



35 years

2023





Five

Neodent has in every sense been a success story for the Straumann Group since its acquisition in 2012.

While it is clear that there is a strong Cultural compatibility due to heritage and family foundation, there were many skeptics among Straumann stakeholders. Looking back over the last ten years, anyone would agree that this is a joyous and rewarding partnership based on trust and respect.

Celebrating 30 years of Neodent is a personal joy when sharing remarkable moments and insights from such an incredible entrepreneurial journey, which creates new smiles every day. It is a celebration of constant pioneering, innovation, and quality. A journey that unites collaborators and customers not only in Brazil but all over the world.

I want to thank all customers, employees, and partners for making this possible, and especially Dr. Geninho Thomé for allowing us to develop his vision of caring for patients in need of dental care. I do not doubt that the future is bright and offers many opportunities on the road ahead.

Gilbert Achermann
Chairman of the Straumann Group Board



The focus on innovation and product quality has always been an important feature for Neodent as it sought to reach the world. The mission of creating new smiles every day becomes a reality when we combine pioneering spirit and investments with consumer needs.

Celebrating 30 years is an important milestone for a company to reach. Completing three decades with so much growth and success transforming lives is an achievement. Neodent's purpose is realized through the thousands of professionals who use the solutions every day. As you read this book, you will see, as I have, that we are witnesses to a unique story that inspires many years of success.

Dr h. c. Thomas Straumann
Vice-Chairman of the Straumann Group Board



From leading the national market to one of the largest companies in the world, what has always driven Neodent was the entrepreneurial mindset and the continuous development of solutions that revolutionize the market, with a unique and complete portfolio, which has always placed the customer at the heart of innovation development.

The proximity to oral health consumers, the ability to promote engagement, and the unique passion are the factors that brought Neodent here, guaranteeing more decades of growth that are to come. I am very proud that companies like Neodent are part of the Straumann Group and that they further strengthen our goal of unlocking the potential in people's lives.

Guillaume Daniellot
CEO of the Straumann Group



30 years ago, Neodent began its journey with a dream: to improve people's health and well-being and transform lives. For the democratization of dental implants in the country to become a reality, it took a lot of work, study, dedication and persistence. Three decades later, that dream came true and Neodent became one of the biggest and best companies in the field in the world. Patients are served on every continent and every day Neodent helps create thousands of new smiles.

The mission of helping people to have a better quality of life has always been and will continue to be one of Neodent's guiding principles, being strengthened day after day through innovation, education, quality and, above all, the purpose that guides us.

By recording our trajectory in a book, we want to show you, the reader, all the importance and social legacy that Neodent has built over the years. More than that: we highlight how important it is to believe and fight for our dreams, because they can come true and transform the lives of many other people.

Geninho Thomé

Founder, Chairman of the Board of Directors and President
Neodent Scientist



For three decades, Neodent has helped thousands of people around the world smile again. A family dream that, in a few years, became part of a multinational group present in the four corners of the planet. This book tells the story of how we got here and the purposes that guided us along this path, making Neodent one of the most renowned companies in the field of Implant Dentistry worldwide.

This successful journey was only possible thanks to the dream of democratizing Implant Dentistry in the country 30 years ago, also to the innovation, technology, research and education that Neodent carries out year after year until today. It is in the passion present in each collaborator, in the search for continuous development and in the initiatives that empower people and democratize access to implants, that we always find new reasons to smile. The coming decades reserve even more achievements, with a strategic, sustainable and honest vision that will

take us further and further, creating new smiles every day around the world. Great reading to you all!

Matthias Schupp

CEO of Neodent and EVP of the Straumann Group
in Latin America



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Centro Médico
consultorio dental

ORTODONTIA



Chapter 1

ONE MISSION



NEW SMILES EVERYDAY



*Laboratory at
Geninho Thomé's
clinic, in Curitiba,
back in 1997*

During the 1990s, more than a third of the Brazilian population could not even dream of taking proper care of oral health.

At that time, durable and reliable dental implants were imported, expensive and far from most Brazilians' reality. This situation was appearing in the chairs of dentists, such as that of Geninho Thomé, a well-known and renowned professional in Curitiba, who was touched by the situation that affected countless

people - including patients he treated. It was necessary to study ways to bring access to dental implants to more layers of society.

Geninho was aware that it was essential to democratize such technology and, at the same time, guarantee product safety and quality. For this, he intensified his training studies in the area of Implant Dentistry. In one of these courses, held in the United States, one of the countries with the most advanced studies in the area, Geninho received a titanium bar from one of his professors. It would be with that bar that he would start putting his dream into practice.

He landed in Brazil excited about the idea. As soon as he arrived in Curitiba, he began sketching the first designs for his implants. Armed with paper and pen, he designed models that could fit his professional demands. It was by analyzing the patients sitting in his dental chair that he was able to think of implant shapes and formats that would be ideal for both patients and other dentists.

In his clinic, Geninho adapted the space destined to be a laundry room into a small laboratory. There, he began to create implant prototypes in other materials. "It was necessary to carry out analyzes and tests until we were able to find the best means for producing the implants", he says.

He discovered, in Ponta Grossa, a municipality close to Curitiba, a professional who worked with precision mechanics. Every weekend, he began to travel the 116 kilometers between one city and another to complete the machining process for the prototypes. This saga was repeated several times between 1990 and 1991.

Between one clinical appointment and another, Geninho Thomé would go to his laboratory to study ways to improve his creations. Until, in 1992, the desired model was reached and the entire titanium bar ended up resulting in 12 implants. The success of the venture required the purchase of more Materials. In all, the project took almost four years to develop. Everything he earned as a dentist, in the dental clinic, he invested in his ideas.

MEMOIRS

It was a time when Geninho recalled his childhood in the small town of Santa Helena, in the western region of Paraná. He grew up at a time when, to play, the solution - many times - was to invent your own toys.

Born into a farming family, Geninho was the eleventh of a total of 12 children. Alongside his brothers, he assembles soapbox carts, disassembles, and assembles radios and appliances, and made wooden toys. While having fun, his creativity, and his ability to innovate and create developed intensely.

About to turn 16, he moved to Curitiba. In the capital of the state of Paraná, he moved in with one of his sisters, Lourdes, a biochemist at Hospital Nossa Senhora das Graças. Soon, Geninho started working at the hospital's own medicine factory.

At the age of 23, he passed the Dental Admission Test at the Federal University of Santa Catarina (UFSC), in Florianópolis, returning in 1979 to the capital of Paraná as a dental surgeon. To this day, the Master and Doctor in Implant Dentistry is passionate about what he does. "What I like to do most in my career is surgery. The possibility of helping others is one of the reasons I practice dentistry", he reveals.

In 1982, after taking a course at the Associação Brazilian Dental Association (ABO, acronym in Portuguese), Thomé became one of the first periodontists in Curitiba - specialty of Dentistry aimed at the prevention, diagnosis and treatment of conditions that affect the supporting tissues of the teeth, such as the gums and bones.



Geninho invited other dental colleagues to watch the periodontic surgeries he performed in his office. From this, they began to be interested in the area and, specializing in the field.

He would repeat this practice years later, when he developed his first dental implants.

“I invited them to watch the surgical procedure, after all I wanted to share my knowledge”, remembers Geninho.

At the same time, it was a way to gradually win over patients and clients to the newly invented “GT” implants, as these first models were informally called, in reference to the initials of “Geninho Thomé”. In a short time, he perfected his invention, which was nicknamed “GTi” - the same acronym that was used for “Grand Tourer Injection”, in allusion to the electronic injection that began to become popular among Brazilian cars.

Upon learning that Geninho had set up and taught courses on implants in his own office, the Brazilian Dental Association invited him to coordinate courses in Implantology at the institution's Professional Improvement School.



*1st Improvement Course
in Implant Dentistry, at
Geninho Thomé clinic,
back in 1993*



1st class of the Improvement Course in Implant Dentistry, held at ABO/PR, in 1996

At that time, financial inputs increased to improve the GT and GTi implants. After all, in addition to the clinic, Geninho began to receive fees for the courses he taught at ABO. “I managed to reach a point where everything I earned in the office was invested in implants. I always believed in the project. I realized, therefore, that it was time to invest massively and intensely”, reports the dental surgeon.

Therefore, the first step would be to buy new equipment and hire more employees to occupy the adapted structure at the back of his clinic. Alongside his then-wife Clemilda Thomé, Geninho organized the entire company and paperwork and, thus, in 1993, Neodent was officially born. “It was an extremely remarkable moment that symbolizes the realization of a dream that was being prepared to come true for a long time”, recalls Clemilda.

Tânia Able, who started working in the business as a dental technician for Geninho and, later, became vice-president of the company's sales sector, closely followed the beginning of Neodent. “When the courses started, I was his assistant and I was going to help him. But as time went on, I had to make a choice: stay at the clinic or stay with Neodent, and around 1996, I opted for the company. Sales, at that time, were a consequence. I helped with the technical guidance and ended up selling the implants because the dentists learned how to use them,” he says.



José Guilherme Thomé, Clemilda Thomé and Geninho Thomé

The first item produced by the then-newly founded company was the internal hexagon threading implant, which is considered a classic in the field and, three decades after being launched, still remains in the market



1st APCD International Osseointegration Congress, in 1997. In the picture: Tânia Able, at the time of the technical/commercial department and today Commercial Vice President, Research & Innovation at Faculdade Ilapeo



1st APCD International Osseointegration Congress, in 1997. In the picture: Edemar Locatelli, Clemilda Thomé, James Lozada, Geninho Thomé and Luiz Roberto da Cunha Capella

Gradually, Neodent began to reach the markets of São Paulo, Minas Gerais and Rio de Janeiro. “We participated in congresses with a small stand and carried out our promotion work with dentists in different regions”, recalls Clemilda, who was responsible for the company’s commercial and administrative sectors.

