Taking an important step towards our goal of becoming a total solution provider

International Dental Show (IDS)
Cologne, 12 March 2015

Today’s speakers

Marco Gadola, CEO
5 years with the company

Dr Gerhard Bauer
Head Research, Development & Operations
4 years with the company

Frank Hemm
Head Customer Solutions & Education
11 years with the company
Market developments and our strategic priorities

Marco Gadola, CEO

2010: A fragmented tooth replacement market...

<table>
<thead>
<tr>
<th>Pure players</th>
<th>Medical device companies</th>
<th>Dental product manufacturers</th>
<th>Dental Wholesaler</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>Value/Local</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

>400 smaller players
...has consolidated and Straumann is the only large ‘pure player’

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>400 smaller players

Straumann’s multi-brand strategy to address premium and value segments

Common platform for technology & production

Premium

Value

<table>
<thead>
<tr>
<th>Germany (100%)</th>
<th>Brazil (49%)</th>
<th>Germany (51%)</th>
<th>Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany (49%)</td>
<td>USA (12.5%)</td>
<td>Taiwan</td>
<td></td>
</tr>
<tr>
<td>Singapore (30%)</td>
<td>Switzerland (44%)</td>
<td></td>
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<tr>
<td>Canada (44%)</td>
<td></td>
<td></td>
<td>Taiwan (43%)</td>
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</tbody>
</table>
Becoming a Total Solution Provider for tooth replacement

- Provide conventional, semi- and fully-digital workflow solutions for all major tooth replacement indications (implant-borne and CADCAM tooth-borne) for dentists
- Provide comprehensive portfolio for implant-borne solutions for dental labs

<table>
<thead>
<tr>
<th>STMN solution</th>
<th>Conventional</th>
<th>Semi-digital</th>
<th>Fully digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single tooth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Simple posterior</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Esthetics</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Metal-free</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Multiple teeth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>• Esthetics</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Edentulous</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Simple removable</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Fixed edentulous (immediacy)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*) Semi-digital: dentist works conventionally, lab works digitally; fully digital: dentist & lab work digitally

Potential identified to expand our position across indications and segments

- 3D / radiology
- Planning
- Implants
- Biologics
- Standard abutment
- CADCAM abutment
- CAD software / scanners
- CADCAM C&B (implant borne)

STMN current share
Addressable market opportunity
Not active
Confirmation that we are working on the right things

Our strategic priorities:

- Drive Straumann high performance culture & organization
- Target unexploited growth markets & segments
- Become total solution provider (TSP) for tooth replacement

New products & solutions

Frank Hemm, Head of customer solutions & education
Key drivers suggest that innovation is not only limited to delivering “new implants”

- **Ease of use**
  - Especially less experienced users (e.g. GPs) are looking for a less complex treatment and simple handling

- **Efficiency & productivity**
  - Improving workflows in practices and labs resulting in productivity gains

- **Affordability**
  - Willingness to pay a premium for incremental innovations and affordability for patients has become relevant decision factor

- **Clinical outcome**
  - Improvements to increase overall patient acceptance, e.g. through less invasive and less cumbersome treatment

- **Product improvements to further drive efficiency and productivity**
- **Process innovations to reduce complexity**
- **Priority setting needs to follow a business rationale, i.e. filling major product gaps is critical for our success**

Our ‘playing field’ at the IDS and beyond

- **Surgery**
  - Full regenerative portfolio (botiss)

- **Abutment**
  - Pre-milled abutments
  - Screw retained bars & bridges
  - Chairside scanning & milling
  - Variobase for CEREC
  - SR abutments
  - Charalab milling & milling

- **Restoration**
  - Removable denture attachment (Valoc)
  - In-lab milling equipment
  - Screw retained bars & bridges
  - New in-lab scanner
  - CARES X-Stream
  - Full regenerative portfolio (botiss)
Popular in-house and local production of crowns and bridges

- Manufacture in-house (chairside or at your in-practice lab)
- Outsource to a local lab
- Outsource to a 3rd party service provider

Source: Proprietary dental professional survey in fall 2014; sample size: approx. 120 dentists per country

TO BECOME A TSP WE HAVE TO PROVIDE REGENERATIVE AS WELL AS CADCAM SOLUTIONS TO BOTH DENTISTS AND DENTAL LABS!
To reach our goal to become a TSP we can’t focus simply on centralized milling

