightforward cases
- Designed to help them grow their implant business quickly and with confidence



# Target unexploited growth markets & segments

Petra Rumpf, Head Instradent & Strategic Alliances

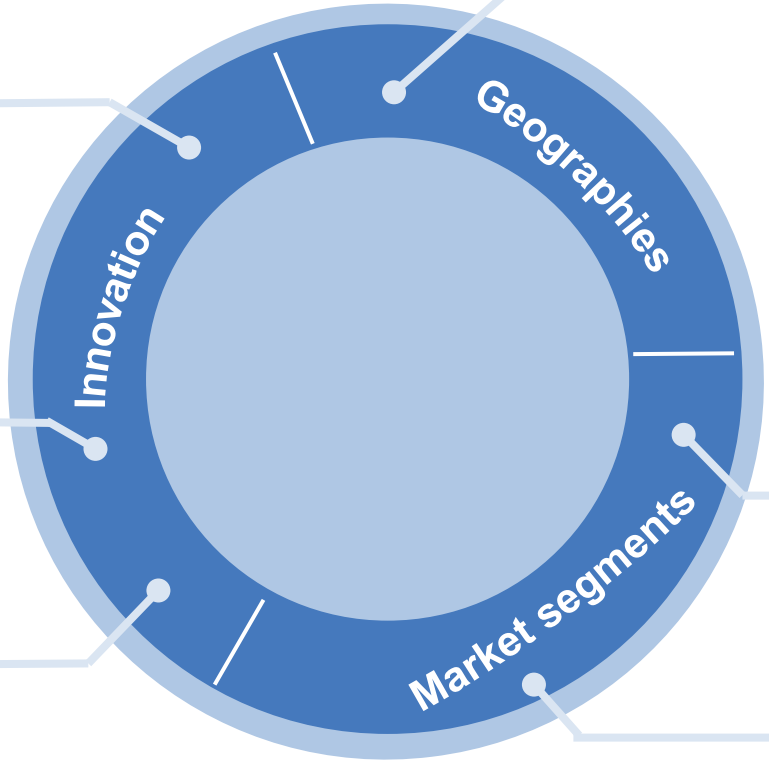
straumanngroup

# Instradent’s growth drivers

Disruptive products: ceramic implants (CIM)

