

**CSR PLATFORM**  
DENTSPLY International  
2014 Report



DENTSPLY's Corporate Social Responsibility Platform focuses  
on our mission of improving the oral health of all people.



**DENTSPLY**  
**Planet Health**

Dentistry without borders. Health without limits



**D**ENTSPLY International, with sales in more than 120 countries, has long viewed itself as part of an integrated global community. We see our role in the world as being a good corporate citizen in all the communities in which our Associates live, work and serve, focusing our efforts on improving oral health for all populations. We believe that strengthening our CSR initiatives will help forge long-lasting and trust-worthy relationships with customers, employees, business partners, and shareholders.

In 2009, we partnered with Future 500, a non-profit organization committed to helping corporations define the best ways to identify and balance common objectives with their stakeholder communities. Working with Future 500 and using their framework, we conducted an assessment of our business activities in five distinct areas - governance, marketplace, workplace, community, and environment. In each of these areas, we identified our strengths and the areas of potential improvement. As a company, we reached consensus on the initiatives that will enable us to have the greatest positive impact on issues important to our stakeholders throughout the global community. Today, we continue to monitor progress and strive to improve our efforts across each of these areas.

As a leading global manufacturer and marketer of professional dental and other consumable healthcare products, DENTSPLY's core focus of corporate philanthropy targets

improving prevention, education and access to oral health care. We recognize our ability to benefit the global community by supporting oral health programs. We take pride in our work with global partners to improve the oral health of underserved populations. Our more than 12,000 global Associates embrace our mission and come together to actively support the local communities in which they live and work. Associate-driven philanthropy often extends beyond our corporate oral health focus to other important unique needs of local communities. We are pleased to highlight our corporate philanthropic efforts along with the outstanding efforts by many DENTSPLY Associates around the world within this report.

At DENTSPLY, our Corporate Social Responsibility principles are reflected in our Corporate Values and Mission Statement, which guide our behaviors and interactions with stakeholders. Our Corporate Social Responsibility is an ongoing process, not an event. This process of continual improvement extends beyond Corporate Social Responsibility and is common to all areas of our business. As such, we believe in monitoring progress on a continuous basis and will update this report periodically.

As a Company, DENTSPLY will strive to make a positive impact upon the world, with particular commitment to improving oral health. Our management team and Board of Directors firmly support this platform and fully endorse it.