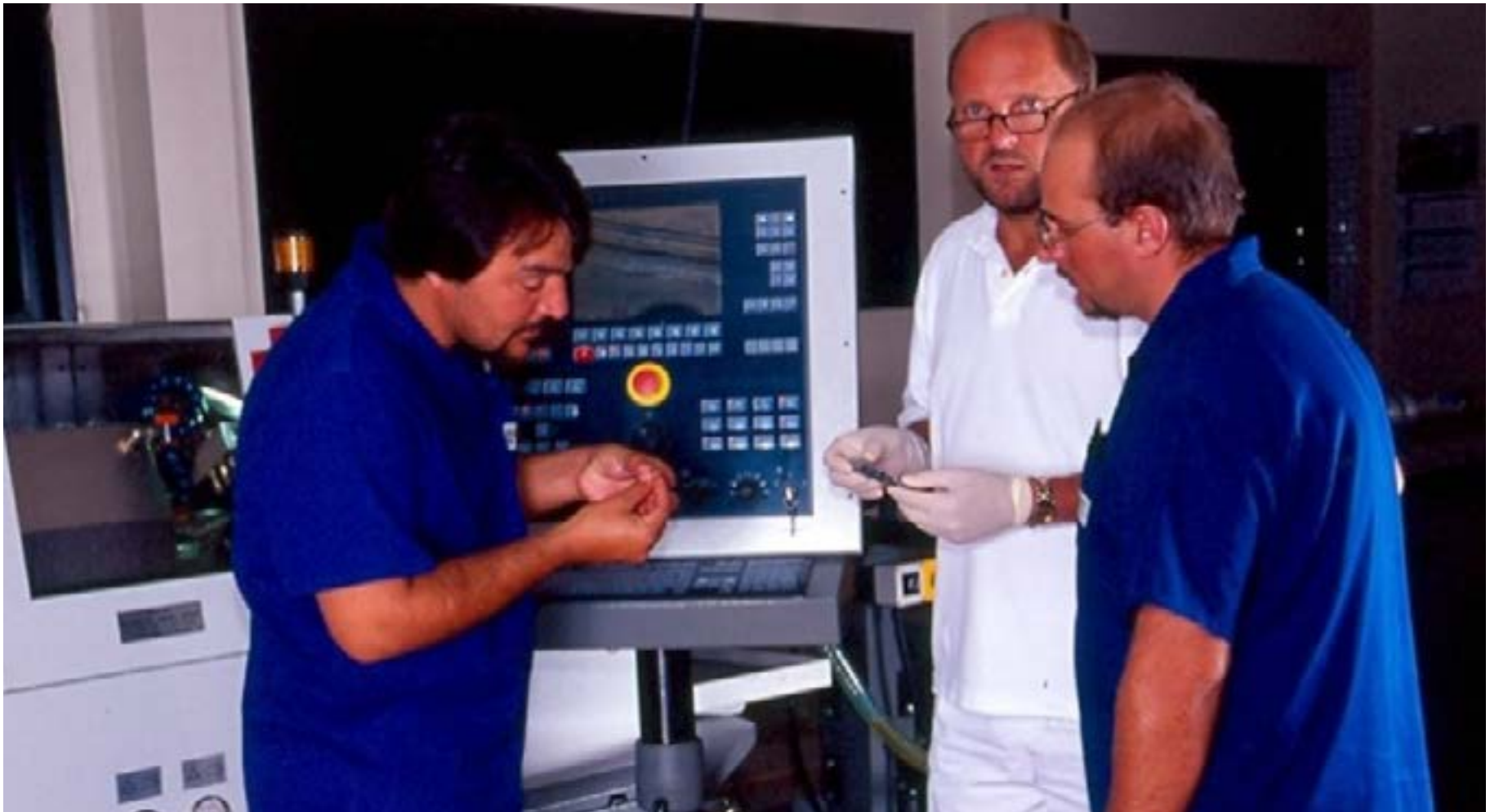
While Neodent was gaining space in other states, the Curitiba market had stagnated. Geninho, who was still practicing, realized that this could be reflected in his colleagues’ adherence to the brand’s implants. “So, I chose to stop practicing. The result was visible and almost immediate. This was the hardest decision I’ve made in my career. Three months later, many professionals in the city started looking for me. After all, I was no longer a clinical competitor, but a partner”, he recalls. The company continued to grow and Curitiba became the city that most consumed Neodent products in the world at that time. “This choice proved, over the years, to have been fundamental for the consolidation of the company in the state capital”, comments Clemilda.

As a result, new employees were hired and new machines had to be purchased. In order to adapt to the increasingly technological world, CNC (Computer Numeric Control) equipment was purchased, a computer numerical command that allows the control of machines.

To operate this new system, it was necessary to hire qualified and experienced labor. It was in this context that Almir Zvetz, whom today holds the position of Vice President of Production at the company, became, in 1996, the fifth employee to join the team.

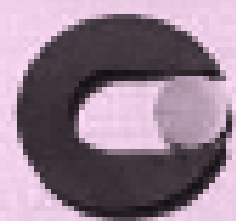
The adapted laundry room, measuring approximately 50 square meters, had become a small manufacturing plant, which followed all legal regulations and the essential production flow to handle demand. The space was adjusted to become be a mini-industry. “Everything was distributed within proportions, with the best flow and the best distribution of the process. It had a wing just for the machines and another for product packaging,” recalls Almir.

Before completing a year of hiring Almir, another CNC equipment was purchased. After all, Neodent kept conquering new customers and the demand for the products increased day by day.



Geninho Thomé, Almir Zvetz and Edson Luiz Able, in 2000

The results achieved in this period reflected the company's maturity. The priority turns into investing in infrastructure so that Neodent could fulfill its social and economic role, which, incidentally, was already being designed. The need then arose to look for another location to serve as the company's headquarters and, in 1997, Neodent moved for the first time.



NEODENT
IMPLANTE OSTEointegrável





Chapter 2

A NEW SMILE

NEW SMILES EVERYDAY





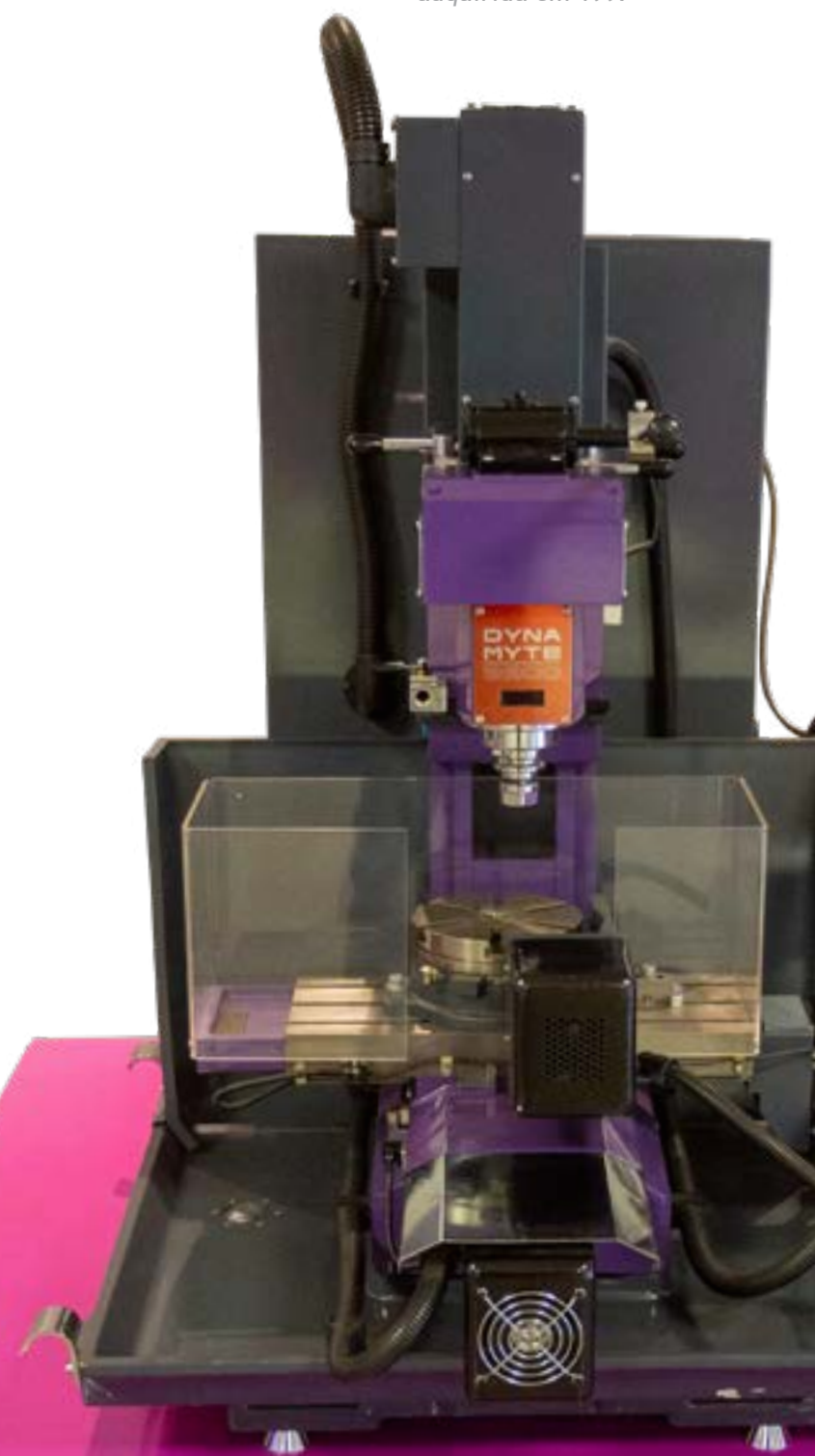
Since the early years, pioneering spirit has proved the pioneering one of the main characteristics of Neodent. Not by chance, the company was the first country in the field of manufacturing dental products to have registration approved by the Ministry of Health.

It was an achievement that ensured, both customers and patients, support for the quality of the implants produced by the company, in addition to boosting Brazilian Implant Dentistry itself.

Before this approval, Neodent invested in a new structure and, in 1997, found its new space. Rented, the approximately 300 square meter house was completely adapted so that the production flow remained adequate and continuous. To this end, the *layout* of the manufacturing plant was designed with due care.

In all inspections carried out by Anvisa from 1999 onwards, Neodent was recognized as a model to be followed by other factories in Brazil. Complying with all standards and investing in technology and innovation have become key elements to ensure the growth of the Implant Dentistry sector across the country. This contributed to the implants developed by the company reaching the same quality standards as the international ones.

*Fresadora Dynamyte 2800,
primeira máquina fresadora
CNC (Comando Numérico
Computadorizado) da Neodent,
adquirida em 1997*





2nd class of the Improvement Course in Implant Dentistry at ABO/PR, in 1997



3rd class of the Improvement Course in Implant Dentistry at ABO/PR, in 1998

At that time, Neodent already had 13 employees and some of the used machines were adapted, such as the Dyna Myte Milling Machine, acquired in 1997 and which was originally intended for the manufacture of watches, but was modified for the production of implant hexagons.

With the success of the venture, Geninho Thomé began planning the construction of his own headquarters. The architectural project was ready, he just needed to get the resources to put the construction of the factory into practice.

That's when he applied for bank financing, which was initially denied. But, coincidentally, his newest patient was the president of the bank. “On the third day of treatment, I showed my industry construction project and the bank's negative response. He said he would look into the situation. On the same day, he called me. I will never forget his words: “Doctor Geninho, your funding is approved.”

This is how Neodent saw the birth of its first factory, completely dedicated to producing dental implants in Brazil.

In a year and a half the new headquarters was completed and in 1998 Neodent moved again. This time, to a more modern location, equipped with new machines and more employees. “The first ones were purchased from the German company Traub, which, exceptionally, granted a period of a few months for Neodent to start paying off the amounts referring to the machinery - an unprecedented practice by the European company—, in a manifestation of confidence in the work developed by Neodent”, recalls Clemilda Thomé.

The desire to remain a reference in the sector was strengthened day after day, while Neodent consolidated itself as one of the main companies responsible for the growth of the dental implant market in the country and for more people to benefit from the technique.

The new factory was even planned with an auditorium where courses would be given to prosthetists, dental assistants and dentists. There was also a factory visit program, in which professionals and researchers in the area could witness the Neodent implant process. This project remains in effect to this day.

Tânia Able reports that, during this period, Geninho began to be invited to teach courses in other cities in the country. “The secret has always been to adopt the practice of teaching professionals how to handle and install the implants correctly”, he says.

Also in 1998, the company's products were formally recognized by the Ministry of Health, making Neodent the first Brazilian company to receive this certification in the field of dental implants - proving the quality and safety of the products placed on the market. Until then, dental devices were not required to be released by the Ministry of Health. “From the beginning until today, no project of the company leaves the drawing board without the evaluation of the legal department, which manages the risk of intellectual property and guides on the ways to carry out the entire bureaucratic process in an integral manner and in accordance under the legislation”, explains Jafte Fagundes, Vice President of Legal and Compliance at Neodent.

