A black and white photograph of two men standing on the deck of a sailboat. They are both wearing hooded jackets and shorts, and are barefoot. The man on the right is pointing his right arm towards the horizon. The sailboat's mast and rigging are visible on the left, and the ocean with small waves is in the foreground. The sky is filled with dramatic, dark clouds. A dark grey rectangular box is overlaid on the top left of the image, containing the text 'United for global excellence in dentistry.' in a light blue sans-serif font.

United for global  
excellence in dentistry.

**straumann**group



#### TRADITION

Rooted in a tradition of legendary Swiss engineering



#### GLOBAL REACH

Global reach through subsidiaries and distributors in more than 100 countries



#### INNOVATION

Turning ideas into meaningful and disruptive innovation



#### QUALITY

Committed to delivering uncompromising quality



#### CULTURE

Passionate, agile, entrepreneurial for more customer and patient care





# Welcome to the Straumann Group.

The Straumann Group is a global leader in tooth replacement and aspires to become the leading global provider in esthetic dentistry.

In close and long-term collaboration with leading clinics, research institutes, universities, networks and communities, we develop, manufacture and supply dental implants, instruments, prosthetics, biomaterials and digital solutions for dental professionals. Our products are used in tooth preservation, regeneration, restoration, tooth replacement and orthodontics. All treatment steps, the complete dental workflows, hardware, software and the customer and patient journey are either digitally supported or fully digitized and completely integrated.

Through innovation and excellence we make better dental solutions available to more people to deliver more smiles. With our brands and partners we are committed to global care and excellence. We want to be the first partner that people turn to to do business, to find genuine solutions, to turn ideas into reality, to learn, master, succeed and improve their lives. This is what being the partner of choice means for us.

*The right mindset is a prerequisite for the high-performance culture we are striving to build. Over the past years, we have fostered a player-learner mindset throughout our workforce. Player-learners inspire trust; they are energized and embrace change; they listen, share, collaborate, take risks, find solutions, learn by doing, encourage and celebrate.*

*Our strategy is built on three strategic priorities: forging a high performance culture; leading development in unexploited markets and segments; and making the total solution provider proposition an accessible reality.*

# Why are we different?

For more than six decades Straumann® has been synonymous with innovation and quality backed by scientific evidence and has evolved to become the world’s leading brand for confidence in dental healthcare. Founded on a tradition of legendary Swiss engineering and precision, the Straumann Group has become an accelerator and shaper of market growth, outperforming competitors, built on a forward-looking culture of inspiration that creates and embraces opportunities.

The Straumann Group unites global reach, experience and innovation with passion and a commitment for uncompromising quality, making enhanced dental healthcare available and accessible to customers and patients around the globe. The Group is an agile, entrepreneurial powerhouse that takes a holistic approach that goes beyond delivering products, setting industry standards in service, support, training and education.



