

## Straumann increases

### Ownership of Neodent to 100 per cent

Straumann has signed an agreement to increase its ownership of Neodent, Latin America's leading dental implant company, from 49% to 100% in 2015, three years earlier than foreseen in a previous option agreement. The purchase price for the outstanding 51% is BRL 680 million (approximately CHF 210 million) paid in cash to the company's founding shareholders, Drs Clemilda de Paula Thomé and Geninho Thomé. The acquisition extends Straumann's overall leadership in implant dentistry and makes the Group a substantial contender in the global value segment.

Neodent specialises primarily in the design, development, and manufacture of dental implants and related prosthetic components. Under the entrepreneurial leadership of its founders, the company has expanded rapidly over the past 22 years and has a leading share of the world's second largest market for implant dentistry, Brazil. This success has been achieved through a philosophy of making tested implant solutions more affordable to a broader population.



In 2014, the company achieved revenues of BRL 258 million, generated predominantly in its domestic market, where revenue grew 8%. Neodent is highly profitable and the acquisition will be accretive to Straumann's reported EBIT margin from 2016.

Straumann acquired 49% of Neodent in 2012 for BRL 549 million (CHF 260 million), with an option to increase to 75% in 2015 and up to 100% by 2018. This option has been renegotiated to enable a full acquisition in 2015.

## Opposing pricing trends to influence

### Asia Pacific dental implant market

The various countries in the Asia Pacific region are all expected to demonstrate an increasing demand for dental implant treatments as a result of growing consumer awareness, the ageing population, growing accessibility (such as through the National Health Insurance Service coverage in South Korea), as well as greater product availability and other influencing factors. Traditionally, premium

implant companies have dominated the dental implant market globally. However, in recent years, discounted implants have become increasingly popular, especially in the Asia Pacific region.

The growing acceptance of discount implants has been driven by Korean companies. The regional market leader, OSSTEM IMPLANT, held a 21.9% share of the total dental implant market for the Asia Pacific region in 2014. The company has invested significantly in marketing efforts, which has led to the growing popularity of its products. Throughout the forecast period, OSSTEM IMPLANT and other discount implant companies, such as MegaGen, Dentium and Neobiotech, are expected to capitalise on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to face increasing competitive pressures, especially in China and Australia.

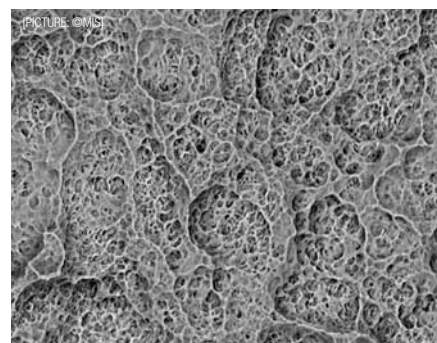


[PICTURE: ©MMAXER]

## MIS outclasses competitors in

### New implant surface quality study

SEM examined and qualitatively/quantitatively analysed 65 implant systems in a new intermediate report titled "Surface analysis of sterile-packaged implants" by Dr Dirk Duddeck and Dr Jorg Neugebauer, PhD, in cooperation with the European Association of Dental implantologists BDIZ-EDI. The report, which was conducted at the University of Cologne in Germany, ranked MIS as one of the top competitors in a list of implant providers. As a continuance to previous works, the aim of the study was to verify improvements of manufacturing and quality management as well as to demonstrate the high quality level of the participating manufacturers and implant companies.



"MIS goes to great lengths to ensure the surface purity of our implants", says Dr Tal Reiner PhD, MIS Materials Discipline Manager, "and this is the second such independent study published within the past 12 months that verifies our claims."

"I'm very pleased with the results of this study; however it doesn't really surprise us," she confides. "Maintaining the highest standards in both implant surface topography and chemical composition are of vital importance at MIS. Our aim is to consistently produce implants with an ideal surface roughness; micro and nano porosity, using advanced sand-blasting and acid-etching techniques, and to attain a near flawless surface purity."