Bringing proven concepts to the next level

Moving rom products to treatment concepts



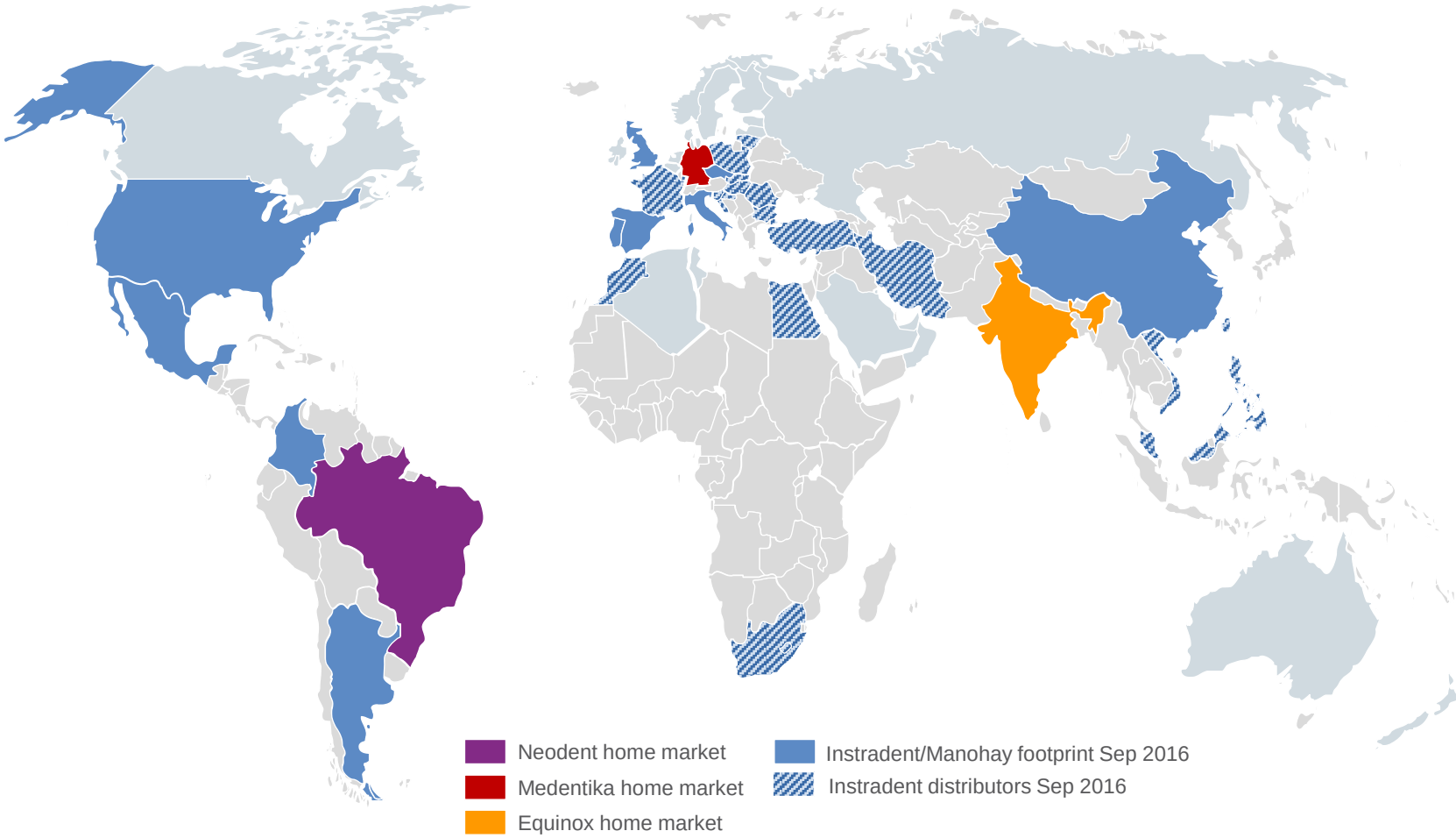

Expanding our footprint

DSO Leading in DSO

Expanding the edentulous opportunity

# Rapidly expanding our footprint in the non-premium segment

NEODENT
MUITO MAIS QUE IMPLANTES DENTÁRIOS.
MEDENTIKA®
Anthogyr
PRIME MOVER IN IMPLANTOLOGY
zinedent
equinox



