


















COMPANY PROFILE



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ABOUT US



Our group, established in 1972, is currently an **international leader** in the design, production and distribution of products for the dental sector, especially **implantology**, an area in which it has achieved the world's highest growth rate.

The company, which is completely privately owned, still belongs to the **Martina family**.



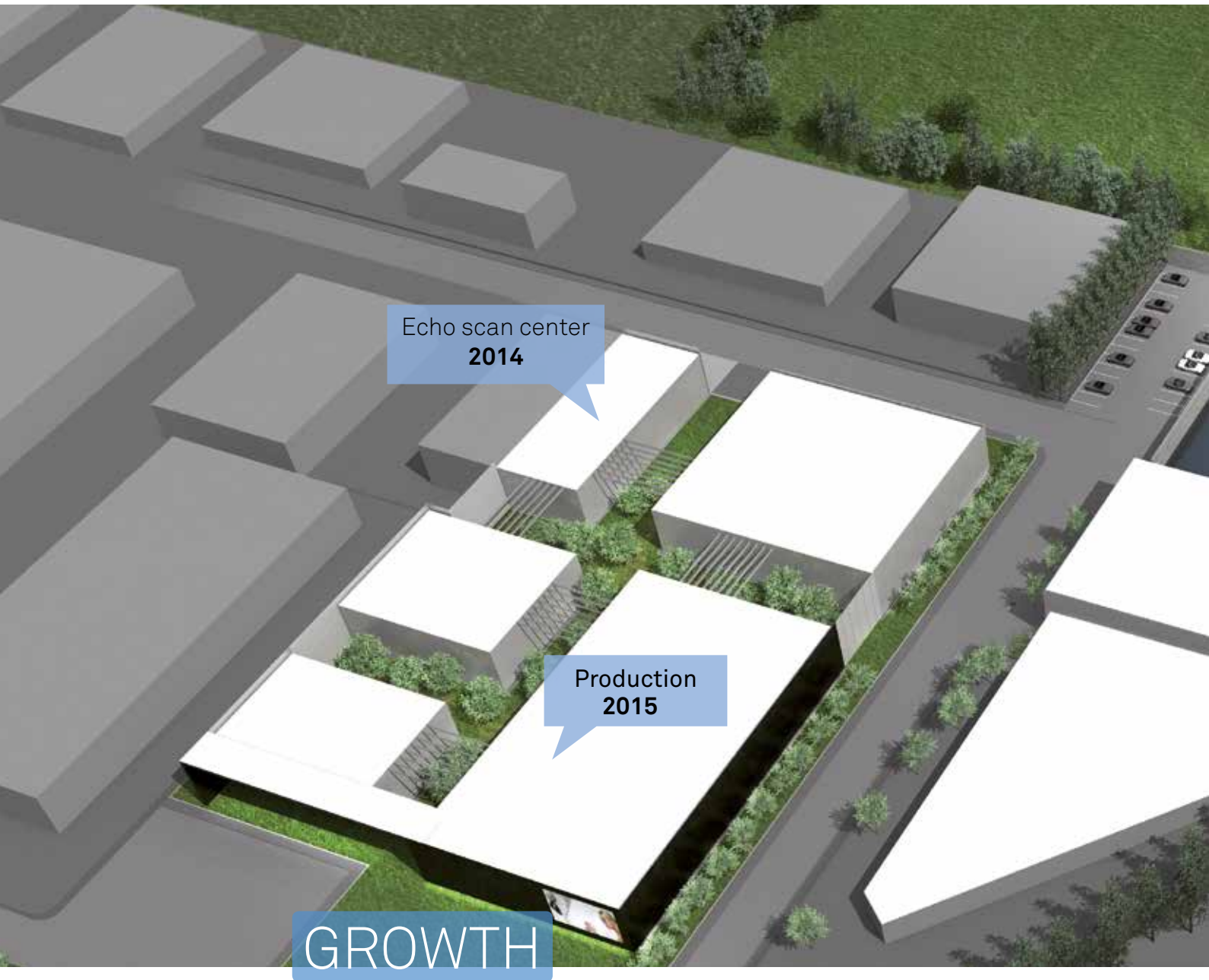


MISSION

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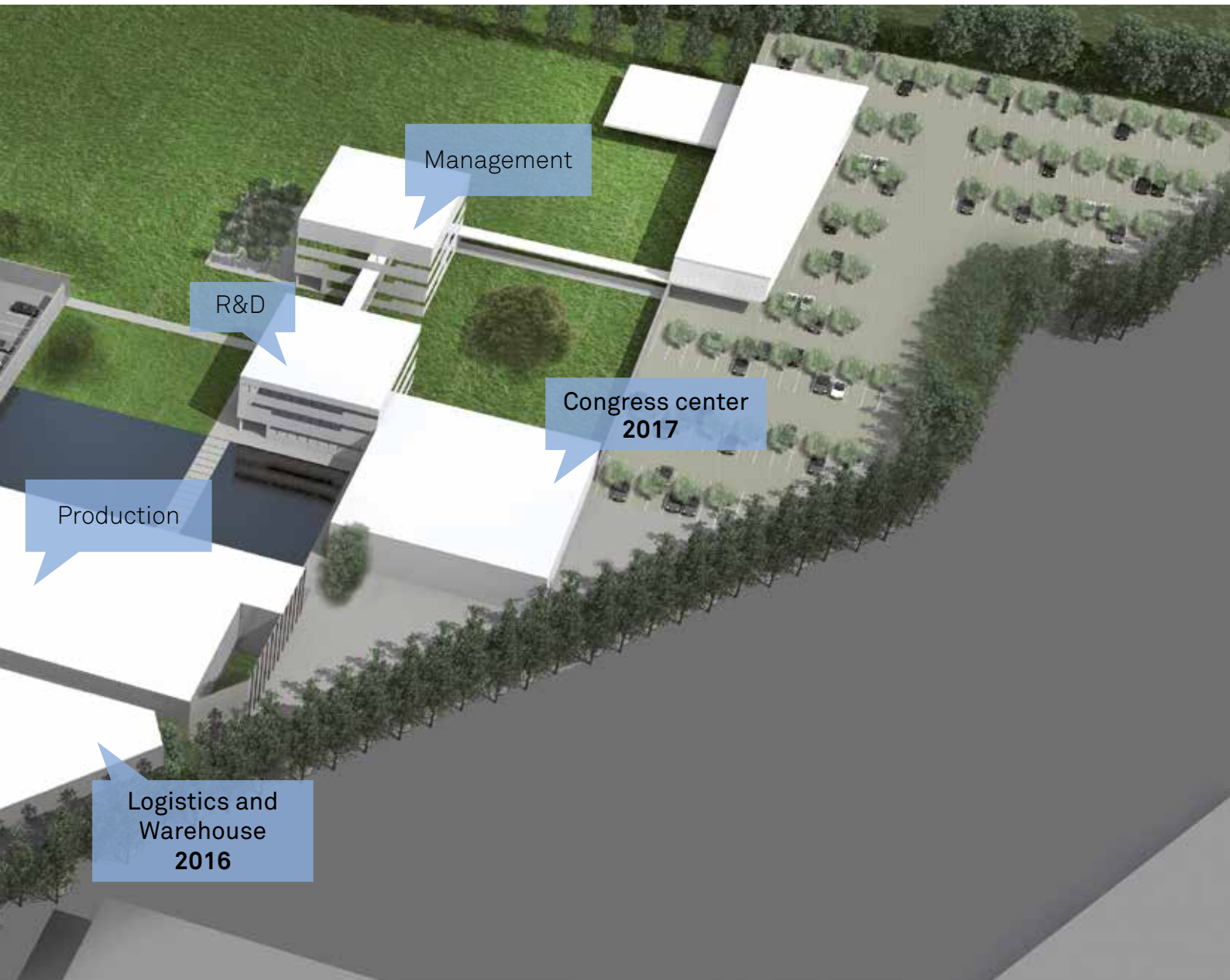
Concrete backing for dentists, with refined and technological solutions, obtained thanks to **painstaking scientific study** and ongoing research, distinguished by a high degree of flexibility and speedy intervention.





Enhanced production facilities occupying a covered area of over 2,000 sqm are our practical response to the **increasing demand** for the implants produced here. Three new blocks adjoining the Medical Bioengineering and Production Buildings, designed with a strong focus on functionality but following the same criteria of elegance and aesthetics that have always distinguished Sweden & Martina's buildings, are now housing the CNC machine tools, the automated washing systems and a sandblasting unit.

