



***Better For Your Patients. Better For Your Practice®***

*Corporate Profile*





## ***Mission & Profile:***

*Better For Your Patients And Your Practice Since 1987*



### ***Mission Statement***

BIOMET **3i**™ will be recognized as a global leader in the oral reconstruction marketplace. We will achieve this through superior customer service and continuous product innovation.



### ***Corporate Profile***

Implant Innovations®, Inc. ("**3i**") was co-founded in 1987 by a periodontist and an engineer. The clinician believed his patients deserved better fitting and looking implant restorations than could be accomplished with available implant systems. In 1999, BIOMET®, Inc., a leading manufacturer of orthopedic components, acquired **3i**. This greatly enhanced **3i**'s Research and Development resources and potential for growth.



In order to have greater consistency in the use of the **3i** Brand, increase global awareness and recognition of the parent company and leverage the synergy of consistent imaging among all BIOMET Divisions, **3i** Products began selling under the BIOMET **3i** Name worldwide in 2007.



Today, BIOMET **3i** offers one of implant dentistry's most comprehensive lines of implants and abutments, augmented by a growing line of site preparation and regenerative products. BIOMET **3i** pioneered the development of biologically driven implants, winning worldwide acclaim for the microtextured surface and superior clinical success rates of the OSSEOTITE® Implant.

Headquartered in Palm Beach Gardens, Florida, with operations throughout the world, BIOMET **3i** is one of the leading companies in the oral reconstruction market. Of equal importance, BIOMET **3i** brings the same innovation, high standards and comprehensive approach to customer service, practice and laboratory support and education.



***The BIOMET 3i Value Proposition:***

- Quality-Driven Capabilities
- Practical Innovation
- Evidence-Based Research
- Clinician-Driven Service
- Practice-Oriented Relationship





## ***Quality-Driven Capabilities:*** *Better Capabilities For Innovations*



The BIOMET **3i** Vision of implant dentistry is to provide increasingly predictable outcomes, improved aesthetic results and simpler, more efficient procedures. To accomplish this, we have developed expertise in biologic mechanisms of action, clinical procedures, mechanical engineering, manufacturing and quality systems. This enables us to approach implant dentistry and procedures as a tightly integrated system. We view site preparation, implant placement, osseointegration and aesthetic restoration as a continuum of implant therapy, not as a series of discrete components.

We believe that our combination of capabilities and systems point of view is unique among implant manufacturers and that our vision has transformed implant dentistry.

Many of our customers started with a competing implant system, realized its limitations, then came to BIOMET **3i** because we offer a comprehensive range of solutions that provides them with an all-encompassing selection of implants, abutments and regenerative products to meet their needs in virtually any implant case.



