

Media Release

Straumann Group and Modern Dental Group join forces to serve customers in Hong Kong and Macau

- *Leading companies in esthetic dentistry invest in Peak Dental Solutions Hong Kong Ltd, a joint venture to serve the dental communities in Hong Kong and Macau*
- *Peak Dental Solutions will offer one of the broadest ranges of dental solutions and will have access to the combined customer base of both companies*
- *Investment provides Straumann with a strong base for key product launches and brand rollouts*

Basel/Hong Kong, 12 September 2019 – The Straumann Group, a global leader in implant and esthetic dentistry, and Modern Dental Group Limited, a leading global provider of dental prosthetic devices, have entered a joint venture to create Peak Dental Solutions Hong Kong Ltd, a distribution company that will serve the dental communities in Hong Kong and Macau starting in the fourth quarter of this year. Straumann and Modern Dental Group will invest substantially in the joint venture and will own respective stakes of 40 and 60 percent. Financial details were not disclosed.

Straumann's dental implant products have been available for many years in Hong Kong through its long-standing local distribution partner, Advance Dental Consulting (ADC), which has made an important contribution to establishing Straumann as a local market leader. However, further investment in the distribution channel is necessary to cater for the Group's rapidly expanding business portfolio and forthcoming launches. Straumann has therefore reached an agreement with ADC that enables Peak Dental Solutions to take over the distribution of its products.

The Straumann Group's portfolio of dental solutions has increased significantly in the past year alone – for example, with the addition of its next-generation fully-tapered implant, BLX, and its fully ceramic two-piece implant system. To offer further levels of affordability, the Group has added Anthogyr to its implant portfolio alongside Neodent and Medentika, which are complemented by attractively-priced implant options from T-Plus and Warantec.

One of the most exciting areas of expansion is digital, where Straumann's most recent additions include the TRIOS, CS 3600, and Virtuo Vivo intraoral scanners as well as Medit lab-scanners, not forgetting its range of milling machines and 3D printers. Furthermore, the Group is preparing to enter the Asian clear-aligner market with ClearCorrect and Smyletec. Its goal is to make all of these solutions available to more customers in Hong Kong and Macau from a single service partner.

Peak Dental Solutions will have at its disposal the broadest range of replacement, restorative, corrective and digital dental solutions and it will have access to the combined customer base of both companies, enabling it to capitalize on cross-selling opportunities. It will collaborate with Modern Dental Laboratory to develop and provide educational programs using the Center

of Dental Education. Beyond this, customers will also have access to the education and support networks of Straumann and the ITI.

About Modern Dental Group

Modern Dental Group Limited (stock code: 3600:HK) is a leading global dental prosthetic device provider with a focus on providing custom-made prostheses to customers in the growing prosthetics industry. Its portfolio includes: fixed prosthetic devices, such as crowns and bridges; removable prosthetic devices, such as removable dentures; and other devices, such as orthodontic devices, sports guards and anti-snoring devices. It has a global sales and distribution network covering 17 countries, including Modern Dental Laboratory in Hong Kong, Elysee, Permidental, Labocast and CDi in Western Europe, MicroDental and Modern Dental USA in North America, Yangzhijing in China, and Southern Cross Dental in Australia.

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 Anthogyr, ClearCorrect, Dental Wings, Neodent, Medentika, Straumann 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. 7000 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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