## STRAUMANN GROUP FACTS

>5,000

Employees  
worldwide

#1

Implant  
manufacturer  
worldwide

10,000

Customer  
contacts  
every day

200,000

Customers

>1 million

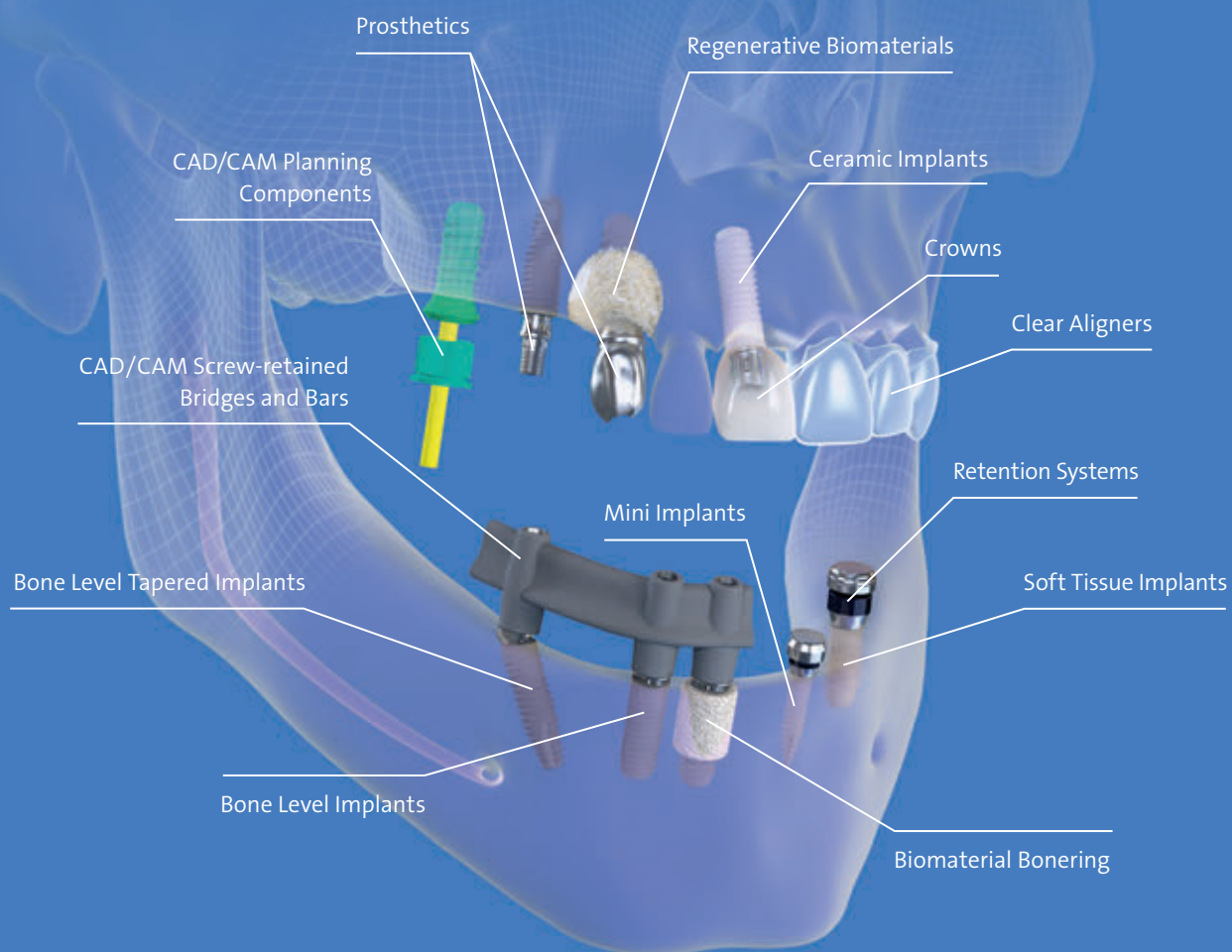
Doctors trained  
since our  
foundation

1 second

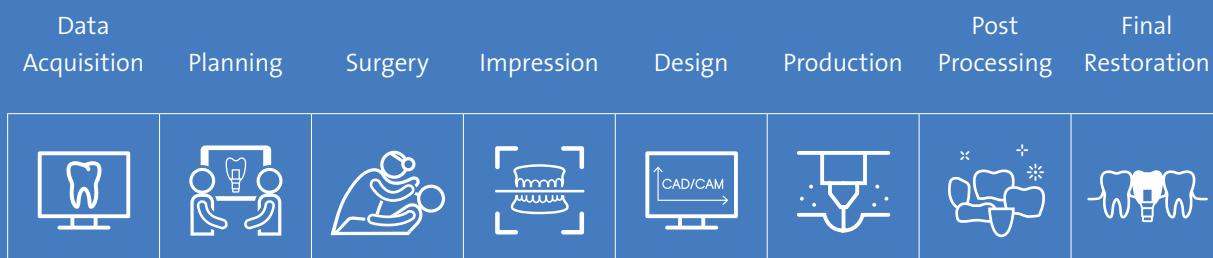
Someone is  
treated with a  
Straumann Group  
product

*Headquartered in Basel, Switzerland, the Group employs more than 5,000 people worldwide. Our products, solutions and services are available in more than 100 countries. Our comprehensive portfolio comprises key brands such as Straumann®, Neodent®, Medentika®, Dental Wings®, ClearCorrect™, and other fully or partly-owned companies and partners.*





## DIGITAL WORKFLOW





## **Straumann® – the global gold standard in implant and esthetic dentistry.**

Straumann® stands for Swiss premium quality, precision and pioneering innovation in dentistry backed by the largest global scientific network. As the global leader in implantology, we deliver cutting-edge innovations that are regarded as industry benchmarks and disruptive technological breakthroughs, backed by long-term scientific evidence.