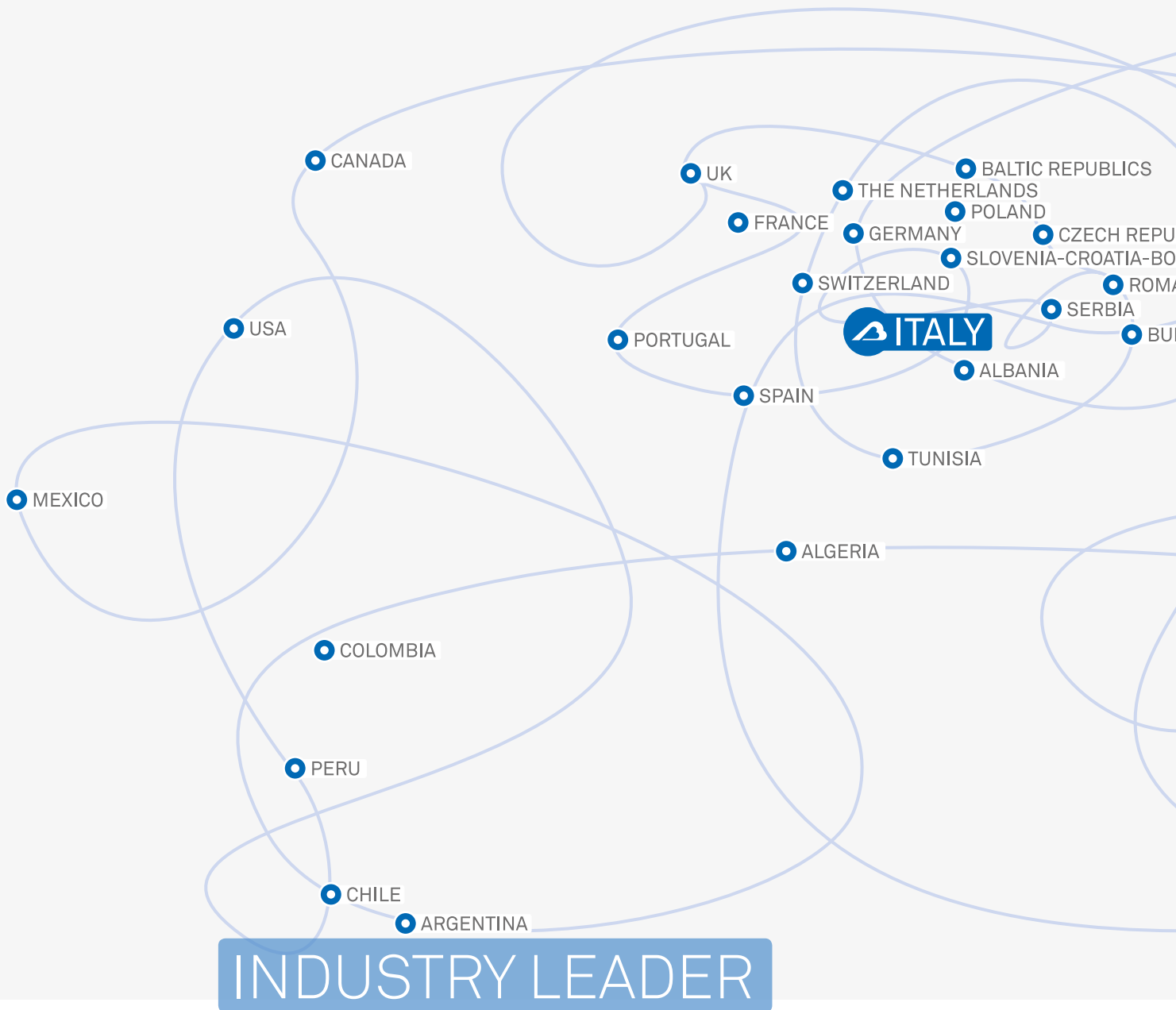




A refurbished area is devoted to prototyping all products under development, and even more space is dedicated to quality control, since despite the continuing growth in the number of items produced, Sweden & Martina is pledged to maintaining its firm commitment to quality, guaranteeing as always 100% checks on all its products.

A new, enlarged congress center is being built within 2017, after moving the warehouse to a newly acquired building.



