

Sustainability Report





That is what we stand for

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If we want to, we can. It is up to us.

At Curaden, we also adhere to this principle when it comes to sustainability and rely on the United Nations (UN), which is the main initiator of so-called sustainable development on an international level. The central idea in the guiding principle of their Agenda 2030 is to enable a humane life worldwide and at the same time to preserve the natural basis of life in the long term. This includes economic, ecological and social aspects.

This is exactly how we want to keep it at Curaden, in this family business that is co-managed by the third generation. This handed-down and constantly evolving heritage encourages us to handle all our resources with care. Who, if not us, will ensure that sustainable thinking and action are embodied in everything the company does each day? As a family, we also do this outside of Curaden and are active, for example, in organic farming, organic viticulture or cultural commitments.

For the first time, we are giving evidence of our activities within Curaden. We invite you to get to know us better in this respect.

Ueli Breitschmid, CEO and Owner
Christine Breitschmid, Managing Director

Our attitude as Curaden

Sustainable decision-making and action is anchored in our vision: "Better health for you." We live by this guiding principle responsibly in social, societal and environmental issues.

Curaden understands that empowerment is a key to better health and a healthier world

Curaden sees empowerment as a key prerequisite for sustainable change in personal behaviour, especially in oral and dental care and nutrition

Curaden creates offers and actions that are widely accepted, effective and non-traumatic

Curaden is dedicated to conservative and efficient use of money, people, animals and nature.

Curaden offers activities and services for the benefit of overall health and for changing the training of health workers

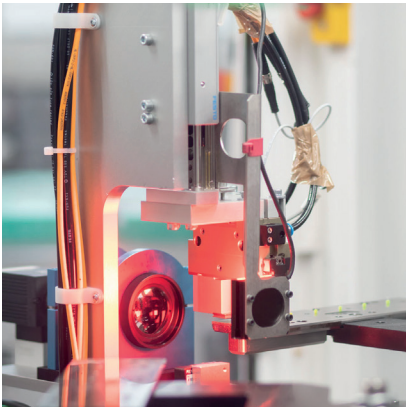
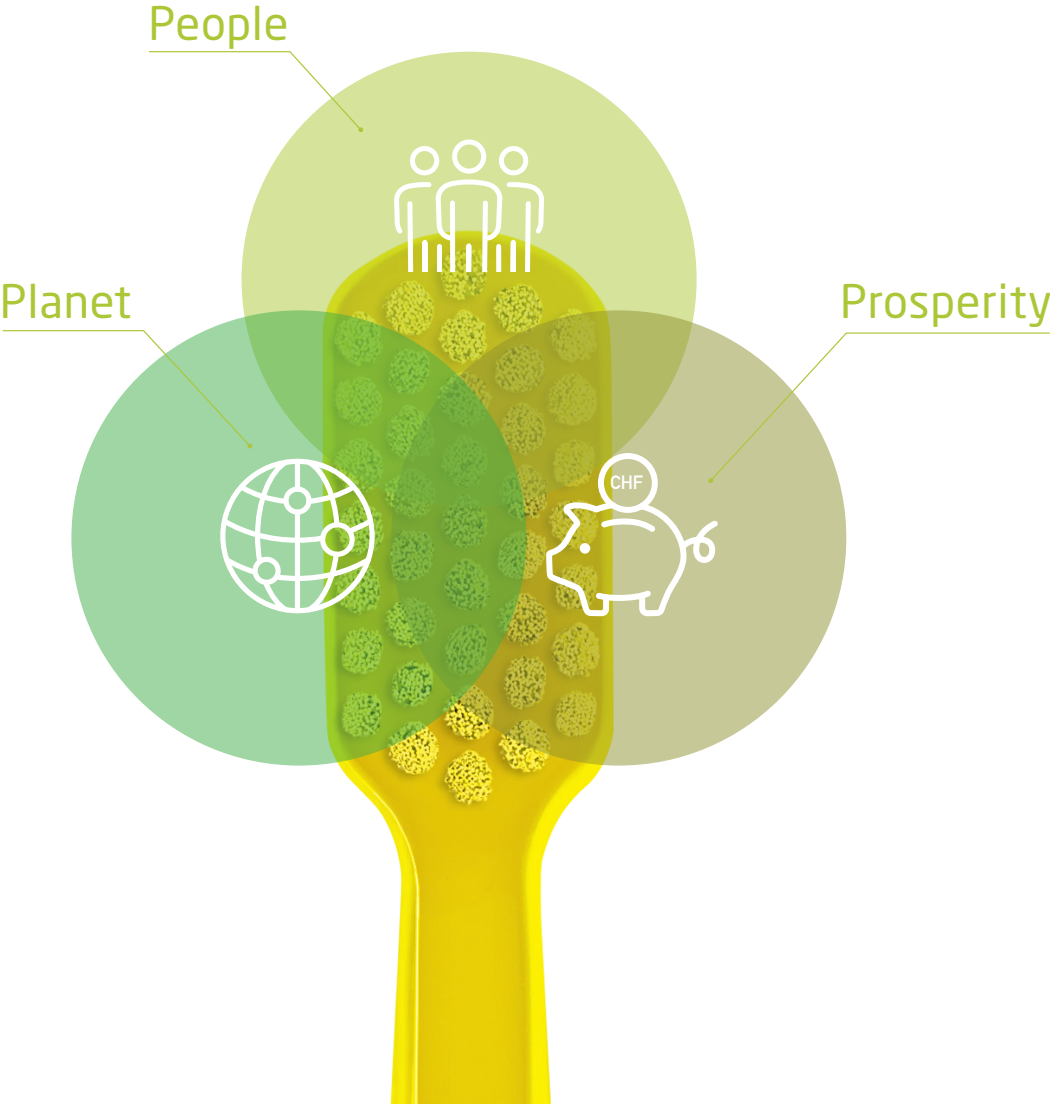
Curaden creates successful and ambitious teams

