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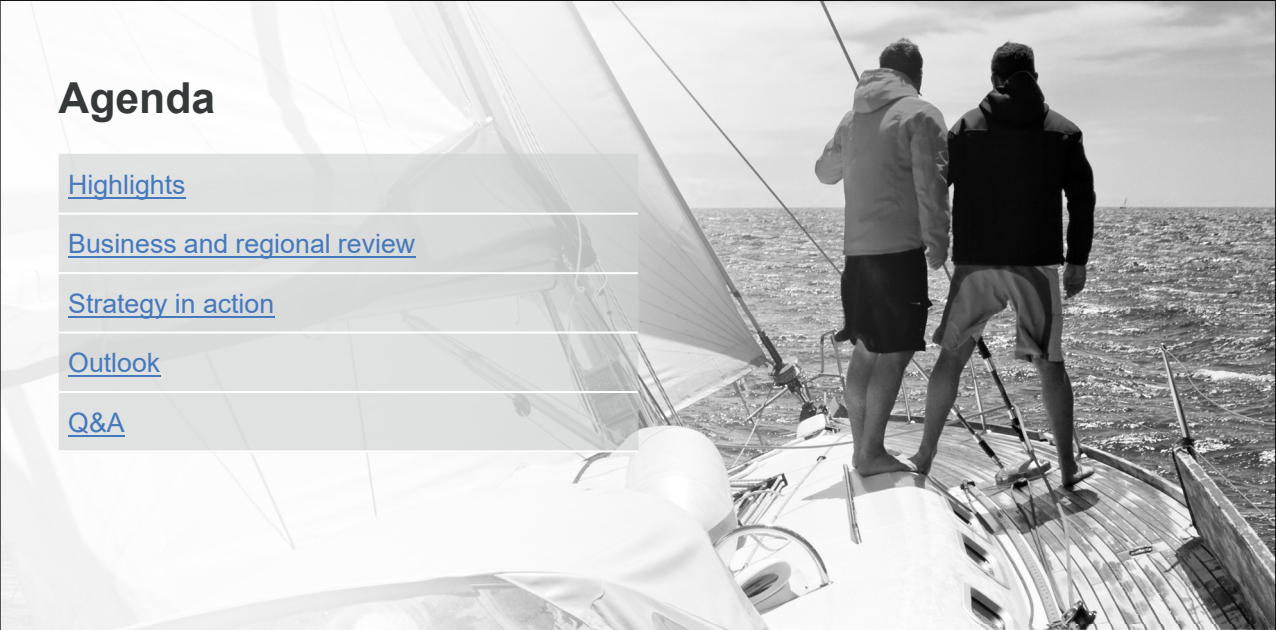
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The availability and indications/claims of the products illustrated and mentioned in this presentation may vary according to country.

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# Agenda

- [Highlights](#)
- [Business and regional review](#)
- [Strategy in action](#)
- [Outlook](#)
- [Q&A](#)

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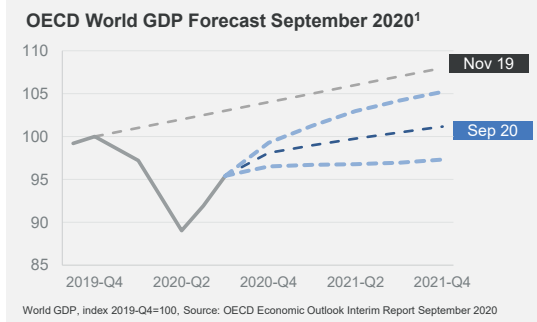
# Highlights

Guillaume Daniellot, CEO

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## “An especially uncertain outlook” (OECD)



Degree of restrictions	
Europe	■
APAC	■
NAM	■
LATAM	■
Emerging mkts	■

Dentists open	
Europe	■
APAC	■
NAM	■
LATAM	■
Emerging mkts	■

Patient flow	
Europe	■
APAC	■
NAM	■
LATAM	■
Emerging mkts	■

- All G20 countries except China will have suffered recession in 2020
- Economic activities pick up from 2021 amidst uncertainties
- Fragile recovery expected; GDP 2021 < 2019 in many places
- Restoring confidence will be crucial, as will disposable income

