Being the partner of choice
IDS Media conference, 13 March 2013

Frank Hemm, Executive Vice President Sales EMEA/LATAM
Dr. Sandro Matter, Executive Vice President BU Prosthetics

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

Straumann – a global leader in replacement, restorative and regenerative dentistry

Implant solutions
Restorative solutions
Regenerative solutions
New introductions from Straumann

- NNC
- Loxim
- Emdogain 015
- Sterile Healing
- TiBrush

Indication-Based Product Selection Guide

coDiagnostiX 9.0

Patient App

Standard Plus Narrow Neck CrossFit® (NNC)

New-generation small-diameter soft tissue-level implant for limited space and narrow bone ridges

- Roxolid®, our strongest material
- SLActive®, our fastest healing surface technology
- CrossFit®, our reliable, intuitive connection
- Soft tissue level design: one-stage surgery
- Indications include: front single-tooth gaps or multiple-tooth replacement (bridges and fixed/removable overdentures)
Loxim™ implant transfer instrument

- Detaches faster and easier from the implant after placement
- Very high precision
- Introduced on our premium Roxolid SLActive implants

Sterile packaging to support healing

- All implant closure screws and healing abutments delivered in sterile packaging to meet increased hygiene requirements in many markets
- Introduction May 2013
- No price addition
13.03.2013

**Straumann® TiBrush™**

- Simple, effective instrument for mechanical debridement of implant surfaces affected by peri-implantitis
- Designed to prolong life of compromised implants
- Straumann implants have shown very low prevalence of peri-implantitis over 10 years but the general need for maintenance is expected to rise

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**Emdogain® 015 – an ideal, cost-effective solution for smaller needs in daily practice**

- New size and options (combination with various bone graft materials)
- >10 years’ in-market experience
- >1.5 million patients treated
- >400 clinical publications

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8 Cleared in US and allowed in Europe
coDiagnostiX 9.0
Launch at the IDS by Dental Wings

- New guided surgery software with additional functionality
- Efficiency gains: fewer patient consultations; no scan template required
- Additional surgical template production using precision 3D printing technology

Straumann® Indication-Based Product Selection Guide

Helps to select the most suitable Straumann implant and prosthetic components
Straumann Patient Education ‘App’

A convenient modern way to communicate the benefits of dental implants and treatment options/procedures to patients.

- Treatment option videos
- Interactive drawing tools
- E-mail and print options for sharing
- Editing/customizing options
- Archive for custom presentations

Paradigm shift to smaller implants

- Preserve buccal and interproximal bone and vital structures
- Avoid bone augmentation
- Limit patient morbidity
- Shorten treatment
- Reduce cost
- Reduce discomfort

Minimally invasive
Reduced complexity
Increased patient acceptance

4. R. Aapro, key success factors for implant treatment. EAO Copenhagen 2012
13.03.2013

Paradigm shift to smaller implants

Straumann technology

Roxolid + SLActive

Smaller implants in all cases

"... it seems reasonable to assume that use of a narrower diameter implant reduction equal to one implant size from the conventionally accepted implant in a given situation is warranted. For example, if a 4.1mm wide titanium implant would usually be placed, it appears reasonable to utilize a 3.3mm wide titanium zirconium implant body instead."

Dr Paul A. Fuggazzotto, DDS, Periodontist, Milton, Massachusetts

Savings that smaller implants may offer

German example:
reimbursement scheme for implantation¹

<table>
<thead>
<tr>
<th>Year</th>
<th>Implant(s)</th>
<th>Without GBR (€)</th>
<th>With GBR (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>1</td>
<td>950</td>
<td>1750</td>
</tr>
<tr>
<td>1988</td>
<td>2</td>
<td>1500</td>
<td>2520</td>
</tr>
<tr>
<td>1988</td>
<td>3</td>
<td>2550</td>
<td>3910</td>
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<tr>
<td>2012</td>
<td></td>
<td>9170</td>
<td>1740</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>1760</td>
<td>2330</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>2920</td>
<td>3410</td>
</tr>
</tbody>
</table>

- Average savings for patient of approximately € 600 if GBR is avoided

¹ GOÄ change in 2012
Stretching the bounds of clinical excellence

- 7% of revenues invested in R&D (industry benchmark¹)
- 16 clinical studies running²
- 7 clinical studies completed in 2012²
- 31 new studies planned for 2013²
- 10-year data for SLA® implants
- 5-year data for SLActive® implants
- 3-year data for Roxolid® implants
- 10-year data for Emdogain®

¹ Based on available data
² as of 31 December 2012

Strong 10-year clinical data on Straumann implants

- 643 Straumann SLA tissue level implants tracked for 10 years in two studies¹,²
- Survival rate of 98.8% and success rate of 97.0%¹
- Very low (1.8%) prevalence of peri-implantitis¹
- No implant fracture noted¹
- No screw or abutment fractures²

Straumann prevails in Swiss and German courts

- There are no ‘generic’, ‘bioequivalent’ dental implants; labelling as such is illegal
- Implant imitators have little, if any, supporting research documentation / biological rationale
- Dental Ratio Systems banned from claiming Oktagon implant components are compatible with Straumann
- Medentis Medical banned from claiming ICX-templant is hydrophilic
Implants complemented by a wide range of prosthetic solutions…

...backed by strong 10-year clinical data

- 643 Straumann SLA tissue level implants tracked for 10 years in two studies\textsuperscript{1,2}
- Survival rate of 98.8% and success rate of 97.0%\textsuperscript{1}
- Very low (1.8%) prevalence of peri-implantitis\textsuperscript{1}
- No implant fracture noted\textsuperscript{1}
- No screw or abutment fractures\textsuperscript{2}