# Rapidly expanding our footprint in the non-premium segment

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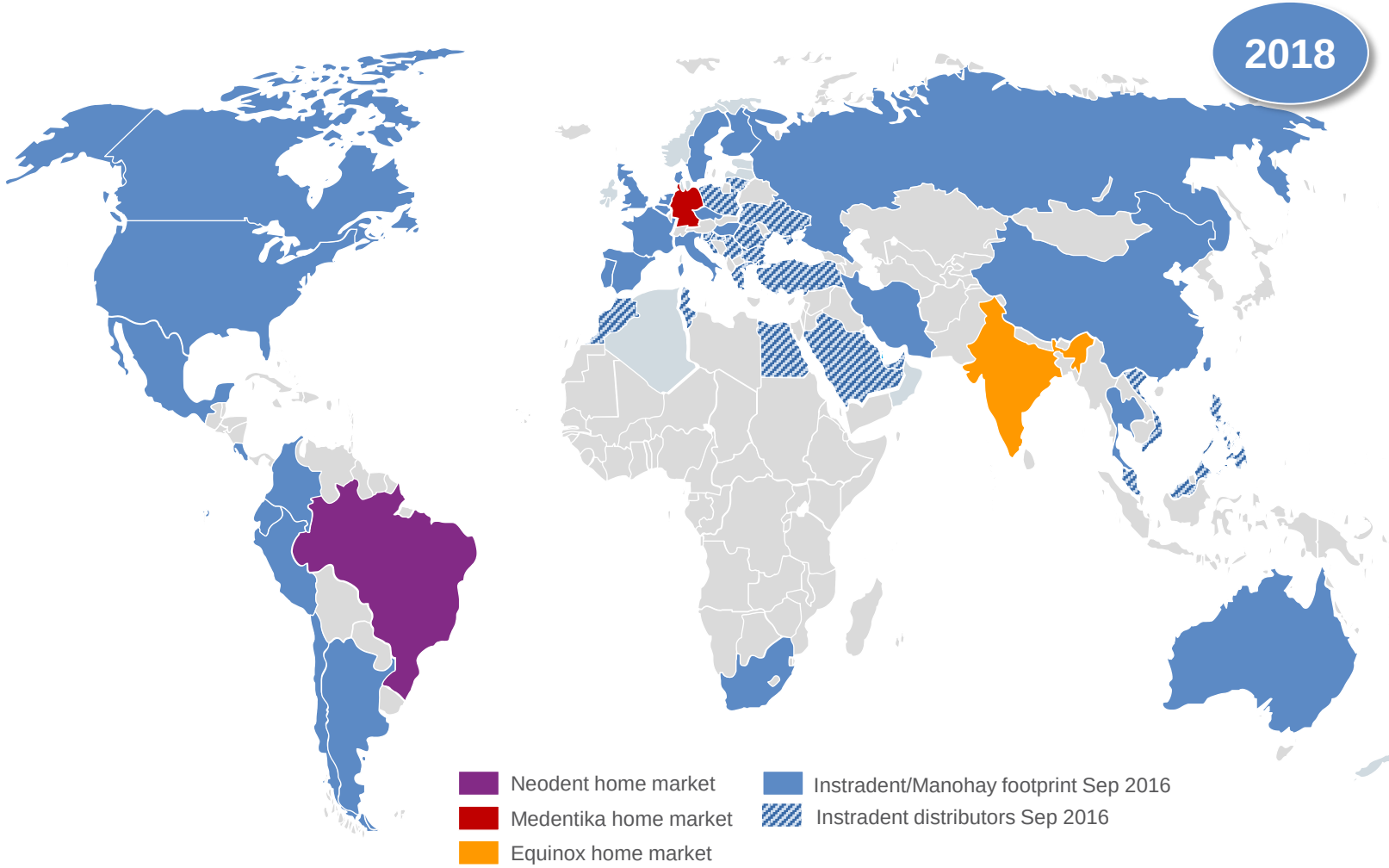


# DSO: Playing out the Straumann Group strengths

DSO

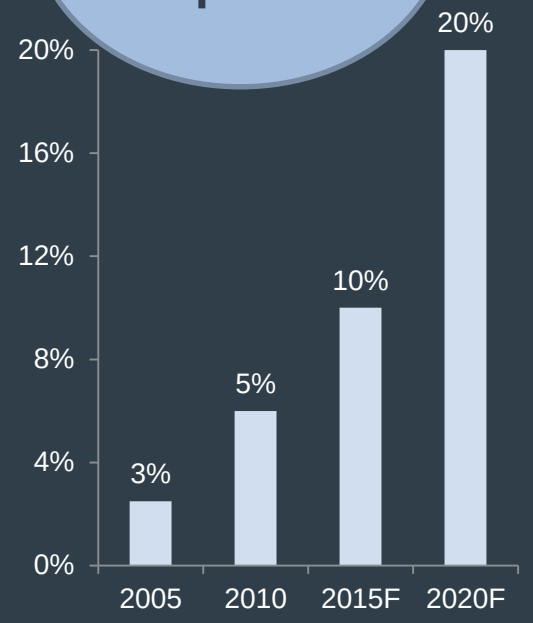
DSO MARKET SHARE GLOBAL in %

**IMPLANTS PLACED BY DENTAL CHAINS**

| | DSO | IMPLANTS |
|---|---|---|
| Germany & Switzerland | ~10 | >10 000 |
| Finland | 6 | >10 000 |
| Chile & Argentina | 7 | ~14 000 |
| UK | 30 | >15 000 |
| Mexico | 6 | ~20 000 |
| Netherlands | 12 | ~25 000 |
| Sweden | 3 | ~28 000 |
| China | 4 | ~30 000 |
| USA | >200 | >100 000[1] |
| Brazil | 6 | >120 000 |
| Italy | 45 | >120 000 |
| Spain | 30 | >500 000 |