That same year, dental surgeon Ivete Sartori had her first contact with Neodent products. She taught at a master's course in Bauru (SP), where Geninho gave a lecture to the students. “I spoke with him afterward and presented a project to carry out research with Neodent implants. We then carried out two very important studies, pioneering in Brazil. The success rate of the implants was 100% in both surveys, which endorsed the quality of the pieces”. With that, the renowned surgeon-dentist Luís Padovan began to communicate with Neodent.

This work created a great link between Ivete, Padovan and Neodent. “In 2005, I started to provide consultancy work for the company and ended up moving to Curitiba, assuming the position of deputy director of Ilapeo”, says Ivete.

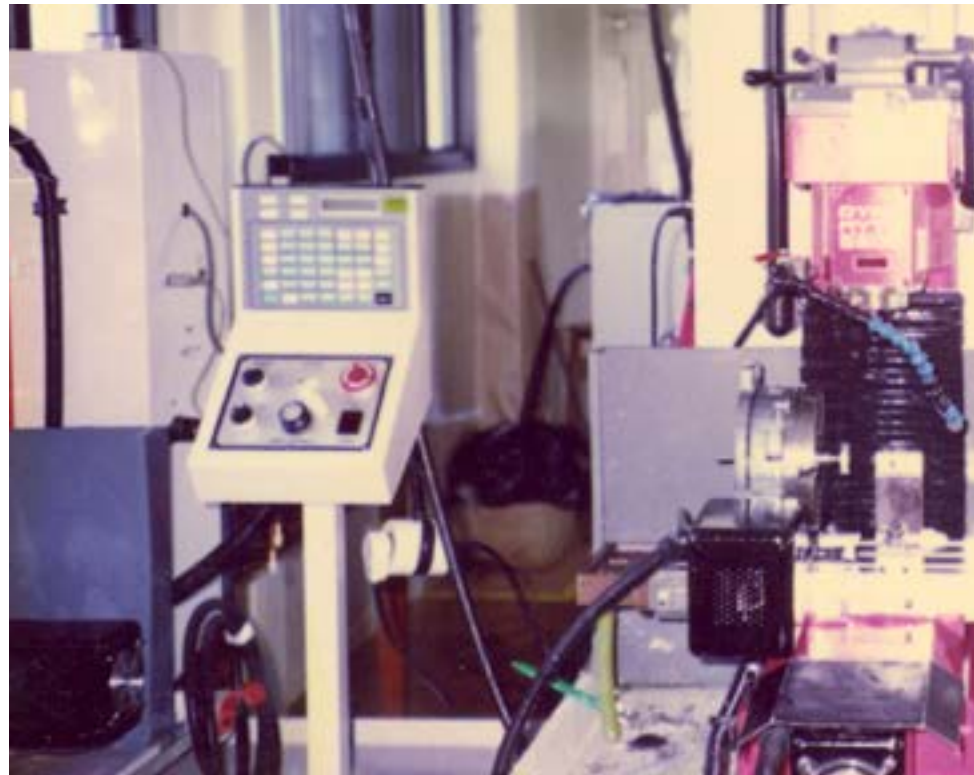
EXPANSION AND DIVISION OF TEAMS

In 2002, the company's headquarters was expanded and doubled in size, now having 2 thousand square meters. That same year, a new product was launched: the Alvim II, considered an implant with greater initial torque, leading to immediate loading protocols. The company's first with conic macrogeometry.

Neodent, which has always been very proactive in the market, has never failed to grow economically by two-digit percentages each year. This reflected the need to seek new experiences and ensure continuous improvement in technologies.

It was in this scenario that the then-current Mechanical Engineering intern Alexander Golin joined the company in 2002, CNC machines, in 1998 becoming the 33rd. company employee. He, who today holds the position of Senior Director of Engineering, had the opportunity to learn all the manufacturing steps of the implants. When it became part of Neodent, the company had few industrial machines and there were no pre-defined specialized teams. The arrival of Alexander as the first mechanical engineer to work at the company began to gradually change this reality.

The teams began to be structured, professionalizing the work carried out in the company. The plan to create the Product Engineering and Manufacturing Processes department was consolidated between 2003 and 2004. "It was necessary to define the manufacturing strategies for all products and standardize workflows", recalls Alexander. At the same time, the company's expansion also meant the acquisition of new automatic and high-precision machines.



CNC machines, in 1998



CNC machines, in 1998

IMPLANTS ENGINEERING

It was precisely technology that changed, improved and modernized dental implant engineering from the second half of the 2000s onwards. What has not changed and remains today as Neodent's main differential is the participation of Geninho Thomé in the idealization of each new device to be created.

The watchful eye of a clinical dentist in the manufacture of new implant systems and at the head of the Innovation area makes all the difference. This professional has the practical sensitivity to product application and what must be done to meet the needs of patients and dentists.

In this way, the implant is made from dentist to dentist.

The difference in the final product is such that the company's Engineering sector now maintains a multidisciplinary team made up of engineers, biologists, dentists and statisticians. Everything to ensure a balanced look between biology and mechanics.

Geninho says that, in the beginning, as there was no specific computer software for the area, the natural way was to draw on paper, and then take the sketch to a toolmaker to make the prototype. “The experience in assisting patients and solving cases gives a perception of what needs to be done to facilitate the daily basis of the dentist and the patient in the clinic,” reports Geninho.

It is for this reason that the way of creating the implants has not changed. The dental surgeon still draws and sketches his invention on paper. The difference is that, currently, there are very precise mechanical tests, assays and computational simulations that allow identifying the performance of the implants. “Innovation is applied to products, but the passion and reason for doing it are the same. Even with the company's growth, the desire to produce the best product remains in Neodent's DNA”, emphasizes Almir Zvetz, who believes that this is one of the great secrets to the company success. “We have an organized and structured team that knows very well the roles that must be played. This sum of factors makes Neodent what it is today”.

EDUCATION

Geninho has always been passionate about learning. He took numerous courses, two specializations, as well as a master's and doctorate in Implant Dentistry. This trait also reflects the desire to teach.

In view of this, Geninho and Clemilda Thomé founded the Latin American Institute of Dental Research and Education (Ilapeo), in 2004, in Curitiba. In addition to higher education, the faculty offers specializations, master's and doctoral degrees. The teaching staff is made up of masters, doctors and professionals working in research and clinical practice.

Before creating Ilapeo, Geninho traveled across different regions of the country teaching courses and performing demonstrative surgeries. This is what gave rise to the idea of setting up a center for research and education in the dentistry sector. "Ilapeo is Neodent's great partner and an important opinion maker. The products developed and designed at Neodent are used in the Institute's practical classes. It's a breathtaking synergy", highlights Geninho. Today, around 60 study groups from other countries visit Ilapeo every year.

The current Commercial, Research & Innovation vice-president at Ilapeo, Tânia Able explains that the Institute was born with the objective of teaching and promoting the development of research for the sector. "The courses and research allowed

Neodent to get closer to dentists and become increasingly well known in the market. Ilapeo has always been a research center for Neodent. To this day, every product developed by the company is only launched after going through the research carried out at the Institute", he explains.

Soon after being inaugurated, the space was the stage for courses and demonstrative surgeries. Almost always in the morning, classes were given at the college itself and, in the afternoon, participants went to the factory. "At the end of the day, I installed the definitive prosthesis on the patient", says Geninho.

Therefore, Neodent's industrial complex became interconnected with the academic part. In addition to qualification in the sector, Ilapeo students become opinion makers of the company's products. This is because, since the beginning of the courses, the student uses Neodent implants, learning how they work and attesting to their qualities. Every year, 1,500 dentists attend courses at Ilapeo. For Clemilda, "the fact that Ilapeo receives professionals from different countries who are looking for space to update themselves professionally demonstrates the scientific relevance that the Institute has acquired over the years".

Another mission of Ilapeo is its social function, since the institution manages to democratize the service for the general population with the costs of materials subsidized by Neodent



Surgery with Neodent products performed by students of Faculdade Ilapeo, under the supervision of Luís Padovan

“The human part is the most important. How many people receive fixed prostheses and improve their quality of life? In total prosthesis alone, including the entire mouth, we do 35 to 40 procedures per month”, reveals Geninho.





Chapter 3

DEMOCRATIZATION OF IMPLANTS



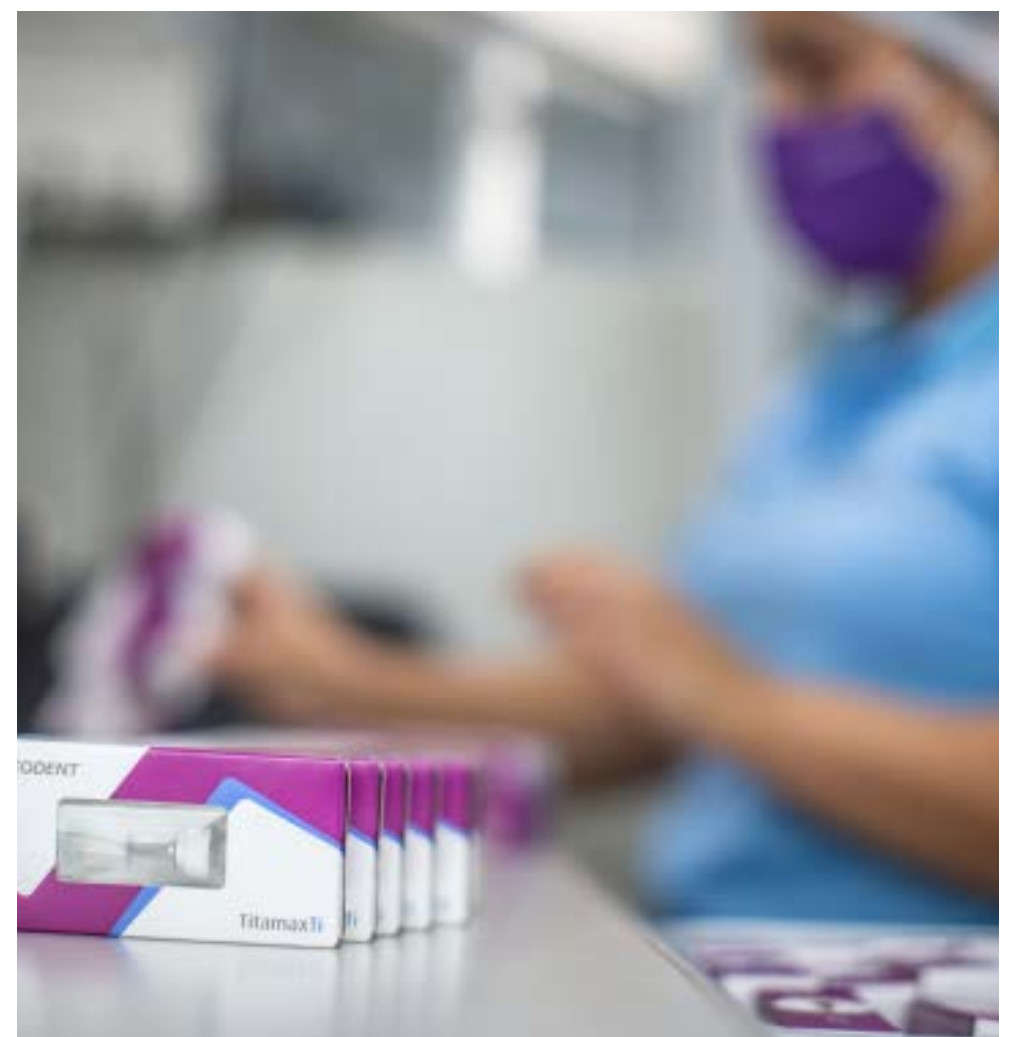
NEW SMILES EVERYDAY



The constant advances and technological investments have placed Neodent among the main companies in the world of Implant Dentistry.

