



# To be a true solution provider

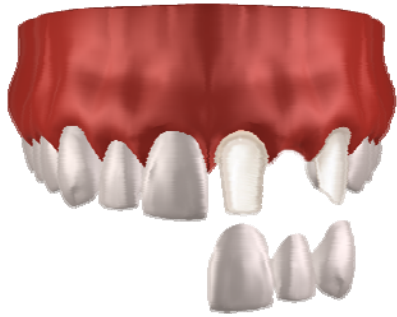
**Gilbert Achermann, President & CEO**

Goldman Sachs European Medtech Conference 2008  
Wednesday, 3 September 2008

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**SIMPLY DOING MORE**  
FOR DENTAL PROFESSIONALS

# Our substitution technologies

## Treatment



Crowns and bridges



Dental implants

## Manufacturing



Traditional manufacturing



CAD/CAM prosthetics

## Materials



Metals



Ceramics



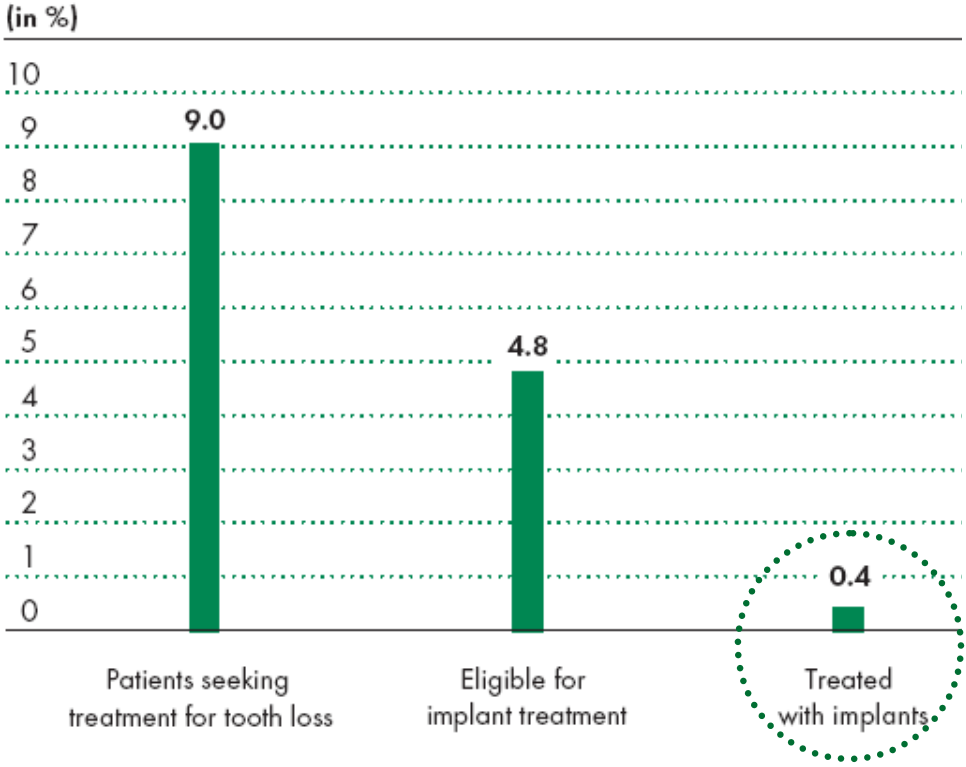
Collagen membranes



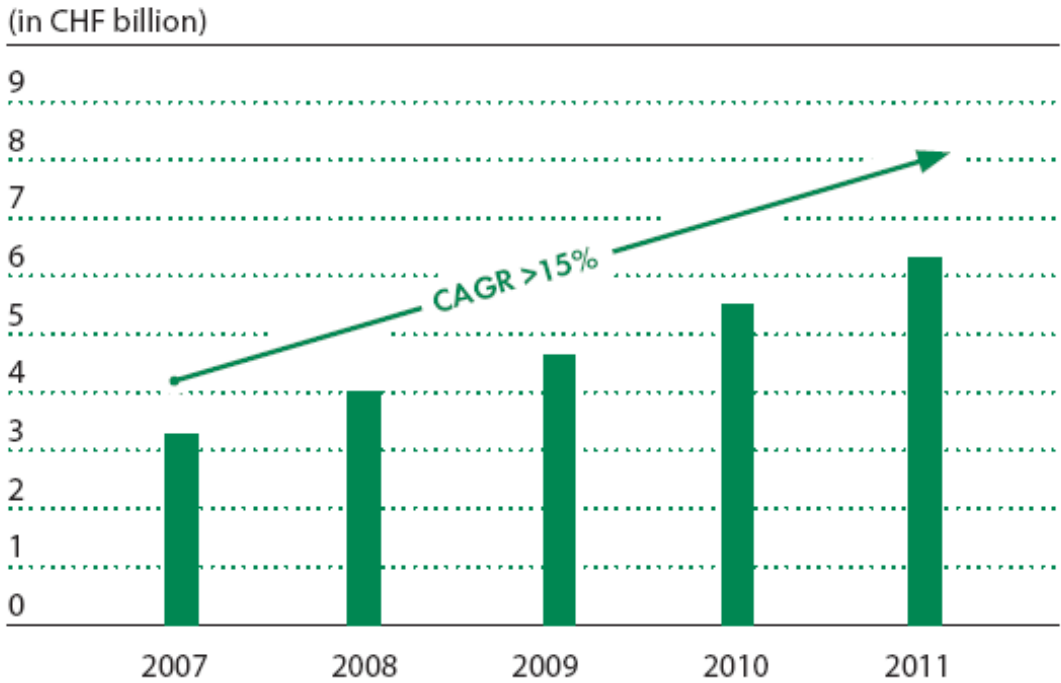
Hydrogel membranes

# Markets characterized by low treatment rates...

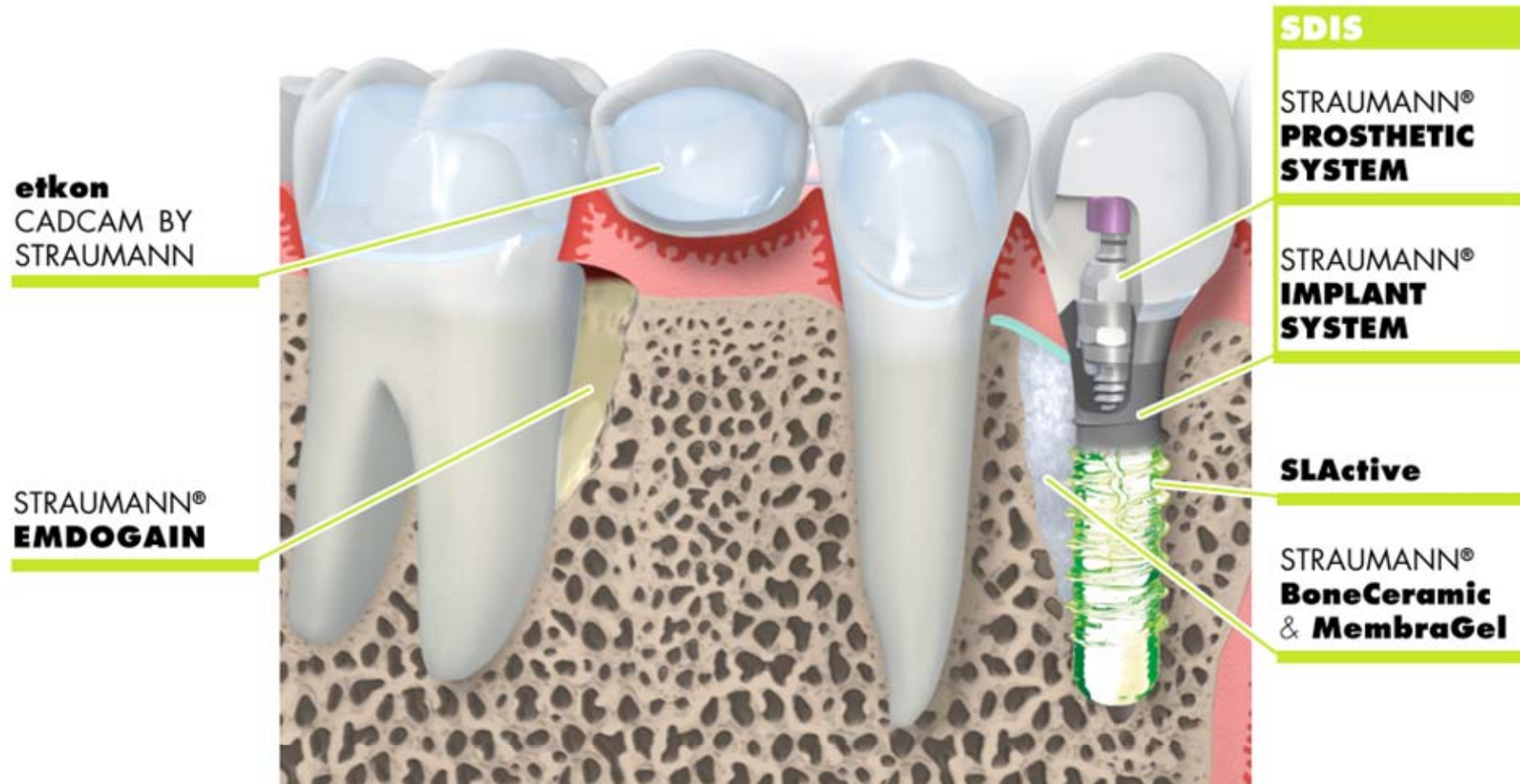
### Annual implant treatment rates in developed countries



