

INSIDE

AT THE HEART OF THE LATEST DEVELOPMENTS AT ANTHOGYR



“
**THIS IS A NEW
OPPORTUNITY
FOR ANTHOGYR**”

A new structure for Anthogyr

Dear Partner,

After more than 3 years of business relations as part of the Straumann group, Anthogyr is today fully integrated, recognised and visible on the worldwide implantology market. We continue to cultivate our identity, our brand territory, and our individuality, as well as our capacity for innovation.

We continue to expand and, promisingly, our development potential is greatly increasing in France, Europe, and Asia.

It is against this very positive backdrop for Anthogyr that I am making a personal choice, after 15 years as President and Chief Executive Officer, to give up my position within the company. **From this point on, it is important for me to continue with the Anthogyr adventure by contributing in a different manner.**

That is why I am pleased to announce the arrival of Philippe Neimark, whom I have supported in taking over from me as Chief Executive Officer of Anthogyr.

Philippe and I have a relationship of trust based on 10 years of direct collaboration. Philippe joined Anthogyr nearly 15 years ago and feels a special attachment to our company, where he held various different positions in the sales department, later serving as Commercial Director for France and the International Market. He is thus already part of the Anthogyr story!

His dual experience, with Anthogyr and the Straumann Group France for the past 3 years, will be a very positive asset in carrying out his new assignment. I am counting on Philippe to ensure and develop awareness of the Anthogyr brand with the Group's various different commercial entities and organisations.

At the same time, more than ever I wish to be part of this new chapter for Anthogyr, and in order to do so I will hold the new position of Vice President of Anthogyr. My goal is to be able to refocus my work and make an active contribution to the development of new products, research and innovation, and to be involved in or manage specific, strategic projects for Anthogyr, and clearly alongside you, to cultivate these client relations that are so dear to me.

It is a new opportunity for Anthogyr, not only in terms of commercial development, but also in order to strengthen the strategic vision of the brand with a view to strong growth. This new structure will take effect on September 1st, 2022.

I have every confidence that a successful new team will be built to guarantee the future of Anthogyr. Thank you again for your loyalty and your commitment to working with us.

Hope to see you all soon,

Éric GENÈVE
President and Chief Executive Officer

