



VISION AND MISSION STATEMENT OF THE COLTENE GROUP

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Our Vision

- COLTENE is a **leading, innovative and independent company**, operating internationally in the dental industry focusing on sustainable and profitable long-term growth.
- COLTENE develops, manufactures and markets **premium consumables and solutions** in the dental segments of Restoration, Endodontics, Prosthetics, Rotary Instruments, Infection Control and Auxiliaries.
- COLTENE strives to be among the **top innovative and profitable companies** in its chosen fields.

Our Mission

- Our core aim is to enhance dental treatments and applications by offering solutions to dentists and dental laboratories **encouraging professional, safe and efficient dental treatment processes**. Thus allowing the dentist to offer **health, aesthetic and lifestyle** to the patients.
- Our marketing concept is built on **cooperation with distributors**. For them as well as for our end-users, the dentists, we want to be a **competent, reliable, flexible and observant partner** with a long term view. Everywhere in the world, COLTENE represents a **promise to the consumer** that our products are **safe** and of **high a standard**.
- Our **success is based on our people**. We retain, develop and recruit competent and motivated people who respect our values. We provide **equal opportunities** for the development of our employees; we protect their privacy and do not tolerate any form of harassment or discrimination.
- Being a **capable, agile, efficient, and lean organization** is paramount.
- Our core competence is **dental knowledge** applied in order to develop and manufacture dental **solutions**. Permanent innovation is the key to our success.
- Providing efficient **Supply Chain Management** and worldwide logistics are key skills to success in our global sales and marketing activities.

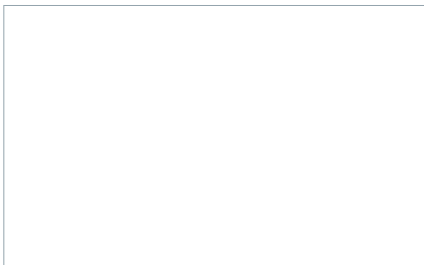
Our Values

- COLTENE believes that it is the **people** who form the strength of our Company. A leading position can only be achieved with the strong commitment of all employees.
- Involvement at all levels is encouraged with appropriate and honest information on COLTENE's activities. Through open communication and active co-operation everyone is invited to contribute.
- All people working for the COLTENE Group are characterized by a strong commitment to work ethic, integrity, loyalty and identification with the Company.
- A high level of tolerance for other ideas, openness, open-mindedness, cooperating proactively with others - in a more pragmatic than dogmatic approach - are values we count on.
- By taking the initiative and thinking outside the box, we create a climate for successful innovations.
- We work professionally in teams and we are always looking for realistic solutions and results. Decisions shall base on facts.
- We have the right to make mistakes, but at the same time we are willing to correct errors and faults and to learn from experience.
- Credibility, honesty, trustworthiness and directness are the result of coherent and conclusive action, responsible leadership and consequent achievement.

Our Principles

- Our Business Principles are valid and respected in all countries and take into account local legislation, cultural and religious practices, habits and customs
- Our most important aim is to generate sustainable value for our stake holders that is above market average. We are striving for long-term and sustainable success, but we are willing to improve short-term if necessary as we are conscious of the need for generating sound profits every year.
- COLTENE is more people and product orientated than systems orientated. In this context principles precede rules.
- COLTENE seeks to earn customers' confidence and preference. We follow and anticipate customer and market trends in the dental consumable industry.
- **Important Organizational Principles of COLTENE are:**
 - Customer orientation
 - Flat and flexible hierarchies (only a few levels but with a broader span of control)
 - Clear areas of responsibility and precisely defined objectives
 - Operational speed, personal responsibility with focus on results
 - Reduced bureaucracy to a minimum
- **Management Commitment on all levels:**
 - Members of Management at all levels are strongly committed to COLTENE
 - Management practices what they are demanding from other people and they behave as an example for others
 - Workflows are as simple as possible, transparent and clearly visible; the setup of processes is clean and neat

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