

## Media Release

Schaan, Liechtenstein – 11 March 2013

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# Ivoclar Vivadent: Successful Business Year 2012

## Total sales revenues increased to 658 million Swiss francs

**Ivoclar Vivadent has completed the business year 2012 with a sales increase of 4%. The product segments of all-ceramics, equipment and luting materials were the main forces driving this growth.**

The global sales revenues of Ivoclar Vivadent AG amounted to CHF 658 million in 2012, which represents an increase of 4% compared to the previous year.

### Growth in Middle East, Asia and North America

In 2012, particularly markets in the Middle East and Asia showed an exceptional sales growth of 10% and 9.5%, respectively. In North America, sales revenues increased by roughly 8%. However, even though individual European markets demonstrated a positive growth, the total result in Europe was burdened with the negative developments in some Southern European dental markets. As a result, an overall sales decline of 1% was recorded in Europe. Furthermore, sales decreased by 4% in Latin America – which was, however, due to the discontinuation of a trade product.

### New technologies as growth drivers

All-ceramics represented once again the fastest growing product segment in 2012. The all-ceramics product IPS e.max, for example, demonstrated a strong, double-digit growth. Similarly, sales in clinical equipment and luting materials reached a double-digit increase. “We are offering an extensive and innovative product portfolio which makes us well prepared for the shift towards new technologies, new work procedures, new materials and changing patient requirements,” comments Robert Ganley, CEO of Ivoclar Vivadent AG, the positive results.

### 163 new jobs generated

In the business year 2012, Ivoclar Vivadent created 163 new jobs worldwide and employed 2730 employees at the end of December 2012. This generation of new jobs can be explained by the worldwide expansion of Ivoclar Vivadent.

### Expectations for 2013

Ivoclar Vivadent intends to further strengthen its leading position in innovative materials and systems within esthetic dentistry. “For 2013, we will further strengthen our position in all-ceramics, luting and filling materials through new product innovations. Wieland Dental will be integrated with a focus on growth.” Furthermore, Ivoclar Vivadent will continue its rapid expansion overseas. For example, new marketing and sales offices are planned in the Netherlands and the Ukraine. The marketing and sales office in Russia will become a subsidiary and move into a new facility and the manufacturing plants in Vorarlberg, Austria and New Jersey, USA will be enlarged. Additionally, investments in the international sales infrastructure are scheduled.

### **About Ivoclar Vivadent**

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, is a leading international manufacturer of innovative material systems for high-quality dental applications. The company is represented in more than 120 different countries worldwide.

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

Caption:

*(Ivoclar Vivadent.jpg)*

Fig. 1: Ivoclar Vivadent looks back at the successful business year

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