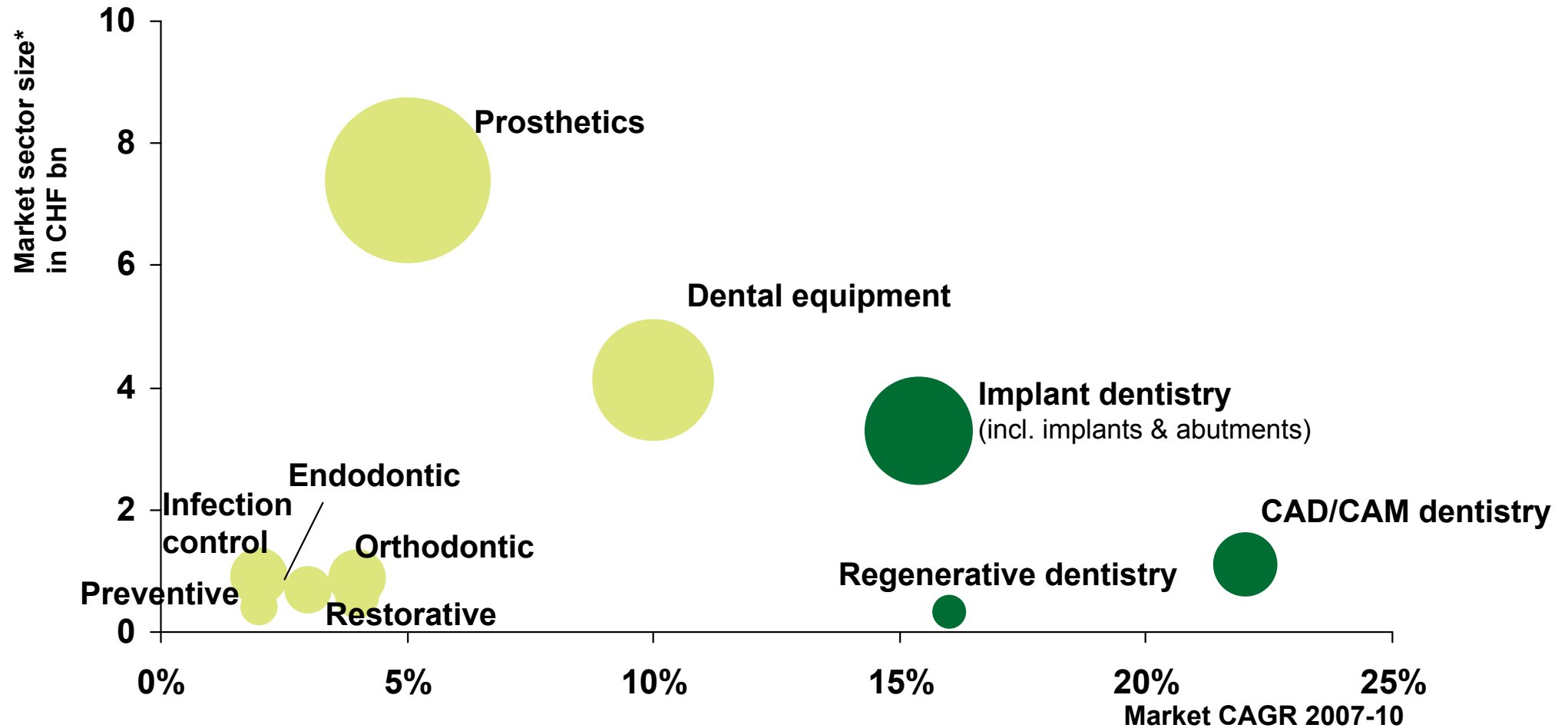
### Growth forecast for the dental implant market