Our open error culture allows us to learn from mistakes and criticism. Above all we want to keep our feet on the ground and not take off. We know where we are coming from and do not want to overestimate ourselves.



Balance between three performances

The triple bottom line is a business concept. It states that companies should commit to measuring their social and environmental impact alongside their financial performance. Making profits is important yet Curaden does not want to focus exclusively on this.



Economic performance:
Growth globally

Economic sustainability demands good business management. Even sustainable companies must make enough profits to be able to invest, for example, in modern machinery, new employees and further training. Curaden has set itself the goal of becoming five times larger within five years. However, profit maximisation is by no means the only goal. Curaden as a company pursues long-term strategies. Fair trade is also part of this. In addition, economically sustainable companies can pursue new goals, such as improving the quality of life or promoting environmental protection projects.

More on this starting on page 8



Social performance:
Changing behaviour

Social sustainability puts people at the centre: human dignity and the free development of personality must not be denied to anyone. Positively formulated, the "social benefits" pillar calls for fair pay, the implementation of employee interests as well as the opportunity for education and training and free professional development. For Curaden, this benefit also includes all activities that change social behaviour in such a way that prevention becomes more important in health efforts.

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Ecological performance:
Production and innovation

Environmental sustainability calls for the protection of the environment and its natural resources. Companies and states should work for a conscious use of water, energy and finite raw materials. This also means that emissions must be low enough so that they do not cause any damage. From Curaden's point of view, this pillar stands for the careful use of natural resources and for research and development activities that are always aimed at achieving the best possible quality in products and services. In the optimal case, these two orientations balance each other out.

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Economic performance: Growth globally

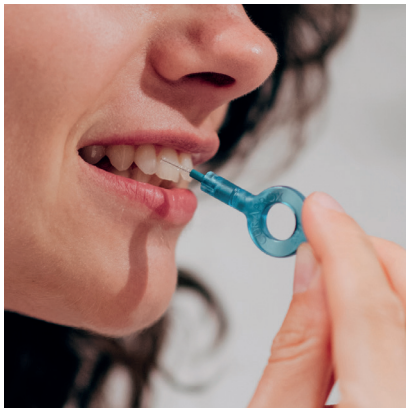
The market for oral hygiene and health products and services is growing markedly worldwide. Curaden, with its core brand Curaprox is more than keeping pace - it is even moving much faster.

