

Media Release

Straumann Group strengthens emphasis on orthodontics and digital transformation

- *Orthodontics and Digital organized into separate business units (BUs)*
- *New functional unit dedicated to information technology and data management (ITDM) to drive digital transformation across the Group*
- *Peter Zihla takes on new role as Head ITDM; Dirk Reznik joins Straumann as Head Digital BU and Member of the Executive Management Board; Orthodontics BU Head to be announced in Q1*

Basel, 6 December 2019 – The Straumann Group is introducing two organizational changes to support the development of its fast-growing orthodontics and digital businesses and to drive digital transformation across the Group. The size, scope, reach, complexity, potential, and strategic importance of its orthodontics and digital businesses have increased to an extent where it is necessary to divide them into individual global business units to maintain clarity and focus. At the same time, information technology and data management (ITDM), which relate to almost every activity at the Straumann Group, have also increased in each of these respects. To manage the expansion and digital transformation in addition to embracing new technologies like artificial intelligence, the Group is creating a dedicated global unit for ITDM, which until now has been incorporated in Finance. In addition to embracing new technologies, like artificial intelligence, one of the unit's main goals will be to maximize the business value of data management.

Peter Zihla has been appointed Chief Information & Data Officer with responsibility for the new ITDM unit. In his previous position, he was a driving force in building the Group's digital and orthodontic businesses. Under his leadership, the combined business unit grew strongly and achieved significant milestones including the international expansion of ClearCorrect, strategic partnerships with leading scanner companies and the entry into thermoplastic and polymer production for clear aligners and 3D-printing. His vision, technical expertise, deep understanding of the Group's businesses, organization, systems and interfaces position him uniquely for this new role.

The Group's new Digital BU includes intraoral and laboratory scanners, centralized CAD/CAM prosthetics, milling equipment, 3D printers and materials, prosthetic design and guided surgery software, as well as planning services. The BU has exciting growth prospects as dentistry becomes increasingly digital. To drive its expansion, **Dirk Reznik**, an experienced executive with a proven international track record in electronic consumer products and digital ecosystems, will join Straumann on 1 January 2020 as Head of the Digital BU and a Member of the Executive Management Board.

Dirk Reznik comes from the German Vorwerk Group and has been based at Vorwerk International in Switzerland for the past nine years as worldwide head of its largest division, Thermomix. Renowned for its innovative multifunctional culinary devices and digital ecosystem, Thermomix generates sales of more than 1.1 billion euros with a team of 4700 employees and 44 000 independent sales advisors in more than 50 countries. Its success has

been driven by customer centricity and the ability to innovate, produce and commercialize reliable high quality innovative solutions that depend on integrated digital technology. Mr Reznik began his career at Vorwerk in 1993 and progressed through positions of increasing responsibility in Marketing, Business Development, Country Management and Divisional leadership. During his tenure as CEO of Thermomix, the business nearly tripled its revenues. Aged 53, he is a German national and holds a degree in Business Administration from the University of Paderborn.

The Straumann Group's new Orthodontics BU includes the ClearCorrect and Smyletec clear aligner brands in addition to the recently acquired Bay Materials thermoplastics business. With ClearCorrect entering new markets, the Group is rapidly building up sales, distribution and production infrastructure. In view of the significant potential and strategic importance of this business, the Group is in the process of hiring a high caliber professional, who will join the Executive Management Board. An announcement of the appointment is expected in the in the first quarter of 2020.

About Straumann

The Straumann Group (SIX: STMN) is a global leader in tooth replacement and orthodontic solutions that restore smiles and confidence. It unites global and international brands that stand for excellence, innovation and quality in replacement, corrective and digital dentistry, including Anthogyr, ClearCorrect, Dental Wings, Neodent, Medentika, Straumann and other fully/partly owned companies and partners. In collaboration with leading clinics, institutes and universities, the Group researches, develops, manufactures and supplies dental implants, instruments, CAD/CAM prosthetics, biomaterials and digital solutions for use in tooth replacement and restoration or to prevent tooth loss.

Headquartered in Basel, Switzerland, the Group currently employs approx. 7300 people worldwide and its products, solutions and services are available in more than 100 countries through a broad network of distribution subsidiaries and partners.

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

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

Homepage: www.straumann-group.com

Contacts:

Corporate Communications

Mark Hill: +41 (0)61 965 13 21

Jana Erdmann: +41 (0)61 965 12 39

Thomas Konrad: +41 (0)61 965 15 46

e-mail: corporate.communication@straumann.com

Investor Relations

Marcel Kellerhals: +41 (0)61 965 17 51

e-mail: investor.relations@straumann.com

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