Bret W. Wise  
Chairman and Chief Executive Officer



Christopher T. Clark  
President and Chief Financial Officer



Jim Mosch  
Executive Vice President and  
Chief Operating Officer

# DENTSPLY AT A GLANCE

## WORLD'S LARGEST PRODUCER OF PROFESSIONAL DENTAL PRODUCTS

\$3 Billion sales in 2013

Consumable-based portfolio

More than 125,000 SKUs

### GLOBAL

More than 65% of sales in international markets

Sales in more than 120 countries

Operations in more than 40 countries

### COMMITTED TO INNOVATION & EDUCATION

30+ Significant new products annually

Approximately 250,000 dental professionals trained annually

### FINANCIALLY STRONG

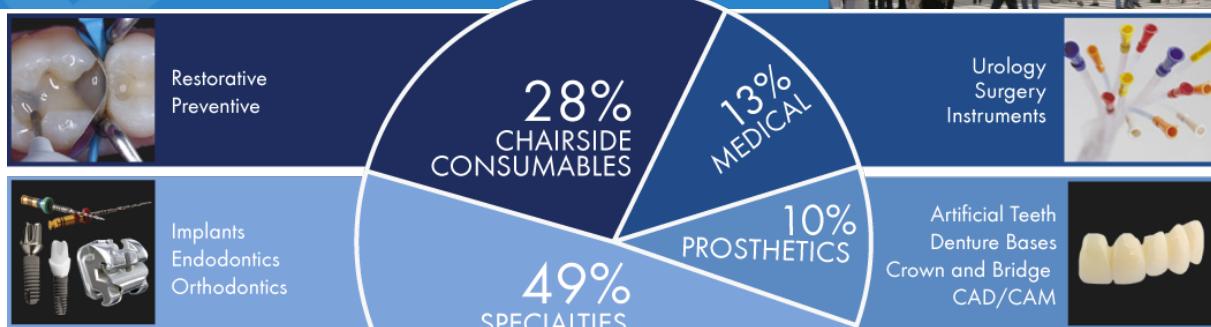
Consistent cash generation

Solid balance sheet

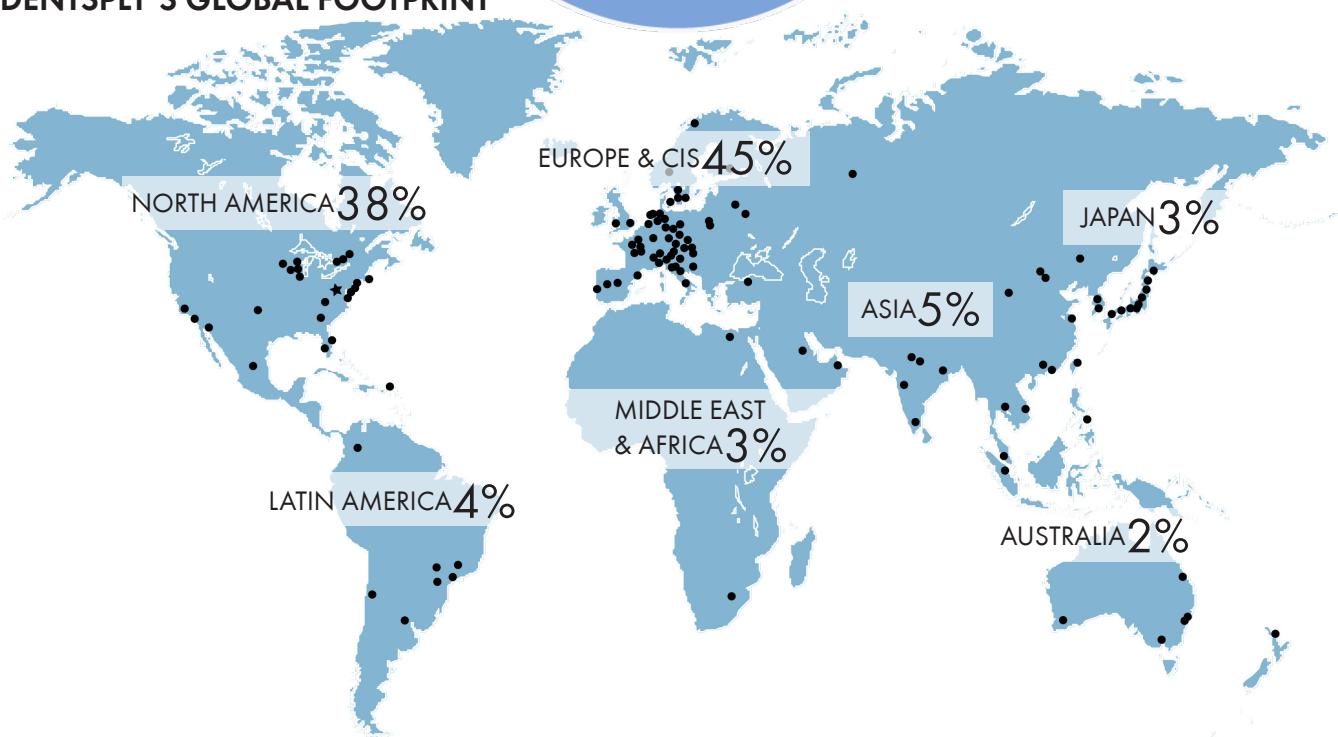
Over \$7.0 billion market cap

**FOUNDED:** 1899

**TICKER SYMBOL:** XRAY



### DENTSPLY'S GLOBAL FOOTPRINT



# TABLE OF CONTENTS

	PAGE
DENTSPLY CORPORATE SOCIAL RESPONSIBILITY PLATFORM	<b>3</b>
SECTION <b>1</b> ORAL HEALTH IMPROVEMENT INITIATIVES	<b>4</b>
SECTION <b>2</b> GOVERNANCE	<b>6</b>
SECTION <b>3</b> WORKPLACE	<b>8</b>
SECTION <b>4</b> COMMUNITY	<b>10</b>
SECTION <b>5</b> MARKETPLACE	<b>16</b>
SECTION <b>6</b> ENVIRONMENT	<b>17</b>
SECTION <b>7</b> POLITICAL SPENDING	<b>19</b>
CONCLUSION	<b>19</b>

# DENTSPLY CORPORATE SOCIAL RESPONSIBILITY PLATFORM

Globally, oral health is an important driver of economic development and human potential, and its absence can significantly limit opportunities. In many countries, including the United States, tooth decay is the most common chronic childhood disease. In the United States, tooth decay (dental caries) is five times more common than asthma. Dental diseases in children have a negative influence on nourishment, learning and attaining full potential. Often dental diseases result in infection, toothaches and chronic dental pain. According to Oral Health America, over 51 million school hours are lost each year due to the complications of tooth decay. In some U.S. school districts, dental problems are the most common cause of student absences. Likewise, periodontal disease (gum disease) is the leading cause of tooth loss in adults and results in loss of productivity and, in many cases, low self-esteem. In the 21st century's changing work environment, loss of dentition can diminish opportunities for employment and economic achievement. Optimizing oral health can have a profound impact on economic prosperity and individual opportunity.

Research demonstrates a close relationship between oral diseases and systemic illnesses. For example, pregnant women with periodontal disease are more

likely to have premature low birth weight babies. Adults with periodontal disease have been shown to be at greater risk of cardiovascular disease. Patients with diabetes are known to have a much higher risk of oral diseases, particularly periodontal disease. One study has shown that when these patients' periodontal infections were effectively treated, their blood sugar was more easily controlled. More recently, a study demonstrated that when diabetic patients received dental care to treat their periodontal infections, their medical costs were lower. In certain cases, the presence of oral infections limits alternatives for medical treatment in compromised patients.

Over our 115 year history, DENTSPLY has focused its efforts on improving oral health for underserved populations, both children and adults. This contribution is consistent with our corporate mission, is closely aligned with our unique capabilities and represents the greatest positive impact we can have as a member of the global community. With the profound link between oral and systemic health, access to preventive dental care is important for children and adults to enjoy the benefits of improved health for a lifetime. DENTSPLY's Oral Health Improvement Initiative serves as the keystone of our Corporate Social Responsibility Platform.



# SECTION 1 ORAL HEALTH IMPROVEMENT INITIATIVES

Former Surgeon General C. Everett Koop commented, "You're not healthy without good oral health." At DENTSPLY, we agree with Surgeon General Koop and strive to make a difference. We contribute to this effort in several ways:

## A. Supporting oral health education, treatment and prevention programs through our corporate philanthropy and the DENTSPLY Foundation

Our executives donate time and contribute their expertise by serving on the boards of numerous charitable and non-profit dental organizations. We provide financial contributions and product support to organizations that improve access to oral health care, by providing oral health education, treatment and/or preventive services. We contribute over \$1.5 million in financial and product donations to various organizations on an annual basis.

These contributions have resulted in:

- Thousands more children receiving dental sealant treatment through Oral Health America's National Sealant Alliance. Dental sealants are plastic coatings applied to the chewing surfaces of the teeth to protect against tooth decay, the most common chronic disease of childhood.
- Thousands of older and disabled adults receiving dental care through the Dental Lifeline Network.
- Thousands of children receiving dental care through the National Children's Oral Health Foundation's network of community health center dental programs.

Our Associates generously give their time and expertise to serve on Boards and volunteer in a wide range of community and dental organizations. Listed below is a small sample of the dental organizations we support:

*American Association of Endodontists' Foundation  
American Association of Public Health Dentistry Foundation  
American Dental Association Foundation  
American Dental Association's Give Kids a Smile  
European Academy for Pediatric Dentistry  
British Dental Association Benevolent Fund  
Dental Lifeline Network  
Dental Trade Alliance Foundation  
Dentistry Canada Fund  
Hispanic Dental Association*

*Irish Dental Hygienist Association  
National Children's Oral Health Foundation  
National Dental Association  
Oral Health America  
German Association Dentistry and Oral Medicine*

Supporting dental prevention, education, and treatment programs is just a start. Meeting the oral health needs of a global population requires a dental profession that values research and can contribute to the generation of new knowledge. To support this effort, DENTSPLY partners with universities and dental schools throughout the world.

## B. Supporting Dental Student Research and Education

Creating healthy smiles throughout the world requires scientific advancement and technical innovations. To this end, DENTSPLY has initiated programs that support student scientists, faculty research and clinical education. A few examples of these programs are listed below.

### ADA/DENTSPLY STUDENT CLINICIAN RESEARCH PROGRAM

The ADA/DENTSPLY Student Clinician Research Program was initiated in 1959 to commemorate the centennial of the ADA in New York City, as a joint venture between the American Dental Association and DENTSPLY International. Dr. Harold Hillenbrand, then Executive Director of the ADA and Mr. Henry M. Thornton, then President of DENTSPLY International, launched the first program.