[1] Sales of top 30 DSOs only

**Globally and est. >1.5m implants**

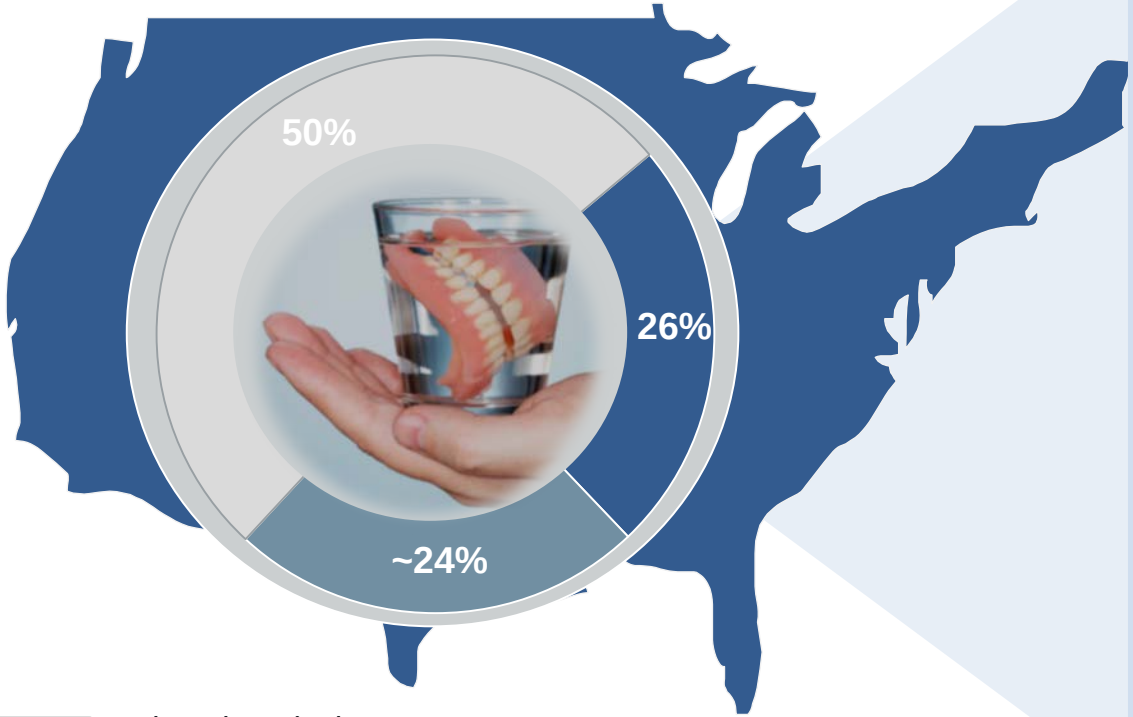



- DSO market with accelerated growth
  - Represents close to 10% of the global dental implant market
  - Expected to grow between 15-20%
- Straumann Group best suited to take a leadership role
  - We offer entire treatment concepts not products
  - Most comprehensive Training & Education offering
  - Global supply chain across all brands
  - Leading service and support
- Individualized programs to start and grow a DSO implant practice

*Source: Straumann estimates; ADA HPI*

# Expanding the market by offering affordable treatment concepts for the edentulous in the US

Percentage of Americans 65+ which are edentulous[1]




Edentulous (at least one arch)

