

Press release

Morita appoints new Sales Director

Hans Alfter will be responsible for sales in Europe and Africa as of October 2014

Dietzenbach, October 2014 – Morita, a Japanese-based company with a long tradition, will expand its business operations in Europe and Africa with Hans Alfter, an experienced sales and marketing expert. As of 1 October 2014, Alfter, who has more than 20 years of experience in executive positions in the healthcare sector, will be Sales Director for both continents. This step reflects Morita's ambition to promote the company's international growth. The Japanese manufacturer of dental equipment is market leader in X-ray diagnostics and endodontics, and it has an extensive product portfolio of highly effective imaging systems, including 3D cone-beam tomography, treatment units, turbines, handpieces and contra angles, instruments as well as endodontic measuring and preparation systems.

Dipl.-Ing. Hans Alfter has a degree in Physical Technology from the University of Applied Sciences in Aachen, Germany, and an M.Sc. in Biomedical Technology from the University of Dundee, Great Britain. After finishing his university studies, he held executive positions in sales, marketing and management with leading international companies active in the healthcare sector. For example, he was responsible for opening up new markets in Eastern Europe and Central Asia for Johnson & Johnson before holding the position of Country Manager in Switzerland. Alfter worked for Boston Scientific and Medtronic as Sales and Marketing Director in the fields of cardiology, radiology, oncology and neuromodulation before becoming General Manager in different areas with Nucletron, Covidien and AMS. Alfter has experience in production, research and development, quality management and logistics.

As of 1 October 2014, Morita will benefit from the extensive knowledge and experience of the 50-year-old executive, who, in his position as Senior Vice



President Europe & Africa and being based in Germany, will head sales in the dental markets of those two continents. By appointing Alfter, Morita hopes to boost the expansion of its international business. The Morita Group, which has sales companies in Europe, USA, Brazil, Australia and Africa, is one of the leading manufacturers of dental equipment and offers a large range of individual devices for patient communication, diagnostics, treatment and control, which allow optimal work flow when installed as an overall system.

Contact:

J. Morita Europe GmbH

Julia Meyn

Justus-von-Liebig-Straße 27a

63128 Dietzenbach

Germany

T +49. 6074. 836 110

F +49. 6074. 836 299

jmeyn@morita.de

www.morita.com/europe