Year after year, the family-owned company, which has a healthy capital base and continues to be held purely by the Breitschmid-Heiniger family, is growing significantly faster than the market. The growth can be seen in various factors: The number of countries in which Curaden is directly or indirectly active is constantly increasing, and yet the foundation in Switzerland remains. This is demonstrated equally by the production facilities and headquarters. The so-called "Swiss premium oral care" is not just a propagated marketing slogan, but a guiding principle for Curaden and its partners. Moreover, the company's portfolio now includes an impressive number of services and products that all aim in one direction:

We revolutionise the way people understand, value and enjoy oral selfcare. Therefore, we offer premium preventive oral healthcare solutions and learning tools, covering all categories with best-in-class product offerings.

Experts are researching high-quality services and products. They are all aimed at specialists in the dental world who love Curaden products and are happy to recommend them to their customers.

Curaden with its core brand Curaprox has clearly defined its goal for the coming years: The company should grow fivefold within five years. To achieve this, the organisation has to be prepared and adapt to its customers' respective needs. At the same time, the conditions must be created so that production and sales channels can exist and be used. Dental professionals need to be as much on board as academics, consumers or retailers. In order to achieve its ambitious goal, Curaden will invest in all fields of action and strengthen its commitments in key countries. The parent company's level of self-financing makes this possible. The profits generated in recent years allow and encourage financing. The owner family, the management and



the executives as well as all employees support this path, which was mapped out in 2021 and which the company has been following ever since.

The fundamentals to help us reach this ambitious growth target

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| SWISS <ul style="list-style-type: none">- Well engineered- Well designed products- Trusted quality | PREMIUM <ul style="list-style-type: none">- Desirable- Top of the market- Highest standard in quality and efficiency | ORAL <p>It's not about teeth only, all aspects of oral health matter: saliva, microbiome, gums</p> | CARE <p>Through education, we help people improve their selfcare</p> <p>We design and promote a full system of oral care tools, complemented by motivation, education, instruction and inspiration</p> |
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SWISS PREMIUM 
ORAL CARE

Social performance: Changing behaviour

Everyone can have a healthy mouth for life and do a lot of good for their overall health. Beauty, attractiveness, well-being and happiness depend directly on it.



Curaden communicates these messages consistently, drawing on the expertise and help of all those who work in or are active across the health sector. In particular, these factors form our core messages as we help individuals take proper care of their teeth and gums for the prevention of dental disease. Curaden has launched several initiatives to help dental professionals worldwide learn how to successfully share this message while spreading fun and wellness. They all focus on "self-learning" and "self-motivation", which are important prerequisites for drastic behavioural changes.

Curaden wants to help prevent a great deal of suffering on a personal level and significantly increase the impact of prevention to reduce costs for healthcare and society. Oral care should be enjoyable, especially when it becomes clear that in the long term it makes a good contribution to one's own overall health and thus increases personal well-being. Curaden is spreading this message through various social programmes and its goals for 2022.

Curaden wants to change - and does

Curaden Academy is concerned with making an impact to achieve a change in perspective among oral health professionals. The continuing education courses and methods listed below are specifically aimed at dental professionals and oral health enthusiasts. They focus on learning effective oral care.



Curaden Academy

The Curaden Academy provides training and education for dental professionals in oral health and oral disease prevention. This educational hub meets the needs of dental professionals working with patients. It is also aimed at dental professionals who in turn teach professionals, dental students and anyone who wants to learn more about oral health and prevention.



iTOP - individually trained oral prophylaxis

The iTOP method achieves good oral and dental health through hands-on training ("touch to teach") with selected instruments and techniques. This method of cleaning and caring for teeth and gums is recognised, accepted, effective and non-traumatic, which perfectly describes the Curaden approach to all their products and services. Step by step, iTOP teaches an individually oriented care routine that leads to sustainable good oral health.