<sup>1</sup> Scenarios: Upside: consumer & business confidence improves faster; mild measures to control new outbreaks; treatment/vaccine sooner than expected. Downside: confidence weak for long period; more uncertainty due to more intense outbreaks and stringent confinement measures

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## How we are adapting to new realities



### Strategy to address new trends

- Ensure people safety & business continuity
- Focus on customers (existing & new)
- Accelerate digitalization in clinics & sales channels
- Direct to consumer models
- Grow as market consolidates (DSO partner)
- Shift towards cost-efficient solutions
- Continue to invest in innovation



### Mindset & behavior

- Player-learner mindset
- Stay agile & proactive
- Create opportunities
- Secure trustful relationships
- Communicate

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## Group highlights 9M & Q3

### NINE-MONTH REVENUE

**CHF 976** million

9M: -15% in CHF; -11% organic  
Q3: 0% in CHF; +8% organic  
Recovery from Q2 trough

### DRIVERS

**Practices open**

Pent-up demand for restorative, implant & aligner treatments; strong digital sales & demand for BLX

### REGIONS

**Continued improvement**

Q3: double-digit growth in APAC; solid increases in NAM & EMEA; LATAM significantly reduces shortfall

### CUSTOMER FOCUS

**Creating opportunities**

Helping practices adapt  
Huge online outreach continues  
New sales channels  
Digital ecosystem

### SOLUTIONS FOR NEW REALITIES

**Strong portfolio**

Implant growth powered by Straumann BLX, Neodent & Medentika; Strong sales of intra-oral scanners; Important launches for ClearCorrect

### OUTLOOK

**Fundamentals intact**

Pent-up demand fully absorbed; increased uncertainty due to recent surge in pandemic

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## Strong improvement across all regions

Organic revenue growth

### NAM

H1 2020	- 17.9%
<b>Q3 2020</b>	<b>+ 8.8%</b>

### EMEA

H1 2020	- 19.4%
<b>Q3 2020</b>	<b>+ 7.4%</b>

### APAC

H1 2020	- 16.8%
<b>Q3 2020</b>	<b>+ 11.0%</b>

### LATAM

H1 2020	- 29.4%
<b>Q3 2020</b>	<b>- 4.5%</b>

### Group

H1 2020	- 19.2%
<b>Q3 2020</b>	<b>+ 7.7%</b>

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# Business and regional review