We are never satisfied with conventional solutions. Our technological advancements are fundamentally changing the world of dentistry. Straumann® offers a broad range of products and solutions for both conventional treatment and digital workflows including guided surgery, intraoral scanning and CAD/CAM restorations. Key technologies developed by Straumann® include the renowned healing power of the SLActive® surface and Roxolid® the strongest material to maximize primary and secondary stability. Straumann® is committed to being your trusted global partner of choice for premium tooth replacement, restorative and regenerative solutions.

### **OUR KEY FOCUS AREAS**

- Excellence in immediacy
- Digital performance
- Esthetic restorations
- Compromised patients
- Prosthetic efficiency
- Biomaterials
- Enablement and education
- Edentulous solutions



### #1 in implantology

The gold standard in evidence-based implant and esthetic dentistry.



### Innovative by nature

Industry benchmark for disruptive innovation backed by clinical and scientific evidence.



### Legendary Swiss engineering

Swiss premium quality, precision and pioneering technologies.



### Integrated digital performance

Efficient and validated workflows, high-tech dental equipment and high quality materials.



### Trusted service

Global leader through uncompromised quality and service standards as well as enabling services focused on customer and patient care.



### Education & scientific network

Largest global scientific network and total commitment to education in dentistry.





## Neodent® – Progressive dental solutions combined with affordable economic value.

Founded by dentists for dentists, Neodent® has grown to become one of the leading implant companies worldwide offering outstanding product performance with a proven track record of clinical success and professional and patient satisfaction.

Neodent® implant solutions focus on progressive treatment concepts, such as immediacy, to enable advancement in dentistry and increase affordability.

With a history of 25 years in implant dentistry, Neodent® provides a comprehensive portfolio in immediate treatment protocols. The implant system has been designed to maximize primary stability and efficiency in all bone situations even in challenging bone types. The Neodent® implant system features proven technologies such as the Morse Taper connection and the NeoPoros® surface. Additionally, it provides progressive technologies such as Acqua® hydrophilic surface, or the Helix™ Grand Morse™, a hybrid dual-tapered implant providing versatility and tailored treatment options.

### OUR KEY FOCUS AREAS

- Immediate treatment protocols
- Immediate fixed-full arch treatment
- Immediate esthetic results
- Prosthetic simplicity







### Leading progressive solutions worldwide

Available in more than 50 countries; challenging the market leaders in every market.



### Clinical trust

International network backed by almost 50,000 dental professionals.



### Clinical proof

More than 150 studies, proven track record of clinical success and patient satisfaction.



### Founded by dentists for dentists

A legacy of more than 25 years focused on enabling and enhancing implant dentistry.



### Clinical success

More than 1.5 million implants placed per year.



### ILAPEO – a partnership for clinical excellence.

ILAPEO college is known as one of the most important centers of excellence in research and clinical practice. Made up of professionals, teachers and researchers it offers recognized and certified postgraduate, specialist and master's courses. ILAPEO also stands for state-of-the-art treatment for thousands of patients, making the institution the ideal partner for Neodent®. With this partnership, we enable new smiles and work on the continuous improvement of our products and services.





**Medentika® – Prosthetics perfected.  
Engineered and made in Germany.**

Founded in 2005 in Hügelsheim, Germany, Medentika® is the leading manufacturer of compatible prosthetics. This fast-growing, agile engineering company makes German quality and precision craftsmanship affordable.

Medentika® has a passion for perfection and precision. That's why Medentika® compatible prosthetics come with a life-time warranty. Medentika® supplies dental technicians and dentists with precision engineered implants, multi-platform components and abutments that are durable and fully compatible with all current implant systems at an affordable price. Many of the more than 70 connections are perceived as even better than the original – they are well received in labs around the world.



**Passion for precision**

The Medentika® team works with passion and dedication every day to perfect their products.



**#1 Manufacturer**

The #1 manufacturer of compatible prosthetics.



**>70 connections available**

Extensive prosthetics range compatible with all current implant systems.



**Made in Germany**

Where precision craftsmanship and industrial production have a long tradition.





## ClearCorrect™: Clear. Simple. Friendly.

ClearCorrect™ has been a major manufacturer of clear aligners since 2006, providing dentists and patients with removable, transparent, synthetic aligners that straighten teeth more effectively, comfortably and discreetly than traditional metal braces.



### Effective

ClearCorrect™ aligners are optimized for stress retention and clarity while resisting stains and cracks.



