

## Media Release

### **Straumann and Anthogyr announce partnership**

- *Anthogyr opens door for Straumann to enter fast-growing value segment in China*
- *Straumann to acquire 30% stake in Anthogyr*
- *Both parties intend to broaden cooperation*

**Basel/Sallanches, 25 February 2016** – Straumann, a global leader in tooth replacement solutions, and the French dental implant manufacturer Anthogyr have announced a partnership agreement that enables the Swiss company to invest in Anthogyr and to address a broader section of the fast-growing tooth replacement market in China.

Anthogyr's dental implant system is registered and established in China where it is positioned as a high-quality attractively-priced option. The agreement foresees the transfer of Anthogyr's implantology business activities in China to Straumann by mid-year, giving the latter access to the fast-growing value segment there. The combination of the two companies' sales capabilities is expected to provide the critical mass to compete and grow successfully in this segment. Straumann already leads the premium segment in China and has recently established a new country organization and distributor network covering all provinces.

In addition, Straumann is to acquire a 30% stake in Anthogyr and offers potential leverage to the business in other markets through Intradent, the business platform that Straumann is building to address the global value segment with multiple brands. Financial details were not disclosed and the agreement is expected to become effective at the end of March, subject to the fulfilment of certain conditions.

#### **About Anthogyr**

Located in Sallanches, France, Anthogyr is a family-owned business rooted in the precision engineering region close to Geneva. Anthogyr began manufacturing dental implants in 1980 and has expanded rapidly in recent years boosted by the success of its Axiom implant system. With a team of 400 employees and consolidated sales of approximately 45 million euros, the company develops, manufactures its products in France and Luxemburg and sells them on five continents through eight subsidiaries and a network of distributors. Almost 60% of its sales are in its domestic market, 15% elsewhere in Europe and approximately 15% in Asia.

#### **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 biomaterials for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 3450 people worldwide and its products and services are available in more than 100 countries through its broad network of distribution subsidiaries and partners.

---

**Straumann Holding AG**, Peter Merian-Weg 12, 4002 Basel, Switzerland.  
Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01  
Homepage: [www.straumann.com](http://www.straumann.com)

## Contacts:

### Corporate Communication

Mark Hill: +41 (0)61 965 13 21  
Thomas Konrad: +41 (0)61 965 15 46  
E-mail: [corporate.communication@straumann.com](mailto:corporate.communication@straumann.com)

### Investor Relations

Fabian Hildbrand: +41 (0)61 965 13 27  
E-mail: [investor.relations@straumann.com](mailto:investor.relations@straumann.com)

## Disclaimer

This release contains certain forward-looking statements that reflect the current views of management. Such statements are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of the Straumann Group to differ materially from those expressed or implied in this release. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any statements contained in it as a result of new information, future events or otherwise.

Straumann Media Releases subscription:

<http://www.straumann.com/en/home/media/media-releases.news.rss>

Straumann Social Media Channels

<http://www.straumann.com/en/home/about-straumann/social-media.html>

RSS feed subscription:

<http://www.straumann.com/en/home/media/media-releases.news.rss>

Straumann Media Center

[smc.straumann.com](http://smc.straumann.com)

Login: "Corporate"; Password: "corporate"

# # #