

Press Release 10/10/2012

**TRI Dental Implants Int. AG welcomes Dr. Valentin Chapero Rueda as new shareholder.**

**Young and fast-growing Swiss dental implant producer TRI Dental Implants Int. AG welcomes as new shareholder and board member Dr. Valentin Chapero Rueda, formerly CEO of Sonova (Phonak).**

From 2002-2011, Valentin Chapero turned Sonova (annual turnover of 1.6bn CHF) into the world market leader in hearing aids. Since his departure from Sonova in 2011, Chapero's investment company Valamero AG is supporting young, fast-growing start-ups. Definite parallels between the hearing aid and dental implant markets kindled Chapero's interest in TRI Dental Implants Int. AG.

Valentin Chapero: 'Today's dental implant industry reflects the structures of the hearing aid market 10-15 years ago. Market segments aren't properly developed and distribution structures are rigid. I am therefore convinced that TRI's unique mix of innovation, Swiss quality, modular simplicity and attractive pricing positions the company on an enduring growth trajectory for the coming years.'

Apart from the financial support, Valentin Chapero's expertise and know-how are a definite added bonus for the young company. TRI CEO and founder Tobias Richter: 'Having Chapero on board confirms to me that we are heading into the right direction. We are convinced that his experience as CEO in other Med-Tech companies is going to considerably strengthen TRI Dental Implants' position.'

**Company details:**

TRI Dental Implants is an innovative Swiss dental implant company. The company follows a value-based strategy with high-quality innovative products (Swiss made), that consists of an easy-to-use portfolio (50% less components), compatible with leading providers and are positioned in an attractive price bracket (50% under premium providers). TRI Dental Implants was founded in 2010 and is currently distributing to 12 international markets, including high volume markets Germany and Italy. TRI Dental Implants develops and produces its products in Baar, Switzerland.