The first iTOP seminars were launched in 2006. Since then, more than 35,000 dental professionals in over 70 countries have participated in the courses.



iTOP at universities

Curaden is committed to its goal to include iTOP courses in the curriculum of dental students at universities. So far, 32 universities worldwide have integrated the iTOP method into their curricula.

Social performance: Our people

Curaden is a globally active company in an international environment. With currently more than 80 international partner companies, we encounter just as many cultural differences and peculiarities in our working lives, which inspire us every day.

Integration

A diverse workforce represents an opportunity for us, which we approach with an open mind. Our employees are valued - irrespective of gender, nationality, ethnic origin, religion or ideology, disability, age and sexual orientation. This is also expressed, for example, by the fact that we employ people with disabilities from the Brändi Foundation for logistical activities and thus promote inclusion in the workplace.

Education

Curaden focuses on satisfied employees and promotes continuous learning. Curaden sets up training courses that are tailored to the needs of both the company and its employees, such as iTOP-Refresher and iTOP-Intern courses, where employees can learn how to handle the products correctly or generally refresh their knowledge.

Women

Commitment and development are encouraged and rewarded with opportunities for advancement - Curaden makes no distinction between men and women. Curaden attaches importance to a balanced proportion of men and women, whenever this can be realised. For example, there is already a woman at the top of the organisation, which she will take over in the future. Four of the important national companies (Slovakia, Slovenia, Czech Republic and Poland) are led by women also.



Christine Breitschmid, Managing Director



"Education is health and more than just a business. It is the essence of our mission. At Curaden Academy, we make the world healthier by shaping the future of dentistry."

Ana Stevanovic



In the last few years, we have had an increase in women in leadership positions. Like Ana Stevanovic, Head of Professional Education. She is responsible for the Academy, Professional Education area and with her commitment in recent years she has been able to contribute significantly to the fact that around 35,000 people in more than 70 countries have attended iTOP seminars at Curaden. The programme, which enables dental professionals to teach patients proper oral care, has been in existence for 15 years. Ana Stevanovic is a trained dentist and manager and, together with her team, not only develops continuing education programmes for dental professionals, but also establishes them in the educational programme of dental students. In doing so, she promotes networking at universities and strengthens cooperation with students and professors.

Health

In line with its claim "Better health for you", Curaden encourages its employees to engage in sports, for example through "bike to work" campaigns or participation in the Lucerne city run. The company also sponsors sporting events such as the Lucerne City Marathon.

Social performance: Goals

The status quo is not to remain. Curaden will continue to develop in the next years in the following four areas in particular:



1. Changing university education: achieving relevance for it through studies

Curaden has always pursued a policy of close cooperation with university and subject-specific research. The results can be seen in the products and services in the company's portfolio.

In 2022, Curaden intends to continue on this path and to have the merits of its products and services, its beliefs and teachings increasingly examined in their evidence. The direct benefit of this will be to strengthen its persuasive power in the markets and its own relevance.



2 "Selfcare" - helping people to help themselves and increasing self-competence through education

According to the motto "more fun in the bathroom", Curaden brings more freshness and colour into life with eye-catching colours for its products and makes dental and oral care more colourful. We also create campaigns around a theme that is close to our hearts, such as education about tooth brushing during pregnancy. We provide tips and facts about how brushing your teeth affects the oral health of the mother and her unborn child. A corresponding educational campaign by Curaden aims to raise awareness of oral health among pregnant women.

In 2022, we would like to pick up young people in particular with the above-mentioned focal topics. Those who set the course for good oral health at an early age influence society in the long term. Therefore, our goal with our marketing campaigns is to raise awareness and make the daily tooth brushing routine more interesting.



