

## Media Release

# Peter Zihla joins Straumann's Executive Management team as new Head of the Digital Business Unit

**Basel 23 August 2018:** The Straumann Group today announced that Peter Zihla is to head its fast growing digital business with effect of 1 September 2018, when he will also join the Group's Executive Management Board (EMB). He is taking over from Mike Rynerson, who has decided to leave the company but will remain until February 2019 to ensure a smooth transition.

"Mike has poured his entrepreneurial acumen and energy into establishing our global Digital Business Unit and into driving the Dental Wings success-story over the past five years. We thank him sincerely for his passion, commitment and many contributions to our company", said Marco Gadola, CEO of the Straumann Group. "Digital dentistry offers huge opportunities and is a key pillar in our strategy to become a total solution provider in esthetic dentistry. Peter Zihla has the foresight, qualities and international experience to develop this very exciting business globally. His analytical skills, strategic thinking and deep knowledge of our organization make him a valuable addition to our EMB".

For the past four years, Peter Zihla has led Straumann's Corporate Strategic Planning & Business Development team and has played a key role in 15 strategic transactions around the world. These include the acquisitions of ClearCorrect, Dental Wings, and Createch, as well as the participations in Geniova, RapidShape and Dental Monitoring, in addition to the partnerships with 3Shape and Amann Girrbach – which collectively form the bulk of Straumann's digital portfolio.

He joined Straumann in 2006 as Head of Corporate Accounting, Planning & Controlling, having spent six years in senior accounting/controlling positions at Hero, the international food group. Before that, he was a strategy consultant with Accenture having begun his career in controlling at the pharmaceuticals company E. Merck. He holds a degree in Business Administration from Mannheim University, an MBA from the City University of New York, and a Masters in Finance from the London Business School. Peter Zihla is 52 and is German.

### About Straumann

The Straumann Group (SIX: STMN) is a global leader in tooth replacement and orthodontic solutions that restore smiles and confidence. It unites global and international brands that stand for excellence, innovation and quality in replacement, corrective and digital dentistry, including Straumann, Neodent, Medentika, ClearCorrect, Dental Wings, and other fully/partly owned companies and partners. In collaboration with leading clinics, institutes and universities, the Group researches, develops, manufactures and supplies dental implants, instruments, CAD/CAM prosthetics, biomaterials and digital solutions for use in tooth replacement and restoration or to prevent tooth loss.

Headquartered in Basel, Switzerland, the Group currently employs approx. 5500 people worldwide and its products, solutions and services are available in more than 100 countries through a broad network of distribution subsidiaries and partners.

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