# We have considerably expanded our portfolio



# Straumann's business scope is focused on the fastest growing sectors in dentistry

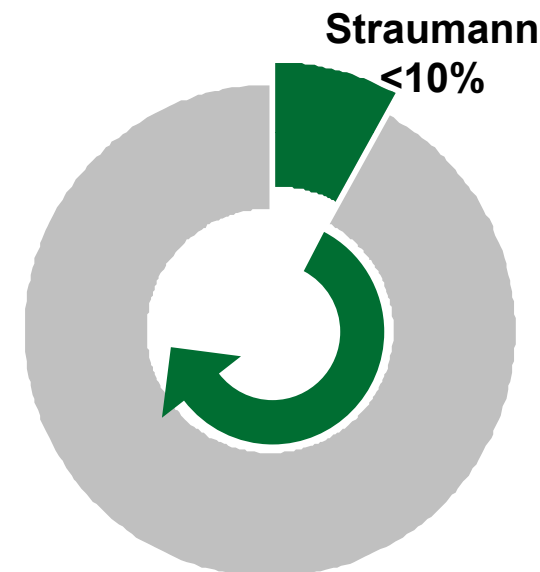
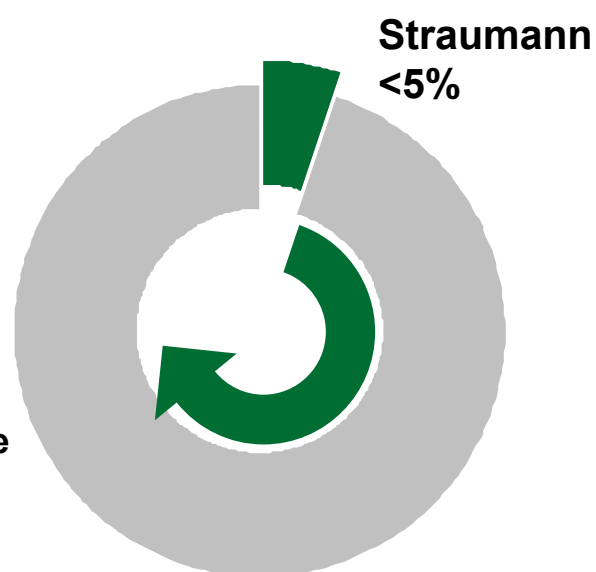
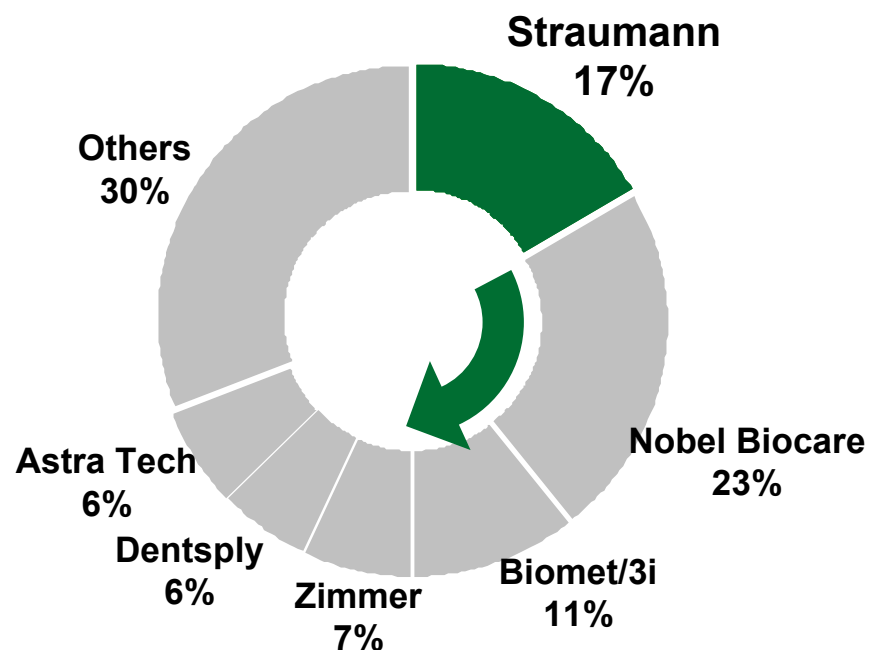


# Straumann is active in three highly attractive dental areas worth together CHF 5bn

Implant dentistry  
market\* 2007  
100% = CHF 3.3bn

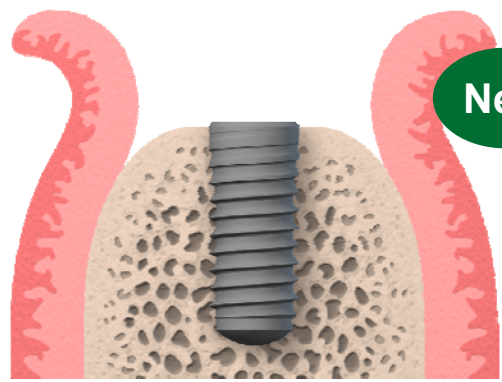
CAD/CAM dentistry  
market\* 2007  
100% = CHF 1.1bn

