



PRESS RELEASE

Jeppe Magnusson VP R&D at Nobel Biocare

Jeppe Magnusson has been appointed VP Research & Development at Nobel Biocare with total responsibility for the company's research and product development. Magnusson will join Nobel Biocare from February 1, 2000 and will be a member of the management group.

Magnusson has a Ph.D. in chemical reaction technology from Chalmers University of Technology in Gothenburg and has long experience from leading positions within research and product development in Swedish and foreign companies, including Eka Nobel and Union Carbide. Magnusson is currently VP R&D for the Technology Tissue business area of SCA Hygiene Products, Sweden.

Nobel Biocare's research and development organization includes 80 persons in Sweden and the USA. The company invests approximately SEK 100 million annually in the development of new methods and products which contribute to increase availability and shorten treatment time. These are considered to be the most important means to increase the rate of growth for implant treatment.

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NOBEL BIO CARE AB

For more information please contact:

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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.