



# To be the partner of choice – **Straumann**

Gilbert Achermann, CEO

Helvea Swiss Equities Conference

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COMMITTED TO  
**SIMPLY DOING MORE**  
FOR DENTAL PROFESSIONALS

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# Straumann comprehensive product offering

## BU Surgical



## BU Regenerative



BoneCeramic



Endogain



Membrane

## BU Prosthetics



synOcta



Solid  
abutment



Custom  
abutment



LOCATOR



Scanners  
& software

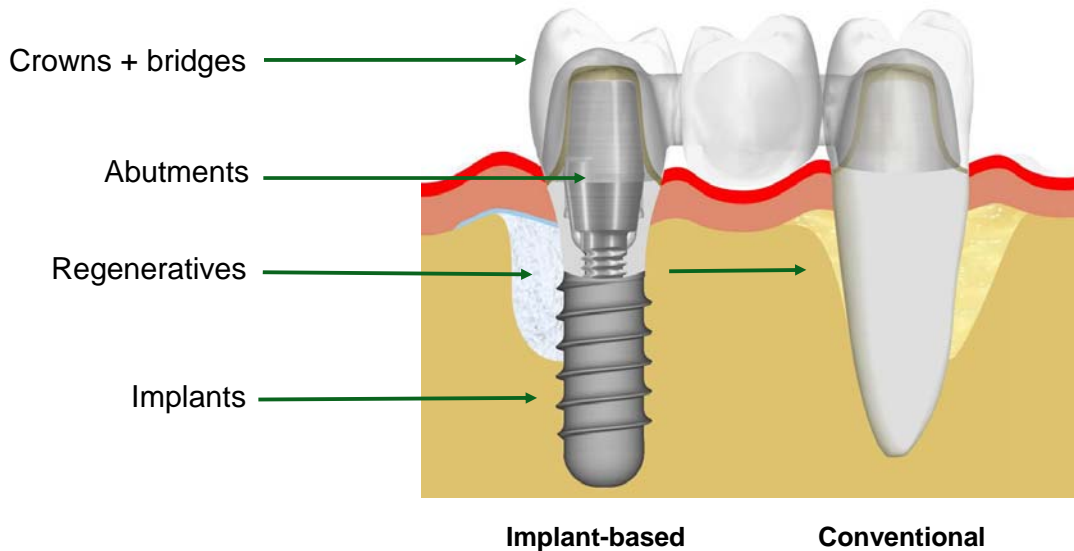


Precision  
production

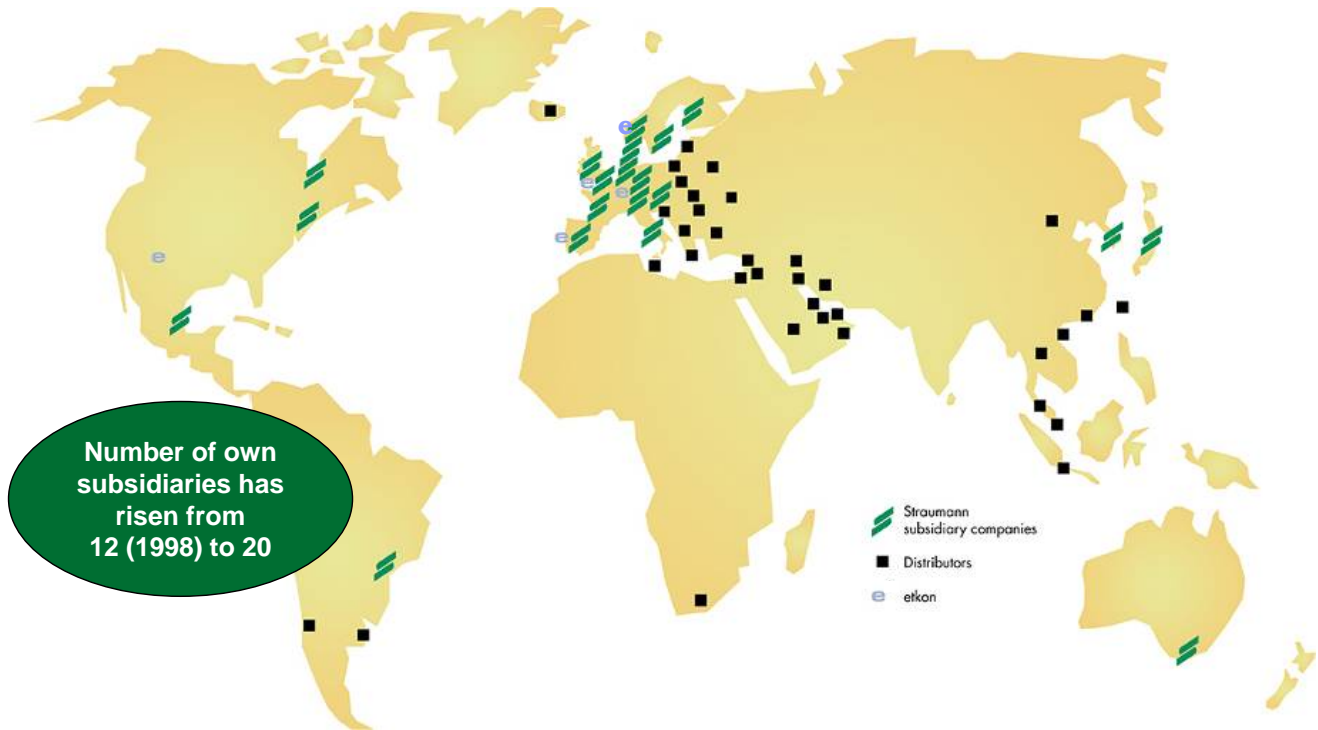


State of the art  
ceramics




# A unique dental partner offering a comprehensive product portfolio



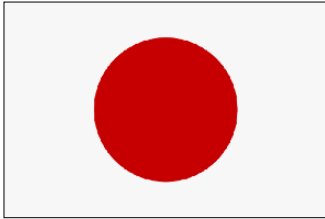
# Represented in 60+ countries through a broad network of subsidiaries and distributors



Number of own subsidiaries has risen from 12 (1998) to 20

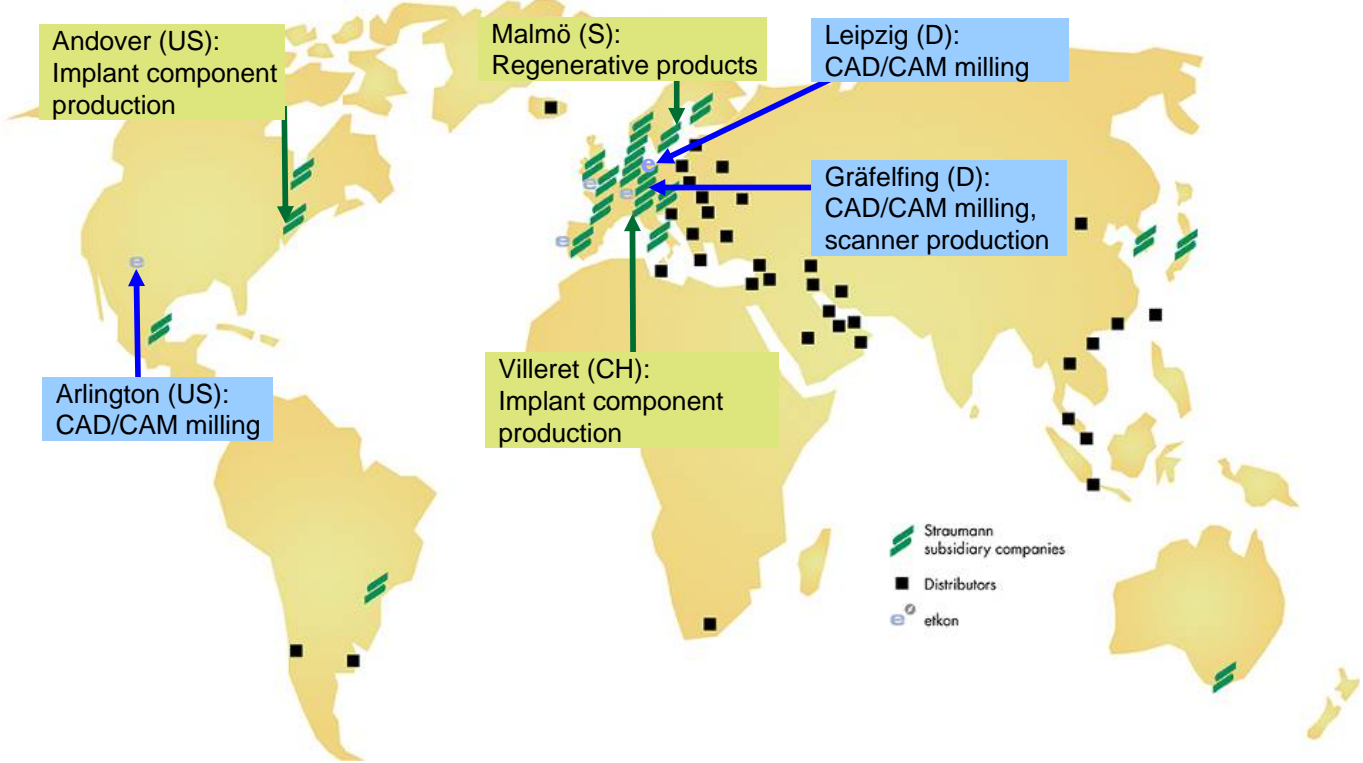
-  Straumann subsidiary companies
-  Distributors
-  etkon

