



PRESS RELEASE

Procera® receives approval from Japanese authorities

Procera® scanners and copings have now been approved by the Japanese authorities and the first Japanese dental laboratories will start using Procera during the fall of 2000.

“We are very satisfied to have received approval for Procera from the very strict Japanese authorities and we see this as proof of the unique nature of the Procera concept. With this approval and our launch plan for the Japanese market, Procera will soon be established on all the large dental markets in the world,” says Jack Forsgren, President and CEO of Nobel Biocare.

Japan is the third largest dental market in the world with 75,000 active dentists. The dental laboratory market is dominated by smaller laboratories closely connected to dentists. The production of single crowns is estimated at 5-10 million dental crowns a year. The market for esthetic dentistry in Japan is currently in an expanding phase.

Procera is an IT-based process for the industrial production of dental crowns and bridges in ceramic. The turnover in 1999 amounted to SEK 209 million.

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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, IT-based process for the industrial production of dental prosthetics. The system has been launched very successfully in 22 countries in North America, Europe, South East Asia and South America.

Nobel Biocare has around 1,200 employees and, in 1999, turnover totalled SEK 1,738 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.