Regenerative dentistry  
market\* 2007  
100% = CHF 0.3bn

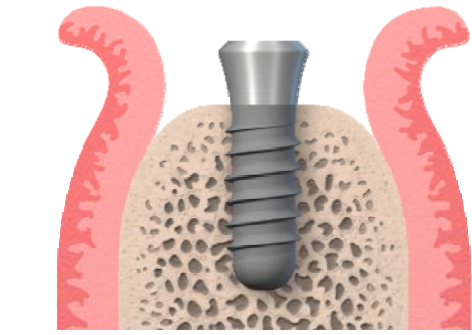
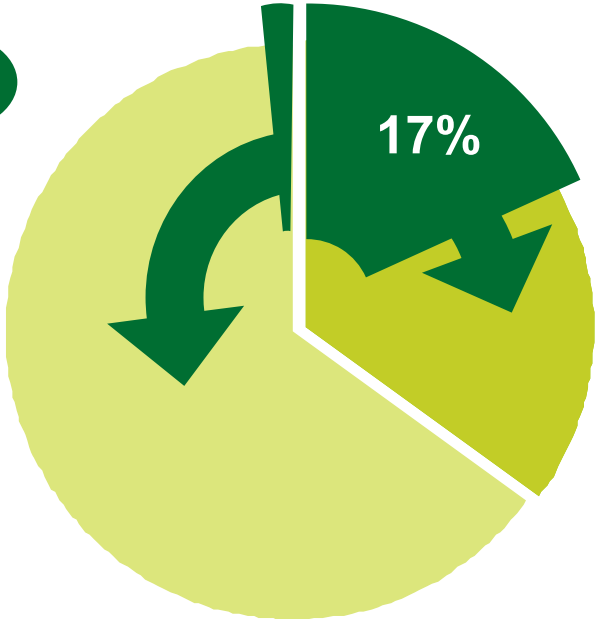


# Straumann leads the Tissue Level segment... ...and entered the Bone Level arena end of 2007

Implant dentistry\* 2007  
100% = CHF 3.3 bn



**Bone Level**  
60-70%

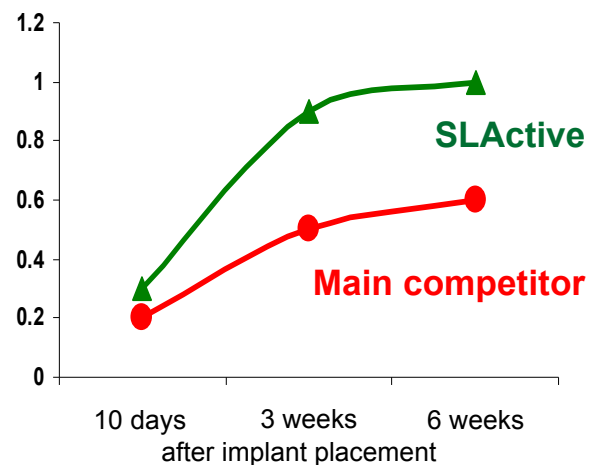


**Soft Tissue Level**  
30-40%

 = Straumann market share

# SLActive in a class of its own with more potential

Removal torque  
Ncm/mm<sup>2</sup>



- ≡ Multicenter study 1-year results<sup>1</sup> show exceptional survival rates, despite >40% of implants being placed in poor quality bone
  - immediate loading = 98% survival
  - early loading = 97% survival
  - bone gain seen with 16% of implants
- ≡ Head to head study<sup>2</sup> shows enhanced osseointegration and secondary stability compared with a main competitor
- ≡ Clinical confirmation of dramatic bone defect filling<sup>3</sup>
- ≡ Well on track to reach penetration target of 30% despite lack of availability in large Asian market