3. Bring about behavioural change and build political influence

Rituals are the key to perpetuating sales success, sales of products, teaching and services. Curaden relies on these recurring, ultimately automated behaviours in the consumer market, but also among oral hygiene specialists. Curaden, with its company patron Ueli Breitschmid at the helm, has always tried to bring about appropriate changes in behaviour.

In 2022, we want to create the conditions with increased political, social and academic influence. In this way, we want to bring about behavioural changes in society, which will ultimately lead to daily rituals to maintain or improve oral hygiene. For example, political lobbying will be part of this strategy, as well as the realisation of a university in Avola, Sicily (Italy), which will be fully dedicated to the cause of prevention.



4 Reaching more children with the Brush Hour programme

"Brush Hour" is an interactive educational concept for children. Especially when it comes to developing healthy routines - routines for dental care - it is crucial to start as early as possible in life. The earlier healthy routines are learned, the more likely it is that teeth will remain healthy throughout life. With "Brush Hour", Curaden introduces children to the topic of dental care in a playful way. They learn the correct tooth brushing technique and take home useful information about the dental profession and everything related to the mouth. This way, they can inform their family about proper dental care routines.

Brush Hour is used in kindergartens and schools. In cooperation with educators and parents, Curaden wants to influence a healthy dental care routine and thus make its contribution to improving the oral health of the population. Currently, the game is already being tested in five countries. In Brazil, Portugal, South

Africa, Slovenia and Switzerland, test markets are busy building the necessary infrastructure and gathering initial insights on how a long-term deployment could be planned.

Our goal is to fully develop five markets by 2022, namely Brazil, Portugal, South Africa, Slovenia and Switzerland. According to current information from the markets, Brazil will teach 90,000 children and South Africa 24,000 children in 2022. After 2022, we will start to roll out the game in four more markets. We want to implement the project globally by 2025.

Ecological services: Production and innovation

Ecological sustainability is not just a project name at Curaden and its core brand Curaprox. Curaden wants to act ecologically wherever this does not jeopardise the supreme premise of Swiss Premium Oral Care. Below we offer an insight into our current commitment and present our goals.



Marco Zavalloni, Managing Director of Curaden and Managing Director of Curaplast - mainly responsible for production - spoke in depth about sustainability. He tells us what is important to Curaden in terms of ecological production.

To what extent are you concerned with the topic of low-resource production and recycling?

Marco Zavalloni: The careful use of resources is important to me. I have been shaped to handle them efficiently since I was a child. I often spent my holidays with my family in Trentino, whose living conditions were predominantly simple. So I was shown early on to pay attention to nature, not to dispose of it carelessly and even to collect leaves for insulation purposes for the winter. This way of dealing with raw materials has left a lasting impression on me, which is why I also pay attention to the careful use of our resources in the production of Curaprox toothbrushes.

How do you implement this in everyday life?

This resource-conserving attitude is also expressed in the mission statement of Curaplast AG and forms the basis for our daily work. We only use the latest generation of machines for the manufacture of our products, which consume less energy. As an example, we have ordered another injection moulding machine for the production of the Curaprox baby toothbrush. This one needs more than 60 per cent less electricity for the same output. Regardless of the fact that the purchase costs for the latest generation of machines are significantly higher than those of the standard machines. Furthermore, our priority in production is also to reduce the amount of rejects. The control of this is subject to a constant optimisation process.

Which situations in your business would you describe as win-win from an economic and ecological point of view?

Local production is certainly one of these win-win situations from an economic and ecological point of view, because we save unnecessary transport routes and thus save a lot of resources. Also, the constant reduction of rejects at all levels leads to reduced use of raw materials and saves energy at the same time. In this context, I would like to point out that we sell plastic waste ourselves.

"Every entrepreneur should be aware that resources are essential for a well-functioning environment. Their occurrence on earth is limited."

Marco Zavalloni

Where do you find inspiration for innovative products?

