



SORRISO LONG RANGE PLAN

■ 2015, Company Confidential

Our Promise

World class patient and practice excellence

Our Mission

Excellence in global solutions to support established and emerging dental practice

Our Core Values

Customer first, patient and practitioners

One team

Driven for results

Global mindset, local execution

Innovation and creativity

Team engagement

THE SORRISO LRP FRAMEWORK

Business Criteria to Realize Our Vision

Operational Excellence
High Growth, in Revenues and Sales
Scientific Innovation
Product Depth
Strong Global Presence

Criteria for Our Human Organization

Leadership
Cross Organization Teamwork
Innovation and Creativity
High Performance
Global Mindset

CORE STRATEGIES

Engaged People
Operational Excellence
Innovation and Growth
Financial Results

Industry Consolidation
Cost Containment
Market Consumerization
Disruptive Technology
Emerging Markets Focus

Meaningful Work
Opportunities to Learn and Grow
Competitive Total Compensation
Work/Life Balance and Flexibility
Respect and Open Communication

Business Environment

Employee Expectations/Wants

OUR CORE STRATEGIES

Innovation and Growth

- Customer focused innovation
- Connected to the science of dentistry
- Relevant product portfolio
- Healthy pipeline
- Balanced investment in emerging and existing opportunities
- Global market expansion

Operational Excellence

- Deliver a high performing work environment where we all have the opportunity to be successful
- Process excellence, efficient, and effective processes and systems
- Global footprint with local execution
- Optimized assets

Financial Results

- Best in class sales and revenue growth
- Targets that encourage performance and measurements that reflect achievement
- Empowered intrapreneurship
- Sustained margin performance
- Ethical practice in every decision and transaction

Engaged People

- One global team
- Talent with the depth, breadth, and numbers to meet our business needs
- Create an inclusive work environment
- Reinforce the culture required to ensure excellence for patients and practitioners
- Total compensation programs that drive superior performance
- Learning and development to perform and grow

CORE STRATEGIES

Engaged People
Operational Excellence
Innovation and Growth
Financial Results

■ 2016 Division High Level Goal Trees

Core Strategies	Digital Division Initiatives	Prosthetics Division Initiatives	Implant Division Initiatives
Operational Excellence	<ul style="list-style-type: none"> Establish core division level systems and processes Identify major cost drivers and improvement opportunities Continue Lean process improvement strategy in Mund Tools global operations 	<ul style="list-style-type: none"> Implement LeanSigma internal certification process in manufacturing operations Implement employee just-do-it suggestion system Certify 5 black belt and 12 green belts, achieve cost, improvement and cycle time goals for projects 	<ul style="list-style-type: none"> Implement LeanSigma internal certification process in manufacturing operations Implement employee just-do-it suggestion system Certify 3 black belt and 8 green Belts, achieve cost improvement and cycle time goals for projects
Innovation and Growth	<ul style="list-style-type: none"> Create AsiaPac expansion plan study for VersaDent unit Launch 1 new product offering and or update in each unit 	<ul style="list-style-type: none"> Optimize global operations footprint Expand global sales and product offerings to eastern Europe markets Launch 2 new/modified products per quarter Launch China joint venture 	<ul style="list-style-type: none"> Optimize global operations footprint Launch 1 new/modified product each quarter Transform the product development process to accelerate growth Implement Southeast Asia expansion plan
Financial Results	<ul style="list-style-type: none"> Reduce total division expense by \$1M Achieve revenues of \$62M Achieve profit of \$1M 	<ul style="list-style-type: none"> Reduce total division expense by \$2M Grow revenue and profit by 7% Self-fund \$1M of additional R&D expenditure 	<ul style="list-style-type: none"> Reduce total division expense by \$2M Grow revenue by 9% and profit by 8%
Engaged People	<ul style="list-style-type: none"> Create division leadership training plan Align unit compensation practices Create action plans in response to employee survey results Strengthen employee retention 	<ul style="list-style-type: none"> Strengthen succession planning and development Build high performing teams Increase commercial mindset Launch the Engage and Empower for superior performance program Achieve diversity and inclusion goals 	<ul style="list-style-type: none"> Implement Implant Leadership program Extend thought leadership through targeted academic partnerships Achieve diversity and inclusion goals Implement team member celebrations and recognition