The purpose of the program is to encourage critical thinking and the generation of new knowledge by having dental students work with faculty mentors to conduct research. Through participation in this research program, dental students understand early in their career the importance of dentistry as a scientifically-based discipline. For over half a century, students and their faculty advisors have developed

new techniques and procedures for improving oral health care by participating in the ADA/DENTSPLY Student Clinician Research Program.

Today the program has expanded to include dental students in 36 countries. Each year, approximately 5,000 dental students throughout the world participate in this university-based research program. The winning students in their respective countries and the U.S. students present their research findings at the ADA/DENTSPLY Student Clinician Research Program during the American Dental Association's Annual Session. The Student Clinician Research Program has evolved from a table clinic presentation to research poster presentations, where the students present their clinical, basic science or public health research results.

Many of the former Student Clinicians have gone on to become leaders in dentistry today. Some serve as deans of dental schools, others as leading scientists, many as outstanding clinicians and teachers. Whatever their endeavors, the students acknowledge that the ADA/DENTSPLY Student Clinician Research Program provided them with a valuable perspective on the importance of dental research in their career and to the dental profession.

#### FROM STUDENT SCIENTIST TO FACULTY RESEARCHER

DENTSPLY partners with leading faculty in dental schools throughout the world to support clinical research. This research generates new knowledge that can lead to innovative products, techniques or technology that improves the delivery of dental care or identifies novel ways to prevent or treat oral diseases.

Faculty members publish their findings in prestigious scientific journals and at leading research meetings throughout the world.

These scientific advancements serve as the foundation of the continuous evolving platform of oral health prevention and treatment options available to all populations.

#### CLINICAL EDUCATION

Dental science advances at a rapid rate, resulting in new procedures or techniques to improve oral health. Dental students most often learn these techniques and treatments in their dental curriculum. However, practicing dentists need alternative avenues to learn these advancements in care. Accordingly, lifelong learning represents a fundamental principle of the dental profession. Each year, DENTSPLY partners with dental organizations throughout the world to support dental professionals in their quest for continued learning. We conduct more than 5,500 courses annually, reaching a quarter million dental professionals worldwide. These innovative programs serve to translate scientific advances from the research laboratory to the practice of dentistry.

DENTSPLY subscribes to the highest principles in conducting these scientifically-based CE programs and voluntarily participates in the American Dental Association's Continuing Education Recognized Provider Program. This program outlines guidelines to which all participating dental educational providers must comply. These standards ensure that DENTSPLY-sponsored educational programs represent the state of the science and are presented by outstanding dental clinicians and educators.



2013 ADA/DENTSPLY Student Clinician Program Participants

# SECTION 2 GOVERNANCE

DENTSPLY operates in an ethical manner and complies with applicable laws in support of its objective to deliver dental products and services worldwide. Annually, all our Associates are asked to read, understand and abide by the guiding principles for the conduct of our business that represent DENTSPLY's Core Values. Our Corporate Mission Statement and Core Values are disseminated to our Associates through internal communications and are posted on our website for all our stakeholders to view.

## A. Corporate Mission Statement

Deliver solutions 'For Better Dentistry' that benefit practitioners and patients everywhere, optimizing our global resources to lead the industry in innovation, quality and service.

## B. Core Values

As an organization, we have vast opportunities and strengths directed toward a single objective of providing solutions 'For Better Dentistry' by serving the needs of dental professionals across the globe. As one common team, with one collective vision, we are committed to the following core values and behaviors in the manner in which we conduct business and interact with others.

### UNQUESTIONABLE INTEGRITY

Our values begin with a belief that we will do the right thing, even when it is not the easiest path to success. When faced with tough decisions, we exhibit unquestionable integrity consistently making the right moral, ethical decision. This is in the long term interests of our customers, Associates, dental patients and stakeholders. All of our other values are built on this foundation.

### MUTUAL RESPECT

We have mutual respect for all stakeholders, regardless of position or circumstance. We communicate openly and listen, promoting diversity in all that we do. We support an environment where we each have the freedom to act to enable the organization to succeed. Most of all, we will act as one team, with a common goal to maximize the benefit we convey to our customers and patients.

### UNRESTRAINED THINKING

We value unrestrained thinking, generating ideas of what could be beyond the confines of what exists today. We

take risks and encourage the same from others, giving genuine consideration to new and differing perspectives. We dream.

### ACTIVE ENGAGEMENT

We are actively engaged, involved and committed to ideas, actions and change that will strengthen the organization, even when the future is not clear. We contribute beyond the confines of our roles and we give our best effort in all that we do.

### MAXIMIZE COMPETITIVE ADVANTAGE

We maximize competitive advantage by seeking out and capitalizing on our strengths to focus on developing the products and services that meet our customer's needs. We explore our combined strengths and how to use our capabilities to innovate and to achieve maximum results in the market place. We actively seek out the areas where we can streamline, adopt best practices and standardize to optimize the full value of what we do best.

### ACTION ORIENTATION

We are action-oriented, by getting things done even in difficult situations, taking action on tough decisions and within ambiguous circumstances. We recognize that good results come from taking timely action of what needs to be accomplished. Our bias is to promote rather than resist change.

### EMBRACE ACCOUNTABILITY

We embrace accountability, by stepping forward to take responsibility and owning our actions. We are proud of what we do and the value we add to each other and to the Company. We hold ourselves and others accountable for results and how the results are achieved.

## C. Corporate Governance and Policies

DENTSPLY's Corporate Governance Guidelines (available on [www.dentsply.com](http://www.dentsply.com)) have been adopted by the Board of Directors to assist the Board in the exercise of its responsibilities. These Corporate Governance Guidelines reflect the Board's commitment to monitor the effectiveness of policy and decision-making both at the Board and management level. These Corporate Governance Guidelines are periodically reviewed, and modified as necessary, by the Board, or the Governance Committee (or successor thereof).

## D. Code of Business Conduct and Ethics Guiding Principles

The Company's Code of Business Conduct and Ethics dictates that the Company shall conduct its business in an ethical manner, in full compliance with the applicable laws. Through frequent and clear communications, DENTSPLY Associates are informed that illegal or unethical conduct will not be tolerated. The Company has adopted and implemented its Code of Conduct to communicate and reinforce these principles to all Associates.

Company supervisors and managers are responsible for ensuring compliance with the Code by the personnel whom they supervise or manage. All Associates are responsible for acquiring sufficient knowledge to recognize potential compliance issues applicable to their duties and for appropriately seeking advice regarding such issues.