### Accessible

With a variety of training options and an attractive price/performance ratio, ClearCorrect™ makes clear aligners accessible to more dentists and patients.



### Dentist-friendly

Founded by dentists in 2006, ClearCorrect™ listens to dentists and collaborates with them to create solutions they love.



### Driven to serve

Team of highly-trained support specialists, account managers and territory managers go the extra mile to help dentists succeed.



### Customizable

Every treatment plan is tailored to meet the individual's unique dental and treatment goals and needs.

ClearCorrect™ was founded on the principle that every dentist deserves a collaborative partner in orthodontics – one that listens and puts the dentist's and patient's needs first. This ethos guides the company in all respects: from its high-quality aligners, to its user-friendly system, to its unparalleled customer service and support. With its flexible treatment options, ClearCorrect™ can be integrated into a wide variety of practices, whether it's the implantologist that needs only minor tooth movement to create space for an implant, or the orthodontist looking to correct severe malocclusion using an array of treatment methods.



# An impressive heritage built on strong values.

Implant dentistry



1954

Straumann AG  
Research Institute founded



1980

Foundation of  
the International  
Team for Implan-  
tology (ITI)



1993

Foundation of  
Neodent®



FACULDADE  
ILAPEO

2004

The Latin American  
Institute for Research  
and Dental Education  
was inaugurated



2005

Foundation of  
Medentika®

Biomaterials

BIORA

2003

Acquisition of  
regeneration pioneer  
Biora, Sweden  
(Emdogain®)