Putting things into perspective, Dr Reiner concludes, "The reason for investing all this time and effort isn't just to look good in research studies. It's to supply our customers, implantology professionals around the world, with the highest quality implants in the market — implants that are exceptionally biocompatible and encourage quick reliable integration into bone, for long-term predictable results."

Successful IDS for the

## German Association of Dental Implantology

At this year's IDS, the German Association of Dental Implantology (Deutsche Gesellschaft für Zahnärztliche Implantologie DGZI e.V.) presented themselves at the booth of the company Schütz Dental. During the six-day event in Cologne, the DGZI could make numerous new contacts and consultations with dentists and dental technicians interested in further education. Dr Rolf Vollmer, 1<sup>st</sup> Vice-President: "We are very satisfied with our contacts made. The different curricula—especially those with E-learning possibilities—are of great interest to young dentists who are enthusiastic about implantology."



Since the introduction of the new curriculum implantology the association has already registered a rising number of participants. "The courses are very well attended since some months. We assume that we have to extend our further education capacities after the IDS", Prof. (CAI) Dr Roland Hille, 2<sup>nd</sup> Vice-President, said. In their conversations with trade visitors, the DGZI board simultaneously discussed the

collaboration of implantology and dental labs. "With our curriculum Implant Prosthetics and our annual congress on 2<sup>nd</sup> and 3<sup>rd</sup> October we want to discuss and promote the collaboration between dentistry and dental technology", Prof. Dr Hille said. The topic of the DGZI's congress in this year is: Dental technology and implantology—interface to reach success.

German dental health care system is

## Outstanding in European comparison



The Institute of German Dentists has conducted a study to compare different European health care systems based on selected dental treatment scenarios. The health economics study, called EURO-Z-II, found that—compared with six other European countries—the German health care system delivers top dental care and responds well to crises.

The researchers compared several national health care systems, among them the classic Bismarckian social security system in Germany, France and the Netherlands; the tax-funded Beveridge system in Denmark and the UK; the young social security system in Hungary based on the Semashko model; and the mixed system in Switzerland.

"The outstanding oral health of the German population, which has been established in various studies, has now been put into the context of the health care system. From this, it is apparent that the majority of the population is statutorily insured (86 per cent) with 11 per cent of the population privately insured. This creates a system that is well equipped to manage crises and has an innovative and investment-friendly foundation, thereby assuring secure and modern dental care for the general public," stated Dr Peter Engel, President of the German Dental Association.

DENTSPPLY Implants

## Invites to attend DIKON in Berlin

The 3<sup>rd</sup> DENTSPPLY Implants Congress (DIKON) will take place on 18<sup>th</sup> to 19<sup>th</sup> September 2015 in Berlin. According to the motto "Make good decisions—inspire patients" the two-day event provides exciting scientific discourses and practice-oriented workshops. The exceptional design hotel andel's serves as the conferences' venue.



Dr Karsten Wagner, Managing Director at DENTSPPLY Implants Germany, is looking forward to the vibrant city of Berlin as well as the 3<sup>rd</sup> DIKON:



"It really impresses me at what rate implant therapy is currently developing. With 45 renowned experts DIKON offers the perfect platform to stay up to date. In the field of implantology continuous education is truly imperative." DIKON is in line with BZÄK guidelines and recommendations. Participating in the whole event is rewarded with 8 medical education credit points. For registrations before the 30<sup>th</sup> June 2015, DENTSPPLY Implants offers an early bird special: Standard tickets cost 129 instead of 199 EUR and reduced tickets 75 instead of 100 EUR. Students pay 35 instead of 50 EUR.

Please find additional information as well as the agenda and the registration form here: [www.dentsplyimplants.de/Fortbildung/DIKON](http://www.dentsplyimplants.de/Fortbildung/DIKON).