***Improving On The Industry Standard Of Quality***

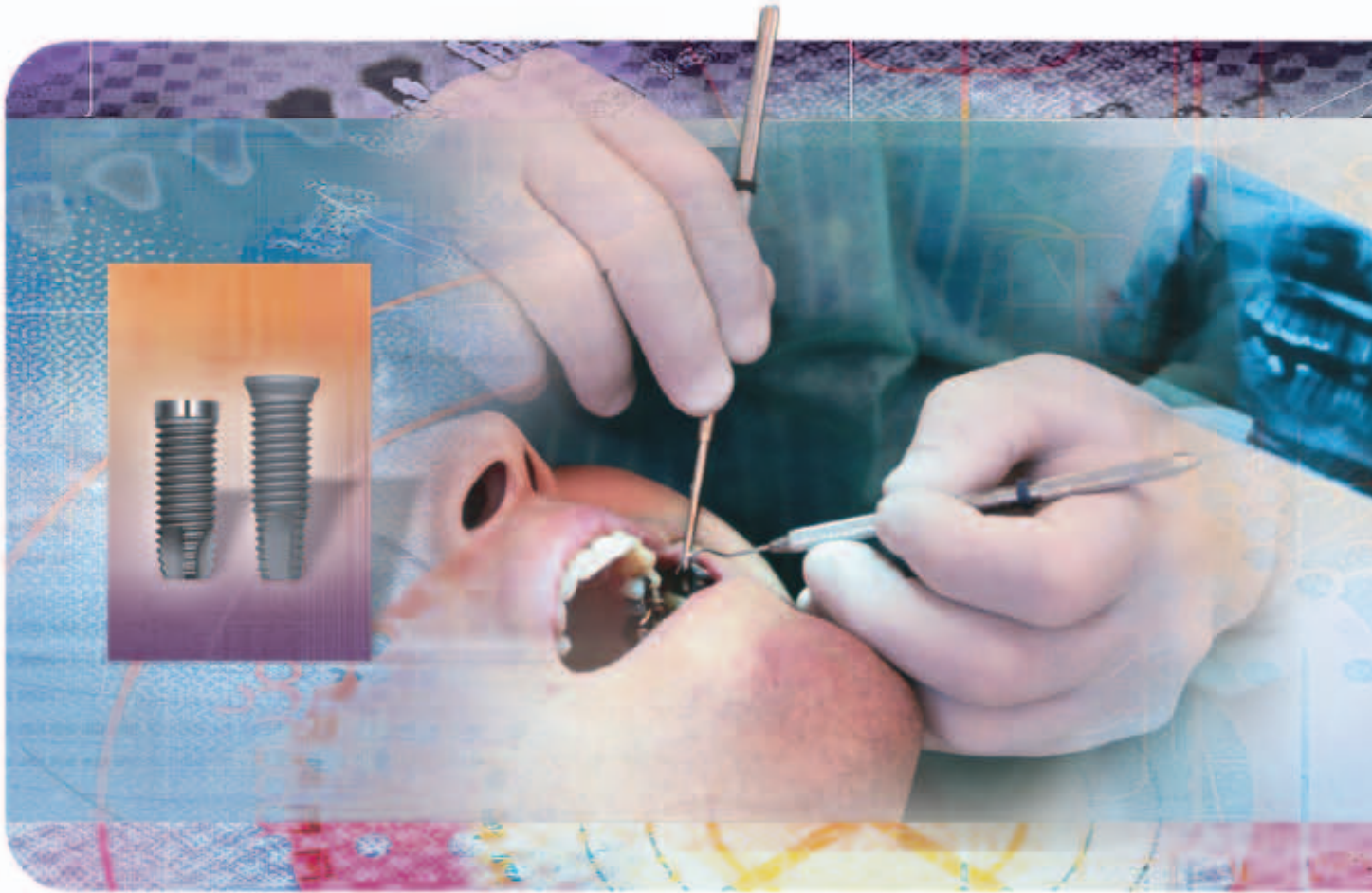
BIOMET 3i Implants are manufactured to a very strict tolerance. This is important because enduring, predictable outcomes are directly related to the tightness of the tolerances – the tighter the fit, the greater the stability and the lower the likelihood of loosening and movement.

Our manufacturing sites are equipped with the newest, most advanced machines, cutting tools and control equipment available. Our manufacturing processes meet or exceed applicable manufacturing regulatory requirements.

BIOMET 3i also maintains a state-of-the-art prototype and custom product facility to custom-produce components needed by clinicians to help patients with unique scenarios realize the maximum benefits of implant therapy.



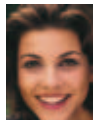




## **Practical Innovation:** *A Proven Track Record*



Perhaps because BIOMET **3i** was founded by a practicing clinician, we have from our inception made **practicality** the number-one priority in our research and development of new components, instruments and procedures.



Two recent BIOMET **3i** introductions demonstrate this focus on practical innovation: The NanoTite™ Implant and the Certain® PREVAIL® Implant.



The NanoTite Implant starts with the industry-proven OSSEOTITE® Surface at the core. Next, discrete nanometer scale crystals of calcium phosphate (CaP) are deposited onto the OSSEOTITE Surface substrate. Preclinical studies demonstrated that the NanoTite Surface Treatment, when compared to OSSEOTITE Control Implants, significantly improves the rate and extent of bone-to-implant contact and resulted in enhanced integration.

The Certain PREVAIL Implant was designed to help clinicians in the pursuit of crestal bone preservation. These implants feature Integrated Platform Switching™ by incorporating a coronal bevel design that medializes the implant-abutment junction. Additionally, the entire length of the implant is dual acid etched with the industry-proven OSSEOTITE Surface and also offers the Certain QuickSeat® Connection. This provides the clinician with an audible and tactile click that confirms the abutment is properly seated.