The Code has been distributed to all applicable Associates and sets forth general standards relevant to the Company's business and operations. In addition, there are a number of more detailed and specific policies covering particular business units or subject matters. The Company communicates these specific policies to personnel who are particularly affected by them and

seeks full compliance in the conduct of the Company's business. DENTSPLY's Marketing to Professionals Code of Conduct ensures transparency and disclosure in our relationships with clinicians and dental professionals throughout the world. Associates who interact with dental professionals are required to take the training and agree to comply with the Marketing to Professionals Code of Conduct. These policies are changed or supplemented from time to time, as required.

All of the Company's business transactions are to be carried out in accordance with management's general or specific directives. Associates are expected to be honest in all dealings with customers, government agencies and representatives.

All the Company books and records are to be kept in accordance with U.S. generally accepted accounting standards (U.S. GAAP) or other applicable local or statutory principles with reconciliation to U.S. GAAP. All transactions, payments, receipts, accounts and assets must be completely and accurately recorded on the Company's books and records on a consistent basis.

## E. Compliance and Ethics Committee

DENTSPLY's Chief Compliance Officer leads our corporate compliance efforts. Together with the Chief Compliance Officer, a cross-functional Compliance and Ethics Committee promotes a work environment and sets policies that uphold the highest ethical standards for all DENTSPLY locations and business partners. Under this committee's charter, our compliance and ethics initiatives illustrate DENTSPLY's strong commitment to our core values which set behavioral expectations for our Associates, business partners, and industry consultants. Ultimately, this proactive approach to managing our compliance and ethics process helps ensure DENTSPLY's sustainable future.



DENTSPLY Board of Directors - 2013

# SECTION 3 WORKPLACE

DENTSPLY supports the health, welfare and ethical behavior of its workforce. We take great pride in providing a competitive wage to our 12,000+ Associates and hold in high regard the rights of our Associates in every nation.

## A. DENTSPLY Career Development

DENTSPLY believes that a strong, productive and contributing workforce is an important asset of the Company and the global community. In support of this view, DENTSPLY is committed to providing employee development and educational opportunities that increase the skills and career growth potential of our Associates and, ultimately, society. To ensure that our workforce is able to meet the ever-increasing needs of our growing Company, we invest a significant amount of time and resources to all levels of Associate development.

DENTSPLY's Associate development programs include both internal opportunities, on-the-job opportunities, and external educational opportunities designed to build individual and group capabilities. DENTSPLY's internal programs provide a wide array of development opportunities designed to meet the specific needs of our Associates at various levels in the Company. In addition, DENTSPLY conducts a tuition assistance program in many of our locations. This valuable benefit has enabled participating DENTSPLY Associates to complete their university education, while others have pursued advanced degree programs. This program has resulted in career advancement for many Associates.

Whether it is through our internally developed programs, our education assistance programs, or external programs,



Corporate Sales Training Participants

our Associates have a variety of opportunities to enhance their ability to contribute to DENTSPLY's performance and develop their careers within the Company

## B. Equal Employment Opportunity and Inclusion

DENTSPLY believes that cultural diversity and inclusion contributes to the health of society. As an international corporation, DENTSPLY values a culture that represents our global portfolio of businesses. To this end, DENTSPLY has an active strategy of cultural diversity and inclusion which drives our efforts at talent recruitment, development, and management of our Associates. The Company is committed to the principle of equal employment opportunity because it is morally right as well as being legally required. Our continued success depends on the effective use of the talents and skills of all our Associates and leveraging our global diversity and multi-cultural workforce.

Our international businesses typically reflect and preserve the culture of the country in which they operate. We currently have a very diverse and well represented workforce around the World in our global DENTSPLY locations.

Our commitment to diversity and inclusion includes recruitment of diverse candidates throughout the business, including our Board of Directors and management, as well as our Corporate and operating functions, such as sales, marketing, finance and IT, in locations around the globe. Associate training and information, available in multiple languages, maintains a focus on global diversity and appreciation of regional cultures.

DENTSPLY International is an equal employment opportunity employer, and when filling an open position we make every effort to include a slate of qualified, diverse candidates. Job specific qualifications, skills and experience are the basis for recruitment, training, and advancement of our Associates at all levels. Our

policy is to fill positions with the most qualified candidates regardless of race, color, sex, age, national origin, disability, religion, sexual orientation or veteran status, except where there is a bona fide occupational qualification. This policy applies to all decisions about recruitment, hiring, compensation, benefits, transfers, promotions, training, social programs, layoffs, and any other conditions of employment.

DENTSPLY is committed to providing a workplace that is free of discrimination, in all aspects of employment. We recognize that this practice is aligned with our DENTSPLY values as well as being a sound business practice.

## C. Health and Safety

DENTSPLY is committed to having safe and healthy operations around the world. Our goal is to protect the lives and health of our Associates and communities surrounding our operations. To achieve this goal, our Associates receive safety training and we conduct annual Environmental Health and Safety audits in each of our manufacturing facilities. In the U.S., audits are also conducted periodically by OSHA and we work with this regulatory body to address any gaps in our safety systems.



# SECTION 4 COMMUNITY

## DENTSPLY Foundation/Corporate Philanthropy

DENTSPLY International and the DENTSPLY Foundation serve as the mechanisms by which the Company gives back to the community. The DENTSPLY Foundation was established by the leaders of DENTSPLY International in the early 1950's to provide support for the community of York, Pennsylvania, the longtime corporate headquarters. Since then, the Foundation's mission has expanded to address a broad array of oral health needs. The Foundation's Policy and Procedures Manual outlines the guiding principles under which the Foundation is operated.

### A. Leading Funding Priorities

As a dental manufacturer, DENTSPLY's senior leadership team recognizes that the greatest contributions the Company can make to the global community are through advocacy and support for efforts that improve the oral health of underserved children and adults. To that end, the funding priorities of the DENTSPLY Foundation include:

1. Improve oral health and access for children and adults through support of oral health education, treatment and prevention programs.
2. Support for dental education and research to sustain the viability of the dental profession.
3. Sustain healthy communities where we live work and serve through support of health, education and social service agencies.

### B. Outcome Measures of Success

DENTSPLY Associates have long recognized their role in the world as good corporate citizens in all the communities in which we live, work, and serve. Along with the dedication 'For Better Dentistry,' DENTSPLY Associates are for better communities, too.

We track the success of our corporate and divisional philanthropy by the outcomes achieved in the organizations to which we provide substantial support. Examples are listed below.

DENTSPLY International proudly serves as a Corporate supporter of the Dental Trade Alliance Foundation and many of the other 37 dental organizations participating in the Partnership for Healthy Mouths Healthy Lives. The Partnership's primary mission is to teach parents and caregivers, as well as the children themselves, to take control of their own health through oral disease prevention.

