

# 2014 shareholders SDI newsletter

Welcome to this first Shareholders Newsletter. Whilst there are many events happening for SDI around the world, we hope to mention just a few which will interest you and hopefully give you an inside view of what your Company is doing. This edition covers some recent interesting activities, SDI exhibitions, new products, research and development and more.

If you have any questions after reading this then do not hesitate to call either myself, John Slaviero (CFO) or Gerry Bullon (investor relations).

Jeffery Cheetham



Bayswater Head-office incorporating administration and R & D

“Ongoing investment  
in R & D is paramount”

## RESEARCH AND DEVELOPMENT

SDI is totally committed to research and development. Dentists are the end users of most of our products which help them create the perfect, natural looking and long lasting smiles for their patients. To do this, ongoing investment in R & D is paramount. Our R & D investment is critical to our marketing efforts all over the world. Due to these efforts, SDI is starting to be known globally as an innovative dental manufacturer from Australia.

Our R & D department focuses on development of new and innovative products, but they also continually improve existing products. To do this, they need incredibly advanced equipment. For example, our latest acquisition is an Environmental Scanning Electron Microscope, ESEM, which provides magnifications of over 100,000 times so we can further advance the particles that our restoratives, or fillings, are made up of.



Leaders in precious metals metallurgy



Microscopy department

SDI

Your Smile. Our Vision.

[www.sdi.com.au](http://www.sdi.com.au)  
[www.polawhite.com.au](http://www.polawhite.com.au)

## NEW PRODUCTS

In the past 12 months, several new products have been released in our key markets and are continuing to be rolled out into export markets globally:

### 1. Aura – a new composite/filling material

This new filling material makes it easy for dentists to do advanced composite restorations (fillings) easily. SDI's R & D team along with some European dentists collaborated and designed a product that makes difficult dentistry simple to shade.



### 2. Riva Star – an antimicrobial desensitizer

Containing silver diamine fluoride which is known to assist in helping to stop caries, Riva Star is a world first. The therapeutic and bacteria destroying properties of silver have been known for hundreds of years. By introducing silver to a human tooth that is in need of restorative work, the dentist will ensure that the tooth is not sensitive and that recurrent caries will be reduced.



### 3. Riva Bond LC – an adhesive which minimizes composite shrinkage stress

This is a revolutionary adhesive system for tooth restorations. A major problem with all composite restorations ("plastic fillings") is that they have considerable shrinkage, up to 3%. Shrinkage causes the composite to pull from the cavity wall, causing sensitivity and opens up the opportunity for more caries to develop and finally restoration failure. Existing adhesive systems try to hold the restorative in place, but this often results in failure when the restorative has shrunk away from the cavity walls.

Riva Bond LC slightly expands as the composite restoration shrinks, and substantially reduces or eliminates the stress that a shrinking composite can have on the restored tooth.

Recurrent caries will be reduced.



Investments in high speed filling and packaging





## NEW OVERSEAS OFFICES

SDI is investing for the future. We have recently relocated both our German and United States offices to larger locations. Both the Cologne office/warehouse and the Chicago office have more than doubled the space we previously had.



GERMANY OFFICE – SDI GMBH – COLOGNE

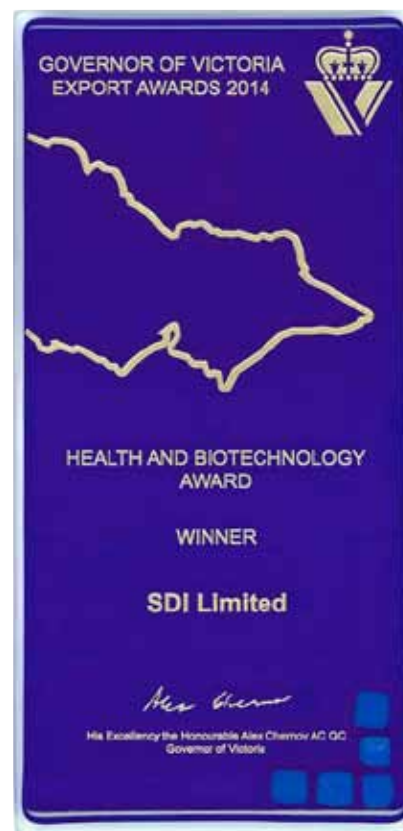


USA OFFICE – SDI INC. – CHICAGO

## AWARDS

### GOVERNOR OF VICTORIA EXPORT AWARDS

In October, SDI was proud to be the winner of the Health and Biotechnology award for outstanding international success in medical, health, biotechnology fields for product, technology, equipment and services.



## THE FUTURE

Although this newsletter is not necessarily about the future, we have invested millions of dollars in ground breaking technology, setting up a global sales and marketing grid, gathering a first class team of employees, testing the markets and indeed making ourselves known to all players. With a firm and expanding global footprint, we are confident that we have set the stage for a successful future. Thank you for your continued support.

## EXHIBITIONS

### CHICAGO FEBRUARY 2014

The Chicago Midwinter Meeting is a top trade show for SDI. Our US team has key opinion leaders lecturing to dentists on how to use our products.

### MELBOURNE APRIL 2014

Whilst this is a small exhibition compared to the international ones SDI participates in, it was important for SDI. Australia is where we are closest to dentists; we get a very good feeling what they think of our products and gain critical marketing information which can be utilised in our overseas markets. We are their "Australian Made" company and we have a very close relationship with them.



Chicago Midwinter Meeting, 2014

“ SDI Australia can register new Australian manufactured products for sale in the Brazilian market ”

### AUSTRALIAN HEAD OFFICE – ABOUT TO ACHIEVE GMP IN BRAZIL

The Bayswater facility of nearly 4 acres, was visited by the Brazilian Ministry of Health authorities (known as "ANVISA") together with the Australian Therapeutics Goods Administration (TGA) for compliance to GMP standard. We have been advised by the TGA and ANVISA that SDI passed with flying colours and we have received the certificate of compliance as a Brazilian GMP accredited manufacturer in Australia. This means that SDI Australia can register new Australian manufactured products for sale in the Brazilian market.

We understand that SDI were among the few Australian manufacturers to be awarded this for medical devices. Having GMP for Brazil will allow SDI to further increase its business in Brazil and be more competitive with local manufacturers.



ADA Sydney, 2014