I find inspiration in silence and in nature. It never ceases to amaze me how much perfection nature brings forth in creating beauty. But I also observe people in everyday life in their dealings with products. With the new interdental brushes click-system, I observed my mother-in-law who, due to serious illness, was unable to click the interdental brush into the holder. This motivated me to develop a new packaging in which the brush is positioned in such a way that it can be easily clicked into place with both holders and, in addition, the product is kept clean and hygienic. A nice side effect of this family tragedy, which also led to the packaging being ten percent lighter, despite all the innovative features.

Ecological services: The examples

Those who want to do good business and grow healthily and sustainably must always make the right business decisions. Product innovation and the targeted use of natural resources are at the heart of this.

Protective cap of our toothbrushes

The topic of packaging and plastic reduction is a high priority at Curaden. In 2021, for example, we were able to reduce the protective cap of our toothbrushes by 0.6 g. With 40 million toothbrushes produced, this results in a saving of 24 tons of material.

Dental floss

In 2021, we completely switched our dental floss packaging to cardboard. Here we can expect a saving of 150,000 x 2 grams of material in the coming years.

Perio refill

Product management was able to change 2021 the packaging of "CPS Perio refill". The original packaging weighed 8.9 grams. Now it is 5.8 grams (plastic content only). This has reduced the plastic content by around 35 per cent per package. With an annual production of 250,000 units, Curaden saves 775 kg of plastic compared to the original packaging. Further we managed to reduce in previous years the plastic parts of our:

- CPS prime starter from 8.9 gr to 4.4 gr
- CPS prime refill from 5.4 gr to 4.6 gr



Click-System

Curaden patented the click system for interdental brushes as early as 1986. The centre image speaks more than words: it shows how much plastic is saved in contrast to conventional interdental brushes. In actual figures, this corresponded to around 59,349 kg of material in 2021, i.e. more than 59 tons.

Hydrosonic brush head

Furthermore, we were able to significantly improve the production of our Hydrosonic brush head in 2021. Previously, the main parts of the heads were produced in China and the filaments then bristled in Germany and shipped back again for final packaging in China. Today, Curaden manufactures the entire brush head in Switzerland. This eliminates more than 27'000 of kilometers of travel from Europe to Asia and back.

Production partner

Curaden pays particular attention to the environment and sustainable thinking in all dimensions of its production partners. For example, the Ebnat company, which is an important partner in the toothbrush sector, heats exclusively with waste wood recycled in the manufacture of other products during a normal heating period. Curaden also returns plastic waste to the production cycle and pays attention to similar processes at partner companies. Their advantages are intrinsic: faulty production can be minimised by analysing and improving production processes. For this purpose, waste from the company's own plastics production is ground in the recycling plant and melted into recycling granulate.

Ecological performance: Goal

Innovation will also be driven forward in 2022. The following products will provide Curaden’s partners around the world with a stronger portfolio in the green sector:



Vegan floss with castor oil

We were already able to exclude plastic from the outer packing of our dental flosses. But as always, the journey does not end here.

The goal of 2022 is to successfully launch our vegan dental floss with castor oil. The packaging will be exclusively made of cardboard. Castor oil is particularly suitable and ecologically sound in its origin, as it grows without additional irrigation on poor soils that are not suitable for growing food.

rPET

In 2021, we tested the rPET for our toothbrushes as well as interdental packaging. rPET is a plastic made from recycled PET. Empty PET bottles are cleaned, crushed and processed into new PET. rPET- reducing greenhouse gas emissions by 79% when compared with PET.

The goal for 2022 is to evaluate our packing to ensure stability and premium quality. In the second half of the year, we plan to start the production of the aforementioned packaging.