Data capture
- Intra-oral
  - iTero scanner
  - 3M scanner
  - 3rd party scanners
- Desktop scan
  - Straumann in-lab scanner
- Impression scan
  - 3rd party scanners

Design process
- Central milling
- Regional milling centers
- In-lab milling

Manufacturing
- Chairside milling
- Central milling
- Regional milling centers
- In-lab milling

Our future innovations and improvements in the prosthetic portfolio supports key market trends

Clinical Outcome
- Straumann® Screw-Retained Bars and Bridges
- Straumann® CARES X-Stream

Manufacturing
- Chairside milling
- Central milling
- Regional milling centers
- In-lab milling
Our future innovations and improvements in the prosthetic portfolio supports key market trends

PRE-MILLED ABUTMENT BLANKS

VARIOBASE® FAMILY

Manufacturing
- Chairside milling
- Central milling
- Regional milling centres
- In-lab milling

In-lab milling with the «original» connection – how does it work?

Scan and design based on patient specific situation

Straumann pre-milled abutment blank

Pre-face holder depending on the type of milling machine

In-lab milling

CAD abutment
Novelties within the existing partnership with Dental Wings

- Ease of use
- Efficiency & productivity

CADCAM equipment that we will distribute in the future

<table>
<thead>
<tr>
<th>Data capture</th>
<th>New equipment</th>
<th>Partner company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairside</td>
<td></td>
<td>dental wings</td>
</tr>
<tr>
<td>Lab System</td>
<td></td>
<td>AMANN GRRBACH</td>
</tr>
</tbody>
</table>
At the last IDS we presented the first, cost-efficient CARES® Variobase abutment...

... ...now we expand our offering...
...combined into one Variobase® family

Dental labs
- Straumann® Variobase® for crown
- Straumann® Variobase® for bridge/bar

Dentist
- Straumann® Variobase® for CEREC

New generation: Straumann CARES® 3 and 7series

- Efficiency & productivity
- Ease of use
- Evolution of proven core technology
- Improved scanning performance
- Matches new design language of Dental Wings hardware
- Improved ergonomics, ease of use, cleaning, assembly, servicing, and robustness
- Available in Europe and North America from Q2, in APAC and RoW from Q4 2015
New collaboration with Amann Girrbach

- 5-axis in-lab mill developed together with Amann Girrbach for CARES system
- Covers almost all lab needs: inlays, onlays, veneers, crowns, bridges, screw-retained restorations, in very broad range of materials
- Milling/grinding in wet/dry modes
- Available in most of Central Europe from Q4 2015; other regions to follow

Adding value to the lab with the in-house fabrication of one-piece customized Ti abutments

- Cooperation with Amann Girrbach to provide the original Straumann® Abutment blank compatible with the Amann Girrbach CAD/CAM System
- Enjoy all benefits of the in-house milling
- Additionally increased variety in restoration offering
- Available for Straumann® Bone Level and Tissue Level® Implants
Addressing a significantly larger market through partnership and licenses

US regeneratives market by category (market estimated at USD 260m in 2014)

- Allograft: 38%
- Xenograft: 17%
- Membrane: 34%
- Tissue regeneration: 8%
- Synthetic: 4%

Gerhard Bauer, Head of Research, Development & Operations
Tapered implants positively affect practice productivity and offer simpler drill protocols

Preferred choice for:
...immediate loading
...certain extraction sockets
...limited anatomy (undercuts)
...or full-arch restorations.

AVAILABLE IN TITAN, ROXOLID, SLA AND SLACTIVE

The new BLT launch is a perfect opportunity to increase our share in this large segment...
...and is one element of our new ProArch solution

Straumann CARES® offering for full-arch restorations
**Straumann Pre-milled abutment blanks for Medentika blank holder**

**Adding value to the lab with the in-house fabrication of one-piece customized Ti abutments**

- Original pre-fabricated Straumann implant-abutment connection
- Pre-fabricated connection compatible with the Medentika Blank Holder
- Enjoy all benefits of the in-house milling
- Additionally increased variety in restoration offering
- Available for Straumann® Bone Level and Tissue Level* Implants

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**Two innovative CADCAM materials**

**Ease of use**

- Ready-to-mill[^1] C14 blocks (lithium disilicate reinforced lithium aluminosilicate)
- High flexural strength; easy to finish
- Offered in a chairside (fully crystallized) & laboratory version

**Clinical outcome**

- True colors – excellent match to VITA® classical shade guide
- High translucency

[^1]: Planned release through Instradent: May 2015 in Europe, with other regions to follow
Collaboration with Valoc