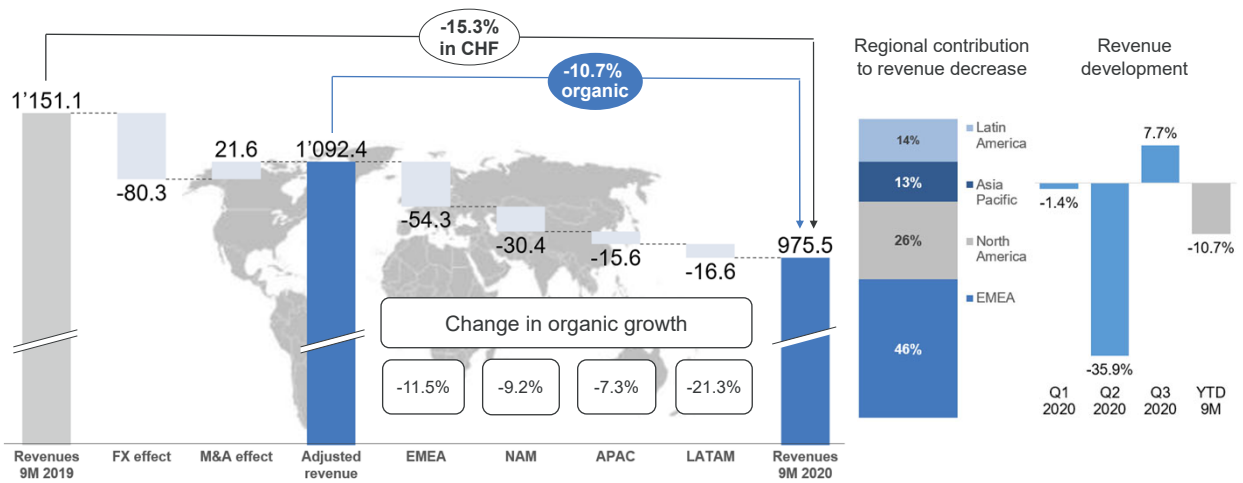
Peter Hackel, CFO

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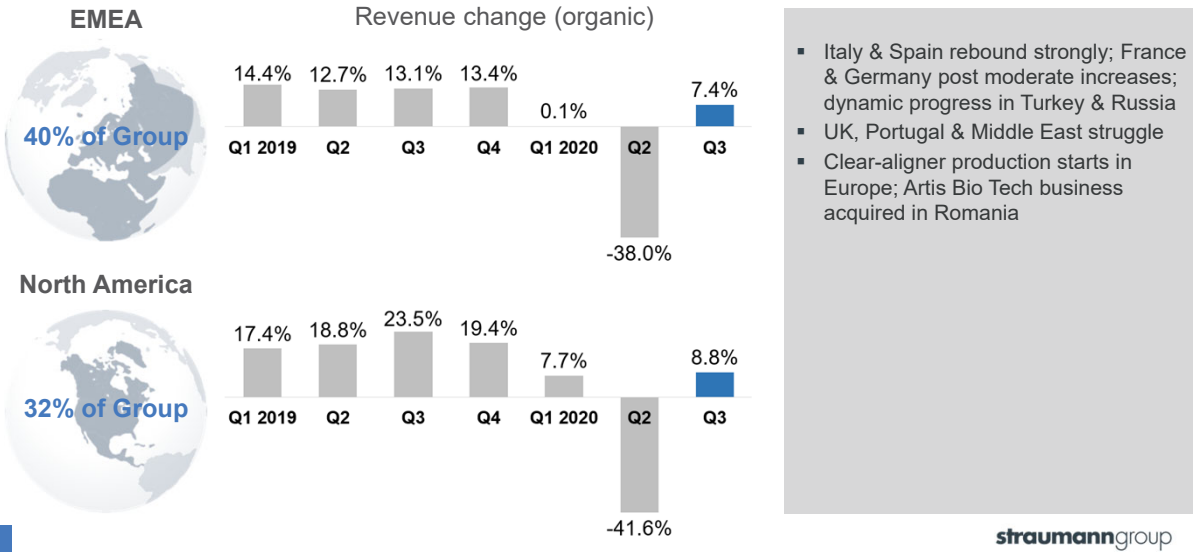
## Q3 rebound only partially offsets first-half shortfall

Revenue development (in CHF million, rounded)



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## Growth returns in EMEA & North America



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## Further expansion in Eastern Europe

- Artis Bio Tech distribution business in Romania acquired
- Well-established national distributor of dental implant systems
- Boosts presence in a market where 120K implants are sold annually
- Significantly strengthens Straumann's local subsidiary, which opened in April
- Increases proximity to existing customers
- Opportunity to convert new customers from competitor systems



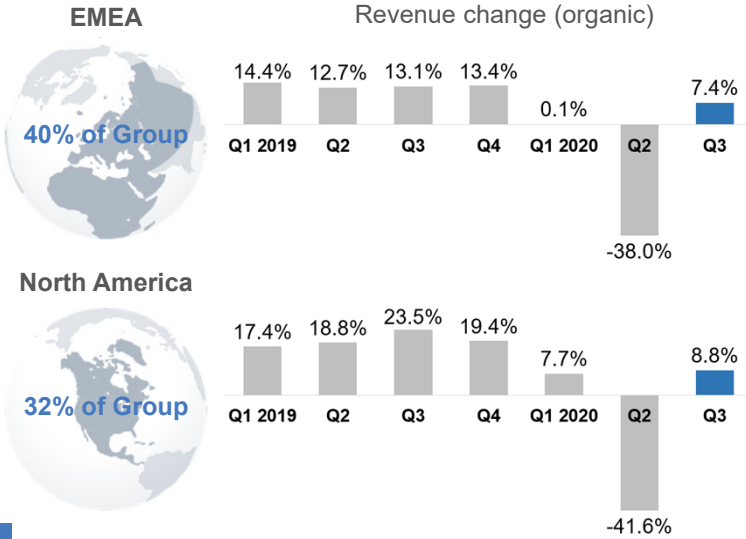
■ New addition  
■ Markets served by Group subsidiaries  
■ Distributor markets