\textsuperscript{2} Fischer K, Stenberg T: Prospective 10-year cohort study based on a randomized, controlled trial on implant-supported full-arch maxillary prostheses. Part II: Prosthetic outcomes and maintenance. (132 implants on 23 screw-retained full-arch prostheses in 23 patients) Clin Impl. Dent Relat Res 2011;[Epub].
Customized prosthetics in a broad range of high performance materials

<table>
<thead>
<tr>
<th>CARES® Full contour crown</th>
<th>CARES® Coping</th>
</tr>
</thead>
<tbody>
<tr>
<td>zircon® HT</td>
<td>IPS e.max® CAD</td>
</tr>
<tr>
<td>3M™ ESPE™ Lava™ Ultimate Restorative</td>
<td>IPS e.max® CAD</td>
</tr>
<tr>
<td>IPS e.max® CAD</td>
<td>zircon®</td>
</tr>
<tr>
<td>polycon® ae</td>
<td>coron®</td>
</tr>
</tbody>
</table>

1 Not available for the Soft Tissue Level WN Platform
3M™, ESPE™ and Lava™ are trademarks of 3M or 3M Deutschland GmbH. Used under license in Canada.
IPS e.max® is a registered trademark of Ivoclar Vivadent AG, Liechtenstein

New introductions from Straumann

- CARES X-Stream
- CARES Variobase abutment
- Broader range of CARES screw-retained bars & bridges
- Full-contour zirconia zerion HT
- CARES Visual 8.0
- CARES Scan & Shape
- 48h zircon delivery
- SFI Anchor

1 In most European countries
CARES® X-Stream™
Complete implant-borne restoration in one step

- Full single-tooth prosthetic restoration solution for Straumann implants
- High quality and profitability through validated workflow
- One scan – one design – one delivery
- Time (up to 3 days) and cost savings

CARES® Variobase™ abutment
Hybrid abutment with zerion® coping

- Designed for efficiency
- Highly adaptable to individual oral situation
- Four shades
- Guided placement of coping
- Ideal force distribution
- Original Straumann connection
CARES® full contour zeron® HT¹

- Translucent ZrO₂ ceramic in 4 shades
- Easy and efficient handling
- Full-contour crown and bridge restorations (up to 3 units)
- Durable, predictable

CARES® screw-retained bars and bridges

- Now for Straumann Bone Level Implants
- Four additional bar designs for Straumann Tissue Level Implant platform
- Milled in one-piece with smooth machined surface and customizable bone level emergence profile
SFI Anchor®

Flexible, secure, durable implant anchor for edentulous solutions:

- Compensates implant divergences up to 60°
- Easy maintenance, high patient comfort
- Exclusively from Straumann

High precision design and production...

- Pre-set parameters and algorithms
- Consistant quality, high precision and high performance materials with centralized milling
Excellent fit
e.g. CARES X-Stream prosthetic elements

Precise connection, optimal force distribution

- Patented\(^1\) engaging mechanism
- Very small rotational play

- Defined, controllable bonding gap
- Even load distribution

\(^1\) Patent pending
Two ways to Straumann® CARES® abutments

 Straumann® CARES®
 System 8.0

 Straumann® CARES®
 Scan & Shape

  Open CADCAM system integrated into DWOS platform
  Validated workflow with Straumann support
  New design functionality and flexibility
  Easier to use
  Added efficiency
  Faster delivery

 New software free for existing customers with up-to-date licenses; available to new customers for purchase

 DWOS inside
13.03.2013

Optimized Straumann CARES digital workflow

<table>
<thead>
<tr>
<th>Multiple data sources</th>
<th>Straumann CARES Visual Design</th>
<th>Variety of materials &amp; applications</th>
<th>Manufacturing options</th>
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</thead>
<tbody>
<tr>
<td>Surgical planning</td>
<td>myStraumann CARES desktop</td>
<td>Validated workflow</td>
<td>Straumann Milling Center</td>
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<tr>
<td>Digital impression</td>
<td></td>
<td>Straumann CARES® Visual 8.0</td>
<td></td>
</tr>
<tr>
<td>Scan master-model</td>
<td></td>
<td>CARES (Variobase)</td>
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</tr>
<tr>
<td>Straumann CARES Scan CS2</td>
<td></td>
<td>Abutments, CARES SRBB, CARES Elements, Straumann CARES X-Stream</td>
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<td>External workflow</td>
<td>Open STL to external milling center of user’s choice</td>
</tr>
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<td>Straumann CARES® Visual 8.0</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Crowns &amp; bridges, abutments, bars</td>
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</tbody>
</table>

Complete digital workflow through collaborations with 3M ESPE and Innovation MediTech

- 'Trusted Connection’ with 3M™ True Definition Scanner
- Dentists can send digital impressions directly to labs using Straumann® CARES® 8.0
- Labs design and order CARES® prosthetics for Straumann implant/tooth-borne restorations
- With Dental Wings’ Virtual Model Builder software, labs can order corresponding high-precision model from Innovation MediTech
Stratumann® CARES® Scan & Shape
A new service for customers who do not have the requisite scanning capabilities

- Convenient ordering
- Premium CARES abutments
- Original connection
- High surface quality
- Customized emergence profile
- Multiple material options
- Stratumann guarantee and reliability

How it works

1. Customer sends model or wax-up to Stratumann
2. We scan it and shape the custom abutment
3. Customer approves design online
4. Abutment milled and delivered within 4 days
See the connectivity

Please visit us in Hall 4.2, stand G80/K89
We invite you to the DWOS Lunch & Learn event @ IDS
15 March 2013, 12.00h, Kristallsaal, Messe Köln (lunch will be served)