

Press release dated 30 April, 2012

SALES WORLDWIDE

Geistlich Pharma entry on Japanese market celebrated at the Embassy of Switzerland

On 26 April 2012, the Ambassador of Switzerland Urs Bucher invited guests to a reception. The reason for this was the entry onto the Japanese market with the registration of the bone substitute material Geistlich Bio-Oss®. Geistlich Pharma produces this medical device in Switzerland and distributes it worldwide. This important step will enable the company to continue its strategy of expansion.

On Thursday, 26 April 2012, 60 dentists and dental surgeons, representatives of the dental press as well as representatives of the Japanese sales partner Hakusui Trading Co and Geistlich Pharma AG attended a reception at the Swiss Residence in Tokyo at the invitation of Ambassador Urs Bucher. The reason for the celebration was the registration of the bone replacement material Geistlich Bio-Oss® for use in regenerative dental medicine to treat diseases of the periodontium (periodontology) in Japan. "We are very pleased that, as a result of registration in Japan, we shall be able to supply another important market in Asia with our pioneering product for bone regeneration," said Paul Note, Geistlich Pharma CEO. Geistlich Biomaterials, the business unit specialised in regenerative dental medicine, sells the product in Japan via its distribution partner Hakusui Trading Co.

More than 25 years in bone regeneration

Geistlich Bio-Oss® is a medical product for the regeneration of bone in dental medicine which has proven itself for more than 25 years. The product is based on natural bone as a raw material. The quality and effectiveness of the product is continually tested in scientific studies. Since its market introduction, more than 500 studies have been published on Geistlich Bio-Oss®. Geistlich Pharma hopes to also receive approval for its collagen membrane for the regeneration of bone, Geistlich Bio-Gide®, in the course of 2012. Thanks to its products for dental regeneration Geistlich Pharma is world market leader in regenerative dentistry.

Milestone in geographical expansion

Geistlich Pharma manufactures its products in Wolhusen (near Lucerne) in Central Switzerland and distributes them from Wolhusen and Root worldwide via more than 50 sales partners and now eight affiliates (in the UK, Italy, Germany, France, China, Brazil, South Korea and, since the start of 2012, North America). In Asia, Geistlich Pharma is represented by two affiliates, one in China since 2008 and one in South Korea since 2011. The company has grown continuously over the past years. The registration of Geistlich Bio-Oss® by the Japanese authorities means an important step, enabling the Swiss family-run company to continue its strategy of longterm geographical expansion.