Terminal dentition

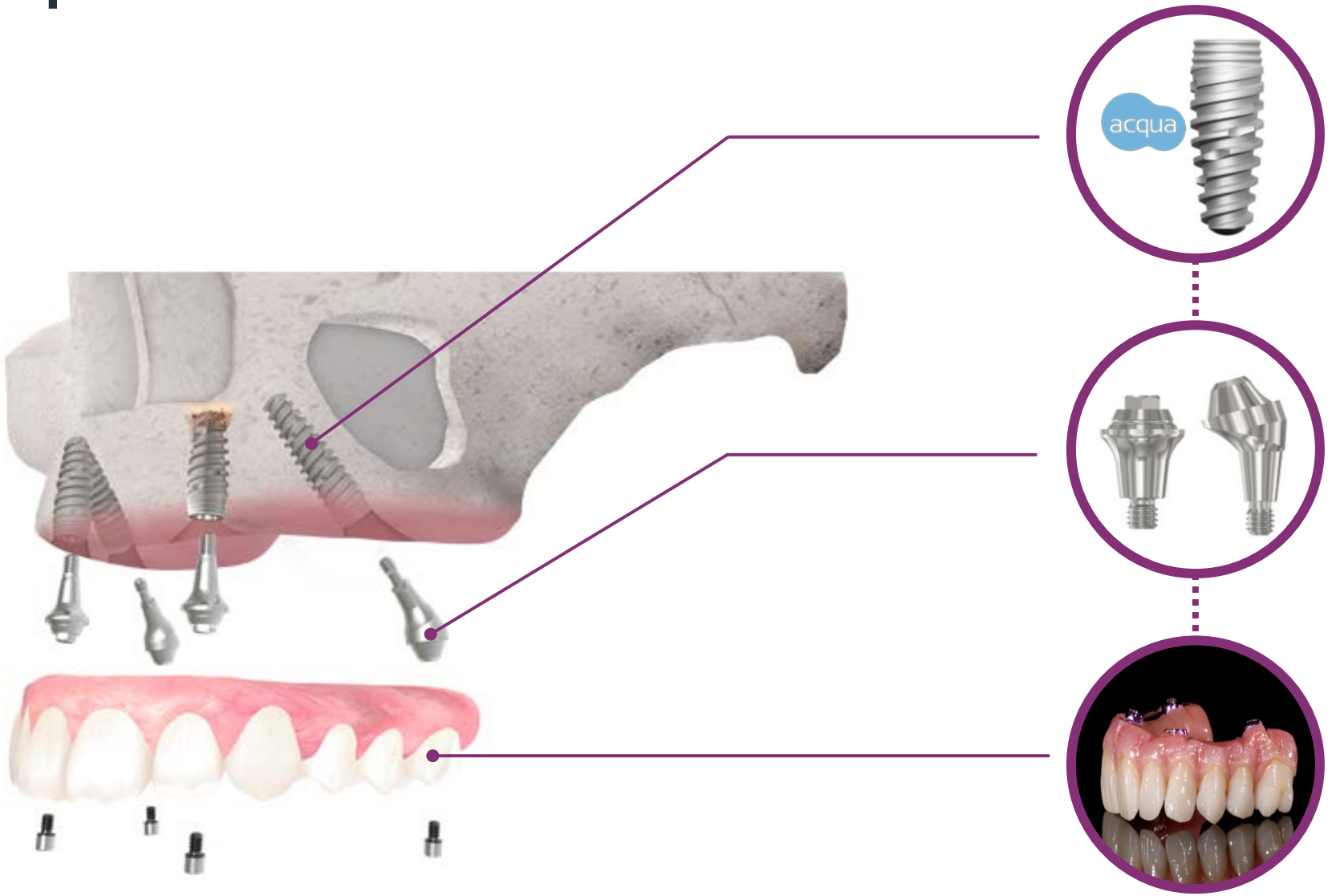
Functional dentition

- An estimated 35m people in the US are edentulous in at least one arch
- Treating only 1% (with 4 implants) would double the number of implants placed in the US
- About 15% of the edentulous population has dentures made each year[2]
- 90% of edentulous people use simple, unanchored dentures and potentially want to upgrade to implant-supported fixed or removable overdentures in the future[2]
- On average 32% of the 65+ world population is edentulous; one in eight people in Germany aged 65 – 74 is edentulous[3]



*[1] WHO, Straumann estimates; ADA HPI [2] American College of Prosthodontists, 2016 [3] Deutsche Mundgesundheitsstudie V, 2016; p. 593.*

# Highly esthetic, affordable treatment concepts for edentulous patients




- Move from selling products to offering entire treatment concepts
- Simplify workflows and components for greater affordability