## ***Our History Of Better Ideas:***

**1987** - Our first abutment, a 2.0mm standard abutment

**1988** - First to develop machined gold alloy UCLA abutments

**1988** - First to offer pre-angled abutments

**1993** - First to produce emergence-profile healing abutments

**1994** - First to offer wide-diameter implants

**1995** - First to offer pre-mounted implants with anodized color mounts

**1996** - First to introduce a bioengineered microtextured implant surface

**1997** - First to offer gold-plated abutment and retaining screws

**1998** - First availability of a two-month implant loading protocol supported by published human data

**1999** - Introduction of the GingiHue® Titanium Nitride Abutment

**2000** - Introduction of the ZiReal® Zirconia Abutment with a metallic interface

**2000** - First implant company to offer a platelet concentrate collection system

**2002** - First implant to gain recognition for use in high-risk factor patients

**2003** - Introduction of the QuickSeat® Connection, in conjunction with the OSSEOTITE® Certain® Internal Connection Implant System

**2004** - DIEM™ Immediate Occlusal Loading™ - Introduction of guidelines and special components for immediate loading of the edentulous mandible

**2004** - ARCHITECH PSR® - Introduction of CAD/CAM system including Encode® Abutments and CAM

**2005** - Introduction of Certain® PREVAIL® Implant System featuring Integrated Platform Switching™

**2005** - Introduction of Provide® Abutments

**2006** - Introduction of PreFormance® Provisional Components

**2006/2007** - Introduction of the NanoTite™ Implant







## ***Evidence-Based Research:*** *Better Outcomes Proven By Research*



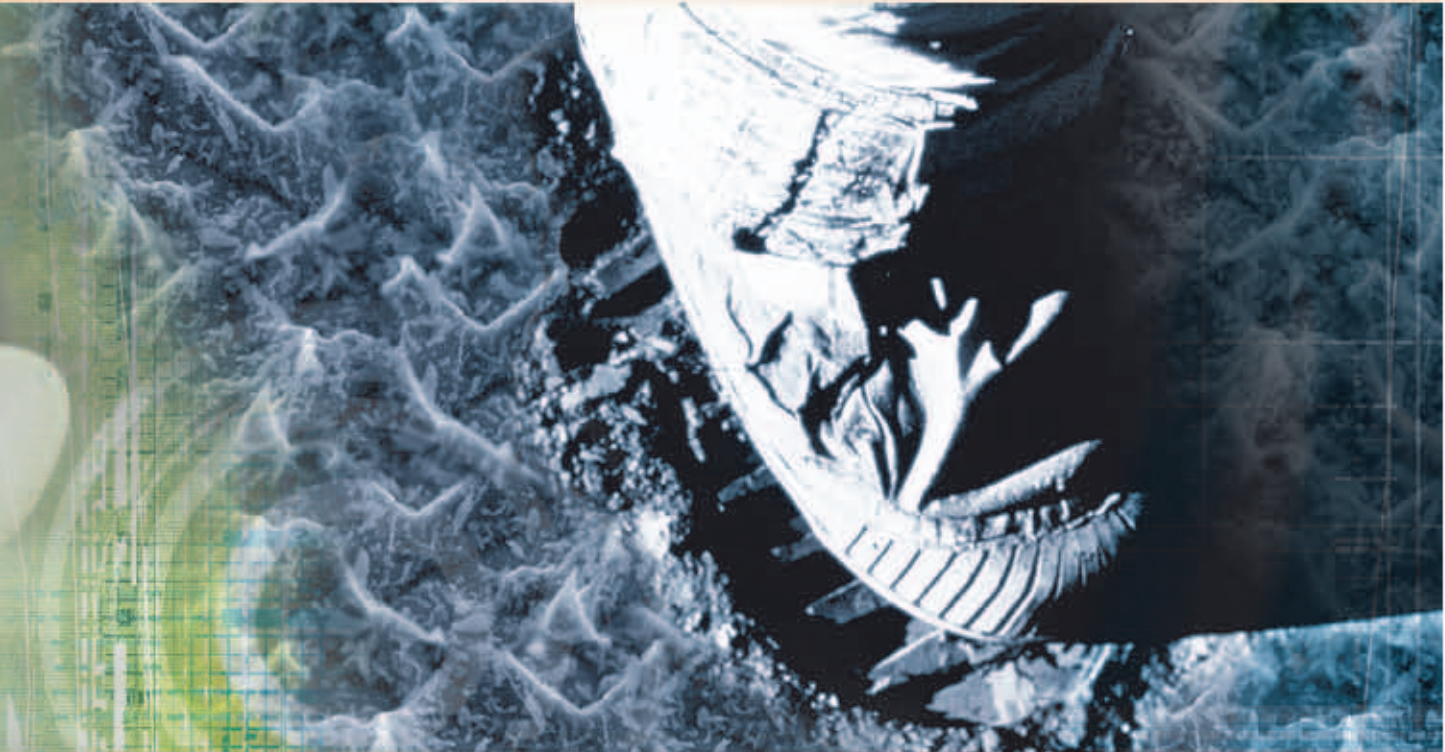
A hallmark of BIOMET **3i** is its commitment to research in the quest to achieve improved therapies and protocols. Currently, BIOMET **3i** devotes significant resources to product research and development, which is further leveraged by our association with our parent company, BIOMET®. Much of BIOMET's own research into the integration of titanium with bone in the development of its orthopedic products is applicable to our own product development.