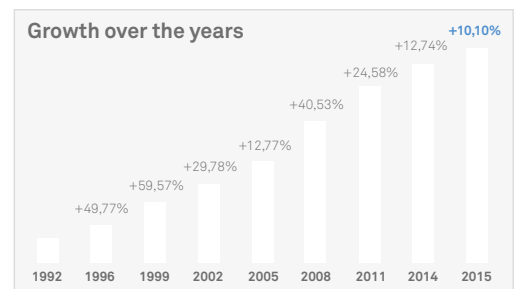


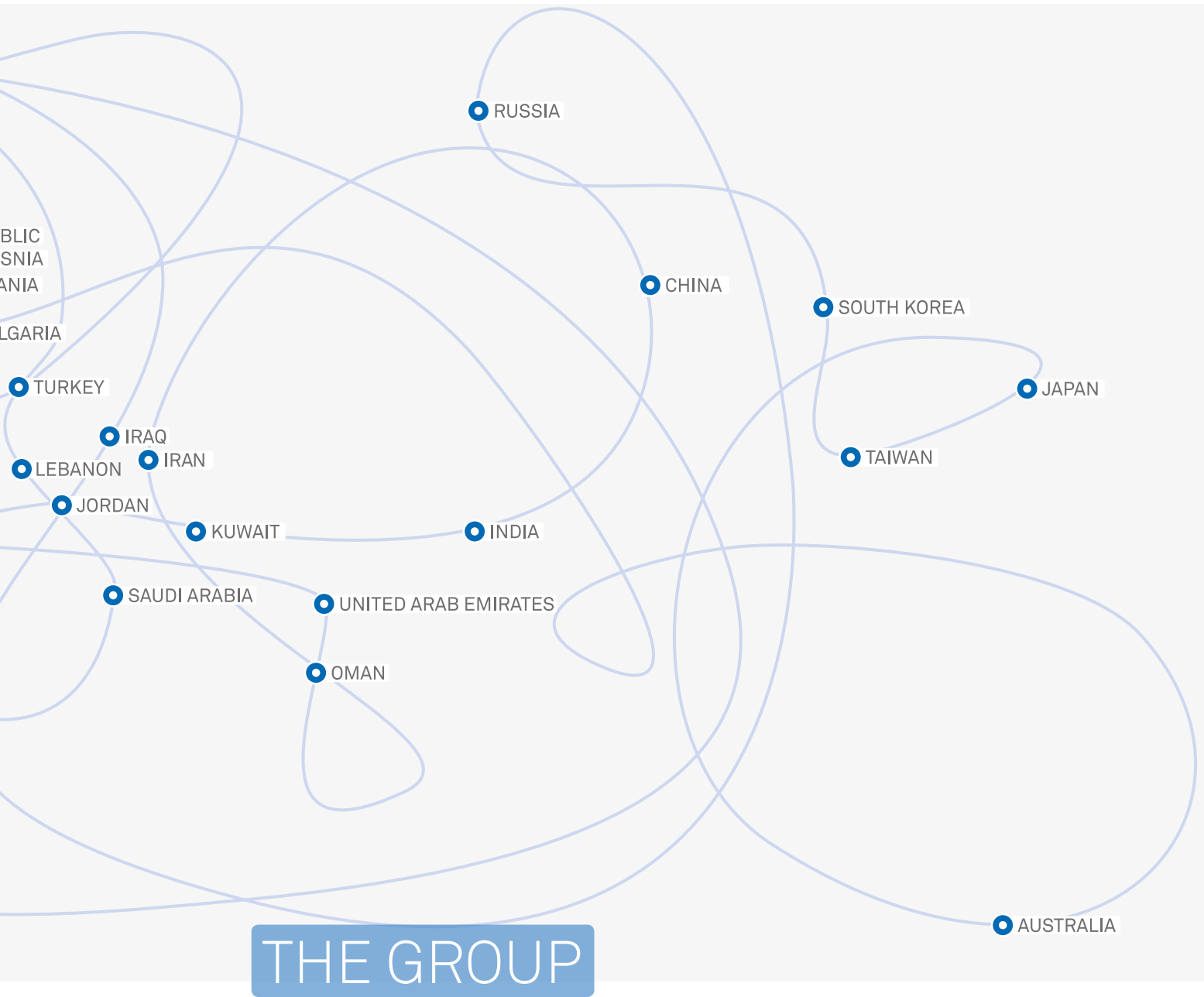
INDUSTRY LEADER



Undisputed leader in Italy, tripling any competitor, the group is committed to very strong **international growth** and has entered into agreements with leading distribution groups in the implantology sector.