Along with the Ad Council, the Partnership for Healthy Mouths Healthy Lives embarked upon a national oral health advertising campaign that began in August 2012. The campaign aims to motivate parents to take action to reduce their children's risk of oral disease by making sure their kids are brushing their teeth for two minutes, two times a day. The PSAs (Public Service Advertisements) feature activities that kids do throughout the day, in an effort to communicate the importance of taking the time to brush twice a day for two minutes.

The "2Min2X" campaign serves as the first to address oral health in the Ad Council's 71 year history and has been a huge success so far with more than 1.3 million people visiting the 2min2x.org web site in the first year. Recent research shows that 53 percent of English speaking adult care givers and 42 percent of Spanish speaking caregivers in the U.S. recognize 2Min2X, which is an incredible outcome. Newer aspects of the campaign include SMS messages to parents' cell phones offering children's oral health tips, a mobile game app, and national in-school oral health education program. If through this campaign we can reach a large segment of youth, and more importantly their caregivers, we can change the trajectory of dental utilization and oral health for generations. Once established in the dental community, these young consumers will likely stay with us for a lifetime.

Dental Lifeline Network, formerly known as the National Foundation of Dentistry for the Handicapped, is a charitable affiliate of the ADA. Through DDS and other programs, the organization provides comprehensive dental care to people who are disabled, elderly or medically at-risk and has a nationwide volunteer network of 15,000 dentists and 3,000 laboratories. With the help of DENTSPLY, many other dental suppliers, and more than 10,000 volunteer dentists, the organization

reached its milestone of providing dental therapies valued at \$181 million to 100,000 people in 50 states since inception. DENTSPLY International partners with DDS by providing teeth for dentures, needed equipment, entry to other members of the dental trade and financial support to build and strengthen new DDS programs. A DENTSPLY executive serves on the Board of Dental Lifeline Network. In October 2010, DENTSPLY was honored with an award for its significant contributions to Donated Dental Services (DDS), a program of Dental Lifeline Network. In 2008, the Pennsylvania General Assembly presented DENTSPLY with Resolution 846, acknowledging its long-standing support to the Dental Lifeline Network's Donated Dental Service denture program.

More than 50 years ago, DENTSPLY International served as one of the founders of the American Fund for Dental Education, which became Oral Health America (OHA). Oral Health America develops, implements, and facilitates educational and service programs designed to raise awareness of the importance of oral health as it relates to overall health. DENTSPLY provides significant financial product support for OHA's numerous activities and a DENTSPLY executive serves on the Board of OHA.

OHA's extensive partnerships with members of the public, private, and non-profit sector are unmatched in the oral health community in number and breadth. These collaborations support OHA's efforts as a pioneer in conducting advocacy programs and initiatives that are changing the way Americans think and act in regards to their oral health and unmet oral health care needs.

These programs include Smiles Across America, an oral health program designed to prevent oral diseases in school children. This program reaches over 310,000 children annually. In 2010, OHA met its commitment to seal 1 million teeth and set a new commitment to seal an additional 2 million teeth by 2020. This program provides oral health prevention and oral health promotion services in school-based and school-linked settings.



DENTSPLY is a founding member of the National Children's Oral Health Foundation (NCOHF). Serving as "America's Toothfairy," NCOHF is dedicated to eliminating pediatric dental disease, America's #1 chronic childhood illness, and ensuring all children can receive the comprehensive oral health care they deserve for healthy and productive futures. NCOHF supports a growing national affiliate network of nonprofit oral health programs. These dental programs provide critical preventive, restorative, and educational services to children from vulnerable populations. By delivering over \$6.5 million in direct funding and dental product contributions to affiliate partners, NCOHF has already touched the lives of more than 1 million underserved children nationwide. As an organizational underwriter, DENTSPLY is a primary source for both financial and product support for the NCOHF affiliate network and a DENTSPLY executive serves on the NCOHF Board of Directors.



In addition to supporting oral health treatment and disease prevention services, DENTSPLY supports innovative educational programs for children and adults. The award-winning Susan Byrnes Health Education Center in York, Pennsylvania is dedicated to promoting healthy lifestyles and instills an appreciation of the human body. It gives people tools they need to make healthy choices. Since opening in 1995, over 800,000 students of all ages have received vital health education programming at the Byrnes Health Education Center. With the addition of the Center's web-based initiative, [www.learntobehealthy.org](http://www.learntobehealthy.org), the Center has delivered over 5 million health education lessons worldwide. DENTSPLY provides annual financial support to the Susan Byrnes Health Education Center and a DENTSPLY associate serves on their Board.

Although DENTSPLY provides ongoing support to many other organizations, the above mentioned organizations illustrate the breadth and scope of community involvement, all designed to create healthy communities where we live, work and serve.

## C. Strategic Community Relations Program

DENTSPLY's Community Relations Program is designed to serve, sustain and nurture the communities in which we live and work. The Community Relations Program includes support for community organizations,

encouragement and support for Associates' engagement and volunteerism in the community, and the existence of an Employee Gift Committee in several locations. With its corporate headquarters based in York, Pennsylvania, DENTSPLY engages with the community to provide both financial support and executives' involvement in numerous local organizations.

## DENTSPLY Supports Capital Campaigns

DENTSPLY has participated in the capital campaigns of local organizations, such as the Crispus Attucks Center, York College of Pennsylvania, Junior Achievement, the YMCA and Strand Theatre. DENTSPLY provides annual support for organizations such as the YWCA, Children's Home of York, Susan P. Byrnes Health Education Center and American Red Cross. We also play a leadership role in the York County United Way campaign. All these organizations improve the quality of life for the residents of York County.

## DENTSPLY Supports Local Community Through Tax Credit Program

DENTSPLY had the privilege to support many wonderful non-profit community-based organizations by participating in the Pennsylvania Department of Community and Economic Development's Educational Improvement Tax Credit (EITC) program. This program allows businesses operating in Pennsylvania to redirect approved funds that would otherwise be paid to the state as tax toward eligible organizations in support of qualified education-related initiatives. In 2013, 17 York area community organizations shared the \$220,000 in EITC funding provided by DENTSPLY.

Leg Up Farm, one of the major recipients of DENTSP- LY's EITC funds, is an outpatient therapy center for children up to 21 years of age with special needs. Louie Castriota, Jr., President and Chief Executive Officer for Leg Up Farm, states, "This generous contribution from DENTSPLY supports the life changing services Leg Up Farm provides to children with special needs. As an Educational Improvement Organization under the EITC program, we are proud to be supported by local businesses such as DENTSPLY International." Leg Up Farm provides physical, occupational, and speech-language therapy as well as behavioral health services, educational programs, and equine assisted activities.