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## Growth returns in EMEA & North America



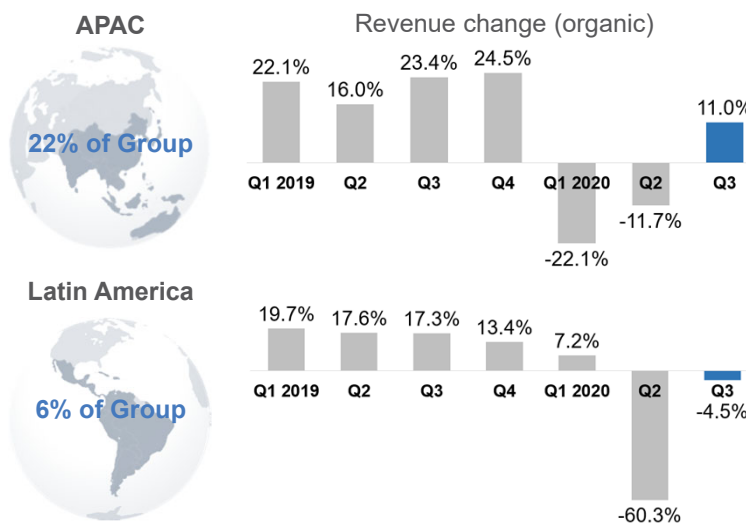
- Italy & Spain rebound strongly; France & Germany post moderate increases; dynamic progress in Turkey & Russia
- UK, Portugal & Middle East struggle
- Clear-aligner production starts in Europe; Artis Bio Tech business in Romania acquired
- Increase driven by pent-up demand for implant & restorative solutions
- Strong demand for Straumann BLX & Neodent
- Substantial rise in digital sales, especially intra-oral scanners

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## APAC steams ahead; LATAM clawing its way back



- Australia, China & New Zealand all rebound to double-digit growth in Q3; v. strong growth in Taiwan throughout
- Neodent gains ground in Australia, India, Japan & Thailand
- Japan & Taiwan preparing for BLX
- Most practices closed through July, but now open; only Argentina & Chile grow
- While competitors close, Group stays open in Brazil thanks to Neodent's store/distribution network
- Strong sales of clear aligners, digital equipment and 3-D printing resins

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## Q3 performance by business

Implant systems



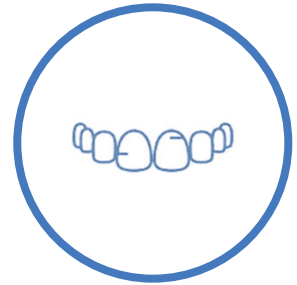
Digital & restorative



Biomaterials



Orthodontics



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## Strategy in action

Guillaume Daniellot, CEO

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## Overarching strategic priorities

I. Drive our high-performance Straumann Group culture & organization

II. Accelerate growth in core implant market & strategic segments

III. Create the leading ecosystem for esthetic dentistry

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## Overarching strategic priorities

