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## Astra Tech focusing on Japan

The Swedish medical device company Astra Tech, a subsidiary of AstraZeneca, continues expanding on the dental implant market by acquiring its Japanese distributor, Denics International Co. Ltd., with revenues of USD 30 million in 2006.

Japan is the world's third largest market for dental implants and is of strategic importance to Astra Tech's expansion in Asia. In 2006, the Japanese market for dental implants was estimated to be worth USD 180 million, and is expected to grow to USD 317 million by 2010. Today Astra Tech is number three on the dental implant market, and the second-largest non-Japanese implant company in Japan.

"Our goal is to grow significantly faster than the market and become number two within a couple of years," says Astra Tech's CEO Peter Selley. Denics has done an excellent job establishing Astra Tech as one of the leading implant companies on the market; now, as a subsidiary, it will further enhance our presence in Japan and fuel our growth even more efficiently."

Denics is headquartered in Tokyo and has 60 employees. The company imports and markets dental products, and has for twelve years been Astra Tech's distributor on the Japanese market. The acquisition makes Denics a wholly-owned subsidiary, which will operate under the name Astra Tech K.K.

Denics' current manager, Kengo Iwai, will be the President of Astra Tech K.K. in Japan. All current employees will remain in the new company.

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*Astra Tech, a subsidiary of the AstraZeneca group, develops, manages and markets dental implants and advanced disposable supplies for the healthcare industry. The company develops products that enhance treatment results, simplify work for healthcare professionals and help cut healthcare costs.*

*Astra Tech's headquarters and production facilities are located in Mölndal, Sweden. The company is represented globally with 16 subsidiaries and selected local partners. Astra Tech employs 1,900 people worldwide and invests five percent of its annual revenues in research. In 2006, Astra Tech turned over USD 430 million.*

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