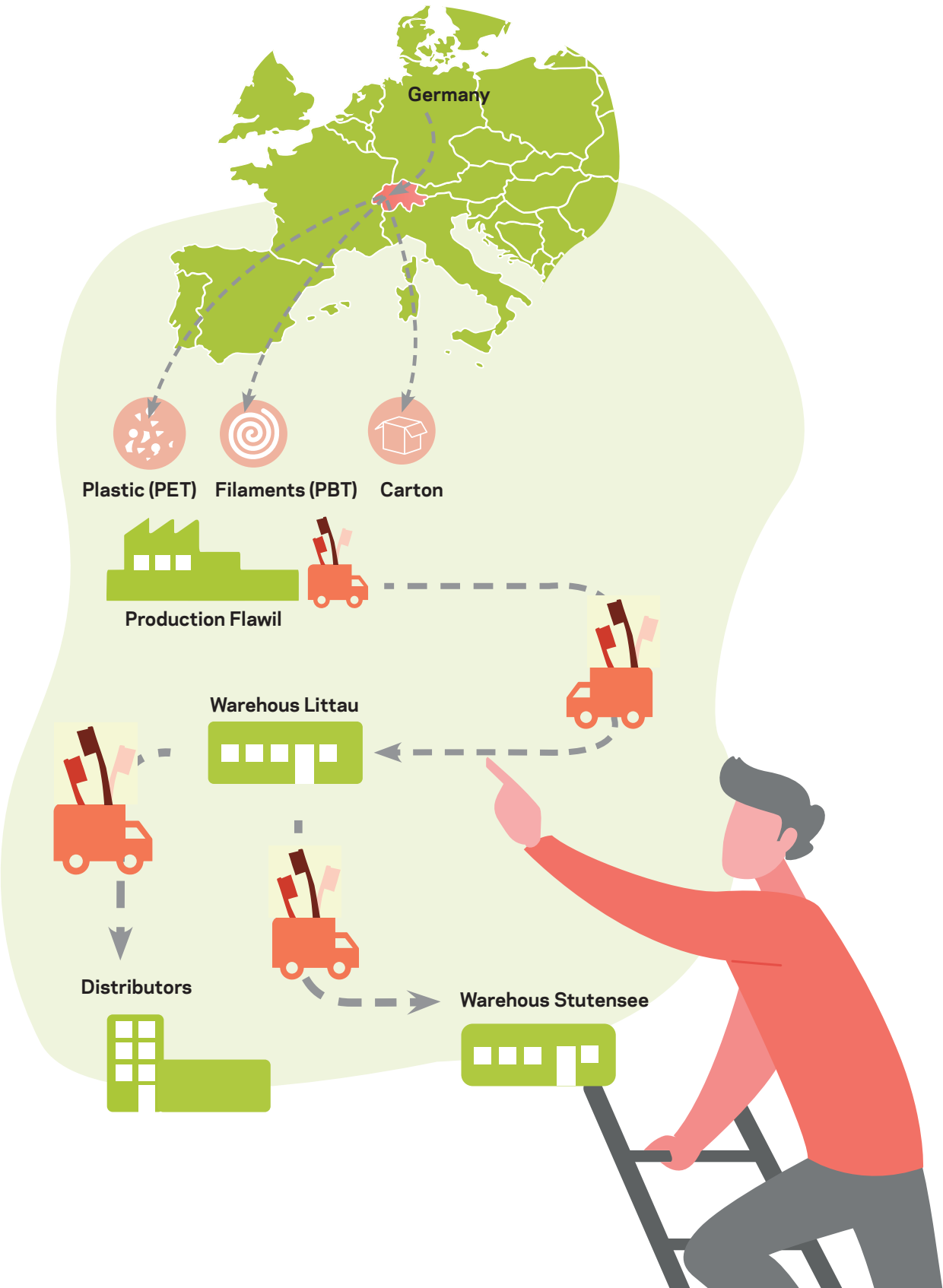


Energy savings and improved mobility


The energy balance at Curaden is constantly being improved. In September 2021, for example, a second moulding machine was ordered for the company's own Swiss production facility, which is scheduled for delivery in April 2022. Our baby toothbrushes will be fabricated with this machine in the future. The difference compared to the existing machine Ma 232153 is that the new unit Ma 261796 has a fully electric drive. This is 25 percent more expensive to buy.

By 2022 we hope to have an energy reduction of 67 percent in our baby toothbrush production

The journey of a CS5460 toothbrush



curaden

 better health for you

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