Orthodontics

ClearCorrect®

2006

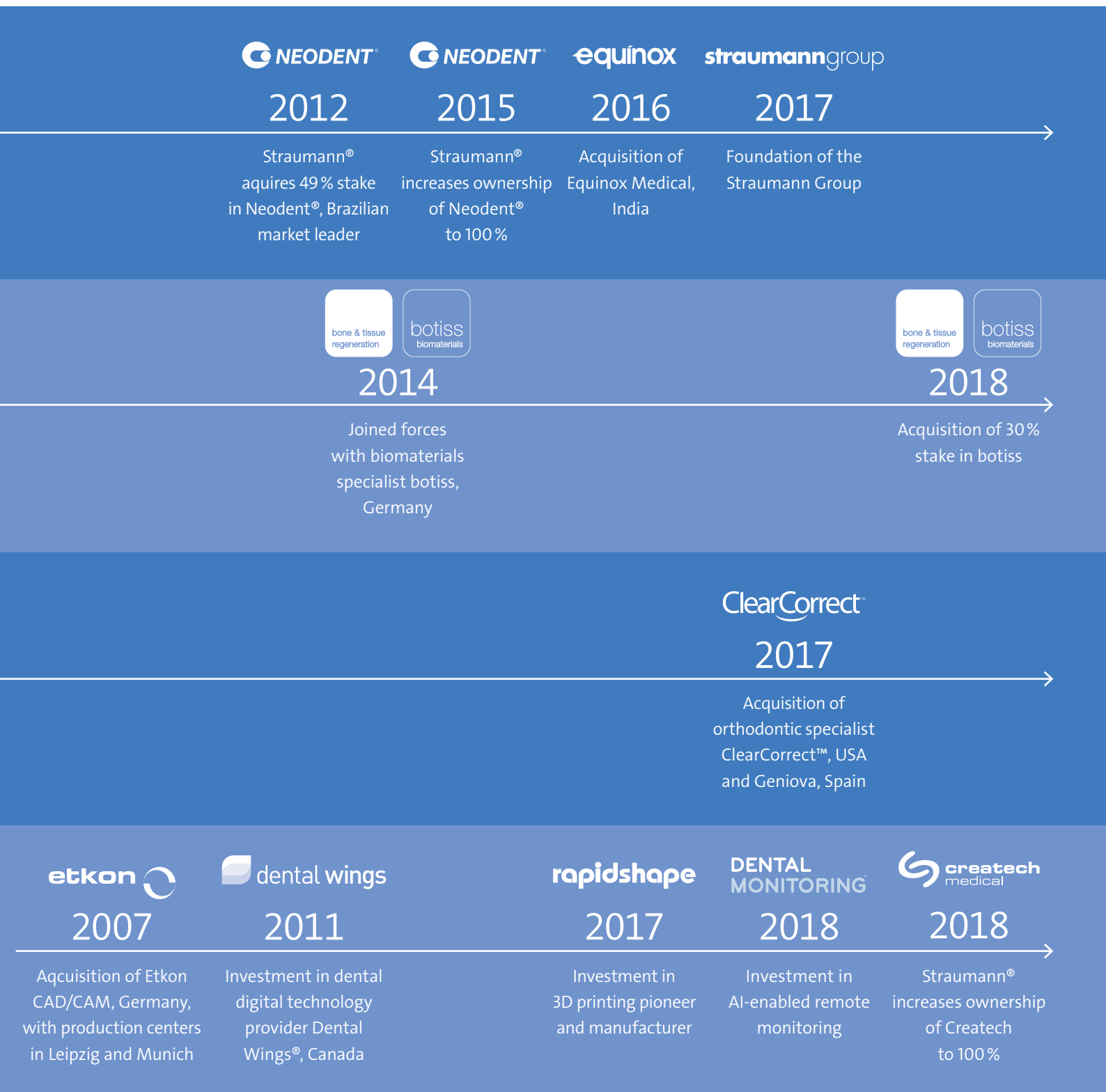
Foundation of  
ClearCorrect™

Digital dentistry

SINCE THE INTRODUCTION OF THE FIRST ONE-STAGE IMPLANT  
WORLDWIDE STRAUMANN® HAS NEVER STOPPED INNOVATING



Since its inception, the Straumann Group has become an accelerator and shaper of industry standards creating opportunities for dental professionals and enhancing the standard of patient care. But it doesn't stop there. We want to push the boundaries further and faster, investing in innovations across products, processes and people to advance the customer and patient experience.



# The Straumann Group. United for excellence.



*A powerful combination of brands and partners shaping innovation in dentistry. United to build trust, engage, collaborate, create opportunities with a customer-focused mindset to serve patients around the world. Our goal has always been to create more than just smiles, but also lasting confidence for dentists, labs, patients, employees, partners, dental networks and the global community.*



#### UMBRELLA BRAND

**straumann**group

#### GLOBAL BRANDS

 **straumann**

 **NEODENT®**

 **MEDENTIKA®**

**ClearCorrect™**

#### LOCAL BRANDS

 **equinox**

 **zinedent**

 **Anthogyr**

#### TECHNOLOGY BRANDS

 **dental wings**

  
**AMANNGIRRBACH**

**rapidshape**

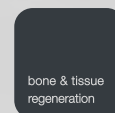
**3shape** 

 **createch**  
medical

**RODO®**

 **VALOC**

**V<sub>2</sub>R**  
BIOMEDICAL

 bone & tissue  
regeneration

 **botiss**  
biomaterials

#### PRODUCTION SITE BRANDS

**maxon dental**

**etkon** 

**BIORA**

# Pioneered in Switzerland. Perfected globally.

PRODUCTION FACILITIES  
SPREAD AROUND THE GLOBE



*Global presence in over 100 countries.*





# Why we want to be the employer of choice.

High-performance organizations consistently outperform, continually innovate and steadily improve. They create opportunities, unlock the potential of employees and invest in their development, use resources and energy effectively without waste. They are agile and collaborate as an aligned team. These are the key characteristics of the culture we are establishing throughout the Straumann Group.

In our company, our colleagues around the world are driving breakthroughs and exploring new grounds with a passion for our customers and their patients. Aligned with our player-learner mindset, they embrace change and find new and better ways to create more smiles and restore confidence.

We are an agile, entrepreneurial group and the leading driver of growth and innovation in dental healthcare. Our colleagues have the chance to make an impact on their career and on the Straumann Group success. More importantly, they can make an impact on people's lives.

## OUR CORE BEHAVIORS



### Focus on customers

Build genuine relationships. Find solutions they need. Think commercially.



### Take ownership

Deliver what you promise, tackle challenges, go for it – with passion.



### Build trust

Be honest, be reliable, win confidence.



### Communicate effectively

Share information and knowledge, engage in challenging, crucial conversations with a sense of urgency.



### Collaborate

Build and maintain effective working relationships.



### Create opportunities

Create new and better ways to be successful. Be innovative and think outside of the box.