I. Drive our high-performance Straumann Group culture & organization

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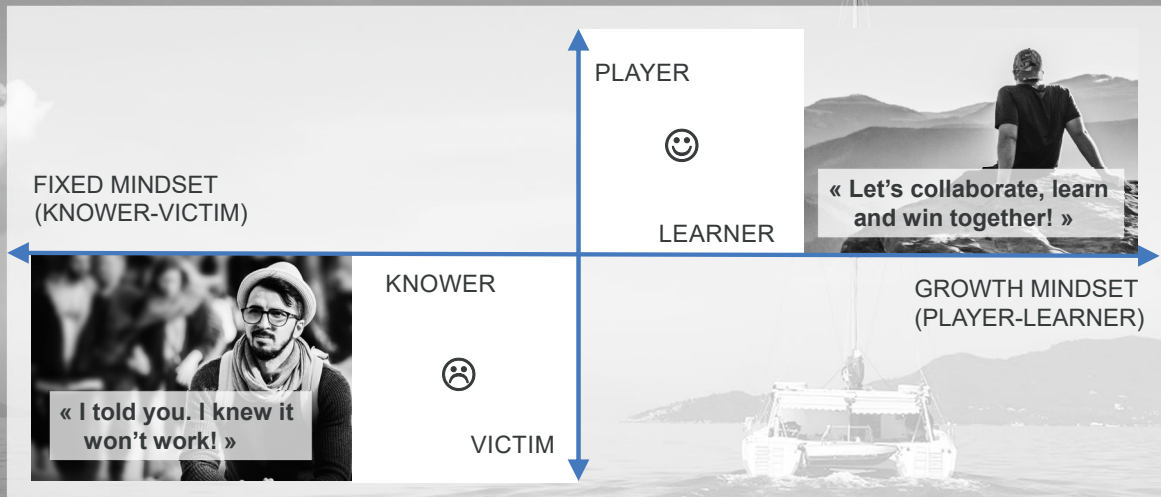
III. Create the leading ecosystem for esthetic dentistry

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## Mindset for a high-performance culture



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## Player-learner agility – examples in Q3

- Major international congresses cancelled or go virtual
- Digital expertise used to gain share of voice and stay close to customers
  - Straumann Campus
  - APEX: >2K registrations
  - EAO Europe: 11K congress registrations, 800 participants at Straumann Satellite Symposium, 1.6K virtual booth visits
- WIN EMEA Summit: 4K participants; 7K plays of recordings
- Straumann Zygoma pre-launch event online attended by 500 specialists and international key opinion leaders
- Safety first: tough decision not to attend IDS in 2021
- Shifting to other new channels and models (e.g. DrSmile)



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## #Together Strong – building lasting partnerships and networks with customers in a changing environment



- New DSO partnerships built in all regions during lock-down
- Close collaboration with DSOs in T&E and digital transformation support their bounce-back
- Global DSO virtual summit: >50 CEOs from leading DSOs attend, representing 28 countries and >31K clinicians

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## Overarching strategic priorities

- I. Drive our high-performance Straumann Group culture & organization
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## Driving the premium implant segment