One of the milestones of this reality happened in 2006, when the company started manufacturing the Cone Morse, which unites advanced engineering concepts, experience and clinical success.

With the *platform switching* proposal, which allows both cemented and screw-retained crowns to be supported, this implant provides bone stability, preserves the tissue and offers extreme flexibility. The product is, until today, considered one of the main technological achievements provided by the company, a fact that helped to revolutionize the area in the domestic market.



“The Cone Morse junction brought many technical modifications to clinical practice. Later, we experienced the development and modification of the original design for the Cone Morse Index, and then we moved on to the Grand Morse design”, says dentist Ivete Sartori. Doctor Padovan also considers this invention very important for the story of Neodent. “With it, there was less bone loss, more quality, safety and predictability”, he says.

One of the professionals who became a partner of the company precisely because of the conception of the Cone Morse was dental surgeon Carlos Araújo. From 2003 onwards, he participated in the creation of the first prototypes of these implants alongside Geninho Thomé. “We started to develop prototypes that were later installed by me on patients in the city of Bauru, in São Paulo, and by Geninho on patients in Curitiba. We started to develop, in the same way, different components.

We created a new Cone Morse model, which was launched in 2006. This implant was Neodent's great differential, making the company project itself and having the repercussion it has today in the world”, recalls Araújo.

Over approximately three years, Geninho and Araújo carried out clinical tests of the designed models until they found the one with the characteristics that best served patients and dentists. “Its qualities refer to mechanical resistance and ease of handling and application and, mainly, in terms of biological and aesthetic results”, explains Araújo.

By launching the new model, Neodent signaled to the market and society that its goals were audacious. This meant continuing research and investments in science so that the best product was available to dentists and patients. Faced with this growth, the industry's space was too small to meet the demand for the company's products.



Space found to receive the new Neodent factory was, for many years, an industry of the car brand Puma



An area of 12 thousand square meters that was abandoned and needed to be completely recovered



Today, the plant is a reference in technology and innovation

As of 2007, the company began looking for a new address. “It was necessary to have alternatives so that production could grow and we had no way of expanding the place where we were”, remembers Geninho. Until they found the land in Cidade Industrial de Curitiba (CIC), where Neodent is installed today.

In the useful area of 12 thousand square meters, a car factory operated. The site has undergone all the necessary adaptations to ensure the continuous production flow required by a factory in the health area.

The move to the new headquarters took place in 2009, when Neodent had 350 employees and around 30 machines. The company continued to invest - more and more - in the use of specific software to help the Engineering sector design prototypes.

From then on, an internal apprenticeship program was included in the routine to train and form a qualified and specialized workforce. As a result, collaborators attend courses on operating CNC equipment and the machining process. On average, 80 employees attend classes each year.

EDUCATION AND SCIENCE

Throughout this phase, Neodent continued to invest in research, science and education. Ilapeo, in this sense, has always been an extremely important arm for the company because it has enabled the entire product development process to be analyzed and applied in clinical practice. It was in this way, for example, that the Cone Morse was conceived and developed until it reached the market.

In addition, Neodent invested in training a group of specialized, renowned and experienced scientific consultants to assist in the creation and improvement of implants. “We listen a lot to what dentists and the market had to say. It is a product developed by a dentist for a dentist. We have a top team in the market and they are our eyes and ears all over the world”, comments Sérgio Bernardes, director of New Products and Clinical Practices at the company. “We collect all this information seeking the solution with the greatest impact on the lives and rehabilitation treatment of our patients”, he adds.

Implantologist Cícero Dinato is one of the professionals that integrates Neodent's team of consultants. According to him, science, education and research are the company's main differentials. “Neodent has a team specialized in the research area and has always invested in scientific consultants, enabling the maturation of the product”, he evaluates. According to him, the company is always open to hearing suggestions for improvement. “The Neodent team values what we point out and, equally, what other professionals, who are not consultants, suggest. It is, in fact, a product made by a dentist for a dentist, which guarantees the safety and quality of each implant”.

Another relevant point is that Ilapeo also teaches Implant Dentistry techniques to undergraduates and specialization, masters and doctoral students. Not by chance, education is considered one of the pillars to provide the growth of Neodent. “We seek to



Event in 2019 with scientific consultants in Curitiba, at the Club Athletico Paranaense stadium



Technical visit with students and coordinators of partner courses at Ilapeo, in 2018

democratize Implant Dentistry aiming to facilitate access to this complex technique, but just delivering the technology does not work. It is necessary to organize the structure and combine education with technology”, argues Sérgio Bernardes.

Dentist and professor Rogéria Acedo, a professional who also served as a scientific consultant for Neodent, considers this practice to be one of the company's strengths. “Education is the great differential of the company. Neodent only got where it did because of that”, he points out.

This way of passing on knowledge makes a decisive contribution to ensuring that all products have their scientific and practical

evidence attested by various professionals. “That way, students are taught how to use the products and, with the help of consultants, research offers certification for the implants that Neodent manufactures,” says Acedo.

For Luís Padovan, who has used Neodent implants since 1998 and also participated as a professor in research carried out in Bauru in the 1990s, the development of laboratory and clinical research carried out by the company are preponderant in validating the materials produced and idealized by Neodent. “Meticulous research is carried out and the results are published with full scientific basis and rigor”, he clarifies.



1st year students. Specialization Course in Implant Dentistry at ABO/PR, in 2003

MORE ACCESS TO IMPLANTS

The history written up to the end of the 2000s and the beginning of the 2010s leaves no doubt. The goal of democratizing care and access to dental implants for the population was being fulfilled. More dentists had contact with the company's products and, consequently, more patients began to benefit.

The company's own customers and scientific advisors have witnessed this growth. Until Neodent entered the national market, the best quality implants used in Brazil were imported and with extremely high prices. Dentist Ivete Sartori remembers, for example, that - before Neodent entered the market - she even regretted not being able to offer the technique to all her patients.

“I started to compare the quality of the implants and what I found at Neodent

pleased me. There were differential advantages that led me to study the products. After that, I ended up becoming a client, allowing me to extend the indications of the technique to a larger number of people”, reports the dentist.

According to Dr. Padovan, Neodent plays a fundamental role in the development of Brazilian and worldwide Implant Dentistry. “The company's vision of entrepreneurship has always been very expressive and far-reaching. That is one of the biggest differentiators.”

Dental surgeon Carlos Araújo remembers that, in the beginning, the price of imported implants was out of line with the Brazilian reality. “I do not doubt that Neodent has helped to make care accessible in the country. The company's

products are of premium quality and at a very competitive price,” he guarantees.

The same opinion is shared by Professor Marcos Motta, Master in Implant Dentistry. He started working with Neodent in 2010, when he joined the company's team of scientific consultants. “All Neodent products have helped democratize treatment. This is not only because of the cost-effectiveness, but also because of the quality, with results comparable with any other system in the world”, he assesses.

Therefore, Motta considers that Neodent was one of the main protagonists in the growth process of the dental implant sector in Brazil. “The great success of national implant dentistry is directly related to the fact that Neodent has developed the way it did”, he stresses.





Chapter 4

FROM BRAZIL TO THE WORLD



NEW SMILES EVERYDAY



NEODENT

CONGRESS

*Geninho Thomé and
Matthias Schupp
at the Neodent
Congress, in 2019*

The development of new models of implants, the take-over of the national and Latin American markets and the constant investment in technology aroused the interest of the world.

Neodent then began to stand out for its pioneering spirit and the quality of its products. It was in this context that Straumann, the Swiss multinational, world leader in dental solutions, approached the Brazilian company.


Founded in 1954, the European brand is considered a world reference in the production and research of dental implants. Headquartered in Basel, Switzerland, the multinational currently employs more than nine thousand people. The rapprochement between Neodent and Straumann began in 2007, a few years after the then-president of the Brazilian company, Geninho Thomé, travelled to Switzerland.

In the first months of the following year, the possibility of a negotiation between the two companies grew. At that time, Straumann had a commercial headquarters in São Paulo. The rumors came true in 2012, when the Swiss group acquired 49% of Neodent. The other 51% remained under the administration of Geninho and Clemilda Thomé.



Signing of the contract for the purchase of Neodent by the Straumann Group, in 2014





During the negotiation, Neodent's industrial park was one of the points that drew Straumann's attention.

“They were impressed with the quality of the machining process. It was, at the time, and still is, the best structure in Brazil. The technology employed, the logistics implemented and the production flow were characteristics that had a positive impact on Straumann representatives. Neodent was ahead of its time”, reveals Marcelo Tancredo, who used to work at Straumann's office in São Paulo and is now Senior Director of the Digital Business Unit and ITI Section Administrator Brazil.



Matthias Schupp, Marco Gadola and Geninho Thomé after the acquisition of the Straumann Group

During this period, the CEO of Straumann was Marco Gadola, who invited, in June 2013, the then-senior vice president of the group and regional Europe, Matthias Schupp, to travel

For the first six months, Matthias' focus was on planning Neodent's future within the Straumann Group. "I worked on internationalization projects and on the transition process to Curitiba and participate in the 3rd Neodent Congress. The duo went from a family business to a multinational group". In positively surprised by the quality of the event and the large number of people present. The meeting showed the potential of the brand and the need to think of other strategies for the company to expand its activities to other continents.

On that occasion, after a meeting with Geninho and Clemilda, it was decided that Matthias would act as sales director. With that

decision made, he returned to the capital of Paraná (Curitiba) in January 2014. At that time, few Straumann Group employees could have imagined that a professional who was, until then, working in Switzerland, would accept moving to Brazil.

In August 2014, the detailed design was presented in Switzerland. That year, Pablo Prado also joined the team, becoming responsible for structuring the first Marketing and Education department of the company's new era. He was in Switzerland, where he worked for five years at Straumann itself.

Planning foresaw the expansion of the company with accelerated growth and that, in 2019, Neodent would have 50% of its production exported. "I don't know if everyone believed in this plan, but I was sure it would happen," recalls Matthias. The entire project followed the exact path traced by him.

ADVANCED PURCHASE

The forecast was that the complete acquisition of Neodent by Straumann would only happen in 2018, but the planning was so successful that the group anticipated the purchase in April 2015. In this way, Matthias became the CEO of the company.

Until that moment, Straumann's commercial office in São Paulo did not communicate frequently with the Neodent factory. The total purchase encouraged the integration of the teams and the collaborators who worked in the capital of São Paulo became part of the company's team in Curitiba.

“Neodent will always be a global company within Straumann”, comments Matthias.

Another significant change occurred in Neodent's management when Geninho Thomé became Founder, President of the Board of Directors and Scientific President of Neodent. As a result, he was able to dedicate himself completely and wholly to product innovation, which led to the creation of a multidisciplinary team dedicated exclusively to this work. At that point, Neodent was already operating with 80 machines - two years later, the acquisition of the hundredth machine was already celebrated. In 2023, it acquired the 200th machine.

“I can do the administrative and management part, but in terms of innovation, the leadership of Geninho and his team makes all the difference, idealizing implants from one dentist to another. In addition, the synergy that the two of us have built is fundamental for the entire company”, points out Matthias.



