

Media Release

Product Initiatives

ZURICH, SWITZERLAND – 22 MARCH 2011

Nobel Biocare introduces new generation of the NobelReplace implant, NobelClinican – a new digital dentistry software – and a new T&E program for dental professionals

- **World premiere of the new generation NobelReplace implant system**
- **Reinforcing NobelActive product portfolio with new products**
- **At the pulse of tomorrow's dentistry: Digital Dentistry by Nobel Biocare**
 - **Introduction of the new diagnostic and planning software NobelClinican**
 - **Presentation of the most comprehensive CAD/CAM materials and product portfolio for dentists and laboratories**
- **New Training and Education concept launched in 2011**
- **New clinical data confirms success of TiUnite and NobelActive**

At the 34th IDS, Nobel Biocare is introducing an array of product, technology and service innovations that underscore the company's commitment to offering innovative solutions to the dental community, with a focus on clinical needs and patient requirements.

Introduction of the new generation NobelReplace implant system

NobelReplace, the world's most widely used implant system that is suited for both starting and experienced restorative clinicians and surgical implant users, has been improved further. It is now also available in two new versions. One version has an advanced 3rd generation internal conical connection (NobelReplace CC) and the second comes with platform shifting based on the existing tri-channel connection (NobelReplace PS). The key benefits of NobelReplace are its tapered implant design, which facilitates high primary stability, the standardized step-by-step drilling protocol with the simplicity of the surgical kit, and the color coding of surgical and prosthetic components, all of which help to reduce placement time by enabling the rapid and safe identification of all components.

The new NobelReplace Conical Connection (CC) has been designed to increase soft tissue volume, which leads to healthier soft tissue. The new implant combines the well-proven tapered NobelReplace implant body with an advanced 3rd generation internal conical connection and built-in platform shifting. The internal conical connection is designed to preserve the marginal bone by minimizing micro-movements and potential micro-leakage. The connection is comfortable to use in surgical as well as prosthetic procedures. Hexagonal interlocking offers a tight seal and the secure positioning of abutments. NobelReplace CC offers great restorative flexibility, as it is suitable for use with all standard abutments and individualized CAD/CAM NobelProcera Abutments with internal conical connection. Furthermore, NobelReplace CC offers platform shifting, which features an improved soft tissue interface that maximizes soft tissue volume and creates more natural-looking esthetics. NobelReplace CC is a versatile, easy-to-use implant, which performs well in soft and hard bone.

The new NobelReplace Platform Shift (PS) offers the ease-of-use of the internal tri-channel connection with the benefits of platform shifting. The proven tri-channel connection provides tactile feedback and delivers

optimal stability. Moreover, a choice of three positions makes it is easy to reposition abutments. These advantages of the NobelReplace implant body and connection are now extended with platform shifting. Platform shifting features an improved soft tissue interface maximizing tissue volume and creating more natural-looking esthetics. The new implants are currently in use for clinical trials by key customers and will be available for sale in fall 2011.

Dr. Jack Hahn, inventor of the original NobelReplace implants, says about the new NobelReplace: "The new NobelReplace implants I have tested offer the flexibility to treat a multitude of clinical indications, from simple posterior single tooth reconstructions to advanced esthetic anterior tooth replacements. With the platform-shift and the conical connection, the soft tissue volume can be increased. The broad prosthetic assortment enables me to choose the ideal abutment for each patient. The handling is as easy and straightforward as it ever has been with the NobelReplace system."

With these latest innovations, Nobel Biocare's versatile implant portfolio has been further expanded to accommodate the personal preferences and treatment needs of every dental professional. The complete assortment includes bone- and tissue-level implants for all indications, bone types and surgical protocols.

A dedicated NobelReplace CC and PS section is accessible on the Nobel Biocare website and offers product information, first-user comments, course programs and much more: www.nobelbiocare.com/replaceccps.

