

# inSide

The International Corporate Magazine of Anthogyr



## ANTHOGYR ENTERS INTO A UNIQUE PARTNERSHIP WITH STRAUMANN TO BOOST ITS DEVELOPMENT

Today is a new step forward for Anthogyr. I am happy and proud to announce our partnership agreement with Straumann, the world leader in tooth replacement solutions.

Anthogyr is strongly growing worldwide since many years and has become a key player in the dental implantology field.

Our ambition is to accelerate this growth in line with our Prime Mover strategy. This is the whole meaning of our agreement with Straumann, which is a fantastic acceleration opportunity for Anthogyr.

Anthogyr will grant Straumann the Axiom® and Simeda® business development in China. We have actively developed Chinese market for several years. Our products, know-how and brand reputation are now well-recognized in this country.

Relying on Straumann large investments, this partnership will allow us to expand rapidly on this fast growing segment.

This unique alliance is going to provide Anthogyr a great opportunity to benefit from the Straumann Instradent distribution platform. This is opening new business opportunities on other markets as well as possibilities for technological synergies.

Finally, this partnership emphasises all the recognition of our know-how and commitment to the dental health industry.

Today, our strategy, independency, agility and family run governance remain unchanged.

So we will accelerate our growth on a market undergoing constant changes by deploying our Prime Mover in Implantology strategy.

I am more enthusiastic than ever to pursue and share this exciting adventure with you all.

### The project in two key points

A unique partnership with the world leader in the industry

An acceleration of our growth in China

Eric GENEVE  
Chairman and CEO

**Anthogyr**  
PRIME MOVER IN IMPLANTOLOGY

# “ THE KEYS OF ALLIANCE WITH STRAUMANN ”

## A unique partnership between two key players in the industry

This agreement should be effective at the end of March and will take the following terms:

On one hand, Straumann will acquire a minority stake in our company, on the other hand Anthogyr will build a strategic partnership with Straumann to further develop Axiom® and Simeda® solutions in China.

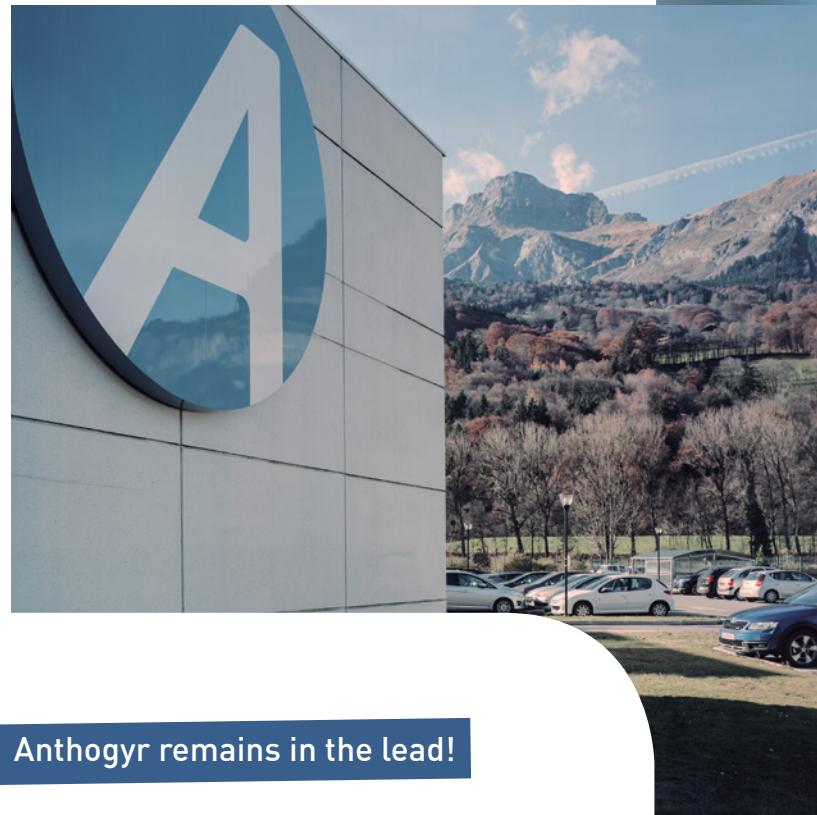
A key opportunity to join forces with the worldwide leader in this field while still preserving Anthogyr's main strong points: innovation, flexibility and independence.

**This partnership proves a full recognition of Anthogyr achievements, high quality products, know-how and talented team.**

## An opportunity to accelerate Anthogyr growth

The partnership with Straumann in China will accelerate Anthogyr's growth on this market while benefiting from Straumann's significant presence in this country.

Moreover, Anthogyr will benefit from new business development opportunities through access to the Straumann Group's multi-brand platform for tooth implants and prostheses Instradent. Thanks to this partnership, **technological and business synergies would be further developed between both parties.**



## Anthogyr remains in the lead!

Anthogyr, a 70 years old French manufacturer will remain an independent family-run business that has proved itself capable of growing worldwide. **Anthogyr's strategy, vision and governance remain unchanged.** The company maintains its flexibility, capacity of innovation as its DNA.

Anthogyr pursues its **Prime Mover strategy** in strengthening more than ever its ambition to become the leader on the value market segment.