Delivery of machine number 100, from the company Traub

Throughout its story, even with continuous growth, Neodent has always had the profile of being a welcoming company, which brings a sense of belonging to collaborators. The acquisition of the company by Straumann kept this feature alive within the organization, preserving the vast majority of employees, while bringing innovation and professional improvement - such as the implementation of a specific sector to work in the Marketing area.

One of the practices adopted by Matthias was to maintain and intensify transparency between managers and employees through open and frank communication. “In this way, we reinforce the trust and connection between collaborators from all sectors of Neodent on our daily basis”, emphasizes the CEO. “The company has not lost its essence and that is very important”, adds Geninho.



Townhall held with more than 1,500 collaborators in 2019, during the construction of the company's second factory in Curitiba



Smile Talks, a relaxed chat program on NEOSTudio+, transmitted to all employees

Another point to be highlighted was the inclusion of patients as protagonists in the day-to-day activities of the company. The smile and quality of life started to be treated as major goals of Neodent - which, gradually, became the company's trademarks and intensified, for instance, in Marketing campaigns.

In addition, as of 2015, the global inclusion mentality began to be implemented in the company, thus combining the passion of a family business with thinking and practices aimed at the international market.

"It was at that time that we began the implementation of our Cultural Journey, which allowed for this union of cultures and which remains until today as our differential", analyzes Matthias.



Tu
Actitud es
Nuestra
Cultura



Sua
Atitude,
Nossa
Cultura



YOUR
behavior
matters

The Cultural Journey has been translated into all Straumann Group languages and has created unity among the Group companies

INTERNATIONALIZATION



5^o Neodent Congress, in 2019. In the picture: Matthias Schupp

With a scenario already consolidated in Brazil and South America, the company faced the challenge of entering with its dental implants in Europe and North America. Neodent started designing ways and mechanisms to enter the international market in 2006, with the opening of a branch in Lisbon, Portugal. However, it was with the arrival of the Straumann Group that the doors were opened around the world. Also in 2014, the company sold its first products in the United States. Since then, brand penetration has increased exponentially, reaching 90 countries by 2022.



Event in Pakistan, with a lecture by Sérgio Bernardes, director of New Products and Clinical Practices, about Neodent launches

“The partnership with Straumann was decisive for the internationalization of our brand, which was something that was greatly wanted by all of us”, recalls Geninho Thomé.



Event in India, with participation and lecture by Sérgio Bernardes

In order to achieve success, Neodent's board prepared a plan and rigorously followed each step to be taken. "We knew exactly how and when we would reach the countries", emphasizes Mathias Shupp, CEO of Neodent. To this end, a team was set up to work exclusively on this mission.

Entry into the foreign market also had a decisive contribution from something that is part of the company's DNA: education. Matthias says that he always considered it essential to work in the educational area to be successful in the international field. "In the United States, for example, nobody expected a brand from Brazil". Neodent then began to invite professionals from other countries - including the United States - to visit the factory and attend the courses offered at Ilapeo. A practice that continues to this day.

Sérgio emphasizes that Neodent's role is to democratize the technique of applying implants and act as a facilitator of access to this technology. "Just delivering the product will not work. That's why, as a global company, it is necessary to combine education and technology," he comments.

The success of this practice is evident: the United States currently represents Neodent's second largest market and the company has become the second in terms of sales when it comes to Implant Dentistry worldwide. The leader is the "parent company", Straumann. Currently, Neodent is present in all continents and around 50% of the implants produced in Curitiba are sold to the international market.

*Visit to the Neodent factory in 2019
during the Neodent Congress*



PRODUCT REVOLUTIONARY

The flagship of sales in the international market is also one of the biggest revolutions in Dentistry and Implant Dentistry worldwide. This is the Grand Morse implant, designed by Geninho Thomé and launched in 2017. Until then, different implants were produced for each bone density, which made the GM Helix implant a differential since it's indicated for installation in all types of bones.

The Grand Morse combined reliability, versatility and stability, becoming a reference in innovation and one of the most used implants on the entire planet. Specific machines were acquired for the development of some components of the new product - which is mainly responsible for boosting the export rate year after year.

The Grand Morse implant system was developed based on the inside-out concept, designed from the inside out and works together with the prosthetic components. The result is a solution that combines mechanical resistance with versatile prosthetic solutions. "The choice of product name refers to big deliveries, big events and big products, such as Grand Prix, Grand Slam and Grand Cru. The word '*grand*' is directly linked to extraordinary deliveries", explains Pablo Prado, who, at the time, held the position of Vice President of Marketing and coordinated the campaign.

It was a launch that marked the company's story, with events being held in Europe and the United States to publicize the new product. From then on, Neodent conquered an important customer account, which is the North American franchise network *ClearChoice* - one of the largest in the world. Implantodontist Cícero Dinato states that "increasing the angle of Cone Morse from 11.5° to 16° in the Grand Morse system, significantly increased both the resistance of the implants and the abutments".

Dentist Marcos Motta, master in Implant Dentistry, states that the Grand Morse is an extremely innovative implant from a biological point of view and also ease of use. "I consider it to be the biggest launch of the century in Implant Dentistry worldwide", he highlights.



NEW LEVEL



*Hands-on Biomaterials for 90 people at the ITI
Brazil Congress, in Gramado, in 2018*

All these changes made Neodent reach a new status all over the planet. If, previously, some professionals were skeptical about the company, the indisputable quality of the implants and the company's *expertise* completely changed that view. Having education as a major pillar, Neodent attracts attention from the main global markets. "Today, people line up to listen to us", says Sérgio Bernardes.

Even so, the seriousness and humbleness that the company has shown since the beginning are the same. The entire product development process remains, as always, applied to clinical practice. In many participations in congresses and other national and international events, the company receives suggestions and new ideas. “The conversation with other professionals is a *feedback* relationship. It is essential to remain humble to be able to evolve and always seek new solutions”, says Sérgio Bernardes.

Allied to this, the company invested heavily in technology and in improving the team. Therefore, it now has a group of professionals from different areas for implant creation, with engineers, biologists, dentists and specialists in statistics. Everything to maintain a balanced technology between biology and mechanics - with the use of *software* and state-of-the-art equipment that allow simulations and mechanical tests with a high degree of precision.

All this technology, together with the global vision of management and the constant encouragement of education, were instrumental in boosting Neodent's growth year after year.