# Latest network additions



- Subsidiaries inaugurated in Osaka (July 2007), Seoul (August 2007) and opened local branch office in Budapest (January 2008)
- Direct access to customers in Asia's two largest markets, collectively worth up to CHF 500m<sup>1</sup>
- With a dentist population of 5000 dentists, Hungary is one of the most attractive emerging markets in Eastern Europe and the first to be served directly by Straumann

# Worldwide production locations



## A simple clear vision



To be the partner of choice  
in implant, restorative and  
regenerative dentistry



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A snapshot of Straumann

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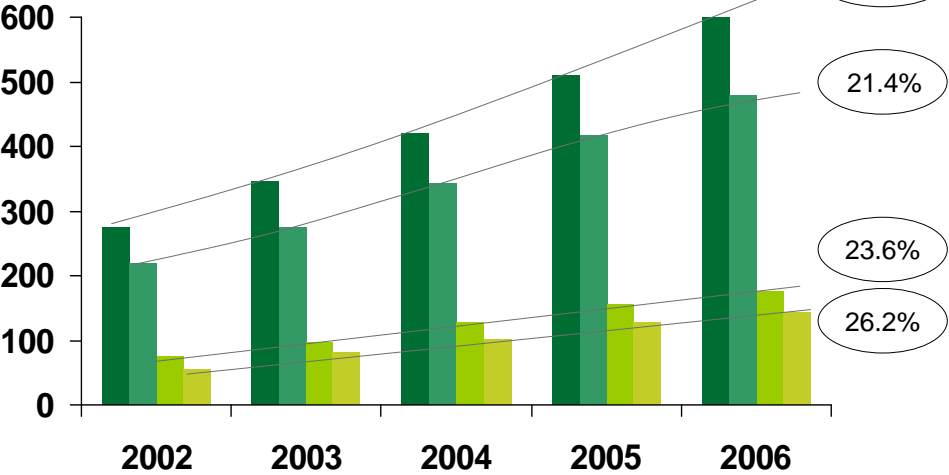
Innovation, trends and outlook

