



PRESS RELEASE

Nobel Biocare launches its new product assortment

On November 1, Nobel Biocare started to deliver its new product assortment for dental implants. As a result of a total re-engineering process, the product offer has been reduced from 1,900 to 800 articles also including 380 new products. This is in line with the timetable set out one year ago, when Nobel Biocare announced its plans for a new market strategy.

”With the introduction of this new product offer, we have completed the integration of Nobel Biocare’s dental businesses and thereby provided a platform for further growth and profitability, stated Heliane Canepa, CEO of Nobel Biocare AB.

Gothenburg, 4 November, 2002

NOBEL BIO CARE HOLDING AG

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Nobel Biocare is the world leader in innovative esthetic dental solutions with the brands Brånemark System® and Replace® Select and Procera®.

Nobel Biocare has around 1,300 employees and, in 2001 net sales totaled SEK 2 663 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 organizations in 27 countries.

The shares of the parent company Nobel Biocare Holding AG are listed on both the SWX Swiss Exchange and the Stockholm Stock Exchange.

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