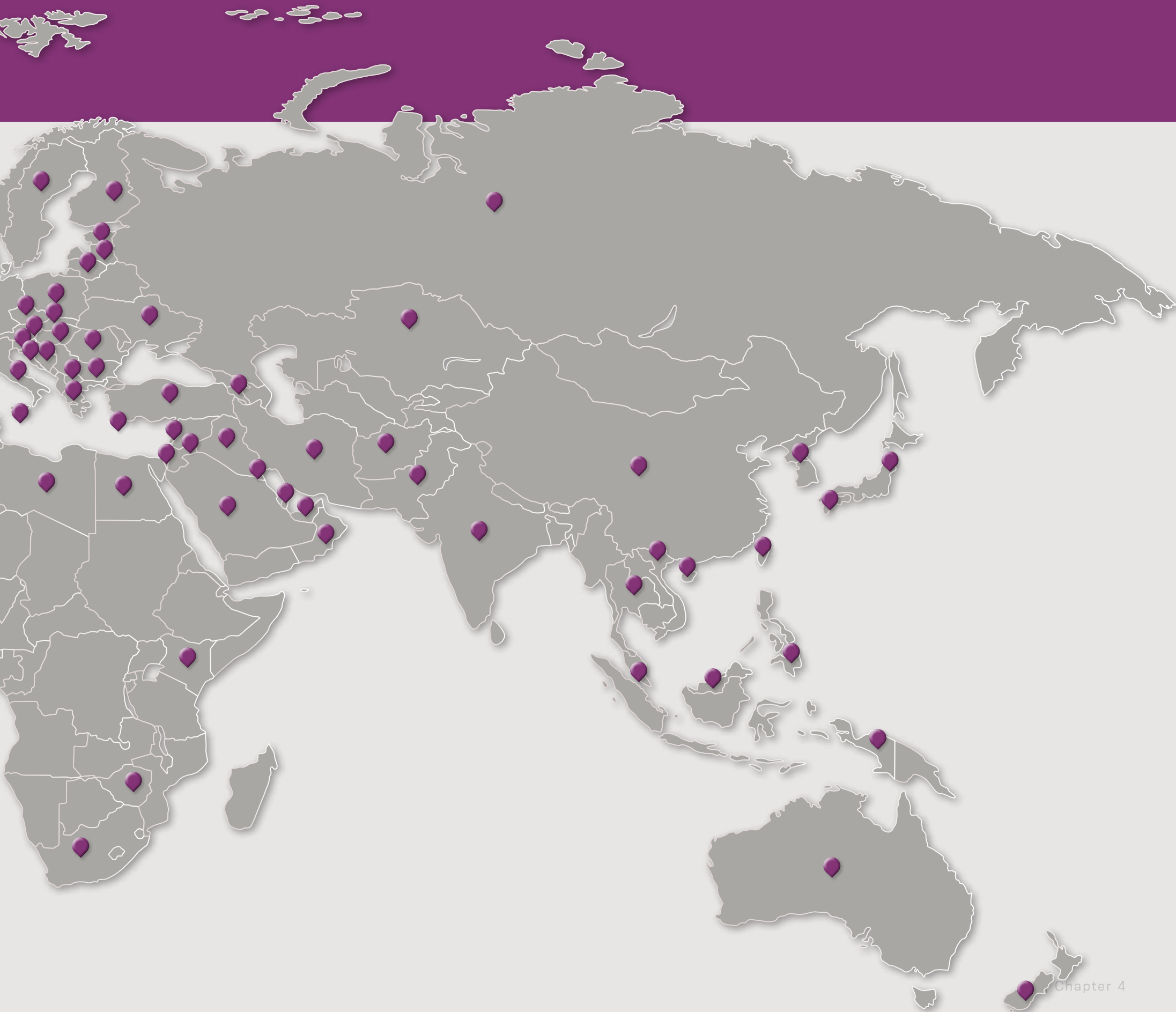
Experts participate in product testing

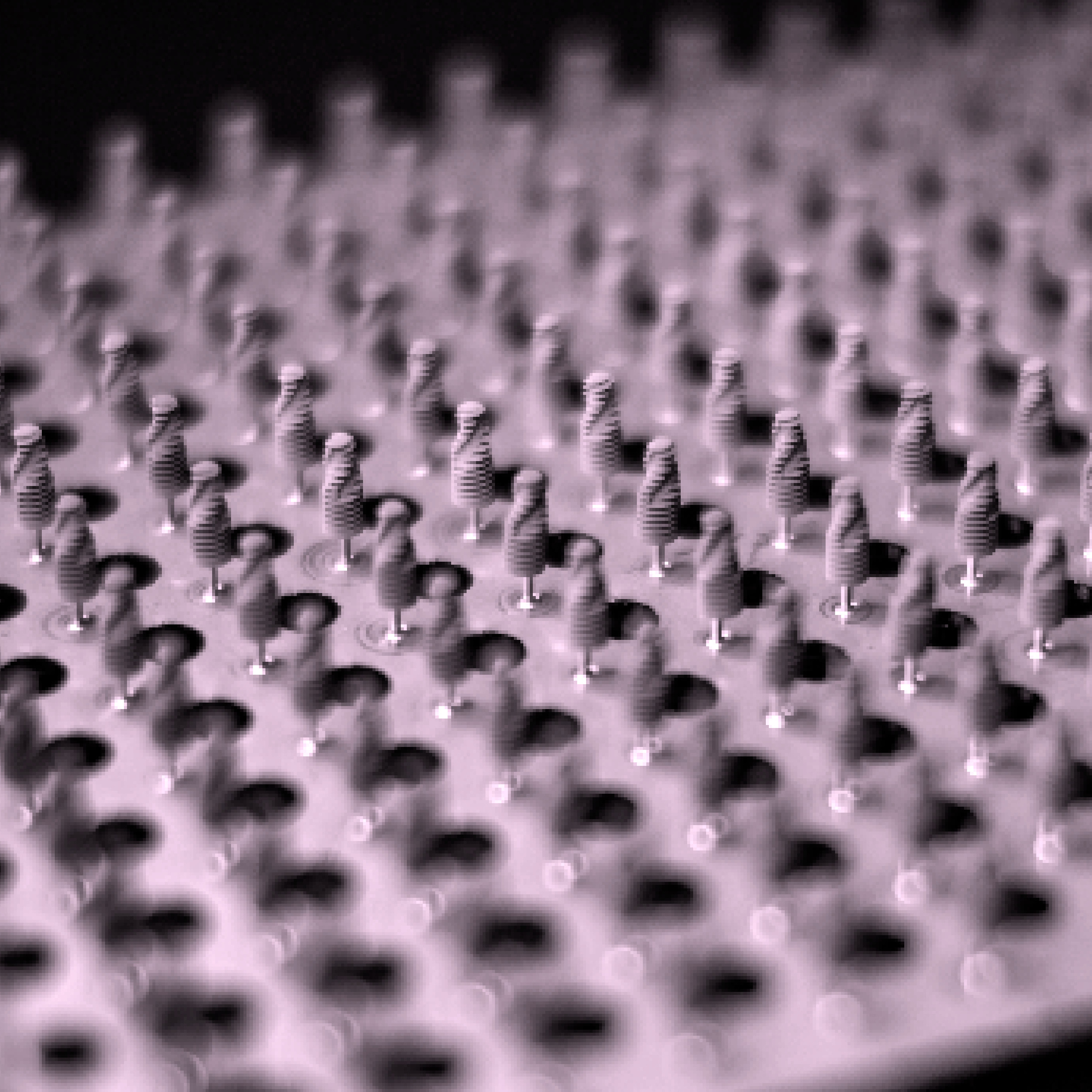


NEODENT EXPANSION



Presence in more
than 90 countries
Millions of smiles
transformed around
the world







Chapter 5

PRODUCTS THAT TRANSFORM



NEW SMILES EVERYDAY



Over the decades, Neodent stood out for its pioneering spirit, innovation and the quality of its products. The dental implants produced by the company have reached every continent on the planet, conquering new dentists and patients every day.



THE MAIN PRODUCTS

INTERNAL HEXAGON YEAR 1993

First implant developed by Neodent. Considered the pioneer of the sector, the model has been reformulated over the years and remains in the market.



ALVIM II YEAR 2002

The best biomechanical design up to that time: an implant for all bone types and higher initial torque, leading to immediate treatment protocols. It was the company's first product with conical macro geometry.



EXTERNAL HEXAGON YEAR 1999

The EH brought the practicality of removing the mounting and the safety of applying torque internally to the implant and not to the hexagon of the platform. Therefore, it is a reference in practicality and safety. It has gone through technological evolutions over the years.



CONE MORSE YEAR 2006

It unites advanced engineering concepts, experience and clinical success, creating innovative and complete solutions. The novelty offered is considered, until today, one of the main technological achievements provided by the company, a fact that helped to revolutionize the area in the national market.



ACQUA SURFACE
YEAR 2010

The hydrophilic surface is the evolution of the NeoPoros® surface, developed to achieve successful results even in challenging situations such as low bone density and immediate protocols.



ZYGOMA GM
YEAR 2019

The option of a single platform for conventional and zygomatic implants, combined with different component angulations, brought more flexibility and practice to clinical practice. The innovation of a smooth face without threads allowed more comfort to the patient in cases of atrophic maxillae, as an alternative to grafting procedures.



HELIX GRAND MORSE
YEAR 2017

Hybrid implant for the most diverse bone densities and which has become one of the most used all over the world. It is considered the revolutionary implant that changed all paradigms in the segment.



ZI
YEAR 2022

Ceramic implant that has, in addition to aesthetic properties, a system that combines flexibility and stability. Flexibility comes from the two-piece solution, with the patented ZiLock connection, designed with a longer screw, which provides a secure fit between the implant and the ceramic abutment. Primary stability is achieved through Neodent's long experience in developing implants aimed at immediate loading.

HOW THE IMPLANT IS BORN

PAST

- » Drawing made of paper.
- » The logic of reverse engineering was used: first, the prototype was machined and only then sent to the designers.
- » Clinical analyzes on scientific bones.



PRESENT

- » Multidisciplinary Engineering Team with agile management.
- » Mechanical tests and computer simulations to accurately verify and validate product performance.
- » Scientific consultants contributing to design and development for continuous improvement unites advanced engineering concepts, experience and clinical success, creating innovative and complete solutions.



THE IMMEDIATE CHARGE

The revolution in the immediate loading technique, used in the installation of dental implants, is one of the great differentials that helped drive the development of Neodent. The company's founder, Geninho Thomé, is considered the “father” of this technique in Brazil, which became popular in the country and around the world. He presented the novelty that revolutionized the dental sector in courses at Ilapeo between 2005 and 2006, demonstrating the benefits of the method for both dentists and patients.

Immediate loading allows the entire process to be performed in a single surgery. “The dentist can install the prosthesis right after the procedure for placing the implant that will support the prosthesis”, explains Geninho. Dental extraction, followed by implant installation and immediate prosthesis construction, simplified the rehabilitation treatment, reducing the waiting time and offering the patient greater comfort.



Demonstrative surgery performed by Geninho Thomé and Sérgio Bernardes, with the support of Mary Dias and André Ramos, during a technical visit by students and coordinators of partner courses, at Ilapeo, in 2018

A NEW MINDSET: THE ZI IMPLANT

It took six years of work by engineering teams and researchers from three countries - Brazil, Switzerland and Germany - for the Ceramic Implant System to hit the market in March 2022. Zi implants are similar in safety and efficacy to titanium implants.

In addition, the product has a differential aesthetic quality due to the white color of the material, which makes the implant more natural, similar to the root of a tooth. The solution, called *Neodent Ceramic Implant System*, was developed by Neodent based on demand from dentists and new market trends.

For the product to be officially launched, Neodent's team of scientific consultants recognized and validated the quality of the implant. With the educational goal of presenting the material to other professionals, Neodent held exclusive courses and masterclasses, showing how to use the implant and showing the complete portfolio of the new line.





PATENTS AND TRADEMARKS

With so many products developed in record time worldwide, it is up to the Legal and *Compliance* department to take care of the quality of regulatory and patent registrations in Brazil and in several countries. As each nation has its own legislation, the legal area performs a thorough analysis of the required documents.

When requesting a patent for a product, the department seeks to obtain recognition in different nations to have the uniqueness of concluding the application. With that, Neodent secures pioneering patents all over the world, guaranteeing the exclusive use of the product.

NEODENT

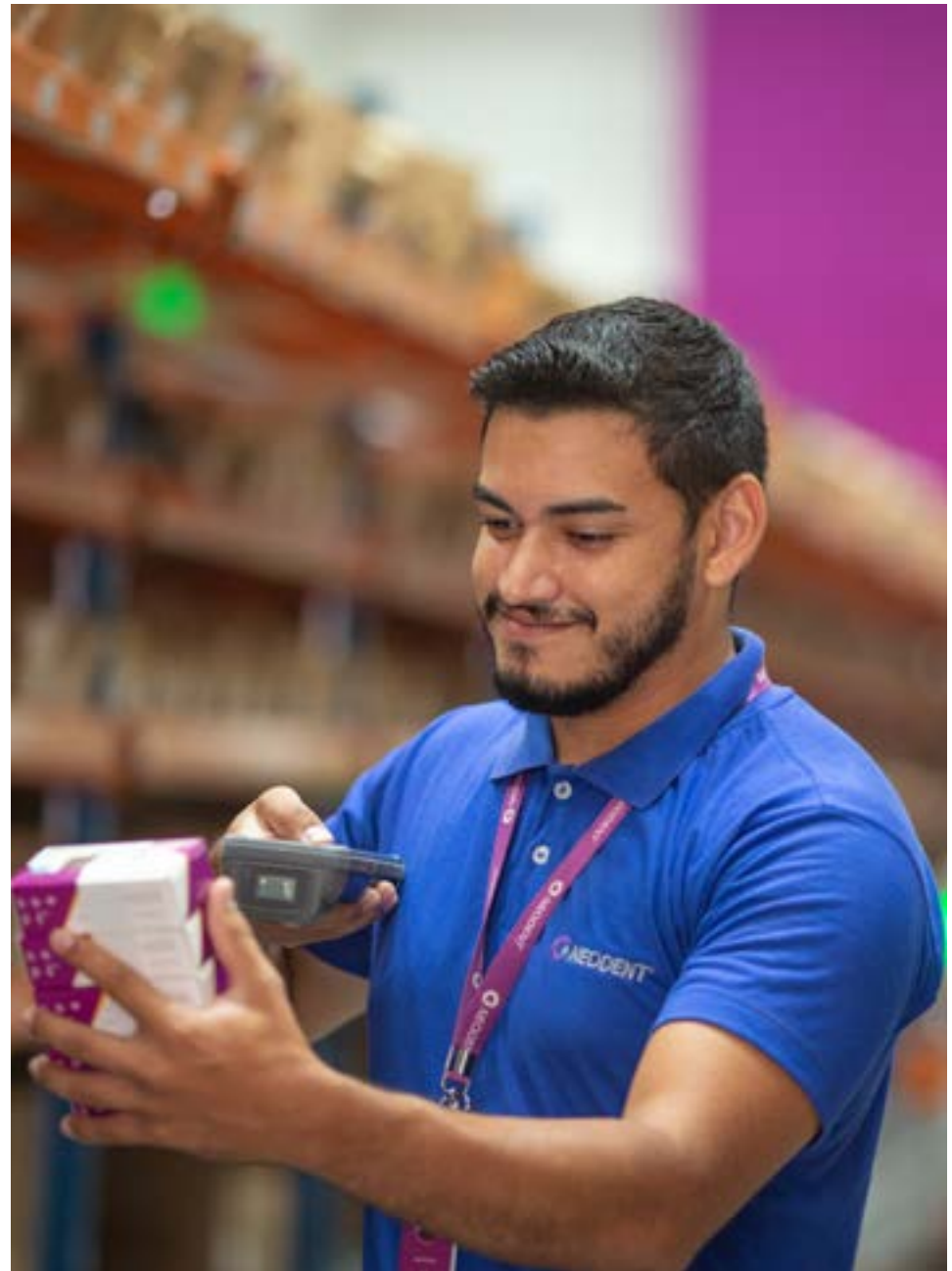
straumann

dearcorred

Showroom in São Paulo
allows contact between
dentists and brands

TOGETHER WE MAKE THE WORLD SMILE

In addition to Neodent, the Straumann Group invests in other companies that, in Brazil, have become Neodent's own *brands*. All of them build a cooperative relationship on a daily basis - essential for the development of the brand. For the vice-president of the Orthodontic Business Unit, Pablo Prado, "this synergy is due to the way in which we work and conduct all processes".



clearcorrect

A Straumann Group Brand

Acquired by the Straumann Group in 2017, in the United States, ClearCorrect arrived in Brazil the following year. A production line of clear aligners was initially set up at Neodent's own implant factory in 2018. Over time, the space became small due to the volume of production and an expansion was necessary.