# A next-generation ceramic implant system – from Neodent

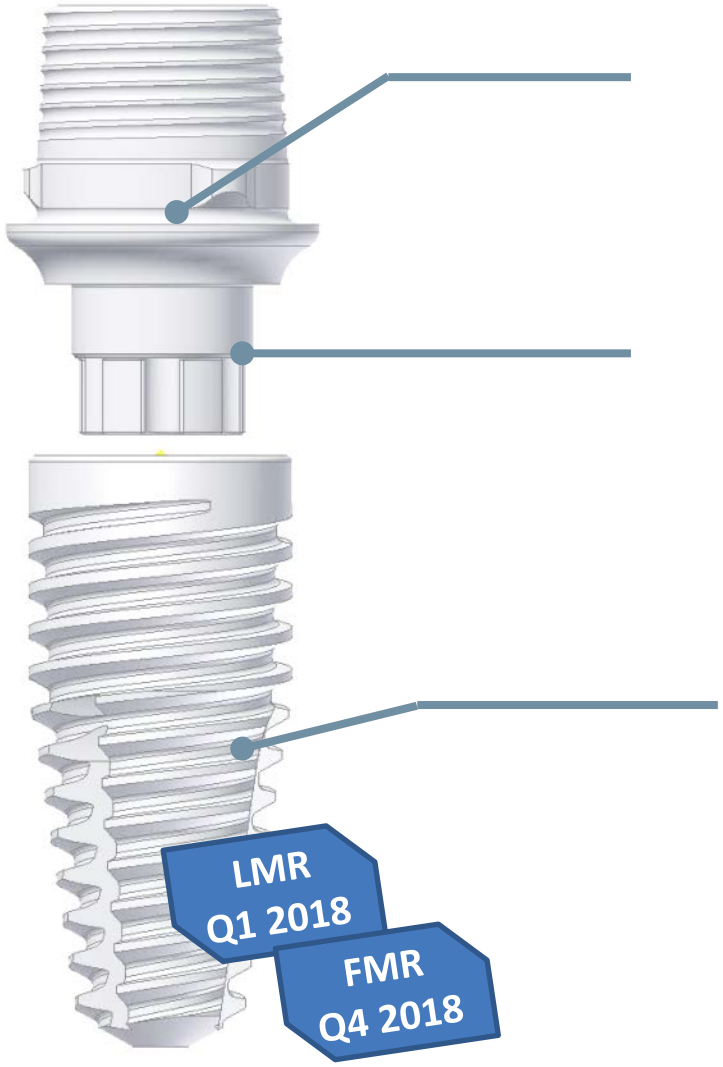
**One-piece system**

**Two-piece system with cemented connection**

**Two-piece system with screw connection**

**Full ceramic implant & abutment; non-ceramic screw**

# A next-generation ceramic implant system – from Neodent




## High esthetic, versatile ceramic prosthetics

- All ceramic abutment  concept
- Supporting single and multi unit restorations
- Conventional and digital workflow

## Strong ceramic screw-retained connection

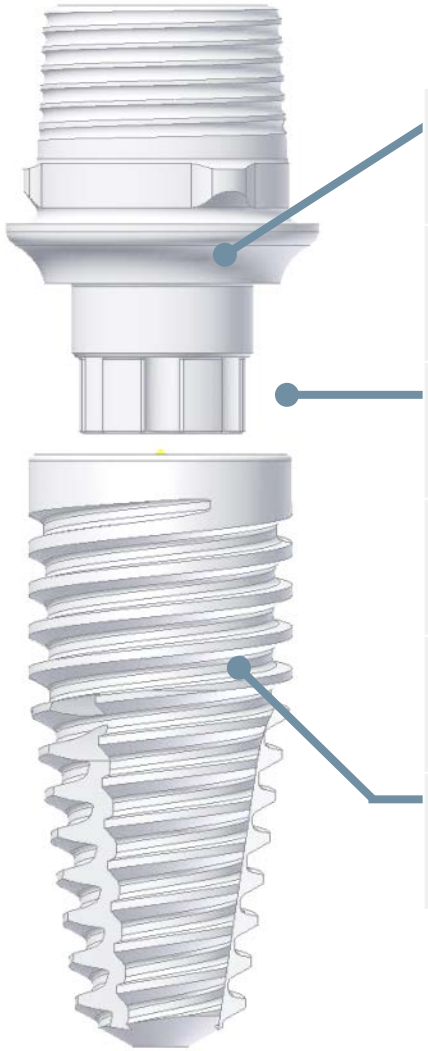
- Innovative screw retained connection*
- One connection for all diameters

## High primary stability due to naturally tapered design.

- Naturally tapered  BL implant body
- Double conical trapezoidal threads design
- Three cutting flutes
- NeoPoros (S.L.A.) type surface