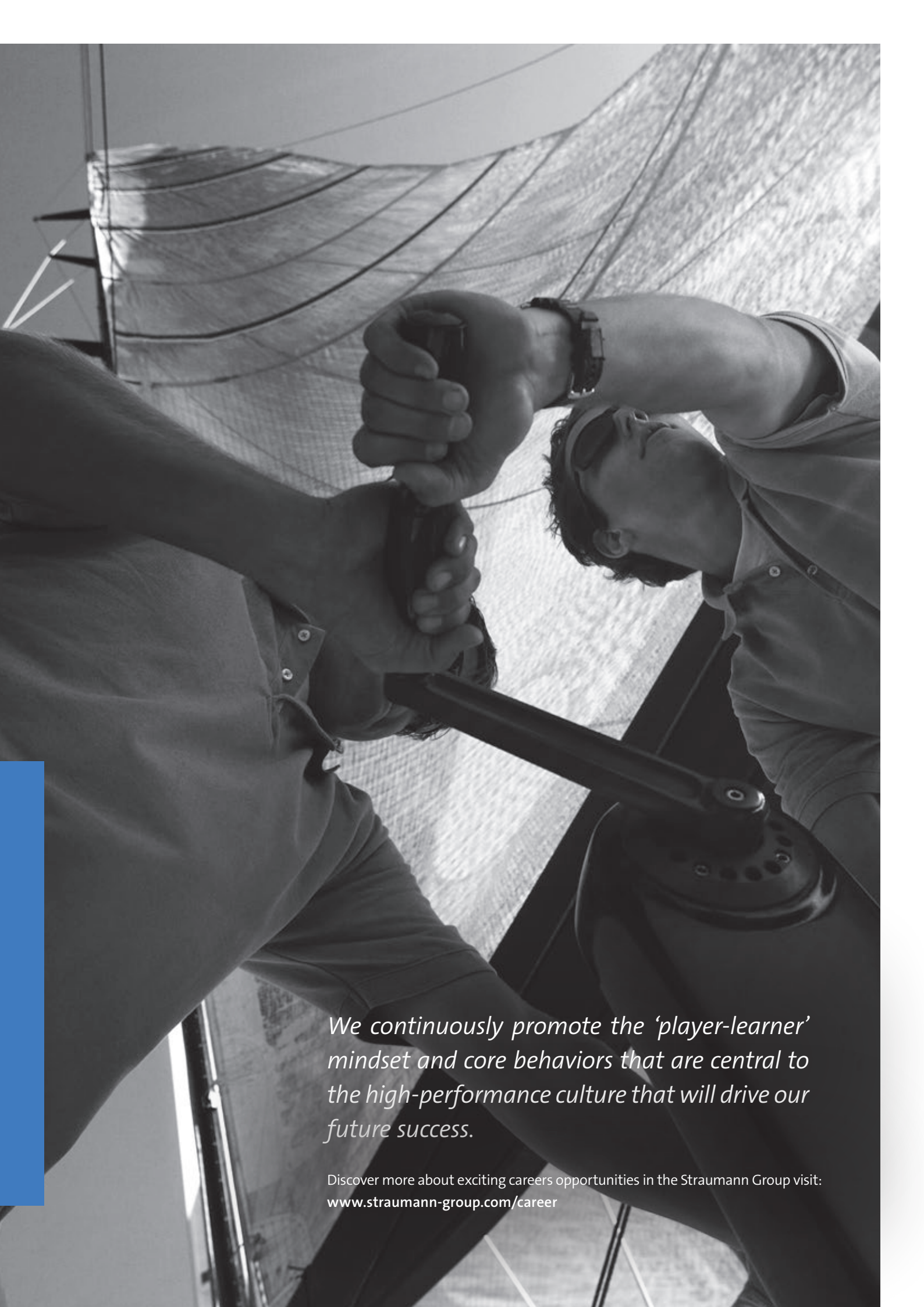
### Engage

Encourage others to do their best and recognize their achievements.



### Be agile

Embrace change, adapt proactively, have a 'can-do' attitude.

A black and white photograph of two men on a sailboat. They are both wearing light-colored polo shirts. The man on the right is wearing sunglasses and a watch. They are holding hands and looking at each other with smiles. The sailboat's mast and rigging are visible in the background, and the sea is in the foreground. A solid blue rectangle is positioned on the left side of the image.

*We continuously promote the 'player-learner' mindset and core behaviors that are central to the high-performance culture that will drive our future success.*

Discover more about exciting careers opportunities in the Straumann Group visit:  
[www.straumann-group.com/career](http://www.straumann-group.com/career)





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