

Media release

Straumann reports 19% rise in 2005 first-quarter sales

- *Solid sales growth across all regions, on top of high 2004 baseline*
- *'CARES' and other new products well received at successful IDS event*
- *Wolfgang Becker named Head of Sales Europe*

Key Figures

(in CHF million)	Q1 2005	Q1 2004
Group Sales	125.6	107.9
Growth in %	16.4	35.5
Growth in local currencies in %	18.9	33.3

Basel, 21 April 2005: In the first three months of 2005, Straumann Group sales grew 19% in local currencies (l.c.) to CHF 126 million, well in line with the company's expectations. Growth was driven primarily by expanding volumes, with price increases contributing approximately 1% point. In Swiss francs, sales growth was 16%, reflecting the decrease in both the US dollar and the Euro against the Swiss franc.

Continued growth across all regions

European sales rose 14% (13% in CHF) to CHF 80 million. In Germany - which accounts for more than a third of Straumann's business in Europe - sales increased despite the continuing confusion about the implementation of the German healthcare reform. Changes in reimbursement in Sweden resulted in softer sales than in the corresponding period of 2004. Performances elsewhere were good, with solid sales growth.

North American revenues were driven by implant sales and rose 19% to CHF 29 million, on top of the exceptionally strong first-quarter growth of 41% in 2004. Owing to the negative currency impact, sales growth amounted to 11% in Swiss francs.

In the Asia/Pacific region, sales jumped 47% to CHF 14 million, driven by strong orders in Japan, South Korea and Taiwan. A marked increase in sales was also posted by Australia/New Zealand, where preparations for the July opening of Straumann's first regional subsidiary are well underway.

Successful International Dental Show; New products well received

This year's International Dental Show (IDS) in Cologne, Germany, proved to be a highly successful, effective event for Straumann. It provided an excellent platform for the market launch of 'CARES' (Computer-Aided REstoration Service), Straumann's individualised implant prosthetics service. CARES was received very positively and is being introduced initially in Switzerland, Germany and Austria, with other countries to follow. Straumann also introduced the new synOcta® gold abutment, the Straumann Bone Block Fixation set and a new range of single patient drills.

Pipeline projects on track

With regard to the product pipeline, key development projects for 2005 continue on track. The innovative SLActive surface, which further reduces healing time, is to be launched in successive steps following the presentation of the product's scientific benefits and clinical results at the ITI World Symposium in June 2005.

Straumann Bone Ceramic, which is being introduced selectively, has enjoyed a very positive reception among initial customers. Its full global roll-out together with the Straumann membrane for guided bone regeneration is planned for 2006.

New North American headquarters

Preparations for the transfer of Straumann USA to the new North American headquarters in Andover near Boston are at an advanced stage. The Andover facility will include a world-class training center with multiple surgical suites and Straumann's first production facility outside Switzerland. Initial production will begin following the move.

New talent recruitments and management appointments

To absorb and sustain business growth, Straumann continued to recruit new talented individuals, creating new jobs and further increasing the global workforce.

Wolfgang Becker, President of Straumann Germany and Member of the Executive Management, has been named Head of Sales Europe with effect of 1 September 2005. Andreas Nitschke, Head of Sales and Marketing in Germany and member of the country management team will then take over as Head of Straumann Germany. Mr Nitschke joined Straumann in 2001.

Shareholder transactions

In April 2005, Mr Rudolf Maag, Chairman of the Board of Directors, increased his stake in Straumann Holding AG from 6.1% of the share capital to 8.2%. At the same time, Dr h.c. Thomas Straumann, who is a member of the Board and the largest shareholder, decreased his stake by the corresponding amount from 38.8% to 36.7%.

Outlook (barring unforeseen circumstances)

On the basis of developments in the first quarter and the progress of all key projects, Straumann maintains its expectation for 2005 sales to grow in the region of 20% in local currencies, with operating and net profit margins expanding by about one percentage point. The Group's exceptionally strong growth in the first half of 2004 sets a high baseline for the current first half. Sales growth can therefore be expected to be lower than 20% in the first 6 months of 2005 and correspondingly above 20% in the second half of 2005.

About Straumann

Headquartered in Basel, Switzerland, Straumann (SWX: STMN) is a global leader in implant dentistry and dental tissue regeneration. In collaboration with the International Team for Implantology (ITI), leading clinics, research institutes and universities, the Group researches, develops, produces and distributes implants, instruments and tissue regeneration products for use in tooth replacement solutions or to prevent tooth loss. Straumann also provides training and services to the dental profession worldwide. The Group's implants and instruments are manufactured in Switzerland, whilst its dental tissue regeneration products are produced in Sweden. Straumann's products and services are available in more than 60 countries worldwide through the Group's 15 distribution subsidiaries and a broad network of distribution partners. Straumann employs 1177 people worldwide, and generated sales of CHF 420 million and a net income of CHF 101 million in 2004.

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Key reporting dates in 2005

12 August 2005	Half-year report; analysts and media conference
20 October 2005	Media release Q3/9M sales

First-quarter sales by region

(in CHF million)	Q1 2005	Q1 2004
Europe	79.6	70.5
Growth in %	12.9	38.5
Growth in local currencies in %	14.0	31.5
In % of Group sales	63.4	65.3
North America	28.9	26.0
Growth in %	11.4	31.1
Growth in local currencies in %	18.5	41.0
In % of Group sales	23.0	24.1
Asia / Pacific	14.1	9.6
Growth in %	46.7	18.6
In % of Group sales	11.2	8.9
Rest of the world	3.0	1.8
Growth in %	64.0	124.1
In % of Group sales	2.4	1.7
Total	125.6	107.9
Growth in %	16.4	35.5
Growth in local currencies in %	18.9	33.3
Price effect in %	1.1	2.3