



## PRESS RELEASE

### Acquisition of Steri-Oss producing greater synergies

In his introductory presentation to Nobel Biocare's Capital Markets Day, the company's president Jack Forsgren informed the participants that the anticipated synergies from the acquisition of the leading US implant company Steri-Oss had surpassed both internal and external estimates.

"Just over a year ago, I presented the aggressive acquisition of our competitor Steri-Oss. I estimated that the synergies would total around SEK 70 million a year, once the integration of the two companies had been completed. I can now state that the acquisition has been extremely successful and that the calculated co-ordination benefits will be exceeded. At the present time, we estimate that this acquisition has created resources corresponding to SEK 90 to 100 million a year and that the full effect will be seen in 2000 and thereafter," Jack Forsgren said.

The synergies are being generated by lower costs following the co-ordination of distribution, administration and purchasing/production, as well as by improved income as a result of accelerated sales. The favourable sales trends have been made possible by measures including the co-ordination of the two companies' sales forces, thereby making more intensive and more effective customer prospecting possible.

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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, Brånemark 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.