# Evidence of opportunity and operational leverage

## Key figures, Historical performance

### Sales & profits

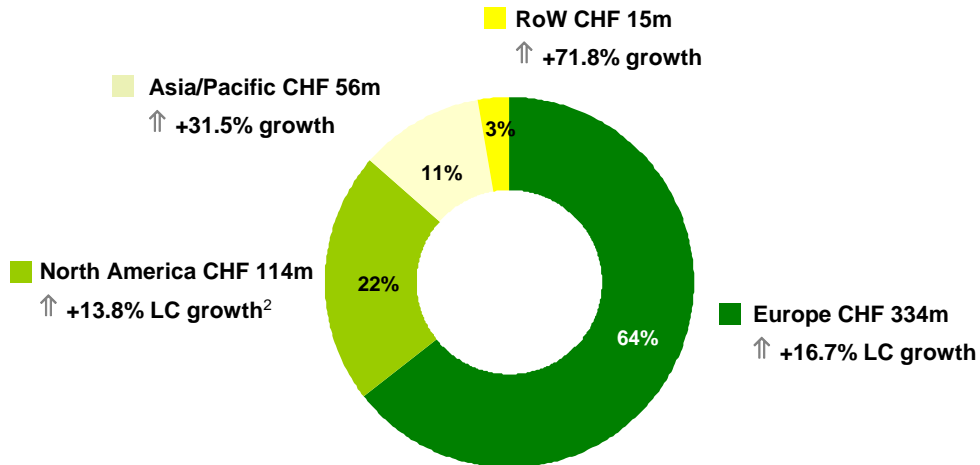
in CHF m



■ Sales   ■ Gross profit   ■ EBIT   ■ Net profit

# Europe and North America largest sales regions

## Nine months 2007 - Net revenue by region



Total Net Revenue: CHF 519m

↑ +16.5 in LC

<sup>1</sup> No Biora sales in US since early 2007; non-regenerative business grew double digit in the first nine months

<sup>2</sup> US growth in local currencies excluding the effect of the Biora import ban

## Margins improved at all levels

CHF million	H1 2006	H1 2007
<b>EBITDA</b>	<b>108.0</b>	<b>126.6</b>
EBITDA margin in %	35.4	36.0
<b>EBIT</b>	<b>91.4</b>	<b>107.8</b>
EBIT margin in %	29.9	30.7
<b>Net profit</b>	<b>70.9</b>	<b>94.9</b>
Net profit margin in %	23.2	27.0
<b>Operating Cash Flow</b>	<b>59.5</b>	<b>92.6</b>

Operating Cash Flow +56%

Net profit +34%

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# Our substitution technologies

## Treatment



Crowns and bridges

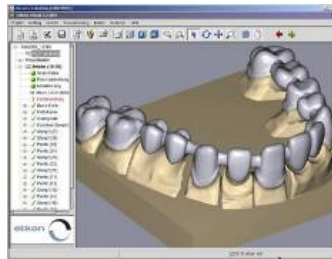


Dental implants

## Manufacturing



Traditional manufacture



CAD/CAM prosthetics

## Materials



Metals



Ceramics



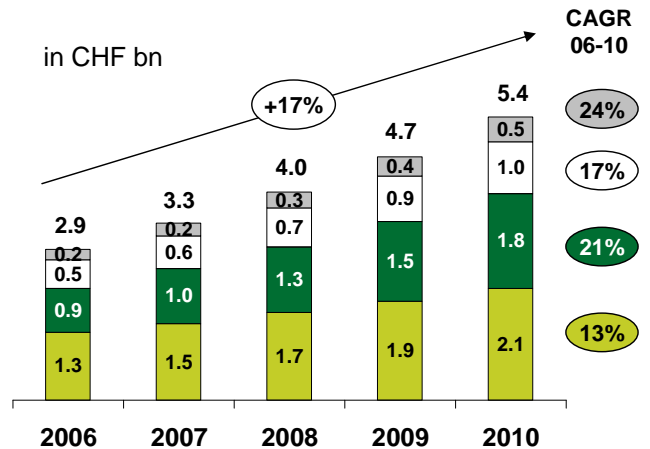
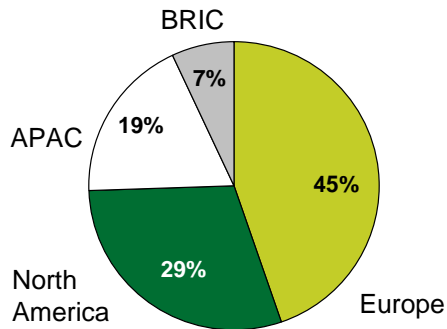
Collagen membranes