The Children's Home of York, another major recipient, was awarded funds to support its BRIDGES program, a licensed outpatient psychiatric partial hospitalization program providing services for youth, 11 to 19 years of age, who have extensive histories of academic, social and

behavioral issues. The program demonstrates innovation through its integrated approach to academic and behavioral health service delivery. Youth learn and practice pro-social coping and problem-solving skills, recover missed academic credit, move toward high school graduation, and plan productive lives in their home communities.



Children visiting Byrnes Health Education Center practice how to floss using the hands-on oral health exhibits.



York Symphony Orchestra offers a variety of programs for young people to work with musicians and discover a love of music.



JA BizTown® is an experiential educational program that enables students to learn economic concepts in an interactive, hands-on environment.

The 17 organizations, supported by DENTSPLY, serve the York area and surrounding communities where many Corporate, US Prosthetics, and Professional East Associates live and work. Bret Wise, DENTSPLY Chairman & CEO, comments, "DENTSPLY is pleased support the good work of these organizations by participating in the Pennsylvania EITC program. They all share a common vision to build a stronger community by supporting children and families through innovative educational, therapeutic, and wellness programs. Many of our Associates and family members volunteer their time or benefit from enrolling in these organizations' valuable activities."

## DENTSPLY Making a Difference Around the World

Sharing common core values and a strong desire to improve the communities in which they live and work, teams of DENTSPLY associates readily support and/or participate in activities to make a difference. Here are just a few examples of the many ways in which DENTSPLY teams from around the world take action to improve the lives of others:

### DENTSPLY Indonesia Advances Dental Education for Practitioners and Local Community

In 2013, the DENTSPLY Indonesia team illustrated their commitment to oral health education by partnering with the University of Indonesia's Conservatory Department of Faculty of Dentistry. The school's faculty and students hosted a community oral health education event, co-sponsored by DENTSPLY Indonesia. The community activity was part of a larger event sponsored by DENTSPLY Indonesia that brought dental faculty and students together to discuss curricula needs. DENTSPLY Indonesia's support allowed the dental school to evaluate their educational platform and promote the importance of oral health to local citizens.

Mercy community events in which scores of patients seek free dental care. DENTSPLY donates products and loans equipment for these events often spearheaded by state dental associations with support from America's Dentists Care Foundation and corporate sponsors in Illinois, Minnesota, Oklahoma, Arizona, and many other locations around the United States. Throughout the years, DENTSPLY Associates have also volunteered their time and expertise to help during the events. Mission of Mercy events are well organized so that dentists and staff volunteers can come together and efficiently care for many adults and children who are uninsured, underinsured or just otherwise can't secure needed treatment.



### DENTSPLY Raises Cancer Awareness

Unfortunately, cancer continues to affect the lives of many people around the world. DENTSPLY Associates in global locations have come together to raise awareness, funds, and show their support for patients dealing with cancer. Associates have organized DENTSPLY relay teams for fundraising walks and runs. Specific examples of activities include DENTSPLY's Tulsa Dental Specialties division's week-long awareness program to raise money for breast cancer with bake sales, cook-offs, and other fun employee events. Across the world, DENTSPLY Australia's team holds an annual "Footy Colours Day" cancer research fundraiser.



### DENTSPLY supports Mission of Mercy Community Events

DENTSPLY has been a strong supporter of Mission of

### DENTSPLY Collects Crowns for Charity

In collaboration with Dutch dentists, DENTSPLY Prosthetics' Benelux location collects gold crowns for HIV/AIDS projects run by the Red Cross. The Dutch Red Cross and DENTSPLY have been working together since 1989. Over the years, the number of dentists participating has grown and the money raised has increased. However, the rise in new crown materials has caused the share of precious metal crowns to decrease, which is why the Red Cross and DENTSPLY are working together to increase the number of dentists participating.

Over the last few years, the money raised from the crowns campaign has been used for HIV/AIDS projects run by the Red Cross. The Red Cross offers help by running projects that aim to prevent further infection and to reduce the impact of AIDS on society. Since 2012, the money raised from the crowns collection campaign has

been used more widely to support health and hygiene related projects.

DENTSPLY has its own refinery in Benelux and supports the crown collection campaign by charitably taking care of the expensive refining process of the old gold. Dutch Red Cross CEO, Cees Breederveld said, "Refining is a key link in the gold crown campaign chain. The Red Cross hopes the collaboration with DENTSPLY, who has been one of our corporate partners for years in The Netherlands, will continue for years to come."

### **DENTSPLY Professional Creates Healthy Smile in Pennsylvania**

For almost a decade, DENTSPLY Professional division has teamed up with the Pennsylvania Dental Hygienists' Association (PDHA) to make children smile under the "Sealant Saturday" program. The PDHA's "Sealant Saturday" team organizes large dental clinical facilities and licensed dental professionals across the state to donate a day of free dental hygiene prevention services to underserved children.

Over the years, DENTSPLY Professional has proudly donated the dental sealant materials for this entire community health program. To date, more than 20,000 dental sealants have been placed in 5,300 children during "Sealant Saturday" events, thanks to dental hygienists and DENTSPLY working together to help our children at risk.

### **Supporting International Dental Missions through Product Donations**

DENTSPLY donates a wide range of products each year to dental professionals volunteering their time and expertise to bring oral health care to underserved populations around the world. Volunteer dentists, hygienists, and nurses visit places like rural Uganda, Cambodia, and Romania to provide clinical care and educate people about preventive oral health and DENTSPLY is pleased to support these efforts.



### **DENTSPLY Philippines Associates Support Typhoon Victims**

DENTSPLY Philippines' Associates decided to take action to help the victims of an unprecedented natural disaster. The team called off their upcoming annual Holiday gathering and opted to donate the funds that they would have used to celebrate to instead provide aid to those who desperately need it. The DENTSPLY Philippines' donations will provide life-saving medicines, clothes, and blankets for as many as 120 families living on the island of Leyte.

The island of Leyte, home to the city of Tacloban, has been devastated with what the news calls, the strongest typhoon to hit planet earth. The storm surge resulted in thousands of deaths and more than 100,000 homeless people on this one island alone. In the aftermath, the island residents are in need of basically everything from food to water, clothes, shelter and medical care.