Expansion of NobelActive portfolio and new clinical data with high implant survival rate available

The innovative NobelActive implant system continues to attract dental clinicians. The NobelActive implant is an advanced, next-generation dental implant featuring a unique, innovative body design and prosthetic connection. Backed by a steadily increasing number of scientific and clinical publications and presentations, NobelActive is suitable for all indications, offers exceptional primary stability and is particularly suited for use in the esthetic zone. The implant comes with an internal conical connection, designed to deliver predictable hard and soft tissue results, exceptionally high strength, as well as secure abutment positioning without micro movement. The NobelActive implant system is available in various lengths and diameters and has been further updated to facilitate all restorative needs. Later in 2011, this innovative implant system will further be expanded with a new 3.0 mm implant, which will broaden the treatment range even more.

New studies on NobelActive confirm the efficacy of this innovative implant. The studies covered 768 NobelActive implants in 220 patients with a post-treatment observation phase of up to 29 months. The studies showed favorable clinical and radiographic outcomes. Excellent values for marginal bone remodeling have been reported. Survival rates in the studies ranged from 98.3 to 99.6%. The studies from Cherry et al. and Babbush et al. have been accepted for publication in peer-reviewed journals or presented at AO in 2011.

At the pulse of tomorrow's dentistry: Digital Dentistry by Nobel Biocare

Nobel Biocare offers the latest digital technologies to bring dental professionals tomorrow's dentistry, today – through innovative and easy-to-use solutions that help to address patient-specific needs and support effective patient treatment. Nobel Biocare's Digital Dentistry includes digital diagnostics and treatment planning, guided implant surgery and CAD/CAM dental prosthetics. Together, they enhance clinicians' skills, improve patient care and deliver long-lasting results. As a pioneer in digital dentistry, Nobel Biocare supports dental professionals with a more efficient, predictable, profitable and flexible solution.

Taking implant treatments to the next level with NobelGuide and NobelClinican. NobelGuide and NobelClinican offers oral surgeons superior treatment safety and predictability, full flexibility in planning cases, as well as optimized biomechanics, functionality and esthetic outcome thanks to enhanced treatment diagnostics, planning and guided surgery. The upgraded NobelGuide concept utilizes 3D diagnostics, 3D planning and guided implant placement to ensure a predictable, positive treatment outcome. NobelGuide facilitates safe, minimally invasive surgery that results in less patient pain, reduced swelling and shortened healing times. It allows for the accurate translation of treatment plans into clinical reality through custom-

designed and centrally produced surgical templates. Dental professionals will gain even more diagnostic and interdisciplinary planning capabilities with the new NobelClinician Software. It combines a patient's detailed clinical information with 3D radiographic data to create a sophisticated virtual environment in which clinicians can fully control all parameters associated with the implant treatment approach, system, and positioning. NobelClinician offers an enhanced focus on diagnostics and treatment planning thanks to numerous innovations:

- Dentists benefit from several predefined workspaces, including an OPG view (panorex), cross-sectional views and 3D views, all linked together. The 3D bone model, including the 3D radiological dataset, enables dental professionals to define implant locations from an anatomical perspective. The radiographic guide produces a virtual image of the final tooth setup, allowing dental professionals to position implants according to prosthetic needs.
- Dentists can plan virtual implant positioning in 3D and inspect implant locations with a re-slice viewer. This allows surgeons to conduct their treatment planning in a virtual 3D environment, try out various implant positions, select the most appropriate for each specific site, and examine the quantity and quality of bone in detail.
- Nobel Clinician also offers the fully integrated NobelConnect function that enables dental professionals to involve treatment partners in diagnostics and treatment planning through internet-based collaboration and data sharing.
- A built-in interactive assistant guides users through the workflow. The assistant offers help for active tasks and displays, explains technical warnings and keeps track of performed and pending tasks.
- NobelClinician is available for Windows 32 and 64 and is the first industry diagnostic and treatment planning tool available for Mac OS-X.
- As a next step, the NobelClinician Software will be integrated into the NobelProcera CAD/CAM system.