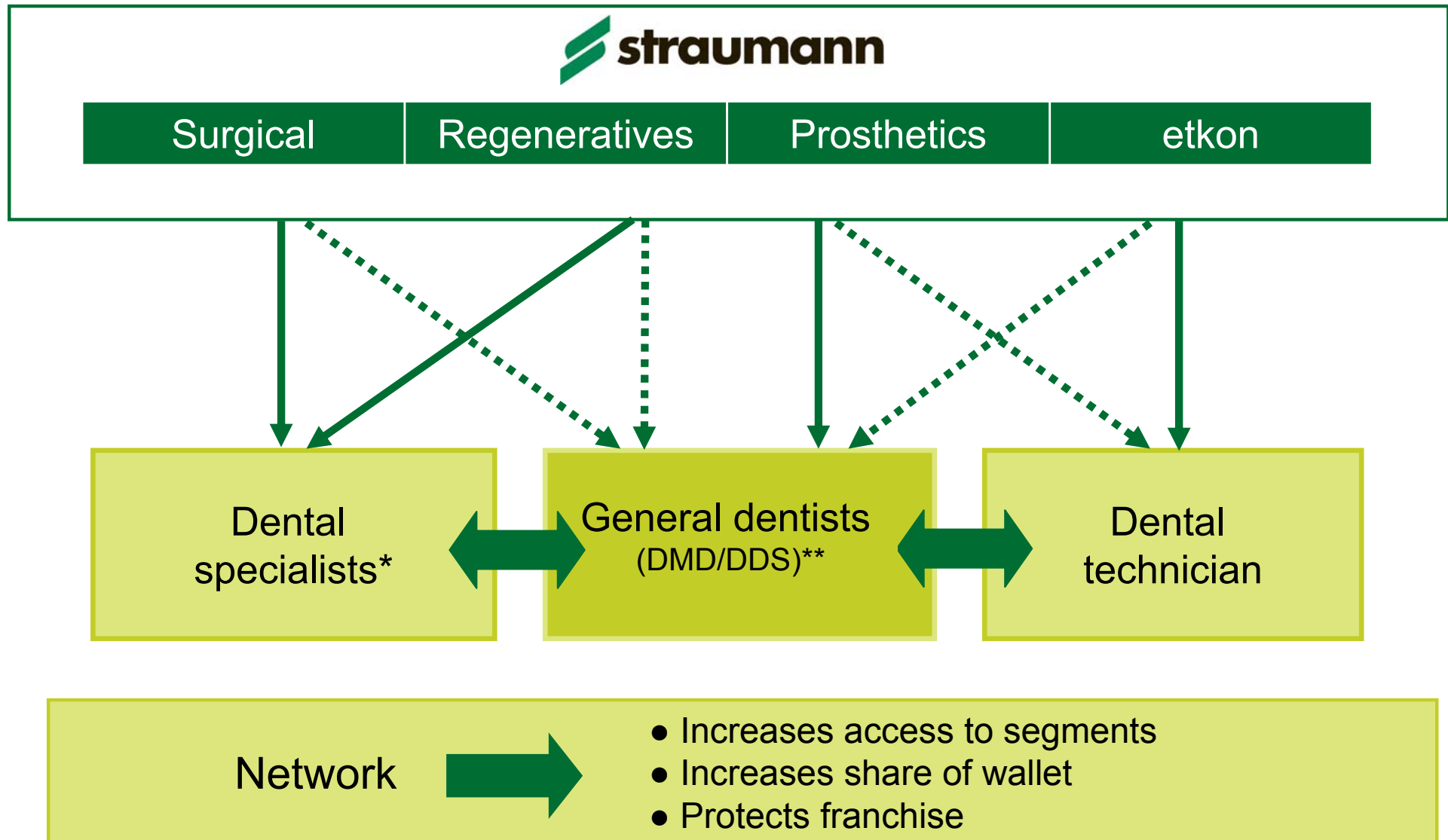
<sup>1</sup> Ganeles J et al. Clin Oral Implants Res 2008; (in press)

<sup>2</sup> Gottlow J. Preclinical study presented at Toronto Osseointegration Conference Revisited, 2008

<sup>3</sup> Schwarz F et al. TARGET 2008; 2 12



# Straumann serves ALL customer segments





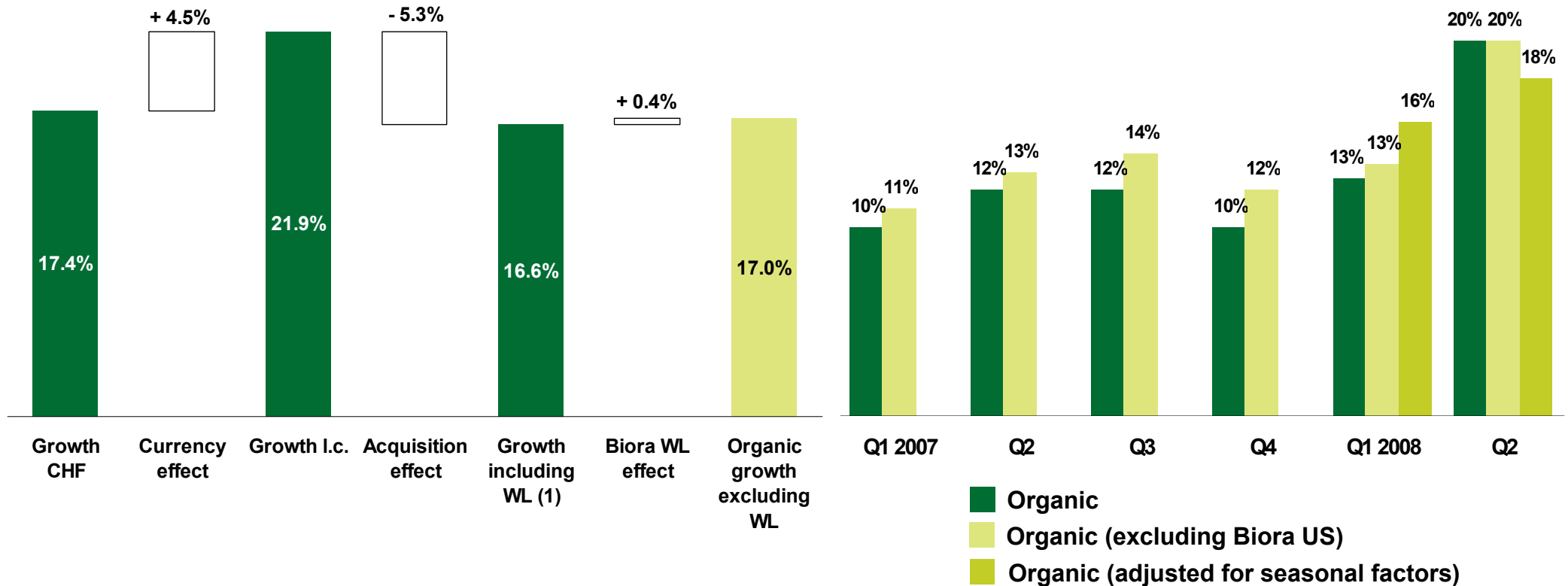
# Business performance

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# Accelerated organic growth lifts revenue 22% (l.c.)

