

Media release

Straumann completes acquisition of 49% of Neodent

- /// *Straumann gains leading presence in the world's second largest dental implant market*
- /// *CHF 260 million paid from Straumann's cash reserves for stake in privately held company*
- /// *Straumann obtains options to increase ownership to 100%*

Basel, 1 June 2012 – Straumann announced today that it has completed the acquisition of 49% of Neodent, the leading dental implant company in Brazil, for CHF 260 million in cash. The deal, which was announced on 16 May 2012, gives Straumann a leading position in Brazil, the world's second largest market for implant dentistry^{1,2}. It also enhances the company's access to additional Latin American markets. The agreement provides Straumann with options to increase its stake to 100% over the next six years.

As a privately-held company, Neodent has grown at an average rate of 20% over the past three years, achieving sales of approximately CHF 80 million in 2011, with an EBITDA margin of more than 40%.

In order to maximize their market potential, the two companies will continue to operate independently as separate businesses and brands addressing distinct customer segments in Latin America. The dual brand strategy will enable them to build on their respective current positioning: Straumann as a leading global provider of innovative premium solutions and services, and Neodent as a regional leader offering solutions that are tailored to local market needs.

About Neodent

Founded in 1993, Neodent's headquarters and state-of-the-art manufacturing facility are located in Curitiba. The company employs more than 700 employees and operates more than 10 branches in Brazil. It also has two subsidiaries abroad (Portugal and Mexico) and works with more than 10 distributors in South America and other geographies.

About Straumann

Headquartered in Basel, Switzerland, Straumann (SIX: STMN) is a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 2450 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

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¹ By volume

² iData Research Inc. 2011 and Straumann estimates



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