The new factory started operating in July 2020. The total area of 12,736 square meters was built to house the manufacturing, shipping, inventory and administrative sectors.

The site is about 500 meters from the Neodent implant factory. The new unit started to centralize all of ClearCorrect's operations. With this initiative, the company approached and integrated all segments of the business, including production, operations, sales, marketing and clinical support. The aligners produced in Curitiba are sold in Brazil and exported to the Latin American market.



In 2019, Neodent announced the acquisition of 100% of the capital of Yller Biomateriais, a Brazilian company operating in the development of technologies, products and solutions aimed at the dental segment. Yller is a pioneer in Latin America in the production of resins for 3D printing in Dentistry.

From then on, Neodent began to operate in this field and the growth in demand is perceptible. In two years, production more than quadrupled.

The acquisition envisaged an increase in the sector, which required, in 2021, the expansion of its structure, with the expectation of multiplying the company's production capacity by up to ten times. The plant of the original factory in Pelotas (RS), which completed 10 years in 2022, was replicated in Curitiba.





JUNTOS FAZEMOS
O MUNDO O SORRIR



Chapter 6

THE PURPOSE GUIDING US



NEW SMILES EVERYDAY



anos

Neodent's 30th anniversary campaign with the motto "Celebrating is a choice", launched in 2023



Neodent campaign, launched in 2022, aimed at oral health consumers (patients), with the key message that smiling is a choice and reinforcing that Neodent is the market leader in Brazil.

Neodent has always had the purpose of creating new smiles and transforming lives. Since the birth of the company, these have been its fundamental objectives.

It is in Neodent's DNA the mission to democratize access to implants and make the population aware of the importance of taking care of oral health. "New smiles every day" are, in fact, Neodent's reason for existing.

To intensify this whole process by strengthening ties with customers and expanding the company's communication with society, in 2014 Neodent structured the Marketing area. "It was the right moment to position the brand and make clear the purposes that have always been present since the creation of the company", emphasizes CEO, Matthias Schupp.

The first director of this sector was Pablo Prado, who is currently vice-president of the Orthodontic Business Unit, responsible for structuring the Marketing and Education department of the company's new era. He was acting in Switzerland, where he worked for five years, at Straumann itself.

Until then, this attribution was performed by outsourced companies. The first Neodent Marketing team had five collaborators. Pablo led and developed the department until 2018, when he already commanded a team of 70 professionals who served not only Brazil, but all of Latin America. During this period, offices were opened in Mexico, Colombia, Chile, Peru and Argentina.

It was at that time, more precisely in 2015, that Neodent implemented a new slogan for the brand: “New smiles everyday”

With this change came a new visual approach, with images specially produced for the campaign, in which the company proposed new experiences to customers, partners and collaborators.

From then on, Neodent began to highlight how dental treatment with the use of implants can change the lives of patients, who gain new smiles and better quality of life. The decision to change the slogan and the way of visually communicating with the public was taken by the need to engage with society. “Showing people and their smiles was a pioneering way of communicating with the public”, analyzes Pablo.





2016 campaign, after the creation of the slogan “New smiles everyday”

To reach this conclusion, it was necessary to carry out a deep work that consisted of understanding what was the image of Neodent. Surveys were carried out to find out what customers and patients perceived and understood about what the brand meant to them. In this survey, one of the questions was about why Neodent exists.

The answers were consistent with the reasons that led to the creation of the company: to democratize dental implants in Brazil and to take care of the oral health of the population. It was proof, in practice, that Neodent was transforming lives and creating new smiles every day.

“That genuine purpose led us to the new *slogan* and we were able to work with the humanization of the brand”, reveals Pablo. Thus, the change provided direct communication with the patient and demystified treatment with dental implants.

LAUNCHES THAT WILL GO DOWN IN HISTORY

Release of Grand Morse during the IN Congress, in 2017



Neodent's flagship product was also responsible for the brand's biggest launch so far. The Grand Morse implant, considered one of the most versatile, practical and efficient on the market, attracted the attention of 2,400 people, who filled the auditorium at IN 2017 - *Latin American Osseointegration Congress*, in São Paulo, in August of that year. "The market was delighted with the launch, which was the first one with a scenography prepared exclusively for the occasion", recalls the vice-president of the Orthodontic Business Unit.

The experience was so remarkable that, five years later, in March 2022, the same congress was the stage for the launch of a new and revolutionary Neodent implant: the Zi, which uses ceramics and offers resistance and quality similar to a titanium piece. "After each innovation, we start thinking about the next one", comments Geninho Thomé, who, along with Matthias Schupp, commanded the two highlights.

The Grand Morse launch event brought together people from all over the world who were enchanted by the revolutionary implant for worldwide implant dentistry. The product is now the main implant exported by Neodent. No wonder it was released

in several countries. In Spain, for example, the promotion took place in October 2018, in the Palco de Honor room, at the Santiago Bernabéu Stadium - home of Real Madrid.

At the same time, the Grand Morse arrived in Rust, Germany, where Geninho Thomé was applauded by the public present at the ceremony. In Phoenix, USA, shortly after the launch, numerous dentists expressed interest in using the new system.

The Grand Morse is considered by specialists as one of the greatest technological inventions that revolutionized the world of Implant Dentistry all over the planet - being one of the most used Neodent products on all continents.

"After each innovation, we start thinking about the next one", says Geninho.



Zi launch event, Neodent's ceramic implant. The opening featured a performance of dance, music, as well as words from the CEO, Matthias Schupp, and Geninho Thomé

PARTNERSHIP WITH DENTISTS



Neodent has always maintained close contact with the company's partner dentists. With the covid-19 pandemic in 2020, it was no different. It was time to cooperate and support. For this, the company launched the Conta Comigo project, with the support of the Federal Council of Dentistry and Sebrae.

Free training was developed and focused on two fronts: biosafety, with the updating of good practices for the dental environment; and management, with guidelines for the organizational and financial administration of the clinics.

At first, the online training aimed to reinforce biosafety protocols on four fronts: clinic (office), professional, auxiliary team and patient. A document with good practices was prepared by the Founder, Chairman of the Board of Directors and Scientific President of Neodent, Geninho Thomé, by the UFPR professor and specialist in biosafety, Sérgio Guandalin, by the oral and maxillofacial surgeon and implant dentist, Maria Claudia Vieira Guimarães, and by the director of New Products and Clinical Practices at Neodent, Sérgio Bernardes.

In addition, guest dentists addressed topics such as the proper use of personal protective equipment, changes in the patient's routine within the office and new challenges for professionals.

The initiative reached offices and teams throughout Brazil and was later replicated in other countries.

In the second phase of the project, training was conducted by teams from Sebrae and the focus was on the dentists' business. The professionals received a grid of contents that involved topics from the financial and administrative areas, with guidelines for the routine of the offices.

Manual created by the Neodent team in 2020, with the purpose of supporting oral health professionals in preventing Covid-19. Upon release, the material was translated into over 17 languages.

E-BOOK



MANUAL DE BOAS PRÁTICAS EM BIOSSEGURANÇA PARA AMBIENTES ODONTOLÓGICOS

2020

Dr. Geninho Thomé
Dr. Sérgio Rocha Bernardes
Dr. Sérgio Guandalini
Dra. Maria Claudia Vieira Guimarães

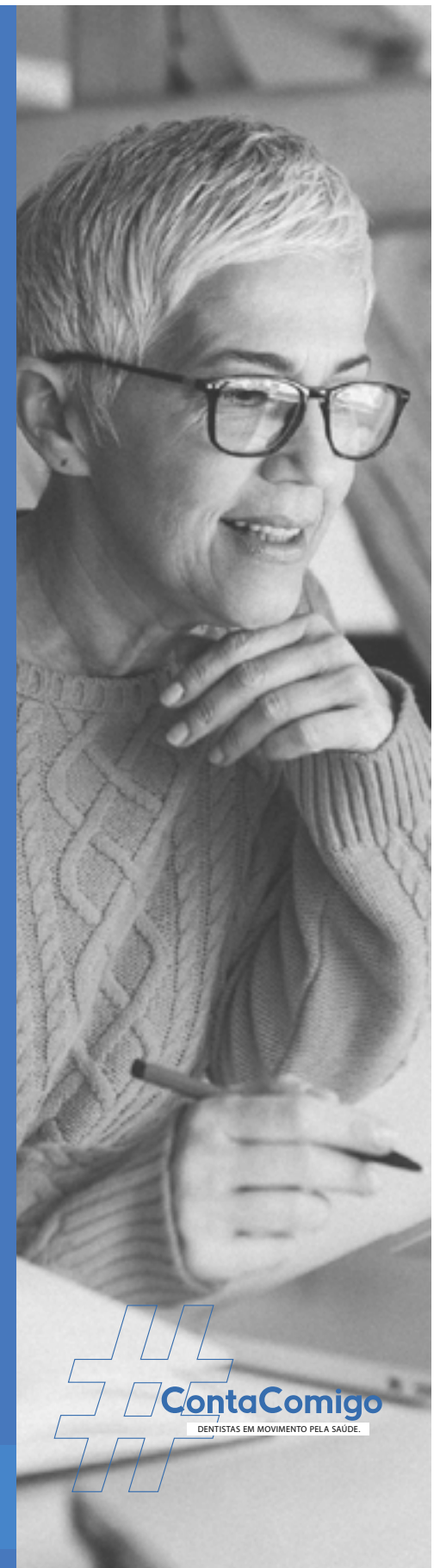
Apoio científico:



Apoio institucional:



NEODENT | straumann clearcorrect | YLLER



POPULATION INCREASINGLY CONSCIOUS

Seeking to facilitate access to implants and demystify oral health based on awareness of the importance of such care, Neodent intensified communication actions. The objective was to fulfill a social and didactic function, that is, to inform people that they can undergo dental treatment using implants and to make them aware of the importance of periodically seeking dental care. For this purpose, since 2017 the company started working with mass communication.