**H1 2008 net revenue growth in %**  
Total Group: CHF 413 million

**Organic growth<sup>2</sup> by quarter in % (l.c.)**

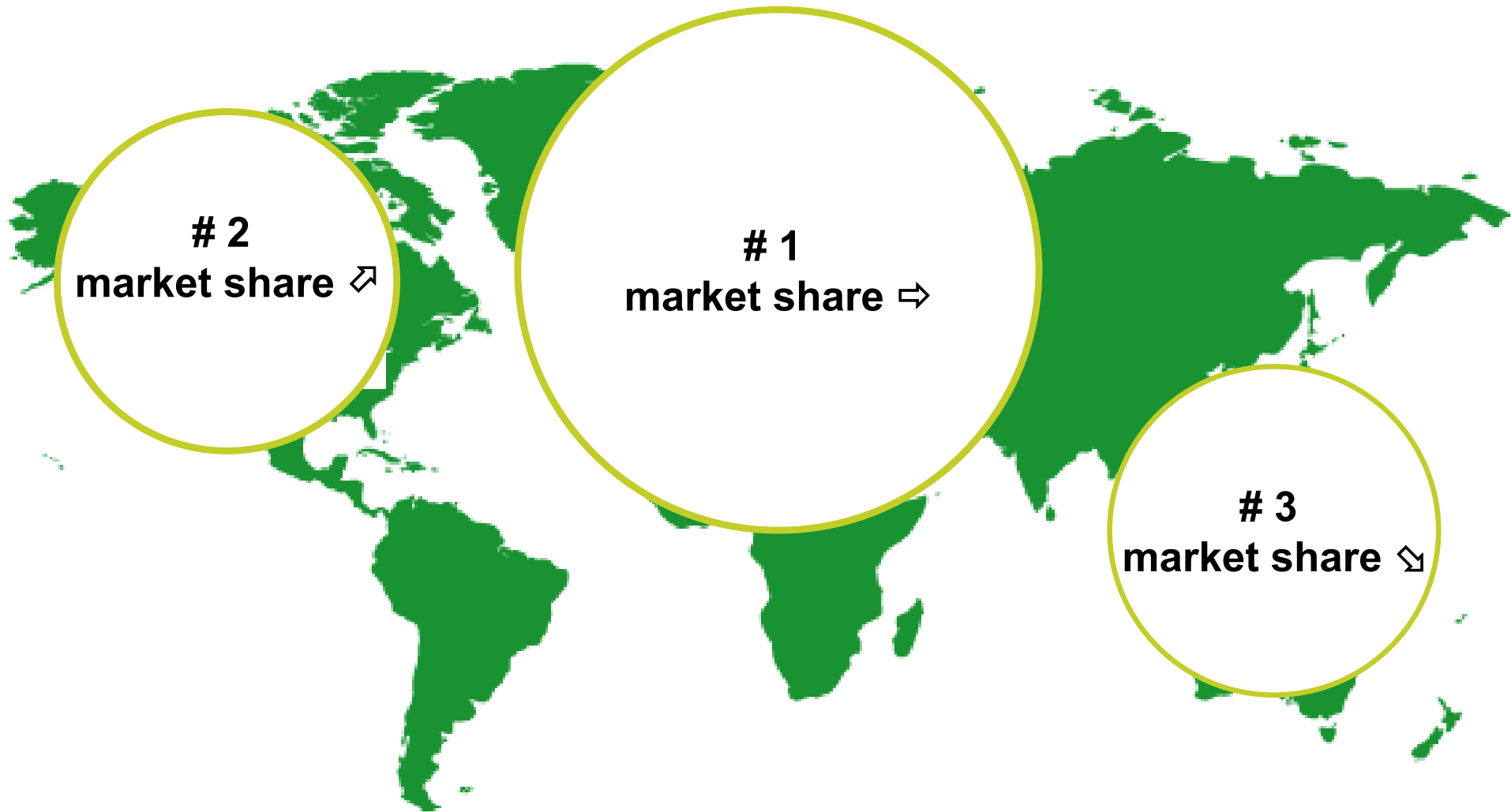


<sup>1</sup> WL = FDA Warning Letter effect (US import detention on Biora products)

<sup>2</sup> 'Organic growth' excl. FX effects and incl. incremental revenue growth of an acquired business upon consolidation

<sup>3</sup> Acquisition effect comprises 6 months of Asian and Czech distributors and 2 months of etkon revenues.

