

Press release

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Finnish Plandent Division enters fast-growing dental market in Russia

Northern Europe's largest distributor of dental supplies, Plandent Division, expands its business into the rapidly growing Russian market. Plandent Oy has acquired 51% of the share capital of the dental supply company Firm Medexpress Company Limited based in St. Petersburg. The current Medexpress management, Mr. **Dmitry Pavluhin** and Mrs. **Svetlana Pavluhina**, hold 49% of the shares and will continue in their existing roles.

The goal is to gain a strong foothold in the dynamic St. Petersburg market region. "We believe that Plandent's strong expertise in dental supplies and services combined with Medexpress's long experience in the Russian dental market will open completely new possibilities. Planmeca has already had a strong position in Russia for years and our high-tech dental devices are very well known there. With this new cooperation, we can now also offer Plandent's attractive service concepts to Russian customers and further strengthen the sales of our Planmeca equipment", says **Mr Tuomas Lokki**, Vice President at Planmeca Group.

In February, the fast-growing Plandent Division acquired a new distribution company also in Belgium. In addition, the company has local companies in all the Nordic and Baltic countries as well as in the Netherlands, Germany, England, and Austria. The Plandent Division provides dental care professionals with the most comprehensive all-in-one solutions and services ranging from advanced Planmeca dental equipment and software to a full variety of dental supplies and devices from leading manufacturers.

Further information

Tuomas Lokki, Vice President, Marketing and Sales, Planmeca Group
Tel. +358 20 7795 523
tuomas.lokki@planmeca.com



Plandent Oy and Planmeca Group

Plandent Oy is a full-service dental supply company that provides dental practices and laboratories with equipment, instruments, and materials, as well as installation and maintenance services. Plandent Oy is headquartered in Helsinki, Finland.

Plandent Division is part of the Planmeca Group, whose parent company Planmeca Oy is one of the world's largest dental equipment manufacturers with products distributed in over 120 countries worldwide. The company is a global leader in many fields of dental technology, with a product range covering digital dental units, world-class 2D and 3D imaging devices and comprehensive software solutions. Planmeca is also the largest privately held company in the field of dental equipment, with a strong commitment to pioneering in-house R&D and design.

The Planmeca Group's estimated turnover for 2013 is approximately EUR 760 million with over 2,500 employees.
www.planmeca.com

Firm Medexpress Company Limited

Medexpress has been successfully operating in the retail and wholesale of dental equipment, tools and materials since 1996 and is one of the major suppliers for the dental market in the northwestern region of Russia. The company is located in St. Petersburg, with Dmitry Pavluhin as General Director.

Medexpress offers a full service concept: installation of equipment, user training, warranty and after sales services, documents for the licensing of dental clinics, and organisation of dental conferences and master classes. The company employs over 60 people.

www.med-express.spb.ru