Strong foundation to capture numerous market opportunities

Marco Gadola, CEO
Straumann Group – a portfolio of brands and partners driving innovation in dentistry

Premium Technology & manufacturing platform

Non-Premium
Huge potential in underpenetrated markets

Implants placed in 2015 (estimated in thousand units) and per 10,000 inhabitants (in parentheses)
Strategic actions to exploit underlying potential

Implants placed in 2015 (estimated in thousand units) and per 10 000 inhabitants (in parentheses)
Geographical expansion reflected in an increasingly international team

<table>
<thead>
<tr>
<th>Region</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>LATAM</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>APAC</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>NAM</td>
<td>36</td>
<td>25</td>
</tr>
<tr>
<td>RoEMEA</td>
<td>34</td>
<td>22</td>
</tr>
<tr>
<td>CH (incl. HQ)</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

2015: Neodent added >900 employees
Key products/solutions that have spurred our growth in recent years

Organic revenue growth 2012-16

- Roxolid implant material
- BLT implant
- PURE ceramic implant
- Variobase abutment family
- ‘Roxolid for all’
- GBR biomaterials
- ProAch edentulous solution
- Lab and chairside CADCAM offering

Premium implant market includes the following brands: Nobel Biocare, Dentsply Implants, Zimmer, Biomet, and Straumann
**2012-2016: Product range systematically extended**

### Implant workflow

<table>
<thead>
<tr>
<th>CT imaging</th>
<th>Bone substitute</th>
<th>Parallel-walled implants</th>
<th>Intra-oral scanners</th>
<th>Stock abutments</th>
<th>Equipment: Chairside milling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment planning</td>
<td>Membrane</td>
<td>Tapered implants</td>
<td>Desktop scanners</td>
<td>CAD CAM abutments</td>
<td>Equipment: Lab milling</td>
</tr>
<tr>
<td>Traditional surgical guides</td>
<td>Hard- and soft tissue regeneration</td>
<td>Ceramic implants</td>
<td></td>
<td>3rd party CAD CAM abutments</td>
<td>Outsourcing service: Scan &amp; Shape service</td>
</tr>
<tr>
<td>Digital surgical guides (central / chairside)</td>
<td></td>
<td>Guided implants</td>
<td></td>
<td>Implant frameworks (SRBB)</td>
<td>Consumables: Ceramic blocks</td>
</tr>
</tbody>
</table>

- **Covered in 2012**
- **Newly offered /expanded**
- **No offering in 2017**
Expanding the addressable market

Milestones:

2012
- Non-premium: 18%
- A CHF 0.9bn addressable market

2015
- Premium (Fully tapered): 22%
- Biomaterials

2018
- Chairside CADCAM market
- A CHF 7bn addressable market

- Milestones:
  - Biomaterial range expanded (botiss)
  - BLT launch
  - Neodent consolidation
  - Chairside market entry (2017)
  - Fully-tapered implant; scope expansion (2018)
Growth and market share opportunities in all segments

- By systematically expanding our offering we have doubled our addressable market
- Straumann’s market share in adjacent segments is still low, which offers great opportunities
- Digital dentistry is still at an early stage – from CT/DVT imaging and intra-oral scanning in the practice to automated output in the laboratory

Tooth replacement market worth ~CHF 7bn

- Implant dentistry market CHF 3.5bn

Tooth replacement workflow

- Share of the Straumann Group (2016)
- Potential of the respective segment
- Straumann only partially active

Stock

Customized

Implant dentistry
market CHF 3.5bn
Ready to support all CADCAM workflows

Scan of patient case → Prosthetic design → Manufacturing

- Intra-oral scanning
- Lab scanning
- Centralised milling
- In-lab milling / practice lab
- Dentist chair milling / 3D printing
- 2016
- NEW

Manufacturing
Global dentistry market worth CHF 24bn in 2016\(^1\)

- General dentistry: 33%
- Prosthetics: 22%
- Equipment: 17%
- Dental specialties (implants/endo/ortho): 28%

Global market for implant dentistry worth CHF 3.5bn in 2016\(^2\)

- Others (400+): 23%
- Dental specialties (implants/endo/ortho): 6%
- Henry Schein: 20%
- Zimmer Biomet: 19%
- Dentsply Sirona: 15%
- Osstem: 10%

Source: \(^1\) Market data based on Goldman Sachs, Renub Research, Marketsandmarkets, and Straumann estimates
\(^2\) Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates
The global implant market by value and volume

Market value

- CHF 3.5bn

Market volumes

- 18 million implant fixtures

Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates.
Dual approach to customers to maximise market impact

Implant dentistry market segment includes implant fixtures, abutments and related instruments; information based on DRG 2015 and Straumann estimates.