Hydrogel membranes

# Europe and North America remain core markets for implants

2006 global dental implant market by region

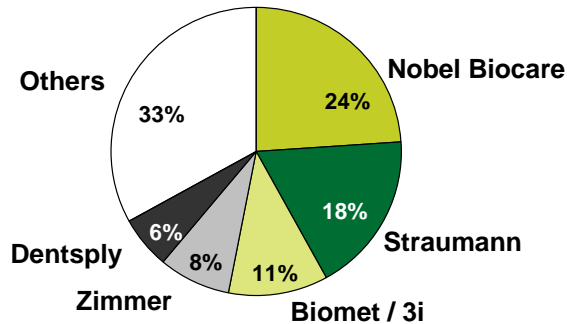


**BRIC** (BR, RU, IN, CN)
  **North America** (US, CA)

**APAC** (AU, JP, KR)
  **Europe** (DE, IT, ES, UK, SE, CH, FR)

# Straumann in firm number two position globally - number one in Europe

Dental implant market\* 2006  
100% = 2.9 CHF bn

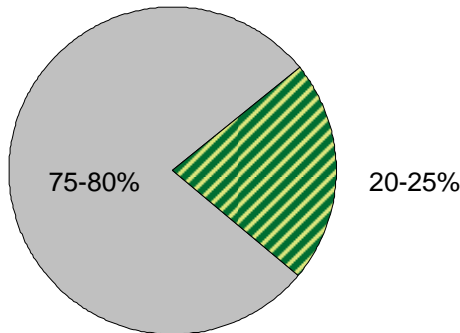




# CAD/CAM tooth restoration market highly attractive – Straumann with etkon very well positioned

## Estimated global market 2005

Crown + bridge prosthetics (USD 3.1 bn)

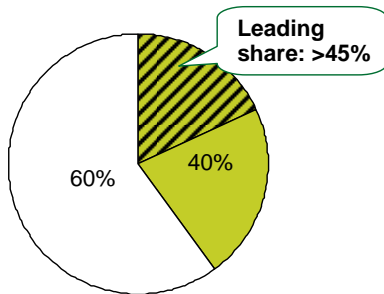


- Conventional and implant-based prosthetics without abutments
- ▨ Customized crowns/bridges (CAD/CAM)

- Up to 25% (USD 600-800 million) of the overall crown and bridge prosthetics market is CAD/CAM based
- Ceramics make up 40-75% of CAD/CAM restorations in developed countries

# In total CHF >4 bn for Straumann to address - Prosthetics will be major future growth driver

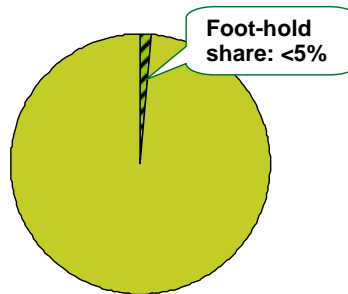
**Dental implant market**  
100% = CHF 2.9 bn



- Tissue level
- ▨ Straumann share in tissue level
- Bone level

Straumann very strong in tissue level segment. New bone level implant to unlock large market potential

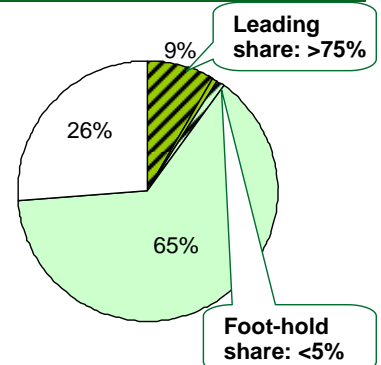
**CAD/CAM prosthetics market**  
100% = CHF 0.9 bn



- CAD/CAM prosthetics
- ▨ Straumann share in CAD/CAM

With etkon, Straumann has gained a foot-hold in the CAD/CAM prosthetics market

**Dental regeneration market**  
100% = CHF 0.3 bn



- Perio. tissue regeneration
- ▨ Straumann share in tissue regen
- Bone graft materials
- ▨ Straumann share in bone graft
- Membrane