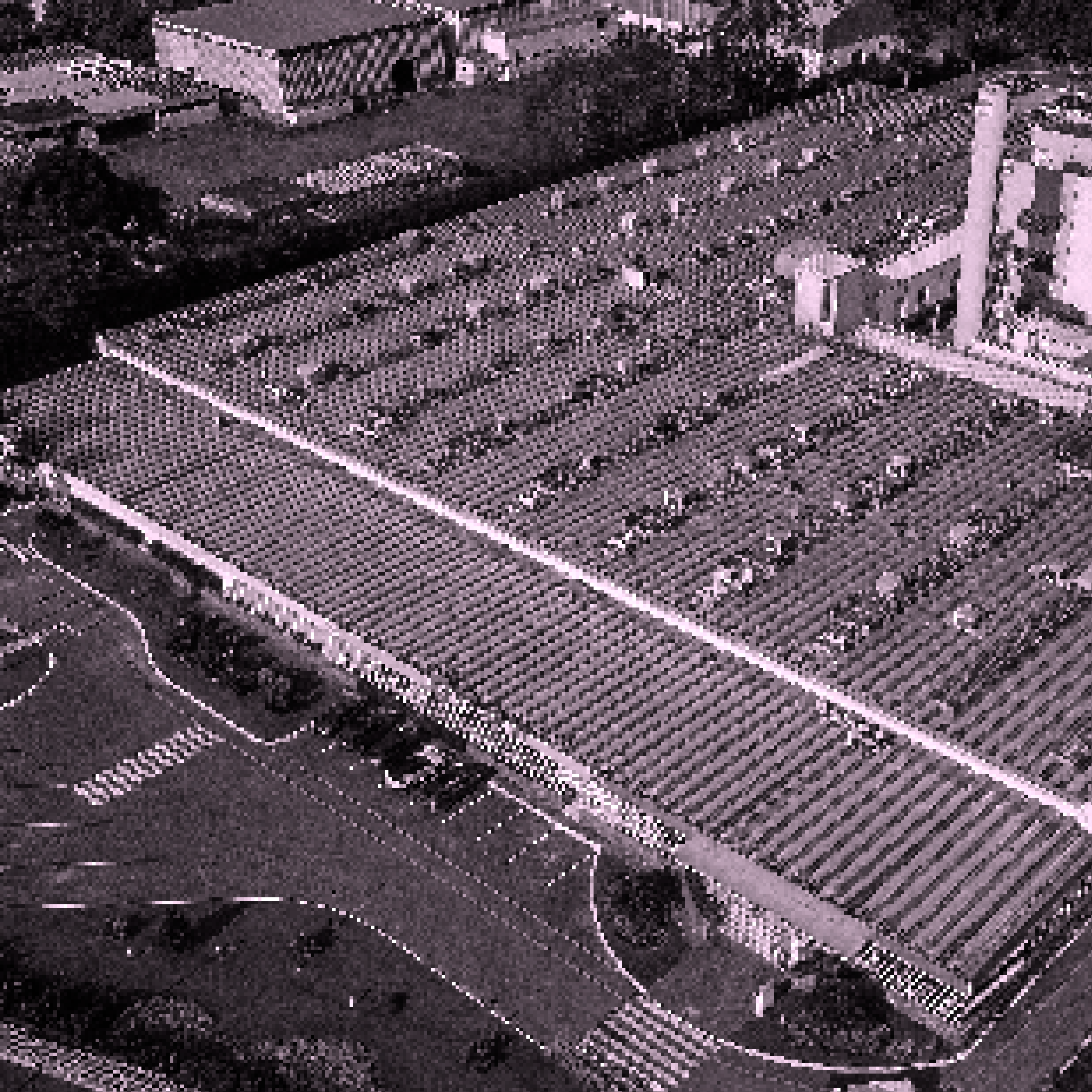
With an eye on the democratic strength of the most popular sport in Brazil, in 2021, Neodent entered into a partnership with the clubs Coritiba, Athletico Paranaense and Paraná Clube. The strategy was a pioneer for the Straumann Group.

Taking advantage of the reach of football, the initiative was intended to expand the knowledge about implant treatment and building a bridge between patients and dentists, who are Neodent's partners.





Mauro Holzmann (Executive Director of Marketing and Communication at Club Athletico Paranaense), Geninho Thomé, Juarez Moraes e Silva (President of Coritiba), Matthias Schupp and Luiz Carlos Casagrande (Former president of Paraná Clube) during the announcement of the partnership between Neodent and the football teams, in 2021





Chapter 7

VISION FOR THE FUTURE



NEW SMILES EVERYDAY



*Population Assistance Program of
New Smiles Expedition going to the
cities of Brazil*

Attentive and concerned about the future, Neodent intensifies and strengthens best corporate responsibility practices year after year, both for the company's employees and for society as a whole.

Since its creation, Neodent has always shown that it is essential to carry out actions that involve environmental preservation, care for collaborators and the community surrounding the factories - installed in the Industrial City of Curitiba (CIC) - and the dissemination of the importance of oral health - in particular, for people who do not have access to quality treatment.

From 2016 to 2019, the structure of New Smiles Expedition consisted of a trailer with two offices



NEW SMILES EXPEDITION



Collaborator Débora Souza, on the New Smiles Expedition in 2022

The New Smiles Expedition is one of the company's pioneering and most expressive social projects. Conceived in 2016, the mobile clinic was set up to bring information about oral health to the most vulnerable communities in the country.

“The project serves many people who are going to the dentist for the first time. We offer population evaluation and guidance on oral health. We left a legacy in the city, encouraging patients

to continue oral health care and treatments. In addition, we give lectures on oral health at schools and institutions in the cities we pass through”, explains the senior director of Corporate Communication & Sustainability, Raphaela Borba.

In the beginning, a trailer was used as the clinic. Today, care is provided in an adapted trailer with two clinics.

From 2016 to the first half of 2023, the New Smiles Expedition traveled more than 15,000 kilometers across Brazil, serving approximately 6,000 people and counting on the collaboration of 300 volunteers. In addition, it reached 33 cities in 11 states in that period.

The project works in partnership with volunteer dentists who help raise awareness of the importance of oral health and dental treatment.

“We always say that we, as a company, have an obligation to give something back to society and offer those most vulnerable a service that they would not always be able to have”, explains

Matthias Schupp. “In Brazil, the last National Oral Health Survey, carried out in 2010, indicated that 22% of children, 9% of adults and 20% of elderly people had never had access to a dental appointment. This worrying reality drove Neodent to transform this scenario”, complements Raphaela.

The beekeeper Artur Gustavo, from Ilhéus, Bahia, was one of the thousands of people who returned to smile after the passage of New Smiles Expedition through his city. There, he learned about the project and received his first diagnoses. Afterward, he was referred to a dental office to perform the treatment he needed. The result was life-changing. He began to eat better and lost the shame of smiling. “I will never forget. It changed my life. I just have to say thank you. I'm going to smile every day,” he says.

There are no borders for expedition. By 2024, the goal is for the project to reach all states in the country, raising awareness about oral health and improving the quality of life of thousands of other people. “The idealization of the project meets the purpose that guides the company as a whole, which is to directly impact all of society”, says Pablo Prado.



Structure of the New Smiles Expedition, on the road, in 2022

ZERO LANDFILL AND ENVIRONMENT

Neodent is also concerned with the sustainable future of the planet. Therefore, specific projects are part of the company's policies. Solid initiatives for the sustainable destination of waste, for example, began in 2019 with the monitoring of the amount of material discarded and, in 2021, 100% of the waste began to be sent for recycling or co-processing. As a result of these procedures, the company received the Zero Landfill Seal. With that, an average of 275 tons of garbage per year stopped going to landfills.

In addition, the Neodent and ClearCorrect factories started controlling gas emissions in 2020, working to reduce gases that contribute to the greenhouse effect on the planet. This monitoring ensured the two factories the Gold Seal in the first emissions inventory (2020) of the Selo Clima Paraná, an action by the government of Paraná to reduce emissions from industries. The goal is to eliminate all carbon dioxide emissions from the production chain that involves the company by 2040.



Since 2021, 100% of waste from factories will be recycled or co-processed



TRAINING AND NEW OPPORTUNITIES



Acting with social responsibility is paramount for corporate sustainability and that is why Neodent plans its actions. At the same time that it offers a variety of training opportunities for its collaborators - language, IT and CNC machine operator courses -, it also takes these training courses to the community surrounding the factories. “The idea is to organize structured social initiatives so that people can have better access to job opportunities and also create specialized labor”, says Cristiane Ribas, Vice President of Human Resources.

“Neodent is a partner of the community and carries out many actions. Basic mechanics courses, for example, really help people to get a job”, says the vice-president of the Association of Residents of the Augusta B Community, Maria Aparecida da Silva Ferreira.

In 2022, the first year of implementation of the course for the external community, more than 60 people completed the training. At the end of the same year, 10 of them had already been hired to work at the company.



SPORT AND QUALITY OF LIFE

As a company in the health area, Neodent knows the importance of physical activities to improve the quality of life of the population, considering this an essential point also for the health of collaborators. For this reason, it encourages and supports various activities carried out in this regard among factory employees. Football teams, for example, compete in the Straumann Group's global championships.

Because it believes in sports as a tool for social impact, one of Neodent's initiatives with the community surrounding the factory is Sorrisos da Vila. Implemented in 2022, within the

Augusta B community, in Cidade Industrial de Curitiba, the project offers football classes for children and young people in the region. The community has more than four thousand residents, many living in situations of social vulnerability and with few leisure options. To alleviate this reality, Neodent reformed the local pitch and, based on this action, the social project was created. "The football school helps our community a lot. These children learn to have discipline and responsibility, changing the mentality of each one of them", recognizes the community leader Maria Aparecida.



Children from the Augusta B community participate in the Sorrisos da Vila project, in the revitalized court

Neodent believes in the transforming role of the sport, which, in addition to taking the focus off the streets, teaches a lot about discipline, respect and collaboration. Thus, the company helps to form better and more aware citizens, who will have more power of choice in the future.

Neodent football teams participate in Straumann Group global championships



THE LEGACY AND THE FUTURE



*Second plant of the company in
Cidade Industrial de Curitiba*

Over the decades, Neodent has managed to put into practice the dream of providing health and new smiles to people from every continent on the planet. The company has become synonymous with quality, responsibility and innovation. Simultaneously, it invested in educational programs that attracted students and professionals from different parts of the world. All these achievements were only possible with a lot of transparency, loyalty and investment in technology.

The legacy paved by Neodent is being responsible for building a future permeated by new achievements.

One of them is the expansion of the company's industrial park, which will have a third plant and will make it possible to meet the goal of producing 10 million implants per year by 2030.

Following and, often, anticipating market trends, new products will be developed by the company - especially by the Digital Dentistry sector, supporting innovative technologies for implants and equipment, helping both the patient and the dentist to carry out even more efficient treatments. As well as the development of new software, allowing virtually guided surgeries and simulating the result of dental treatment.

Investment in education and research will always remain in Neodent's DNA, with the creation of new educational centers around the world, inspiring people and other professionals in different countries.

*Neodent Showroom
Straumann and ClearCorrect
in São Paulo, in the noble region of
Oscar Freire*



In Neodent's journey, it is the new smiles that serve as a guide. It is from this that investments are traced and new projects created.

It is by taking care of its employees that a community is welcomed. Through research dedication access to oral health is expanded and it is by investing in technology that growth occurs in a sustainable manner. These are the purposes that place Neodent as one of the main companies in the field worldwide.

A story that only became reality because in the early 1990s, when bringing that titanium bar to Curitiba, there was the dream of democratizing access to safe and innovative dental treatment for

so many people who, until that moment, could not even imagine that one day they would smile again, lead a healthy life, eat right and regain their self-esteem. A genuine mission that comes true day after day by adding more and more professionals and benefiting countless patients in all continents of the world. A legacy that spans generations. And it is for this purpose that Neodent will continue creating new smiles every day.

First machines used by Neodent, on display at the factory in Curitiba







HIGH LEADERSHIP
MAKING THE
WORLD SMILE



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CEO of Neodent and EVP Straumann Group LATAM

Geninho Thomé

Founder, Chairman of the Board of Directors and Scientific President

Almir Zvetz

Vice President of Production

Cristiane Ribas

Vice President of Human Resources

Enrique Saldivar

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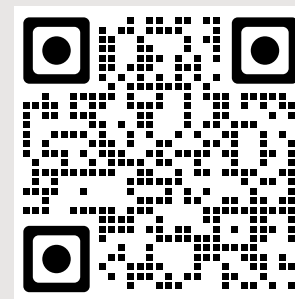
Raphaela Borba

Senior Director of Corporate Communications and Sustainability

Rodrigo Pascini

Senior Director of Operations

Scan the QR code to
see the video interviews
that tell the story of
Neodent's 30 years.



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