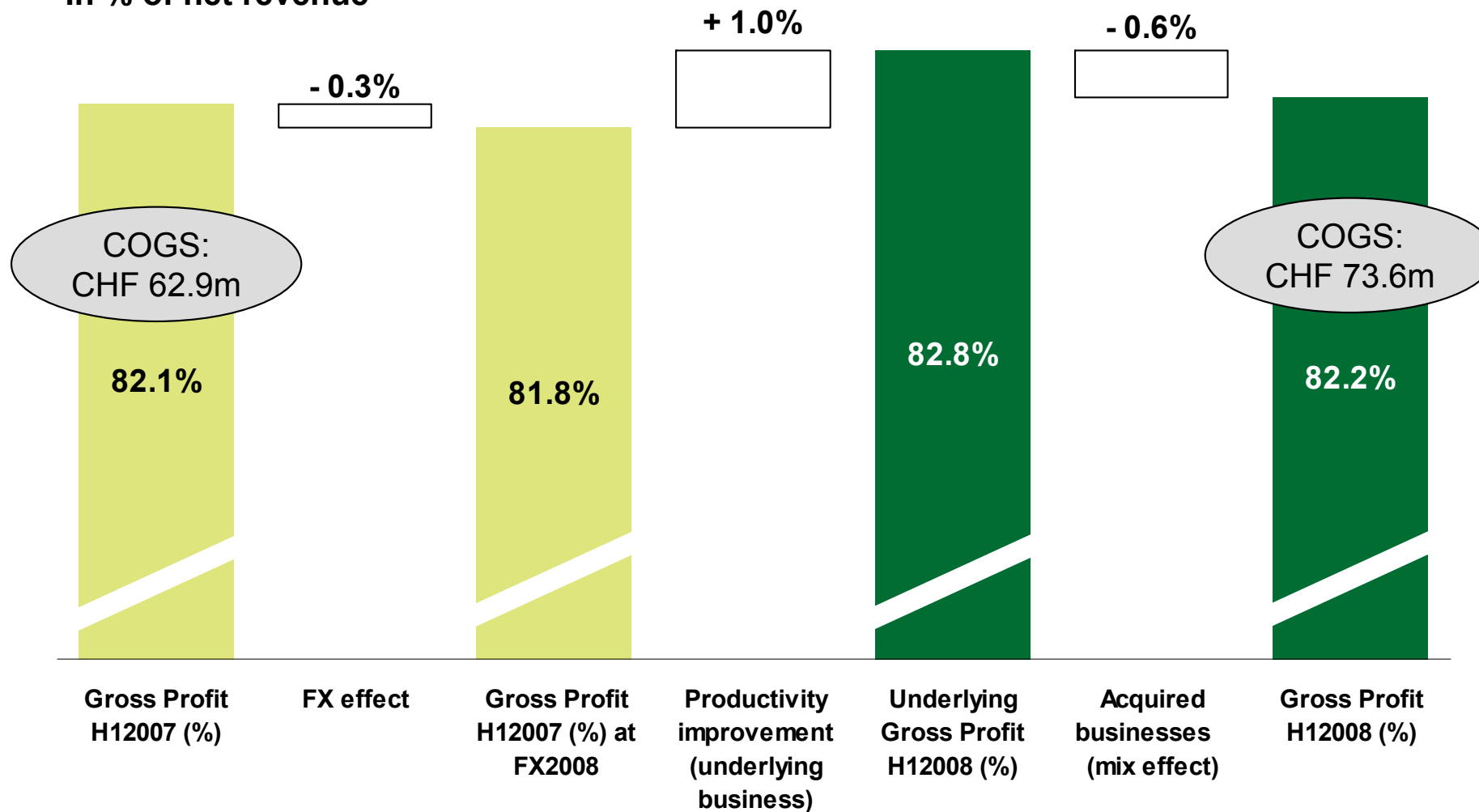
# Solid market position underpinned



\* Bubble size indicates regional implant market size in 2007.

# Gross profit margin of underlying business expanded by 100 basis points

In % of net revenue



# 2008 guidance confirmed

(barring unforeseen circumstances)

On the basis of the underlying performance in the first half and the expected contributions from new products, technologies and subsidiaries, Straumann expects 2008 full-year **revenue** growth to be in the **low to mid twenties range in local currencies**.

As efficiency improvements are expected to exceed the higher levels of amortization related to acquisitions, the Group foresees an improvement of around **50 basis points in full-year operating margin calculated with constant (2008) currency rates**. Accounting for the normalized tax rate and the current strength of the Swiss franc, the **net profit margin is expected to be around 22%**.



# Questions & answers

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# Your Investor contacts

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