Straumann has built a leading position in periodontal tissue regeneration

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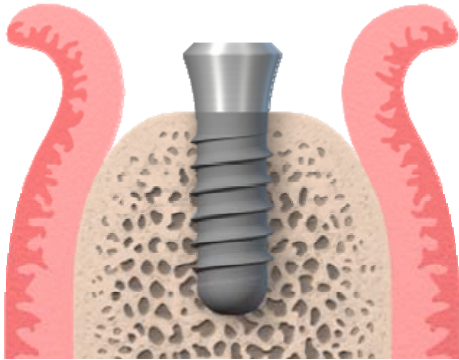
A snapshot of Straumann

Financials

Markets and opportunities

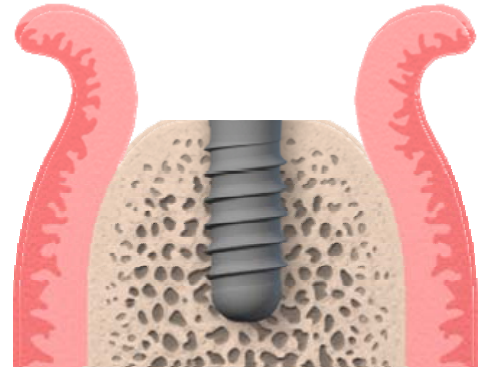
Innovation and trends

# Bone-level implant – a key launch to offer implant solutions to all dentists



**Tissue level**

- Pioneered by Straumann
- The most successful single system
- Microgap vertically offset from bone, respecting biological width and preserving bone
- One- and two-stage procedures possible

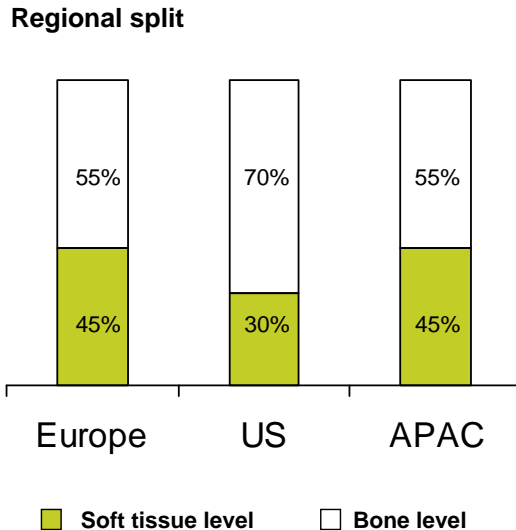


**Bone level**

- >50% of all implants placed
- Microgap at bone level
- One- and two-stage procedures possible
- ‘Ease of use’ and ‘Esthetics’ considered by many dentists as superior

# A great opportunity for Straumann

## Dental implant placement at tissue vs. bone level



- Implant choice is driven mainly by user preference
- Bone level popularity varies by region
- The US is particularly attractive for the Straumann® Bone Level Implant

# The new generation Straumann® Bone Level Implant

Introducing confidence at bone level



## SLActive surface

- Fast healing
- Higher security



## Bone Control Design™

- Bone preservation
- Tissue stability



## Consistent Emergence Profiles™

- Matching geometries
- Soft tissue management



## CrossFit™ Connection

- Precise tight fit
- Easy handling



## Confidence based on science



- 2 pre-clinical studies, very promising results
- >1500 implants now clinically documented in pilot-, multi-center-, and non-interventional studies; cases documented for >12 months
- >15 clinical studies supporting SLActive surface

# Straumann tomorrow

## Strategic priorities and ambitions

- Become a true solution provider in implant, restorative and regenerative dentistry
- Differentiate through meaningful innovation and added value
- Defend tissue-level segment, gain ground in the bone-level segment, drive CAD/CAM-franchise and leverage regenerative portfolio
- Maintain lead in Europe, accelerate North American growth, integrate/leverage Asian distribution, explore opportunities in BRIC countries
- Deliver above-market growth with increasing underlying profitability in a sustainable manner





# Questions & answers



## Calendar of upcoming events

07 February 2008 Full Year results 2007

18-20 February 2008 European Road Show

28-29 February 2008 U.S. Road Show

28 April 2008 First Quarter revenues 2008

07 August 2008 First Half results 2008

30 October 2008 Nine Month revenues 2008

Detailed calendar on [www.straumann.com](http://www.straumann.com)