

2010 First-quarter results presentation

Analysts & Media Conference Call
Basel, 27 April 2010

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FOR DENTAL PROFESSIONALS

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The availability and indications/claims of the products illustrated and mentioned in this presentation may vary according to country.

Highlights

Beat Spalinger
President & CEO

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Growth achieved despite challenging environment

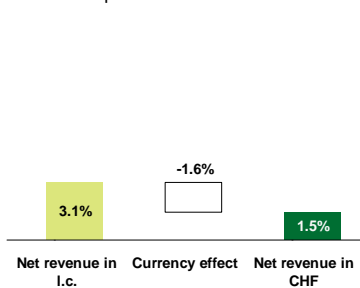
- ✔ Group net revenue increases, driven by implant volumes and lifted by new products; pricing levels maintained
- ✔ Strong performance in North America; Europe solid; positive developments in APAC dampened by Japan; Rest of the World expands impressively
- ✔ Guided surgery and intra-oral scanning launched
- ✔ Digital Solutions, including new CAD/CAM system, presented
- ✔ Record attendance at ITI World Symposium
- ✔ Full-year guidance unchanged: above-market growth with operating profit margin at least in line with 2009 level

Business performance

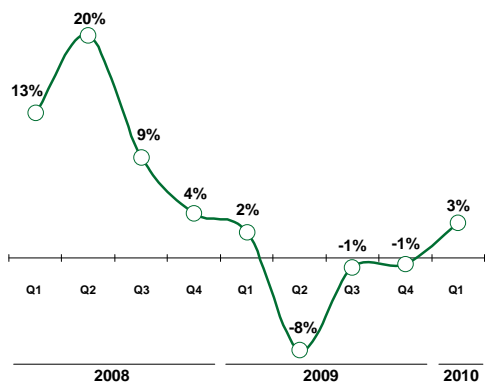
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Growth returns in first quarter

Q1 2010 net revenue growth
Total Group: CHF 199m

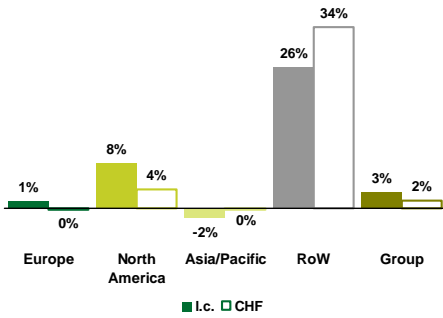


Organic growth¹ by quarter (l.c.)

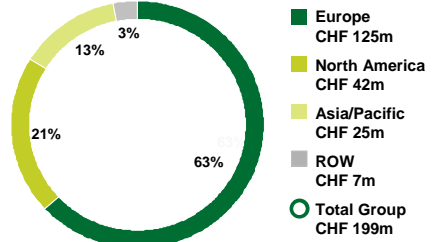


Performance led by North America and RoW

Net revenue growth by region



Net revenue by region (rounded numbers)



Progress in Europe

- Growth achieved in challenging market environment
- Most countries in line with prior year, including Germany; strong growth in France; encouraging signs in Iberia after tough 2009
- New technologies launched



| (in CHF million) | Q1 09 | Q1 10 | Δ % in CHF |
|--------------------|-------|-------|------------|
| Net revenue | 125.2 | 125.0 | 0% |
| % Growth in I.c. | 3% | 1% | |

Improvement in North America maintained

- Growth driven by implant volumes and regenerative products including recently launched Straumann® Allograft
- Weaker US dollar squeezes revenue growth in Swiss francs
- Consumers still cautious about spending



| <i>(in CHF million)</i> | Q1 09 | Q1 10 | Δ % in CHF |
|-------------------------|-------|-------|------------|
| Net revenue | 40.2 | 41.6 | 4% |
| % Growth in l.c. | 1% | 8% | |

Mixed performance in APAC and RoW

- SLActive and Bone Level range well received in Korea and China
- Sluggish performance in Japan overshadows positive developments in other markets
- Strong growth in South America and distributor markets, particularly China

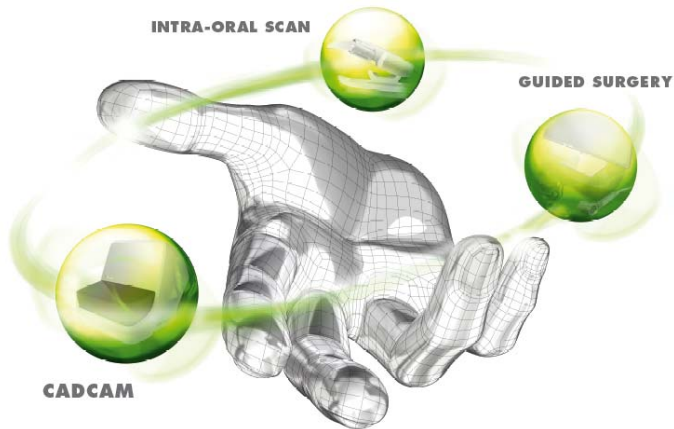


| <i>(in CHF million)</i> | Q1 09 | Q1 10 | Δ % in CHF |
|-------------------------|-------|-------|------------|
| APAC net revenue | 25.6 | 25.5 | 0% |
| % Growth in l.c. | 3% | (2%) | |
| ROW net revenue | 5.3 | 7.1 | 34% |
| % Growth in l.c. | (9%) | 26% | |