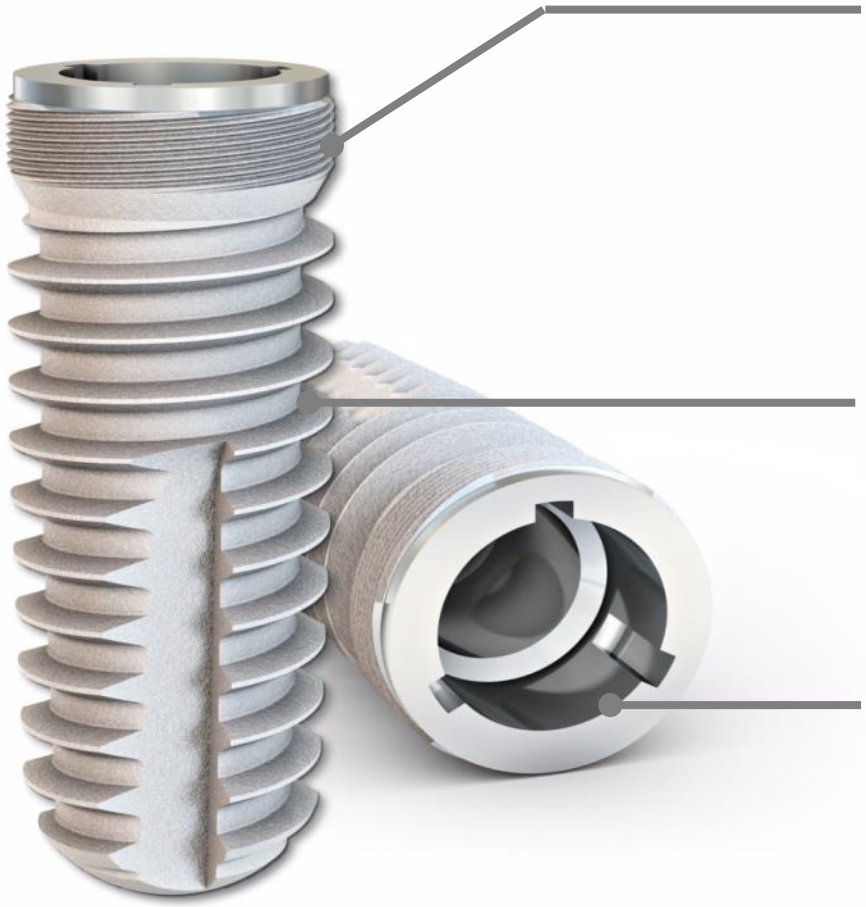
*patent pending

# Changing the paradigm and taking the innovation leadership in the non-premium segment



| | Neodent | Z-Systems (Z5s) | DentalPoint (Zeramex P6) | Camlog |
|---|---|---|---|---|
| 2 Piece | ✓ | ✓ | ✓ | ✓ |
| Bone level | ✓ | ✓ | ✗ | ✗ |
| Ceramic abutment concept | ✓ | ✓ | ✓ | ✗ |
| Tapered design | ✓ | ✗ | ✗ | ✗ |
| Screw retained | ✓ | ✓ | ✓ | ✓ |
| Single & multi unit | ✓ | ✗ | ✗ | ✗ |

# Taking proven concepts to the next level Medentika® ProCone Implant.



- Micro-thread designed to preserve crestal bone level
- S.L.A. surface enabling successful osseointegration
- Parallel-wall for maximizing placement flexibility
- Conical apex and wider threat design to increase primary stability
- Compatible connection with the optimized Medentika® C-Series