Market value

CHF 3.5bn

<table>
<thead>
<tr>
<th>Premium implants</th>
<th>Non-premium implants</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 million</td>
<td></td>
</tr>
</tbody>
</table>

Straumann
simply doing more

Instradent
Bright choice. Bright smiles.
Become THE Total Solution Provider for Tooth Replacement

Frank Hemm, EVP Marketing & Education
Innovation around 6 key themes

- Digital Performance
- Prosthetic Efficiency
- Reduced Invasiveness
- Edentulous Patients
- Enablement & Education
- Esthetics & Biomaterials
Scanning and milling for dentists

**Straumann-branded 3shape TRIOS® 3 intraoral scanner solutions**
- Industry-leading technology, accurate, ultra-fast, powderless scanning
- Digital shade measurement and integrated intraoral camera

**Straumann CARES® C Series chairside milling**
- Compact, very sturdy, precise, efficient, easy to use
- 4-axis wet milling and grinding of glass ceramic and hybrid materials
- Grinding times reduced by up to 60%
Milling for dental and practice labs

Straumann CARES® D Series

- 5-axis dry milling machine with wide range of indications
- Processes all dry milling materials (zirconia, PMMA, wax, sintron, hybrid ceramics etc.)
Versatile 3D printing

Straumann P Series 3D printer for dentists and labs

- Produces temporary restorations, models, guided surgery drill templates in certified precision, partial frameworks, bite splints and ortho models
- Compact, reliable, simple, intuitive
- Fastest solution on the market; prints drill templates or temporaries in approx. 16 minutes
- Open system – wide choice of certified biocompatible materials from various suppliers
See it all on board our truck in Hall 4.2

European Tour 2016-18 to showcase Straumann’s complete suite of digital solutions
# Abutment type variations

<table>
<thead>
<tr>
<th>Type</th>
<th>Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard abutment</td>
<td>pre-fabricated</td>
</tr>
<tr>
<td>Novaloc® (edentulous)</td>
<td>pre-fabricated</td>
</tr>
<tr>
<td>Individualized</td>
<td>CADCAM</td>
</tr>
<tr>
<td><strong>Ti-base</strong></td>
<td>pre-fabricated</td>
</tr>
<tr>
<td>Pre-milled</td>
<td>CADCAM</td>
</tr>
</tbody>
</table>

## PROSTHETIC EFFICIENCY
Prosthetic solutions – elegance beyond efficiency

- **TL impression copings**: New TL impression components for better handling
- **BL VB additional GHs**: Height 2 mm and 3 mm for Bone Level NC & RC
- **SRA sterile**: Sterile SRA abutments including holding pin
- **CARES® CoCr abutments**: Direct veneerable with common ceramics
- **VB Angled Solution**: The VB solution for angled screw channels up to 25°
- **VB Bridge 2nd Gen.**: Improved version of VB bridge resolving cementation topic

**PROSTHETIC EFFICIENCY**
Attractive centralized milling service

- >1000 individualized crown & bridge elements shipped per day
- International service across continents
- Very high precision
- Broad range of materials, including superesthetic glass and nano ceramics
- Straumann CADCAM is fully integrated and meets FDA and ISO standards
Glass-ceramic blocks for milling highly esthetic natural-looking restorations

- Fully crystallized – saves chairside time
- Precise fit, smooth margin lines
- High-quality material for strength and longevity
Prosthetic solutions for other implant systems

- High-quality components compatible with major implant systems
- Leading manufacturing standards; validated, efficient workflow; life-time guarantee
- Flexibility, choice & customer experience only Straumann can offer
Further reduced invasiveness – introducing Straumann SmallOne

- 2.9mm diameter BLT implant for single-tooth restorations with the outstanding strength of Roxolid® and the fast-healing SLActive® surface
- Prosthetic components with unique oval design, closely matching anatomy of teeth
- Space for soft tissue; pleasing esthetic results in anterior region
Great need for smaller diameter implants from Straumann

How many patients for a 2-piece small diameter implant do you treat each month?

- 0: 79%
- 1-5: 15%
- 6-10: 5%
- >10: 1%

Would you switch to Straumann if the company would offer a 2.9mm diameter implant?

