

Media release
Straumann achieves growth of 3% in local currencies in first quarter of 2010

- *Growth driven by implant volumes and lifted by new products*
- *Strong performance in North America; Europe solid; strong expansion in 'Rest of the World' region*
- *Guided surgery and intra-oral scanning launched*
- *Digital Solutions, including new CAD/CAM system, presented*
- *Highly successful ITI World Symposium attracts 4000 participants*
- *Full-year guidance unchanged: above-market growth with operating profit margin at least in line with 2009 level*

NET REVENUES

First quarter 2010				
(in CHF million)	2010	2009	Change in CHF	Change in l.c.
Group net revenue	199.2	196.4	1.5%	3.1%
Europe	125.0	125.2	(0.2%)	1.4%
<i>in % of Group net revenue</i>	62.7%	63.8%		
North America	41.6	40.2	3.6%	8.4%
<i>in % of Group net revenue</i>	20.9%	20.5%		
Asia/Pacific	25.5	25.6	(0.5%)	(1.7%)
<i>in % of Group net revenue</i>	12.8%	13.0%		
Rest of the World	7.1	5.3	33.6%	26.3%
<i>in % of Group net revenue</i>	3.6%	2.7%		

Basel, 27 April 2010: Straumann today reported first-quarter revenue growth in a market that has been subdued by the difficult economic environment. Group net revenue reached CHF 199 million, representing a 3% increase in local currencies (l.c.). The strength of the Swiss franc against the US dollar and the Euro contributed to a negative currency effect of nearly 2% points, with the result that net revenues in Swiss francs increased by almost 2%. Growth was entirely organic and the performance was in line with the Group's forecast. The Group is thus maintaining its expectation to outperform the market again in 2010.

Straumann's newly appointed President & CEO, Beat Spalinger commented: "We have made a good start to the year and have delivered growth in line with our expectations. Our strong launch program for the current year and the very positive customer responses at major dental meetings endorse our confidence for 2010, although we continue to be cautious about when and how quickly sustainable economic recovery will come".

REVENUE DEVELOPMENT

First-quarter growth was driven by an increase in the volume of implants sold, with additional impetus coming from new products – namely Roxolid® and Straumann® Allograft – and CAD/CAM prosthetics. As the number of selling days in the period under review was the same as in the prior year, there were no seasonal effects.

Little improvement has been seen in the European dental specialty markets as unemployment and consumer confidence are still far from pre-recession levels. In spite of this, Straumann's net revenue in **Europe** grew by 1% in local currencies to CHF 125 million. Most subsidiaries posted first-quarter revenues in line with prior year levels, including Germany, the largest market in the region. France continued to grow strongly, while Sweden fell some way short of the exceptionally high level of sales reported in the first quarter of 2009, when an extension to reimbursement stimulated market growth. The Iberian market showed encouraging signs of a turnaround as revenues climbed above the previous year's low level.

In **North America**, where the current economic crisis was experienced early, Straumann reported another encouraging quarter as regional net revenue rose 8% in local currencies. Revenue increases were driven by strong demand for implants and sales of regenerative products including Straumann Allograft, which was launched recently. Owing to currency headwind, growth in Swiss francs amounted to 4%. With revenues reaching CHF 42 million, North America contributed 21% of Group net revenue.

The **Asia/Pacific** region contributed 13%, or CHF 25 million, to Group net revenue. This was 2% off the comparative level of 2009 in local currencies but flat in Swiss francs. Straumann continued to post very strong growth in China and saw positive developments in Korea. Both of these markets benefited from the recent introduction of SLActive and the Bone Level implant range. However, the good result was dampened by the large Japanese market, where the Group continues to compete without its new generation products.

Net revenue in the **Rest of the World** jumped 26% in local currencies (34% in Swiss francs), driven by strong performances in Brazil, Mexico and Middle Eastern countries. With net revenue reaching CHF 7 million, the region contributed 4% to the Group total.

INNOVATION AND CLINICAL EXCELLENCE

Straumann Digital solutions

At several key dental meetings, the Group presented an array of integrated computer-based technologies under the new umbrella brand of 'Straumann Digital Solutions'. Straumann offers state-of-the-art computer-guided surgery, intra-oral scanning, and CAD/CAM prosthetics to specialists, generalists and labs. The Group is the only leading manufacturer in implant, restorative and regenerative dentistry to offer all these services with seamless connectivity.

Computer guided surgery

The Group's guided surgery system, which was acquired in 2009, was launched under the Straumann brand in Austria, Germany and Switzerland. Multiple new features have been added and the international roll-out is in progress.