# Our highlights

## Neodent Ceramic Implant

## Neodent Digital & Neodent Edentulous topped by Zirkonzahn

## Medentika® Procone

## Medentika® Novaloc®

# Conclusion

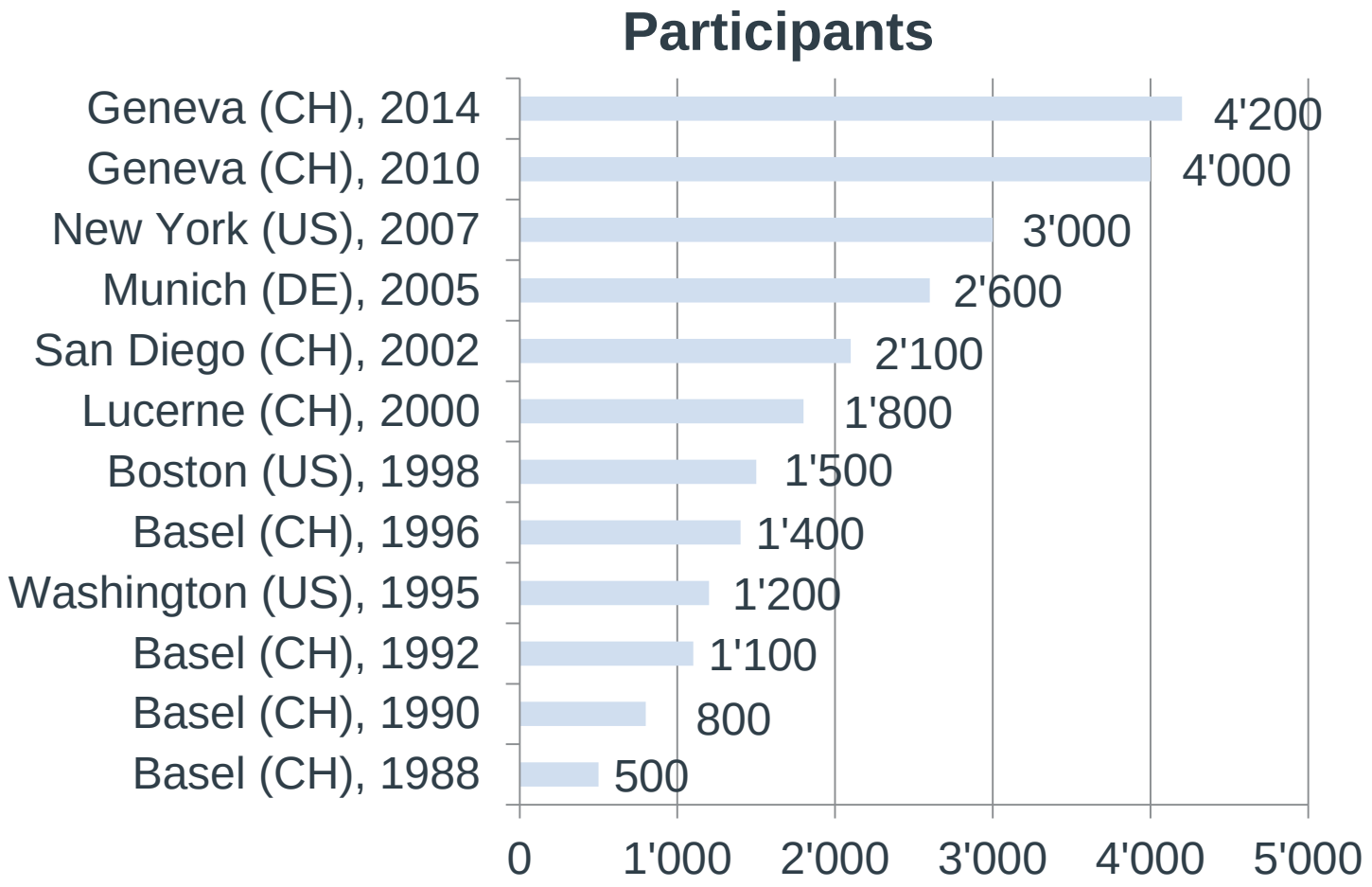
**Marco Gadola, CEO**

# Convincing growth drivers for the coming years

| Industry | Straumann specific |
|---|---|
| ▪ Favorable **sociodemographics** | ▪ Expansion of **non-premium** offering (Instradent) |
| ▪ **Underpenetrated** economies (expanding provider base through training and education, ITI network, female dentist programs and patient campaigns) | ▪ **Ceramic** and **fully-tapered** implant solutions |
| ▪ **Substitution** of conventional C&B work | ▪ **Biomaterials –** worldwide |
| ▪ Reducing **medical** and **acceptance barriers** (predictability, affordability, simpler procedures) | ▪ Expansion in digital dentistry (**chairside** and **In-lab** materials & equipment) |
| ▪ Improved **materials** (ceramics, polymers and hybrids) | ▪ Systematic outreach to **dental chains/DSOs**[1] |
| ▪ New **manufacturing technologies** (e.g. 3D printing, injection molding) | ▪ Expansion of **restorative offering** and lab business |
| | ▪ Further penetrate **high-growth markets** (Russia, Argentina, India, Turkey etc.) |



[1] *DSO = Dental Service Organization*

# Next key event: ITI World Symposium 2017

ITI
World
Symposium
Basel
May 4-6
2017