Ambitious launch program in 2010

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Straumann Digital Solutions introduced



Seamless connectivity

Intra-oral scanning capability launched

- New CAD/CAM software connects with CADENT iTero intra-oral scanner
- iTero scanners now sold in Europe exclusively by Straumann

Available now



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13

Straumann Guided Surgery launched in first markets¹



CT/DVT scanning
(open interface)



Diagnostics &
3D planning



Surgical template
fabrication



Guided surgery &
implant insertion



International
roll-out started

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¹Austria, Germany, Switzerland

14

New CAD/CAM 6.0 system announced

| New Scanner | New Software | New Applications | New Materials |
|---|---|---|--|
|  |  |  |  |

Available
fall 2010

Straumann membrane – full launch by year-end

- Innovative hydrogel PEG technology for guided bone regeneration
- Potential addressable market valued at CHF 200m¹
- Positive feedback from clinical and controlled-release programs
- High interest at ITI World Symposium



2010 ITI World Symposium – unprecedented success

- 4000 participants, reflecting continued strong growth of ITI network
- Leading independent scientific event in the field
- 113 eminent speakers from 26 countries
- Straumann and ITI celebrate 30-year partnership
- Straumann presents prestigious André Schroeder Research Prize



10-year clinical results on Straumann SLA implants



- First randomized controlled clinical trial to report 10-year data on a currently available screw-type dental implant with a roughened surface¹
- High success rates over 10-year follow-up (one²-, three³- and five-year⁴ results reported previously)
- No further implants lost and no significant bone loss since 5-year results
- Reliability of implant components demonstrated
- High patient satisfaction reported

¹ Fischer K, ITI World Symposium, April 2010, Geneva, Switzerland

² Fischer K, Stenberg T.; Int J Oral Maxillofac Implants 2004;19:374-381.

³ Fischer K, Stenberg T.; Int J Oral Maxillofac Implants 2006;21:245-252.

⁴ Fischer K, Stenberg T, Hedin M, Sennerby L.; Clin Oral Implants Res 2008;19:433-441.

Outlook

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Outlook 2010 (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-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.

Questions & answers

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Calendar of 2010 events

| | | |
|--------------|------------------------------------|----------------------|
| 18 May | Deutsche Bank conference | Zurich |
| 08 June | Bellevue Medtech conference | Zurich |
| 16 June | Investor meetings | Stockholm |
| 19 August | Half-Year results 2010 | Basel |
| 08 September | Goldman Sachs conference | London |
| 28 October | Third-quarter results 2010 | Audio Webcast |

Detailed calendar on www.straumann.com

Your contacts

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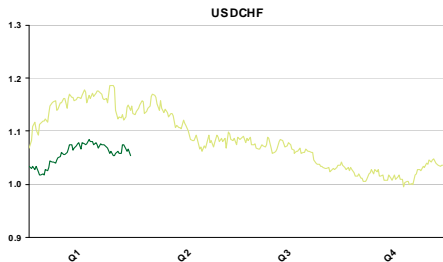
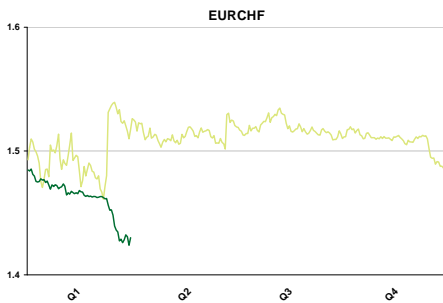


Appendix

Net revenue growth – First quarter 2010

| CHF million | Q1 2009 | Q1 2010 |
|--------------------------|--------------|--------------|
| Europe | 125.2 | 125.0 |
| growth in % CHF | (4.8) | (0.2) |
| growth in % l.c. | 3.1 | 1.4 |
| North America | 40.2 | 41.6 |
| growth in % CHF | 3.1 | 3.6 |
| growth in % l.c. | 0.7 | 8.4 |
| Asia / Pacific | 25.6 | 25.5 |
| growth in % CHF | 8.5 | (0.5) |
| growth in % l.c. | 3.3 | (1.7) |
| Rest of the world | 5.3 | 7.1 |
| growth in % CHF | (15.8) | 33.6 |
| growth in % l.c. | (8.7) | 26.3 |
| Group | 196.4 | 199.2 |
| growth in % CHF | (2.1) | 1.5 |
| growth in % l.c. | 2.3 | 3.1 |

Continuous currency headwind in 2010



| | Average rates | | Spot rates |
|--------|---------------|---------|------------|
| | FY 2009 | Q1 2010 | March 31 |
| EURCHF | 1.51 | 1.46 | 1.42 |
| USDCHF | 1.08 | 1.06 | 1.05 |
| JPYCHF | 1.16 | 1.16 | 1.13 |

— 2008
— 2009