Powerful intra-oral scanning

In the first quarter, Straumann began selling iTero intra-oral scanners in Europe as part of an exclusive regional distribution agreement with Cadent. Intra-oral scanning obviates the less precise process of conventional impression-taking by enabling the dentist to create a chair-side 3D image of the patient's teeth using an optical scanner inside the mouth.

New CAD/CAM connectivity and functionality

Also in the first quarter, the Group released a further upgrade of its CAD/CAM software (5.0 IO), which includes a number of new features that improve workflows and functionality. Most importantly, it connects the iTero intra-oral scanning system with Straumann CAD/CAM.

Ultimate prosthetics

At several major dental meetings, Straumann also presented its new CAD/CAM system 6.0, including a new in-lab scanner, which is scheduled to launch by year-end. The new CAD/CAM offering will incorporate tooth-borne (inlays, onlays, etc.) and implant-borne restoration options (screw-retained bridges etc.).

Thus, Straumann will be able to offer a complete replacement tooth in conjunction with an integrated state-of-the-art digital system of solutions to support implant placement, restoration and lasting esthetic performance.

ITI World Symposium

The 2010 World Symposium of Straumann's academic partner, the International Team for Implantology, was held in Geneva in April and exceeded expectations by attracting more than 4000 participants. This not only positions the Symposium as a leading scientific and educational meeting in the field, it also demonstrates the continued strong expansion of the ITI network. The clinical research presented included impressive long-term data on Straumann SLA implants. The results come from the first randomized controlled clinical trial to report 10-year data¹ on a currently available screw-type dental implant with roughened surface technology.

At the Straumann exhibition stand, great interest was shown in Straumann's innovative PEG membrane for guided bone regeneration, which complements the company's regenerative range and is on track for full launch towards the end of this year.

OUTLOOK (barring unforeseen circumstances)

With continuing uncertainty in the global economy, Straumann remains cautious about forecasting when sustainable, underlying growth will return to the market in which it operates. The Group assumes that this market will be either flat or will grow in the low-single-digit range in 2010.

Based on its clinically-proven innovative products, organizational strength, market presence, and differentiated services, the Group is convinced that it can deliver above-

¹ K. Fischer: '10-year outcome of SLA implants in the edentulous maxilla'; presented at the ITI World Symposium in Geneva, Switzerland, April 2010



market performance. With the goal of simply doing more for customers and patients in 2010, it will continue to invest in all its business franchises, its innovation pipeline, and its marketing and sales organizations to create superior treatment solutions and services.

Taking this into account and assuming that there will be further currency headwind in 2010, the Group expects to achieve net revenue in Swiss francs and an operating margin at least in line with the 2009 levels.

About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SIX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs 2170 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

Disclaimer

This release contains certain “forward-looking statements”, which can be identified by the use of terminology such as ‘guidance’, ‘expectation’, ‘launch program’, ‘confidence’, ‘recovery’, ‘will’, ‘outlook’, ‘continuing’, ‘remains’, ‘goal’, ‘assume’, 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 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, to realize its expansion projects in a timely manner, and to maintain its business relationships with suppliers, customers and other third parties. 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 report. 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.

Straumann Holding AG, Peter Merian-Weg 12, 4002 Basel, Switzerland.

Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01

E-mail: investor.relations@straumann.com or corporate.communication@straumann.com

Homepage: www.straumann.com

Contacts:

Corporate Communication:

Mark Hill

+41 (0)61 965 13 21

Thomas Konrad

+41 (0)61 965 15 46

Investor Relations:

Fabian Hildbrand

+41 (0)61 965 13 27

Analysts' and media conference call

Straumann will present the 2010 first-quarter net revenue results to representatives of the financial community and media in a webcast telephone conference call at 15.00 h Swiss time. The telephone conference can be accessed at:

+41 (0)91 610 56 05 (*Europe and RoW*)

+44 (0)207 107 06 13 (*UK*)

+1 (1) 866 865 51 44 (*USA*)

The audio webcast of the conference call (www.straumann.com/conference-webcast) will be available until 27 May 2010.

Presentation slides

The presentation slides that will be used in the aforementioned conference call are available at www.straumann.com/2010-Q1-presentation.pdf and on the Investor Relations pages at www.straumann.com.

Upcoming reporting dates

19 August 2010 Q2 sales and Half-year results 2010

28 October 2010 Q3 and 9M sales 2010

15 February 2011 Full-Year results 2010

Details on upcoming investor relations activities are published on www.straumann.com (Investor Relations > Calendar).