



PRESS RELEASE

Nobel Biocare to test consumer campaign in Germany to improve demand for dental implants

"We anticipate that the market is ready for consumer "bearbetning" and we start with a well controlled market test on the important German market. "Satsningen" is unique in the industry and will give us valuable knowledge that might impact our future marketing activities, says Jack Forsgren, President of Nobel Biocare AB.

Today, Nobel Biocare is starting a large media campaign directed to the general public. The campaign "genomförs" in Cologne and Bonn for a period of one month. This "satsning" is estimated at approximately 5 MSEK and includes outdoor advertising, radio commercials, ads in daily newspapers and direct mail to potential patients.

"As patients pay their implant treatment out of pocket in full, market demand has a strong correlation with consumer confidence index. With the successively improved momentum in the German economy, timing is right to test how this direct-to-consumer campaign will influence market growth for dental implants. If proven successful the campaign and the concept will be applied in other markets," says Jack Forsgren, President of Nobel Biocare AB.

The market potential for dental implants is huge. In Europe 45% of the population over 65 are missing all teeth and in the age group 35-64 years the figure is 5%.

Nobel Biocare has for more than 15 years been marketing dental implants to specialists and dentists and today controls 40% of the global market. The market penetration, however, is relatively low - only 20% of dentists in the western world offer dental implant treatment. In 1998 the market value for dental implants was approximately 4 billion SEK and the market growth this year is estimated to 10%.

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NOBEL BIO CARE AB

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Nobel Biocare is an innovative, medical devices company, whose core business comprises dental implants and dental prosthetics. The company's product systems for dental implants, Bränemark System and Steri-

Oss, are world leaders and have a global market share of around 40%.

The company's other product line, Procera, is a unique, patented CAD/CAM-based process for the industrial production of dental prosthetics. The system has been launched very successfully in North America and Europe.

Nobel Biocare has around 1,000 employees and, in 1998, turnover totalled SEK 1,310 million. The company's headquarters are located in Gothenburg, Sweden, while production takes place in Sweden and the USA. Nobel Biocare has its own sales companies in some 20 countries.

Nobel Biocare is listed on the Swedish Stock Exchange.