- Yes: 89%
- No: 11%
Straumann edentulous solutions

Designed for optimum outcomes taking into consideration:

- Patient expectations and financial resources
- Clinical situation (age, comorbidities, bone quality, anatomy, habits)
Edentulous solutions – fixed and removable options

**Straumann Pro Arch tissue level**
- Comprehensive: implants, abutments, CAD/CAM framework and auxiliaries for fixed full-arch restorations
- Now available for tissue level implants
- Shortest screw-type implant available
- High mechanical and primary stability

**Straumann Novaloc® for hybrid dentures**
- Innovative carbon-based abutment coating provides excellent resistance to wear
- Overcomes implant divergence of up to 60°
- Straight and 15°-angled abutments with various gingiva heights
- Reliable connection with durable PEEK matrices
Ask yourself: which implant would you chose for yourself?
2-piece ceramic implant enters clinical phase

<table>
<thead>
<tr>
<th>Tissue Level</th>
<th>Bone Level</th>
<th>Bone Level</th>
<th>Bone Level</th>
<th>Tissue Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>parallel-walled</td>
<td>parallel-walled</td>
<td>apically tapered</td>
<td>fully tapered</td>
<td>Ceramic / Monotype</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Straumann</th>
<th>Straumann</th>
<th>Straumann</th>
<th>Straumann</th>
<th>Straumann</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neodent</td>
<td>Neodent</td>
<td>Neodent</td>
<td>Ceramic / Monotype</td>
<td>parallel-walled</td>
</tr>
</tbody>
</table>

ESTHETICS & BIOMATERIALS
Straumann PURE Ceramic implants – a natural, strong solution

- New two-piece implant complements 3.3mm and 4.1mm monotype portfolio
- Manufactured from zirconia with a ZLA® surface for enhanced osseointegration
- Favorable soft-tissue attachment, high-end esthetic restorations
- Flexible treatment protocols, digital pre-operative implant planning
Straumann Biomaterials – when one option is not enough

- Exceptional range to provide the right solution in implantology and periodontology
- New indication for Emdogain® in oral wound healing
- Straumann takes over botiss distribution in Germany, enabling botiss to concentrate on innovation & development
- Straumann now offers botiss innovative graft bonering
Discovering the world of implant dentistry with Straumann Smart

- Holistic solution developed to help dentists start and continue placing and/or restoring dental implants in straightforward cases

- Designed to help them grow their implant business quickly and with confidence
Target unexploited growth markets & segments

Petra Rumpf, Head Instradent & Strategic Alliances
Instradent’s growth drivers

- Disruptive products: ceramic implants (CIM)
- Bringing proven concepts to the next level
- Moving from products to treatment concepts

- Expanding our footprint
- Leading in DSO
- Expanding the edentulous opportunity
Rapidly expanding our footprint in the non-premium segment
Rapidly expanding our footprint in the non-premium segment
DSO: Playing out the Straumann Group strengths

- DSO market with accelerated growth
  - Represents close to 10% of the global dental implant market
  - Expected to grow between 15-20%

- Straumann Group best suited to take a leadership role
  - We offer entire treatment concepts not products
  - Most comprehensive Training & Education offering
  - Global supply chain across all brands
  - Leading service and support

- Individualized programs to start and grow a DSO implant practice

**DSO MARKET SHARE GLOBAL in %**

Globally and est. >1.5m implants

<table>
<thead>
<tr>
<th>IMPLANTS PLACED BY DENTAL CHAINS</th>
<th>DSO</th>
<th>IMPLANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany &amp; Switzerland</td>
<td>~10</td>
<td>&gt;10,000</td>
</tr>
<tr>
<td>Finland</td>
<td>6</td>
<td>&gt;10,000</td>
</tr>
<tr>
<td>Chile &amp; Argentina</td>
<td>7</td>
<td>~14,000</td>
</tr>
<tr>
<td>UK</td>
<td>30</td>
<td>&gt;15,000</td>
</tr>
<tr>
<td>Mexico</td>
<td>6</td>
<td>~20,000</td>
</tr>
<tr>
<td>Netherlands</td>
<td>12</td>
<td>~25,000</td>
</tr>
<tr>
<td>Sweden</td>
<td>3</td>
<td>~28,000</td>
</tr>
<tr>
<td>China</td>
<td>4</td>
<td>~30,000</td>
</tr>
<tr>
<td>USA</td>
<td>&gt;200</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>Brazil</td>
<td>6</td>
<td>~120,000</td>
</tr>
<tr>
<td>Italy</td>
<td>45</td>
<td>&gt;120,000</td>
</tr>
<tr>
<td>Spain</td>
<td>30</td>
<td>&gt;500,000</td>
</tr>
</tbody>
</table>

1 Sales of top 30 DSOs only

Source: Straumann estimates; ADA HPI
Expanding the market by offering affordable treatment concepts for the edentulous in the US

- An estimated 35m people in the US are edentulous in at least one arch.
- Treating only 1% (with 4 implants) would double the number of implants placed in the US.
- About 15% of the edentulous population has dentures made each year.
- 90% of edentulous people use simple, unanchored dentures and potentially want to upgrade to implant-supported fixed or removable overdentures in the future.
- On average 32% of the 65+ world population is edentulous; one in eight people in Germany aged 65 – 74 is edentulous.