NobelProcera now offers dental laboratories and dentists the broadest choice of innovative CAD/CAM-based materials and products for all indications, from single tooth to edentulous, on teeth as well as implants. The materials comprise high-end, esthetic, all-ceramic Alumina, Zirconia and IPS e.max CAD, the biocompatible and cost-effective base metal alloy Cobalt Chromium, and the acrylic material Telio3 CAD. The range of new materials also includes titanium crowns and bridges, as well as abutments for third-party platforms and implant bar overdenture solutions. Also, the prosthetic software has been upgraded and now offers new functionality and features. Nobel Biocare's state-of-the-art 5-axis milling production process offers excellent surface finish and an emergence angle of up to 90 degrees for better soft tissue support and esthetic outcomes. All NobelProcera manufacturing facilities now offer this latest production and milling technology. The company also partners with the leading dental material providers Ivoclar Vivadent, VITA Zahnfabrik and Noritake in working on state-of-the-art, high-performance dental materials.

New Training and Education program for dental professionals

Nobel Biocare is a leader in professional and innovative Training and Education (T&E) for dental professionals. The company's ongoing investment in T&E reflects its commitment to advancing the dental profession. Now, Nobel Biocare is taking a further step by introducing a new concept for postgraduate dental T&E.

The new T&E concept is built around an indication-based curriculum that offers high-level continuing education programs and covers all dental professional needs. This customized educational approach addresses multiple indications, target audiences, and focus areas within esthetic and restorative dentistry. The new Nobel Biocare T&E curriculum comprises four key tracks – Prosthetic, Surgical, Planning Software and Guided Surgery & Technical – that describe clear learning pathways. The concept is designed for both new and experienced dentists and laboratories and offers a comprehensive range of continuing education opportunities.

Nobel Biocare's new T&E program is open to all dental professionals who would like to advance their skills in esthetic and restorative dentistry. Graduates of the new T&E programs gain access to the latest information on materials, products, treatment concepts, technologies and best practices in digital restorative dentistry and imaging. The new T&E concept will be rolled-out worldwide in 34 countries during 2011. Courses are available in various languages. They are based on the latest dental knowledge and provide comprehensive support materials such as videos, case studies, photos and much more. All courses are regulatory approved.

The courses and programs will be made available on a dedicated T&E section of Nobel Biocare's website www.nobelbiocare.com, which features course programs, online registration and a wide array of related information.

New long-term data reconfirm efficacy of TiUnite surface

Nobel Biocare is constantly investing in the scientific verification of the efficacy and safety of its products and treatment solutions. Currently the company has more than 120 studies underway in which Nobel Biocare either acts as sponsor or provides a research grant. Comprehensive studies have once again proven the efficacy of the TiUnite surface. The latest data comes from three 7-8 year long-term follow-up studies of TiUnite on Brånemark implants. The studies included 228 Brånemark implants in 106 patients and revealed a favorable survival rate (CSR) of 97.1 to 100%. The studies were conducted by Turkiylmaz et al. and Glauser and Gelb et al. All studies were accepted for publication in peer-reviewed journals or have been presented at the AO in 2011.

Caring for Japan

Japan has been hit by one of the most powerful earthquake and tsunami in its history. Nobel Biocare wants to help the victims and will donate 30% of its IDS sales to the victims of the tragedy in Japan.

Nobel Biocare (NOBN, SIX Swiss Exchange) is a world leader in innovative restorative and esthetic dental solutions. As a complete solutions provider, Nobel Biocare offers the most comprehensive range of solutions from tooth-to-root, for single tooth to edentulous indications. The solutions portfolio covers dental implants (including the key brands NobelActive™, Brånemark System® and NobelReplace™) as well as individualized prosthetics and equipment (NobelProcera™ guided surgery solutions and biomaterials). Nobel Biocare has more than 2,400 employees and recorded revenue of EUR 576.6 million in 2010. The company is headquartered in Zurich, Switzerland. Production takes place at seven sites located in Canada, Israel, Japan, Sweden, and the US. Nobel Biocare has 34 direct sales organizations.

Further information is available from:

Media:

Nicolas Weidmann
Senior Vice President Global Communications
Tel: +41 43 211 42 80, +41 79 372 29 81
nicolas.weidmann@nobelbiocare.com

Investors:

Süha Demokan
Head of Investor Relations
Tel: +41 43 211 42 30, +41 79 430 81 46
suha.demokan@nobelbiocare.com