

Media Release

Schaan (FL) – 21 March 2011

Ivoclar Vivadent with strong sales growth in 2010

Ivoclar Vivadent looks back on a highly successful business year 2010. The company achieved double-digit growth in all markets in which it operates. All-ceramics was again the most important growth driver.

Total trade sales for the Ivoclar Vivadent Group increased 9.5% in 2010. Worldwide sales totalled 659 million Swiss francs. When calculated in local currencies the sales increase was 12.4%, further confirming a very successful year.

Performance strong in all global markets

In 2010 Ivoclar Vivadent expanded its sales and marketing presence in developed and developing markets. Investments in sales personnel and support structure in both Europe and North America strengthened an already established presence. Sales in Europe increased 10% and sales in North America increased 19%. The recently established Ivoclar Vivadent companies in Japan and India earned strong positions in the respective markets. Total Asia sales increased 19% in 2010.

“We are pleased to report a significant sales growth of 9.5% for the business year 2010,” said Robert Ganley, CEO of Ivoclar Vivadent AG. “Our strong local currency growth of 12.4% represents sales increases in double figures in all of our global markets,” said Ganley.

Key product categories at high growth level

The 2010 sales increase was driven by increases in key product categories and product brands. Growth rates in All-Ceramics, Cementation, Adhesives, Artificial Teeth and Equipment significantly exceeded the market growth. “Our key product category sales have been growing in accordance with our strategic goals,” said Ganley. “We follow a simple formula, which is to listen to our customers and try to deliver innovations that create opportunities.” Ivoclar Vivadent is recognized as a leading innovator in the area of dental preventive, restorative and prosthetic material systems.

The category of All-Ceramics has become the fastest growing product category in dentistry as the market moves to high-strength and high-esthetic metal-free solutions. The market-leading all-ceramic brand IPS e.max continued its rapid acceptance by laboratories and dentists worldwide also in 2010. IPS e.max is a clinically proven high-strength all-ceramic which is also used in the newest digital CAD/CAM technologies.

A view to 2011

Ivoclar Vivadent targets growth in 2011 in excess of the market growth. “In the months ahead we will launch new innovations in Filling Materials, All-Ceramics, Implant Prosthetics and Equipment,” said Ganley. “We will also continue our expansion into new markets and strengthening current market organizations.”

About Ivoclar Vivadent

Ivoclar Vivadent is a worldwide leading manufacturer of innovative material systems for quality esthetic dentistry. The company employs more than 2400 people and operates in over 100 countries throughout the world. Ivoclar Vivadent is headquartered in Schaan, Principality of Liechtenstein.

IPS e.max® is a registered trademark of Ivoclar Vivadent AG.

Caption:

(Ivoclar Vivadent.jpg)

Fig. 1: Strong performance in all global markets

Media contact:

Nicole van Oers
Director of Corporate Communications
Ivoclar Vivadent AG
Bendererstrasse 2
FL-9494 Schaan
Principality of Liechtenstein
Phone: +423 235 36 48
Fax: +423 235 36 33
E-mail: nicole.vanoers@ivoclarvivadent.com