Through their efforts and sacrifice, DENTSPLY Philippine Associates put our core values of mutual respect and embracing accountability into action. Employees of other local businesses have applauded the team for their generosity. In addition, local dental societies and universities have recognized DENTSPLY Philippines as a business partner that holds a true commitment to making a positive difference for society. By recognizing and meeting needs of their community, the DENTSPLY Philippines Associates serve as role models for all of us at DENTSPLY

### **Wellspect Healthcare Helps People with Spinal Cord Injuries**

DENTSPLY's WellSpect HealthCare Italy underwrote a book authored by Dr. Giulio Del Popolo, available to healthcare professionals working in spinal cord units and rehabilitation centers. Designed as a tool to help people with spinal cord injuries accept and regain ownership of their lives, the book features real-life interviews with patients sharing their insight on urinary dysfunction and other health challenges they overcame as a result of their condition. Wellspect HealthCare Italy also partners with

FAIP, an association for spinal cord injured patients, and ASBI, the Italian Spina Bifida Association.

## E. Employee Engagement and Voluntarism

The Company supports and appreciates associates' engagement and voluntarism as they serve their communities by donating their time. Our associates volunteer their time to support numerous charitable organizations throughout the globe in their efforts to improve and sustain their communities.

The diverse interests and skills of DENTSPLY associates are reflected in the many unique charitable activities they support. From youth sports coach, crisis counselor, board member, fundraiser event organizer, to airline pilot, DENTSPLY associates donate their valuable time and expertise to organizations making a difference in their communities. Each year, our associates collectively donate more than 10,000 hours of their personal time. Demonstrating our corporate values of unrestrained

thinking, active engagement and action orientation, associates' donations of time, funds, and resources have allowed smiles to grow in many of our communities. Together, DENTSPLY associates' leadership and creativity offer hope and compassion to the communities in which we live and work around the world.



Jean-Michel Blanchard, VP works with students as a Junior Achievement volunteer

# SECTION 5 MARKETPLACE

As discussed in “Governance” above, DENTSPLY in 2011 appointed a Chief Compliance Officer and established an internal Compliance and Ethics Committee.

## A. Regulatory Compliance

All DENTSPLY locations are committed to meeting regulatory requirements for their products worldwide, with annual internal inspections being performed to continually assure that our practices meet or exceed our own standards as well as regulatory requirements. Additionally, the Company’s operations are subject to third party regulatory inspections, including those conducted by the U.S. Food and Drug Administration. In 2013, the Company completed 29 internal regulatory audits and was subject to 53 third party regulatory inspections.

## B. Clinical Testing

DENTSPLY International believes that all studies conducted with human subjects must be conducted in a manner that protects the rights and safety of the patients/subjects and investigators involved. In addition to protecting the rights of individuals, DENTSPLY complies with regulatory requirements of both the countries in which studies are conducted and those in which regulatory submissions take place. Our practice ensures that controls are in place and followed to protect the integrity of study results.

## C. Pre-Clinical Testing

DENTSPLY develops and licenses numerous medical devices for use in dental care applications. The vast majority of the products are substantially equivalent to products already marketed and do not require animal testing. Whenever possible, DENTSPLY uses *in vitro* methods that do not require testing in animals. When studies involving animals are absolutely necessary (e.g. when required by law, regulation or standards) to establish safety, DENTSPLY uses facilities that follow the relevant national guidelines for the Care and Use of Animals. In the U.S., this follows 21CFR Part 58 and 9CFR Parts 1-3 and Globally ISO 10993-2 (Animal Welfare Requirements). These guidelines require that all studies be approved by an Institutional Animal Care and Use Committee and the number of animals be limited to the minimum necessary to demonstrate safety and efficacy prior to human clinical studies. Within these facilities, animal research monitoring is required to ensure that the animals are

treated humanely.

## D. Dental Amalgam

Dental amalgam, which is composed of a mixture of metals such as silver, mercury, copper and tin, is considered a safe, affordable, and durable material that has been used for over a hundred years to restore teeth affected by dental caries (tooth decay). While it has been the subject of some questions because of its mercury content, dental amalgam has been studied and reviewed extensively. It has a long-established record of safety and effectiveness. Many organizations, including the American Dental Association, Federation Dentaire Internationale (World Dental Federation) and the FDA, support the use of dental amalgam.

In 2009, the Company convened a task force to review and evaluate our dental amalgam product line. This review included assessment of a wide range of factors, including the clinical effectiveness of amalgam, published scientific studies regarding material safety, and the results of the FDA review of dental amalgam, as well as environmental and legal considerations. The task force conferred with an interested stakeholder group and reviewed the materials they provided.

Based on the work of the task force and published industry research, the Company concluded that dental amalgam continues to be a useful restorative material whose safety and efficacy has been extensively documented. Although DENTSPLY sells a number of alternative restorative materials, dental amalgam continues to be preferred and used by dental professionals in certain clinical applications. Based on this assessment and the needs of our customers, DENTSPLY expects to continue to responsibly manufacture and sell dental amalgam while investing in ongoing R&D in advanced dental restorative materials. In addition, we will promote the use of the American Dental Association’s Best Practices for Amalgam Waste to our customers who choose to use dental amalgam. Finally, the Company supports a variety of initiatives to promote prevention of oral health disease, as eradication of dental caries would provide the greatest benefit to populations.

# SECTION 6 ENVIRONMENT

## A. Energy Resources

DENTSPLY manufactures products in facilities around the world. The nature of our manufacturing businesses is such that we are not a significant consumer of natural resources or energy. In fact, our DENTSPLY-wide utility costs are less than 1% of our sales driven by the consumption of electricity and natural gas.

Although we are not large consumers of energy, we are committed to improving our ability to understand our energy consumption and reduce it. Since 2011, DENTSPLY has partnered with Schneider Electric (formerly Summit Energy) to strategically manage the procurement of our energy requirements. First, we focused on all DENTSPLY U.S.-based owned facilities and have recently expanded our review of owned major manufacturing sites in Europe.

This partnership has helped us gain more detailed levels of transparency within our energy consumption at the local, state, and country levels. In addition to evaluating costs, DENTSPLY has begun to track baseline energy impact based on metric tons of CO2 (type 1 and type 2) to give us an improved view of DENTSPLY's global energy consumption. Several DENTSPLY facilities in Europe are already procuring up to 20% of their energy needs from clean energy sources. In addition to tracking our internal energy consumption, we will further promote energy effectiveness through the implementation of a supplier scorecard which should lead to lower energy consumption deeper in DENTSPLY's supply chain.

Our initial efforts with Schneider Electric are helping us to understand DENTSPLY's energy usage and identify opportunities to reduce it. As a result of our investment in this area, DENTSPLY has already saved in excess of \$500,000 in energy costs and anticipates more savings to come. Not only are we reducing costs, but we are also better positioned to make deliberate decisions in energy sourcing and consumption in the future.