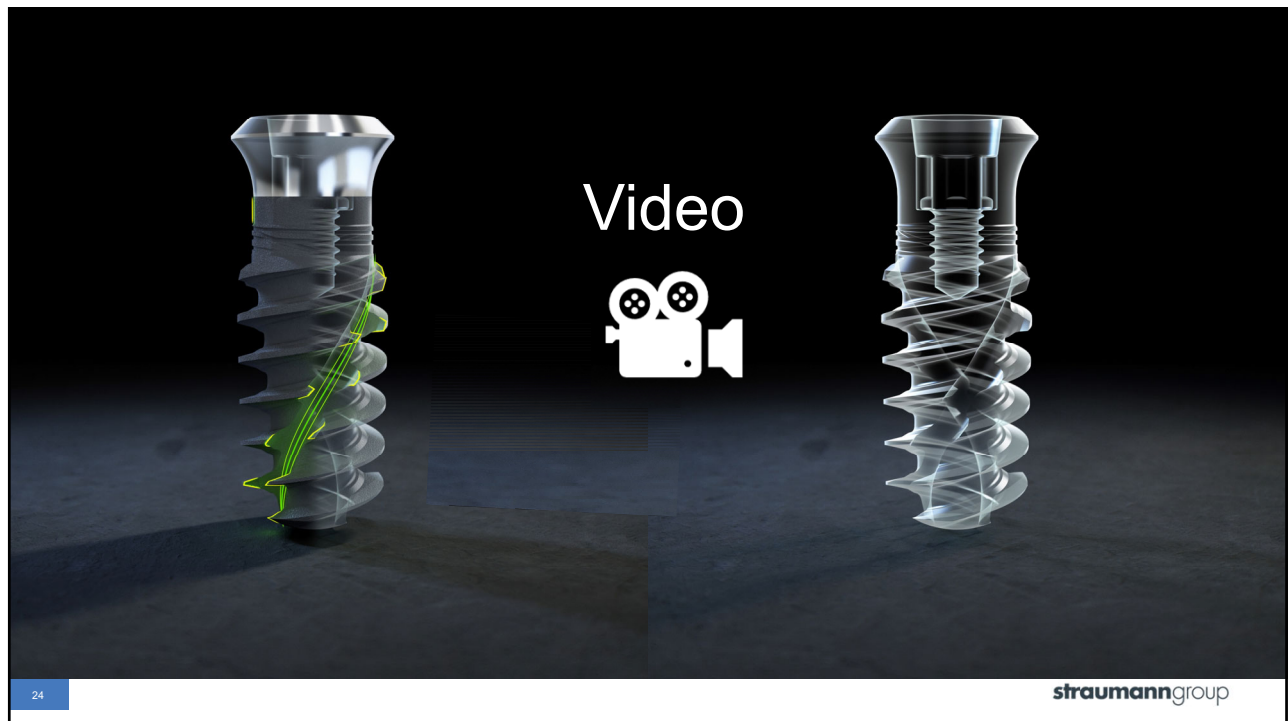


- Smile in a Box™ connects products & services for unmatched customer experience: peace of mind, workflow efficiency, shorter time to teeth
- BLX now in >30 countries, gaining market share; further launches in APAC in coming months
- New TLX implant combining proven benefits of tissue-level design with high primary stability for immediacy; clinical program underway

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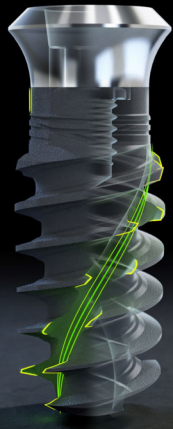


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## TLX combining immediacy with the proven benefits of Straumann's tissue-level implant system



- Immediacy for shorter treatment times
- Peri-implant health preservation
- Fully integrated in digital workflows
- Reduced surgical procedures
- Limited market release expected H1 2021



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## Becoming a leader in the value segment

### NEODENT™

- Helix 2.9 small diameter for immediacy in limited bone – broadens access to implant treatment
- Helix 7.0 wide diameter for immediate placement in molar extraction sockets
- EasyGuide: new guided surgery procedure
- EasyPack: all-in-one set to treat any single-tooth replacement case

### Anthogyr

- Guided surgery solution: more efficient treatment protocols, more patients treated
- Simeda additive manufacturing: more affordable, high-quality Ti screw-retained bars

### MEDENTIKA®

- Innovative technology to promote soft-tissue attachment under development



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## Overarching strategic priorities