1 WHO, Straumann estimates; ADA HPI 2 American College of Prosthodontists, 2016 3 Deutsche Mundgesundheitsstudie V, 2016; p. 593.
Highly esthetic, affordable treatment concepts for edentulous patients

- Move from selling products to offering entire treatment concepts
- Simplify workflows and components for greater affordability
A next-generation ceramic implant system – from Neodent

- One-piece system
- Two-piece system with cemented connection
- Two-piece system with screw connection

Full ceramic implant & abutment; non-ceramic screw
A next-generation ceramic implant system – from Neodent

High esthetic, versatile ceramic prosthetics
- All ceramic abutment concept
- Supporting single and multi unit restorations
- Conventional and digital workflow

Strong ceramic screw-retained connection
- Innovative screw retained connection*
- One connection for all diameters

High primary stability due to naturally tapered design.
- Naturally tapered BL implant body
- Double conical trapezoidal threads design
- Three cutting flutes
- NeoPoros (S.L.A.) type surface

*patent pending
Changing the paradigm and taking the innovation leadership in the non-premium segment

<table>
<thead>
<tr>
<th>Feature</th>
<th>Neodent</th>
<th>Z-Systems (Z5s)</th>
<th>DentalPoint (Zeramex P6)</th>
<th>Camlog</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Piece</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bone level</td>
<td>✔️</td>
<td>✔️</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Ceramic abutment concept</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>▼</td>
</tr>
<tr>
<td>Tapered design</td>
<td>✔️</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Screw retained</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Single &amp; multi unit</td>
<td>✔️</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
</tbody>
</table>
Taking proven concepts to the next level Medentika® ProCone Implant.

- Micro-thread designed to preserve crestal bone level
- S.L.A. surface enabling successful osseointegration
- Parallel-wall for maximizing placement flexibility
- Conical apex and wider threat design to increase primary stability
- Compatible connection with the optimized Medentika® C-Series
IDS 2017, continuing to launch innovative solutions for enabling safe treatment and quality of life to more patients.

Our highlights

Neodent Digital & Neodent Edentulous topped by Zirkonzahn

Medentika® Procone

Medentika® Novaloc®
Conclusion

Marco Gadola, CEO
### Convincing growth drivers for the coming years

<table>
<thead>
<tr>
<th>Industry</th>
<th>Straumann specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable <strong>sociodemographics</strong></td>
<td><strong>Expansion of non-premium</strong> offering <em>(Instradent)</em></td>
</tr>
<tr>
<td><strong>Underpenetrated</strong> economies <em>(expanding provider base through training and education, ITI network, female dentist programs and patient campaigns)</em></td>
<td><strong>Ceramic</strong> and <strong>fully-tapered</strong> implant solutions</td>
</tr>
<tr>
<td><strong>Substitution</strong> of conventional C&amp;B work</td>
<td><strong>Biomaterials</strong> – worldwide</td>
</tr>
<tr>
<td><strong>Reducing medical</strong> and <strong>acceptance barriers</strong> <em>(predictability, affordability, simpler procedures)</em></td>
<td><strong>Expansion in digital dentistry</strong> <em>(chairside and In-lab materials &amp; equipment)</em></td>
</tr>
<tr>
<td><strong>Improved materials</strong> <em>(ceramics, polymers and hybrids)</em></td>
<td>*<em>Systematic outreach to dental chains/DSOs</em> ¹</td>
</tr>
<tr>
<td><strong>New manufacturing technologies</strong> <em>(e.g. 3D printing, injection molding)</em></td>
<td><strong>Expansion of restorative offering</strong> and lab business</td>
</tr>
<tr>
<td></td>
<td><strong>Further penetrate high-growth markets</strong> <em>(Russia, Argentina, India, Turkey etc.)</em></td>
</tr>
</tbody>
</table>

¹ DSO = Dental Service Organization
Next key event: ITI World Symposium 2017

Participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geneva (CH), 2014</td>
<td>4'200</td>
</tr>
<tr>
<td>Geneva (CH), 2010</td>
<td>4'000</td>
</tr>
<tr>
<td>New York (US), 2007</td>
<td>3'000</td>
</tr>
<tr>
<td>Munich (DE), 2005</td>
<td>2'600</td>
</tr>
<tr>
<td>San Diego (CH), 2002</td>
<td>2'100</td>
</tr>
<tr>
<td>Lucerne (CH), 2000</td>
<td>1'800</td>
</tr>
<tr>
<td>Boston (US), 1998</td>
<td>1'500</td>
</tr>
<tr>
<td>Basel (CH), 1996</td>
<td>1'400</td>
</tr>
<tr>
<td>Washington (US), 1995</td>
<td>1'200</td>
</tr>
<tr>
<td>Basel (CH), 1992</td>
<td>1'100</td>
</tr>
<tr>
<td>Basel (CH), 1990</td>
<td>800</td>
</tr>
<tr>
<td>Basel (CH), 1988</td>
<td>500</td>
</tr>
</tbody>
</table>