A front runner in Europe and already well positioned in **over 30 countries**, the group continues to register Medical Devices in accordance with the **rigorous prescriptions** of national guidelines on several new markets.





THE GROUP

The group's modern headquarters are located at **Due Carrare (PD, Italy)** and cover an area of 71,000 sqm, comprising offices (3,000 sqm), workshop center, production facilities (4,000 sqm), warehouses with direct management of logistics and a well-attended company park.

The group, counting **500 collaborators**, comprises three subsidiaries in Spain, Germany and the USA, and a direct-distribution facility in France.





RESEARCH & DEVELOPMENT



Thanks to scientific research, Sweden & Martina evaluates and promotes **innovative clinical concepts** able to upgrade and simplify the daily lives of dentists.

Investments in this segment are really considerable: cooperation with **opinion leaders** for the development of new ideas, the funding of researches and the manufacture of hundreds of **prototypes** for product refinement all enjoy strong management backing.





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The clinical success of the implants is continuously tested as part of **numerous experimental and clinical research protocols**, conducted by various universities in the world, as well as by some of the best known research teams in the sector.



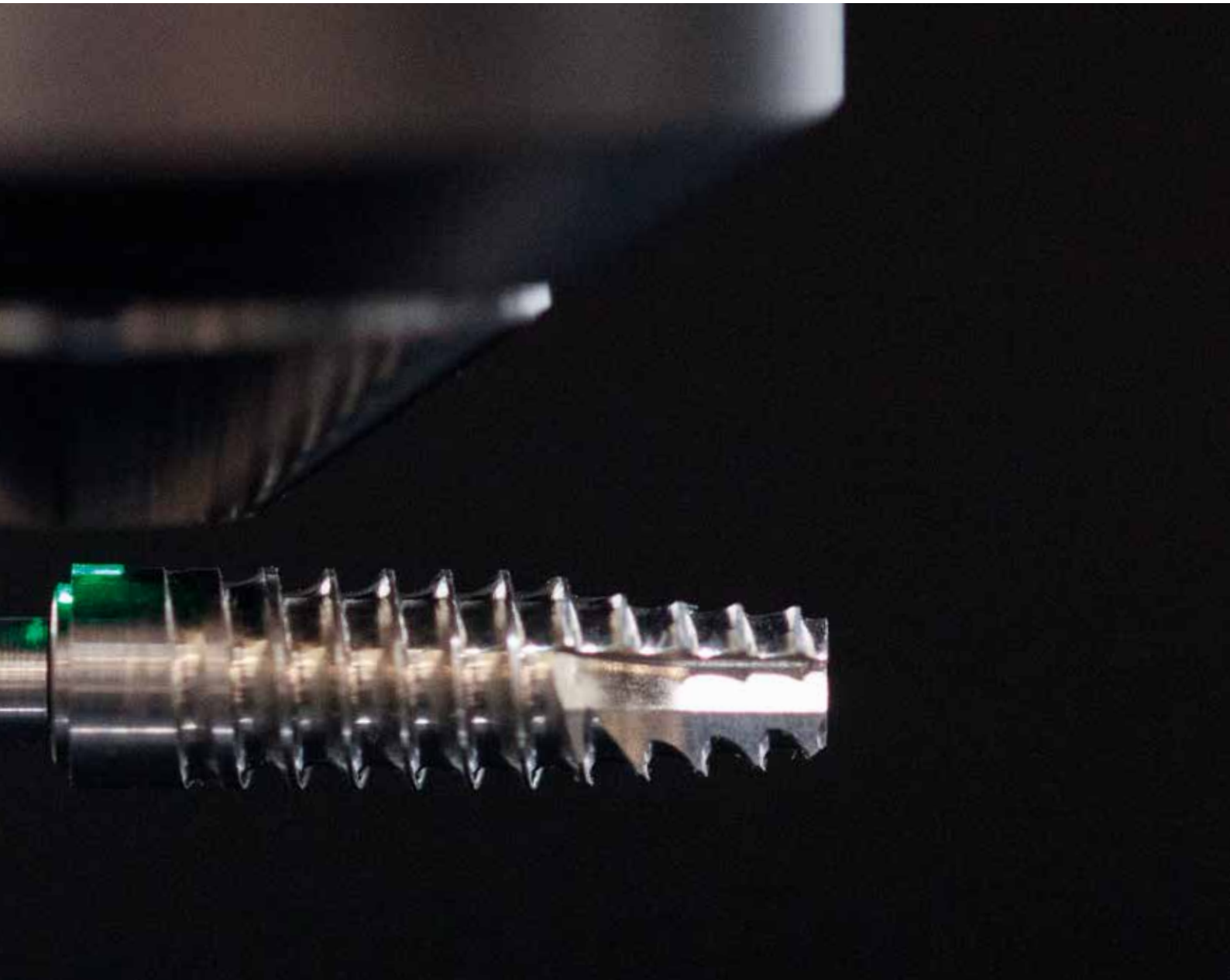


RESEARCH & DEVELOPMENT

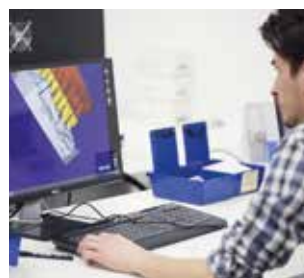


A staff of qualified designers provides dentists with answers to their queries on a daily basis. Great importance is given to the comments of users, to their opinions and suggestions, with the aim of satisfying them in a flexible and ergonomic way, by studying patented and one-of-a-kind cutting-edge technology solutions.





