

Dentsply Sirona maintains cancellation for International Dental Show (IDS) even for new date in September 2021

After the postponement of the International Dental Show (IDS) to September 2021, Dentsply Sirona stands by its decision to refrain from participating after weighing all the facts. This also applies to Dentsply Sirona brands VDW, MIS and Zhermack. Dentsply Sirona puts the safety of its customers and employees first when making these types of decisions.

Charlotte/Bensheim, January 29, 2021. According to current estimates of Dentsply Sirona, the restrictions in place due to the COVID-19 pandemic are unlikely to change substantially enough to allow for Dentsply Sirona's attendance at IDS. The company continues to assume that it will not likely be possible to implement the proximity and depth of consultation that Dentsply Sirona and its customers know and value in September. Based on existing travel restrictions, the company also continues to expect fewer national and, above all, international customer visits to Cologne.

Walter Petersohn, Chief Commercial Officer at Dentsply Sirona, said, "This was a tough decision for us. We respect the organizers' efforts to make this show possible by moving the 39th IDS to September 2021. However, in order to prepare for such a major trade show, we need absolute planning certainty, which unfortunately does not exist at the moment in view of COVID-19. The usual magic and buzz of the IDS can probably not be guaranteed in September 2021 because of the conditions we expect may still continue due to the pandemic. In addition, health protection of our customers and employees is a top priority. We therefore highly regret that we must refrain from participating this year, but already now look very much forward to participating in the 40th IDS."

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About Dentsply Sirona:

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better and safer dental care. Dentsply Sirona's headquarters is located in Charlotte, North Carolina. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

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Fig. 1: After the postponement of the International Dental Show (IDS) to September 2021, Dentsply Sirona stands by its decision to refrain from participating after weighing up all facts

Fig. 2: Walter Petersohn, Chief Commercial Officer at Dentsply Sirona, said, "This was a tough decision for us. In order to prepare for such a major trade show, we need absolute planning certainty, which unfortunately does not exist at the moment in view of COVID-19."