## B. Raw Materials and Waste Streams

DENTSPLY is not a major consumer of raw materials and uses a very diverse group of materials. Of the top 12 raw materials we purchase for use in our manufacturing processes, only one, gold, accounts for more than 1% of our cost of goods sold (COGS). Gold and the other precious metals we use are highly controlled and subject to 100% recycling within our manufacturing process.

## C. Hazardous Waste

Our manufacturing facilities are not large producers of hazardous wastes and emissions. Six of our manufacturing facilities have Hazardous Waste permits, three of our U.S. manufacturing facilities have air emission permits, and six of our manufacturing facilities are required to have landfill disposal licenses or permits. The Company strives to ensure that its manufacturing facilities are in compliance with those licenses/permits.

While we understand that our manufacturing facilities do not significantly impact the environment, we have plans in place to track the generation and disposal of hazardous waste and make reductions where feasible. Each manufacturing facility tracks and reports to DENTSPLY Corporate, on an annual basis, their hazardous waste, water usage and emissions.

## D. Local Teams Go Green

Our associates reduce DENTSPLY's environmental impact by focusing on ways they can reduce energy consumption, increase recycling, eliminate waste, and implement other "green" and/or cost saving ideas within their local facility. Through our partnership with Schneider Electric (formerly Summit Energy), local teams have access to statistical data to support their investment decisions related to the reduction of energy consumption with measureable results in both costs and usage. Several facilities have already begun developing environmental impact reduction strategies.

## SELECTIVE EXAMPLES OF GREEN INITIATIVES



### HAZARDOUS WASTE

- US-based facility implemented CNC grinding
  - Reducing acid waste by 90%
  - Reducing electrolyte solution waste by 50%
- US-based facility eliminated use of all white bliss boxes by converting to environmentally friendly unbleached box packaging
- Many facilities around the globe reuse or recycle a majority of raw materials and packaging materials to reduce pollution and carbon footprint
- US-based facility using green custodial supplies where suitable
- Swiss-based facility recycles solvent emission and metallic waste



### WATER USAGE

- US-based facility eliminated use of cooling towers by converting to a closed loop system
- Brazil-based facility implemented system for recycling water used for cooling system
- Netherlands-based facility refurbished heat pump to minimize water used for cooling system
- German facility implemented a closed loop water cooling system which reduces water/wastewater consumption by 73%
- Swiss based facility reduced water consumption by 70% with installation of tumbling system
- Belgium facility uses 85% less water since installation of sensor cranes



### ENERGY USAGE

- US-based facility converted inefficient chiller systems to high efficiency systems
- Several US-based facilities upgraded to high efficiency lighting and added occupancy sensors to common areas
- US-based facility installed energy efficient infrared heaters in dock area
- Netherlands-based facility installed solar energy panels
- Swedish-based facility uses renewable resources to provide electrical power
- US based facility reducing compressed air use through programs designed to reduce system losses
- US-based facility initiated project to use daylight when/where possible to reduce electrical energy
- Belgium facility contracts with energy supplier that only delivers Green Power



### CARBON EMISSIONS

- Germany-based facility installed new gas heater system
  - Reduces gas usage by 20-30%
- Brazil-based facility replaced diesel with LPG as energy source
  - Reducing CO and CO2
- Swedish and Belgium facilities implemented strategy to improve car fleet efficiency to reduce CO2 emissions
- Netherlands-based facility replaced two gasoline powered cars with electrical cars
- German facility reduced natural gas consumption by 21% by optimizing production and maintenance scheduling

# SECTION 7 POLITICAL SPENDING

DENTSPLY does not spend corporate dollars for political spending or lobbying on political issues, and has not done so for at least the last five years, nor do we have a political action committee. As stated in our Code of Business Conduct and Ethics, the Company's established policy is that no company funds or other company assets may be contributed for political purposes, regardless of whether in the United States or outside the United States, without the prior review by the Company's General Counsel, and approval by the Board of Directors.

In the United States, DENTSPLY International is a member of the Dental Trade Alliance (DTA), an association of companies that provide dental equipment, supplies, materials and services to dentists and other oral care professionals. The DTA's core purpose is to enhance member success and increase dental demand. From time to time, DTA may engage in lobbying regarding legislation that is of interest to its members.

With headquarters in York, Pennsylvania, DENTSPLY is also a member of the Pennsylvania Chamber of Business and Industry. The Chamber is the state's largest broad-based business advocacy organization with a mission to improve Pennsylvania's business climate and increase the competitive advantage for its members.

Based on inquiries with US-based trade associations to which our membership fees exceed \$20,000, the Company has determined that the amount of such dues or payments that may have been used for lobbying purposes is inconsequential, and no portion of such dues or payments have been used for political contributions.

## CONCLUSION

DENTSPLY has a long history of supporting the communities in which we live, work and serve. DENTSPLY Planet Health represents our efforts to consolidate and report on our sustainable activities and sharpen our philanthropic focus on the area where we have the greatest impact - improving the oral health of

underserved populations. We are firmly committed to the principles outlined in our platform. As with our entire business, DENTSPLY Planet Health represents our efforts to continually evolve and improve our efforts for corporate responsibility and sustainability.



creating solutions  
for a lifetime of oral health





FAMILY OF BRANDS  
for a lifetime of oral health



**Surefil® SDR® flow**  
A one-of-a-kind low-stress flowable material that reduces posterior composite placement time.



**Midwest® RDH Freedom™ Cordless Prophy System**  
Offers a balanced, lightweight design that eliminates cord drag while increasing accessibility in mouth.



**ATLANTIS™ Crown Abutment**  
Optimizes function and esthetics for patient-specific, single-tooth, screw-retained restorations.



**Cercon® ht Full Contour Zirconia**  
Preps like gold, looks like a natural tooth, and lasts like a PFM.

## patient-preferred solutions

DENTSPLY's innovation process and rigorous commitment to clinical research ensure that our new products benefit practitioner and patient alike.



**In-Ovation® bracket system**  
Efficient and reliable "true" straight wire, active self-ligating orthodontic appliance.



**GuttaCore® Crosslinked Gutta-Percha Core Obturators**  
First gutta-percha core designed to provide dense 3D fills, be easy to remove and create post space.

EARLY YEARS

GOLDEN YEARS

You've Got One Smile to Last You a Lifetime...  
We'll Make Sure It Does.

Our success tends to make a lot of people smile. Through the pursuit of better dentistry, we enable dental professionals to deliver better quality care – which in turn, can enable their patients to lead healthier, happier lives. Whether it's impressions and restorations, orthodontics, endodontics, implants, prosthetics, to overall oral hygiene, DENTSPLY is dedicated to making it better. For over 110 years and counting, we remain proud partners with dental professionals in providing innovative products that both advance the practice of dentistry and meet the oral health needs of patients.