A team of engineers specialized in the biomedical sector then translates the concepts and intuitions of scientific research into concrete projects. From digital design to prototypes, upgraded versions and finished products, great care is given to even the smallest detail with passion and attention.



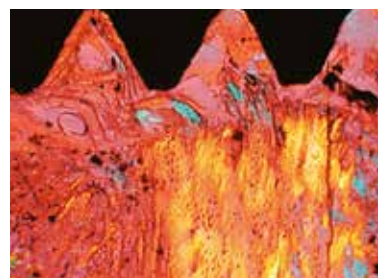
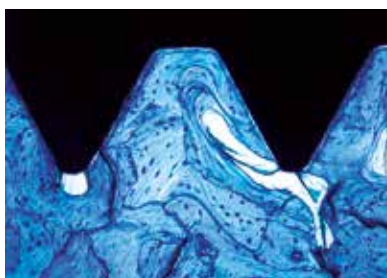


PUBLICATIONS



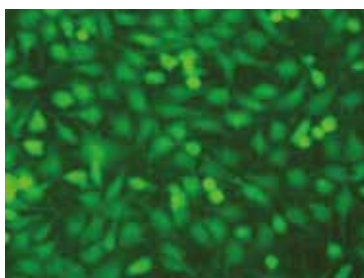
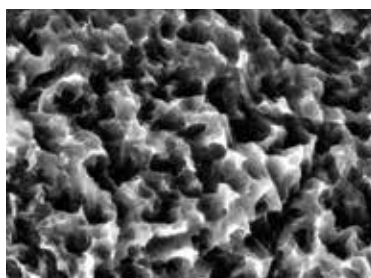
SCIENTIFICA

While the major companies in the industry are sacrificing to a great extent the investments allocated in research, **Sweden & Martina continues to back university and private research in order to attain sound and long-lasting growth.** The cooperation with an international study group amply acknowledged for its excellence, which dedicates massive efforts to scientific research in implantology, has produced almost 500 publications, numerous experimental research projects





and **literature reviews**, carried out by independent researchers. The prestigious volumes of SCIENTIFICA present abstracts of the articles about Sweden & Martina implants that have appeared in the main international implantology journals: **20 years of research and studies** condensed and regularly updated thanks to new volumes that explore additional directions of investigation, following surgical innovations and new operating protocols.





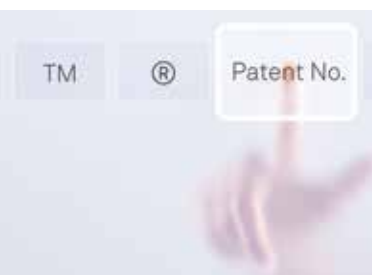
PATENT RIGHTS



Over 50 implantology, endodontics and orthodontics patents protect and promote the breakthroughs of our scientific research.

Several registered trademarks identify the most exclusive products, among which: Premium, Kohno, Outlink², Mtwo.

Over the years, the company has developed products whose brand names have become a **recognized symbol** of quality, safety and progress: Global, Prama, Shelta, and many more.