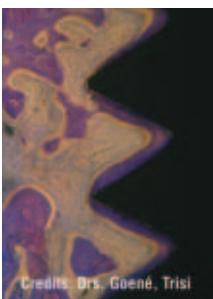
Our commitment to research has been well-demonstrated during the process of developing the industry's leading biologically driven implant design. As a consequence, BIOMET **3i** has amassed a unique body of histologic and clinical data on our OSSEOTITE® Implants – more than any other microtextured implant manufacturer.







The result of this research is an overall post-loading success rate of 98.6% at three years\* for OSSEOTITE® Implants. This success rate includes certain high-risk cases\*\*.



Credits: Drs. Goené, Trisi

The NanoTite™ Implant starts with the proven OSSEOTITE Surface that has more than a decade of clinical use and evidence-based research and gets better with the nano-scale Discrete Crystalline Deposition™ (DCD™) Process. Human histological sections have demonstrated an impressive amount of bone-to-implant contact around the NanoTite Surface, further supporting its unique potential for osseointegration.



\* OSSEOTITE Success When Used To Support Single Tooth Restorations  
(J. Periodontal 2002 73:687-693)

\*\* High-Risk Factors: poor-quality bone, short (≤10mm) lengths,  
wide diameters and abbreviated healing periods



## ***Clinician-Driven Service:*** *Partnering With A Purpose*



Merging clinical experience with superior manufacturing skills is critical to our charge towards better results, faster and easier procedures and lower costs. Of equal importance is our clinician-driven business philosophy, which is expected from a company co-founded by a clinician.



We continually seek input from our customers to fully understand the demands upon clinicians and the needs of their patients. The members of our sales team are well trained in dental implant procedures and proactively seek to understand the clinicians' needs and provide knowledgeable solutions.







Additionally, the BIOMET **3i** Online “Smart” Product Catalog offers clinicians a more convenient way to initiate orders for implant dentistry products. Designed for convenient selection, the “smart” pages are organized by implant systems, site preparation, regenerative technologies, restorative technologies and patient education. Each page has links that guide the user to related products.

Our goal is to offer customer service that will make BIOMET **3i** an extension of our customers’ practices, with appropriate company resources at their disposal.





## ***Practice-Oriented Relationship:*** *A Better Way For Growing Your Practice*



The BIOMET **3i** Relationship with its customers doesn't stop with our industry-wide reputation for excellent product and technical support. We offer increasingly comprehensive professional and practice-building programs in many of our markets.



### ***Professional Education Programs***

Part of our corporate philosophy is to offer outstanding professional education and mentoring programs. We conduct hundreds of seminars and symposiums worldwide each year, enabling our customers to consult with BIOMET **3i** Mentors, who are highly experienced clinicians, on individual cases.







### ***Practice Enhancement Programs***

BIOMET 3i also offers clinicians extensive assistance in enhancing and growing their practices, such as:

- Dental Business Marketing And Consultative Support
- BIOMET 3i Patient Marketing Program
- Professional Education Programs
- BIOMET 3i Innovative Dental Seminars® (BIOMET 3i IDS™)
- Patient Awareness And Education Portfolio

From referral building to practice marketing and patient education, we have committed ourselves to providing the industry's most comprehensive set of practice-building programs.





## ***An Uncompromising Commitment:*** *Your Company Of Choice*



### ***Our Commitment To You***

For clinicians who want their practices to be at the forefront of implant dentistry, BIOMET **3i** has proven itself to be the company of choice. You can count on our history of industry-changing innovations. You can rely on our matchless product predictability, built on extensive evidence-based research.







You can be sure of superior customer service and knowledgeable technical support as well as comprehensive professional enhancement programs.

Above all, you can count on an uncompromising commitment from BIOMET **3i** to always be, in every way, **Better For Your Patients. Better For Your Practice®**.





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