- Innovative prosthetic retention system, established in German market (distributed by Medentika)
- Swiss company founded in 2011
- Straumann acquires 44%

Closing remarks

Marco Gadola, CEO
Straumann has strongly focused on dentists and neglected the influential laboratories

- Price sensitive prosthetic business putting pressure on genuine abutment-to-implant ratio
- Historically, Straumann has strongly focused on specialists and has not dedicated enough energy and development into the dental lab segment
- We start with a new lab campaign targeted towards dental technicians to revitalize prosthetics
- It compromises multiple elements e.g. new product launches, marketing initiatives and lab services

We aim to improve our relationship to dental laboratories
Social Media Campaign “Original Gadola”

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

Appendix
### A stocked innovation pipeline

<table>
<thead>
<tr>
<th>Project</th>
<th>Key benefit target</th>
<th>Introduction/Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolid SLA</td>
<td>Higher strength for SLA implant line</td>
<td>2015</td>
</tr>
<tr>
<td>Bone Level Opened</td>
<td>High primary stability, surgical flexibility</td>
<td>2015</td>
</tr>
<tr>
<td>Ceramic implants</td>
<td>High-end esthetic, metal-free implant system</td>
<td>2016</td>
</tr>
<tr>
<td>Smaller diameter implants</td>
<td>Strong solution for narrow inter-dental spaces</td>
<td>2014</td>
</tr>
<tr>
<td>Smart</td>
<td>Solution for simple indications &amp; less experienced practitioners</td>
<td>2015</td>
</tr>
<tr>
<td>Abutment Blanks</td>
<td>With Straumann original connection for milling centers</td>
<td>2015</td>
</tr>
<tr>
<td>VariMax prosthodontics</td>
<td>Bars &amp; bridges with CARES X-Stream</td>
<td>2015</td>
</tr>
<tr>
<td>Pin Arch</td>
<td>Flexible solution for implant-borne chair-side restorations</td>
<td>2015</td>
</tr>
<tr>
<td>IM EZPE Lava Plus</td>
<td>Efficient and aesthetic high translucent zirconia, especially suitable for full contour restorations</td>
<td>2015</td>
</tr>
<tr>
<td>New proprietary material for restorations</td>
<td>Glass ceramic, improved handling</td>
<td>2016</td>
</tr>
<tr>
<td>Integrated workflow</td>
<td>Digital immediate tooth replacement</td>
<td>2015/2016</td>
</tr>
<tr>
<td>New CARES-in-lab scanner</td>
<td>State-of-the-art scanning technology</td>
<td>2015</td>
</tr>
<tr>
<td>CARES Visual 3D</td>
<td>Integration of digital workflows</td>
<td>2015</td>
</tr>
<tr>
<td>Endogain</td>
<td>New indications</td>
<td>2016/2016</td>
</tr>
<tr>
<td>Osteogen</td>
<td>Bone enhancement</td>
<td>2015</td>
</tr>
</tbody>
</table>

*Sources: 1. Ipsos Mori (2011), Psychographics of Patients (US, DE), Straumann proprietary data
2. Institute Riegl (2011), Survey Patient Satisfaction (CH, DE, FR, IT, ES)*

### Patient Pro – meeting the need for modern patient information

- Nearly 50% of patient consult online & social media channels
- Online & social media marketing in practice patient communication
- Patient Pro supports dentists to:
  - Win and retain patients
  - Increase implant treatment rate
  - Leverage patients as advocates

*Highlights from Straumann's development pipeline showing changes in 2015. Introduction/Release dates may be subject to positive clinical results and regulatory clearances, and changing unforeseen circumstances.*
Young Professional Program: A program tailored to future dentist customers

- Program has now been running in Germany for >2 years and has reached more than 3000 participants
- Straumann offers a comprehensive service package in 10 countries – tailored to young dental professionals
- Support for starting out successful in their professional career, especially as implantology is not part of the standard university curriculum
- In includes studies, residencies and work as clinic staff, to setting up their own practices and a dedicated online portal

Our manufacturing plants

- Andover (USA): Implant production
- Malmö (S): Regenerative products
- Leipzig (D): CADCAM milling
- Arlington (USA): CADCAM milling
- Villeret (CH): Implant production
## Your contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Tel.</th>
<th>Email</th>
</tr>
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<tr>
<td>Fabian Hildbrand</td>
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<td>+41 (0)61 965 13 27</td>
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</tr>
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