Other implant surfaces brand names (TriSurface, DES, Nanopore, ZirTi, HRPS) have reinforced the industrial property, together with prosthetic concepts and solutions for implantology (DOCTA, Contracone, Pull-up, Simple, P.A.D., Plain, Conoweld, D.P.F.)

PREMIUM

KOHNO

GLOBAL

MTWO

OUTLINK²

SHELTA

PRAMA

SYRA



TECHNOLOGY AND PRODUCTION



Constantly upgraded production processes are fully carried out in the Due Carrare (PD) facilities to ensure **complete and direct control**, and therefore a totally reliable finished product.

Cutting-edge biomechanical industry technologies are used to make top-class products: the sophisticated production facilities currently make use of 8 machines for automatic linear and rotating quality control and of a metrological laboratory for calibrating high-precision instruments able to ensure measurement precision reproducibility.





An automated sandblasting and acid-etching plants permit the **accurate control** of implant surface roughening and passivation processes; this way macro and micro surface roughness is ensured.

For product assembly and packaging, in an environment with **controlled levels of purity**, a large **clean room** has been set up which ensures decontamination in inert gas plasma reactor and double packaging under laminar flow extraction hoods in class 100.





QUALITY AND CERTIFICATIONS



We work according to a quality control system **in conformity with UNI EN ISO 9001 and UNI CEI EN ISO 13485** standards dedicated to medical devices, in compliance with Directive 93/42 on Medical Devices. Sweden & Martina have met quality systems for FDA as current good manufacturing practices (CGMP's).

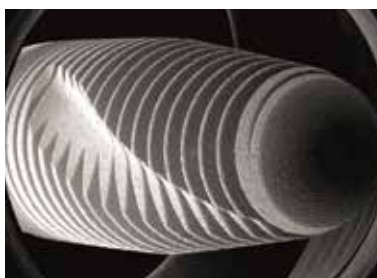
The quest for quality, both as regards production, organization and services provided, is strategic for the company, as well as a key factor behind its success.

Sweden & Martina Implant Systems are certified in Albania, Algeria, Argentina, Australia, Baltic Republics, Bulgaria, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, India, Iran, Iraq, Italy, Japan, Jordan, Kuwait, Mexico, Oman, Perù, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Slovenia-Croazia-Bosnia, South Korea, Spain, Switzerland, Taiwan, The Netherlands, Tunisia, Turkey, United Arab Emirates, USA.



The mechanical functions of the implants are tested in accordance with the **rigorous prescriptions of FDA, PMDA, CE, PCT, MHRA**, with structural calculation tests of the FEM (Finite Element Analysis) type and with static and dynamic strength tests.

All systems are tested at 5,000,000 cycles to determine their **response to fatigue**, according to standards, and comply with extremely stringent acceptability criteria and parameters.





CONTINUING DENTAL EDUCATION



Besides sustaining the activities of major Italian associations, we also organize our own **intense teaching activities**: these consist of an extraordinary **theoretical/hands-on dentistry training and updating program**, with a course calendar which is one of a kind in Italy and involves around **90 speakers** and **450 training days** organized yearly in Italy, and also a fast-growing number abroad.





Our facility's congress center features two rooms specifically fitted out for **hands-on courses** and a congress room equipped with modern audio-visual equipment.

The international congresses dedicated to implant prosthodontics organized by us are highly popular and bring together **well-known speakers** of the moment and thousands of participants.





DIRECT SALES STRUCTURE

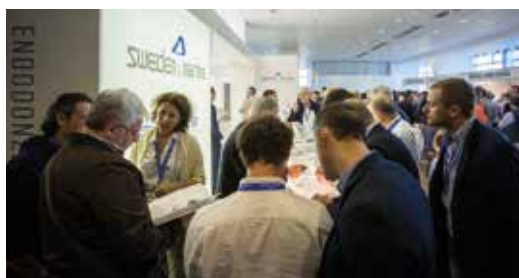


The ideal points of contact to interact with clients, our **350 representatives** covering Italy, Spain, France, Germany and the USA constitute a solid resource **built up with great commitment over four decades**, for a closer knowledge of the market and to transmit our company's mission more clearly:





this direct business structure has represented a substantial competitive advantage from the outset, becoming one of the distinctive traits of Sweden & Martina. This experienced and efficient group of dedicated professionals receives constant training updates.





TRAINING



250 employees and over 350 professional sales staff, including numerous implantology specialists, go to make up a fast-growing and highly-motivated team.