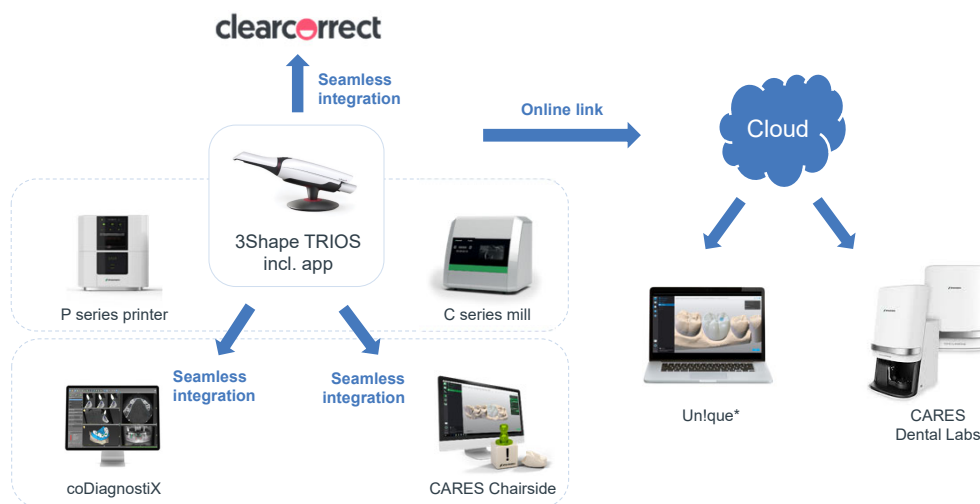
- I. Drive our high-performance Straumann Group culture & organization
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## Straumann Group digital solutions: a unique powerful seamless ecosystem



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# Leading-edge technology in clear aligners

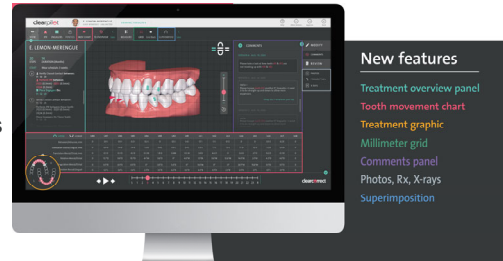


## Full integration of TRIOS intra-oral scanners

- Seamless connection with ClearCorrect's Doctor Portal to facilitate case submission and ordering.

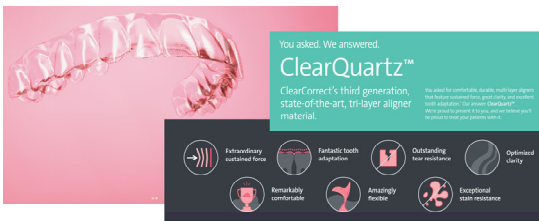
## Upgraded software tool ClearPilot

- Enhanced convenience & time-savings in treatment planning



### New features

- Treatment overview panel
- Tooth movement chart
- Treatment graphic
- Millimeter grid
- Comments panel
- Photos, Rx, X-rays
- Superimposition



## High-performance tri-layer material ClearQuartz

- Comfort, durability, sustained force, optimized clarity, excellent tooth adaptation and stain resistance

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# Outlook

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## Outlook – uncertainty continues

- Group remains cautious about the months ahead in view of concerns about the economy, the rapid increase in infection rates and the fact that pent-up demand have been fully absorbed
- Underlying business fundamentals are intact
- Group confident to emerge as an even stronger partner of choice when economy and consumer confidence return to normal



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Questions & answers

Q & A

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## Silvia Dobry appointed new Head of Corporate Communications

Experienced communications professional with international background in pharma and medtech sectors

- 2017-present: Corporate Affairs International, Biogen Switzerland
- 2014-2017: Senior Regional Communications Manager, Roche Diagnostics APAC
- 2010-2014: Global Media Spokesperson, Roche Group
- 2007-2010: Investor & Corporate Relations, Sonova Holding
- Swiss citizen; Business Admin. degree (Univ. Appl. Sci. Basel)

Joins in December to take over from Mark Hill, who retires after 17 years at Straumann



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## Calendar of upcoming events

2020	Event	Location
4 November	ZKB Swiss Equity Conference	Virtual
5 November	Frankfurt Roadshow (MainFirst)	Virtual
6 November	Broker Call (Kepler Cheuvreux)	Virtual
9 November	Exane BNP Paribas MedTech CEO Conference	Virtual
20 November	Credit Suisse Swiss EQ Mid Cap Conference	Virtual
25 November	London Roadshow (Bank of America)	Virtual
30 November	Berenberg European Conference	Virtual
7 December	J.P. Morgan EU Healthcare CEO Conf Call Series	Virtual
2021	Event	Location
16 February	FY results publication	tba
9 April	Annual General Meeting	Basel Congress Center

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