Our sales professionals, who interface daily with thousands of dentists, undergo **careful training** and are updated by means of six-monthly conventions, monthly upgrade courses, daily hands-on experience alongside specialists in the sector and contact with area managers, as well as by means of participation in workshops and congresses dedicated to dentists.



Our implantology specialists boast at least ten years of skills and experience in the sector and actively take part in the **monthly Committees** organized by the **Research & Development Department** to share the **product trends and strategies** in progress.



SWEDEN &

E C H O S C A

DIVISIONS



IMPLANTOLOGY, IMPLANT PROSTHETICS AND SURGERY

Implantology: over 300,000 implants produced and sold in 2014 and seven complete systems developed to satisfy all needs for implants and prostheses, with specific morphologies for all clinical situations: traditional applications, post-extractive use, GBR, sinus lifts or crest extensions, immediate loading.

Prostheses: a range of solutions capable of satisfying all patient expectations for visual appearance and functionality, but fully respecting the philosophy of the maximum simplicity of use for clinicians.



& martina N C E N T E R

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Guided surgery and Cad Cam: image-guided surgery allows procedures to be planned working with complete 3D views of the patient's radiological anatomy, allowing precise assessments to be made of the final dimensions and position of the dental implant, and using surgical templates to position implants based on this planning. Industrial production with micrometric precision as the natural evolution of traditional microcasting techniques is at the heart of the ECHO integrated CAD/CAM system for the creation of customized products.

Surgery: to assist implantologists in their work, a highly versatile range of products and kits is offered, which is dedicated to basic and advanced surgery, to be used synergistically with implants.



DIVISIONS



OTHER PRODUCTS

In parallel with the extreme specialization in implantology, over the years Sweden & Martina has become a golden standard on the dentistry market in general, thanks also to the completeness of the range of goods.

Endodontics: in 2002 the **Mtwo system** for root canal preparation was invented, developed and patented. Mtwo is a firmly established trademark, an international patent and an instrument with unrivalled qualities, used with total satisfaction in **over 80 countries** throughout the world.

Conservative treatments: a program of aesthetic restorative techniques featuring innovative and easy-to-use solutions at a high level of optimization is proposed.



Orthodontics: after thirty years of experience in interceptive orthodontics, we chose to channel new investments into the field of traditional orthodontics, creating a program featuring a unique and innovative technique, successfully tested by prestigious and internationally famous opinion leaders, consisting in customized products engineered to client specifications.

Lasers and technology: in 1999, Sweden & Martina was the first company to promote the use of lasers in dentistry in Italy. Combined with dental diagnostic microscopy and digital radiography, these technological tools of an exceptionally high level are validated by fifteen years of experience and culture, with specialists consolidating their skills and know-how in hundreds of training courses.



MARKETING AND COMMUNICATION



Sweden & Martina implements **an intense planning strategy to communicate updates, innovations and evolutions** to the dental world through **diversified channels**:

www.sweden-martina.com is the multi-language company website containing many clinical cases relating to products.

Eighteen thousand people visit the site every month and it boasts a database of 14,000 users who regularly receive updates through the company newsletters.

The company also publishes ads, product editorials and press releases in all trade magazines.



Numeri Uno is the name of **the corporate magazine**, distributed to 20,000 dental surgeries.

In addition to regularly updated product catalogues, close focus is placed on the production of detailed **surgical and prosthetic manuals** to enable dentists to work safely right from the very start.



IMPLANTOLOGY, SCIENTIFIC EVIDENCES, CLINICAL RESEARCH, PREMIUM KOHNO IMPLANT SYSTEM, BIBLIOGRAPHIC SURVEYS, TRAINING CENTER, SHELTA IMPLANT SYSTEM, INNOVATIVE SOLUTIONS, TWO DECADES OF SCIENTIFIC STUDIES AND CLINICAL PRACTICE, PREMIUM DAY, 100% QUALITY CONTROLS, PRAMA IMPLANT SYSTEM, SYRA IMPLANT SYSTEM, ECHO2 CAD CAM TECHNOLOGY, MTWO ENDODONTIC FILES, GLOBAL IMPLANT SYSTEM, FOCUS ON EDUCATION, IMPLANTOLOGY, SCIENTIFIC EVIDENCES, CLINICAL RESEARCH, KOHNO IMPLANT SYSTEM.



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