

# UBGEN<sup>®</sup> COMPANY PROFILE

The Earth: a grain of sand in a vast cosmic arena. To date, the only known world capable of supporting life. Everyone we love and every human being has lived their existence here. This is where we are. This is our home. This is who we are. This is why we have decided to dedicate our professional lives to improving the lives of other people. To achieve this, we have undertaken difficult and risky paths. Indeed, considered by many to be impossible. With the awareness that failures would be greater in number than successes. But life is only worth living if we realize our uniqueness by kindly caring for each other. Within this type of approach, each of us has one primary mission, and only one: to fulfil their potential in harmony with their surroundings.





Our source of energy originates from having **confidence** in the future and life. Confidence that derives from being proud of what we have built, from our **determination** that led us to face every obstacle and overcome it. Confidence combined with esteem and **gratitude** for those who have travelled with us along our path and those who will travel this new path from now on.



# SPECIALISTS OF BONE SURGERY IN DENTISTRY

## WE TAKE CARE OF PEOPLE FOR A NEW ETHIC OF WELLBEING

The health and well-being of dental patients always comes first. We listen to the requests and wishes of dentists and respond with innovative solutions, **while protecting patient's health** and optimizing healing times. We design certified, unique solutions in the tissue engineering sector and share the specific knowledge acquired with partners, thanks to innovation and scientific advice from qualified Institutions and Universities.

## CONTENTS

- 06 HISTORY
- 10 ILENIA
- 12 FIRST
- 14 WHY
- 16 HOW
- 18 WHAT
- 20 SOLUTIONS AND SERVICES
- 22 OTiGEN SYSTEM
- 24 UBGEN® TEAM UP WORLDWIDE
- 26 MARKETS

# HISTORY CREATE AND BUILD

## INNOVATION AND DEVELOPMENT TWO DIFFERENT GOALS, A SINGLE TARGET

UBGEN® exists thanks to the complicity and solid cooperation of two entrepreneurs with a built in gene for challenge in their DNA: Ilenia Geretto and Marco Manno.

Their ideas, born from a careful analysis of reality, from creative intuition and cultivated with tenacious patience, have taken root like seeds, giving rise to innovative solutions in the biotechnology sector for dentistry.



# HISTORY INSIGHT AND PERSEVERANCE

## MARCO BUSINESS INSIGHT

Some companies are born from a lightning speed idea that crosses the mind of their founder.

In March 2007, at the International Dental Show in Cologne, Marco Manno, founder of UBGEN®, flashed the thought of creating a start-up devoted to the dissemination and commercialization of innovative biomedical technologies for tissue engineering in the dental field, a project work awarded by the teaching body of “Master Sole 24 ore” as the best among seven presented.

**The dream could come true.**

## ILENIA PERSEVERANCE THROUGHOUT DIFFICULTIES

Once the decellularization process of the bovine bone matrix had been defined, the UBGEN® start-up awaited us, thus turning from a research project into a tangible reality.

The tenacity, perseverance and perseverance of Ilenia Geretto, current CEO, and of all the staff led to the result.

We were not yet aware that we would be among the first, nationally, to obtain certification for having a completely Italian supply chain.

**Be first at all costs.**

## MARCO AND ILENIA COURAGE TO BUILD

Every idea requires great courage in order to be implemented.

Aware that our role as entrepreneurs consists of generating business in a world that changes very rapidly, in addition to diversifying solutions and services, we have been committed from the start to maintain the focus on the chosen sector: dental tissue engineering.

**Stand firm.**

## TEAM THE IMPORTANCE OF THE GROUP

We bring together talented people who, like us, love to face daily challenges.

We set ambitious goals for ourselves and look for those who are willing to commit themselves to achieving them.

We work to create excellent teams, which collaborate and communicate clearly; where everyone is aware of their role and the path to pursue.

Together, we overcome natural difficulties and unforeseen obstacles.

**Go further, together.**

# ENERGY AND CONFIDENCE

## THE CONTRIBUTION OF A WOMAN ENTREPRENEUR

As an entrepreneur, I feel like a film director who directs the protagonists according to a vision that connects the scenes of a great film production, that is, corporate development.

The protagonists are united by a common thread: passion, participating in the company's growth and in the ultimate goal.

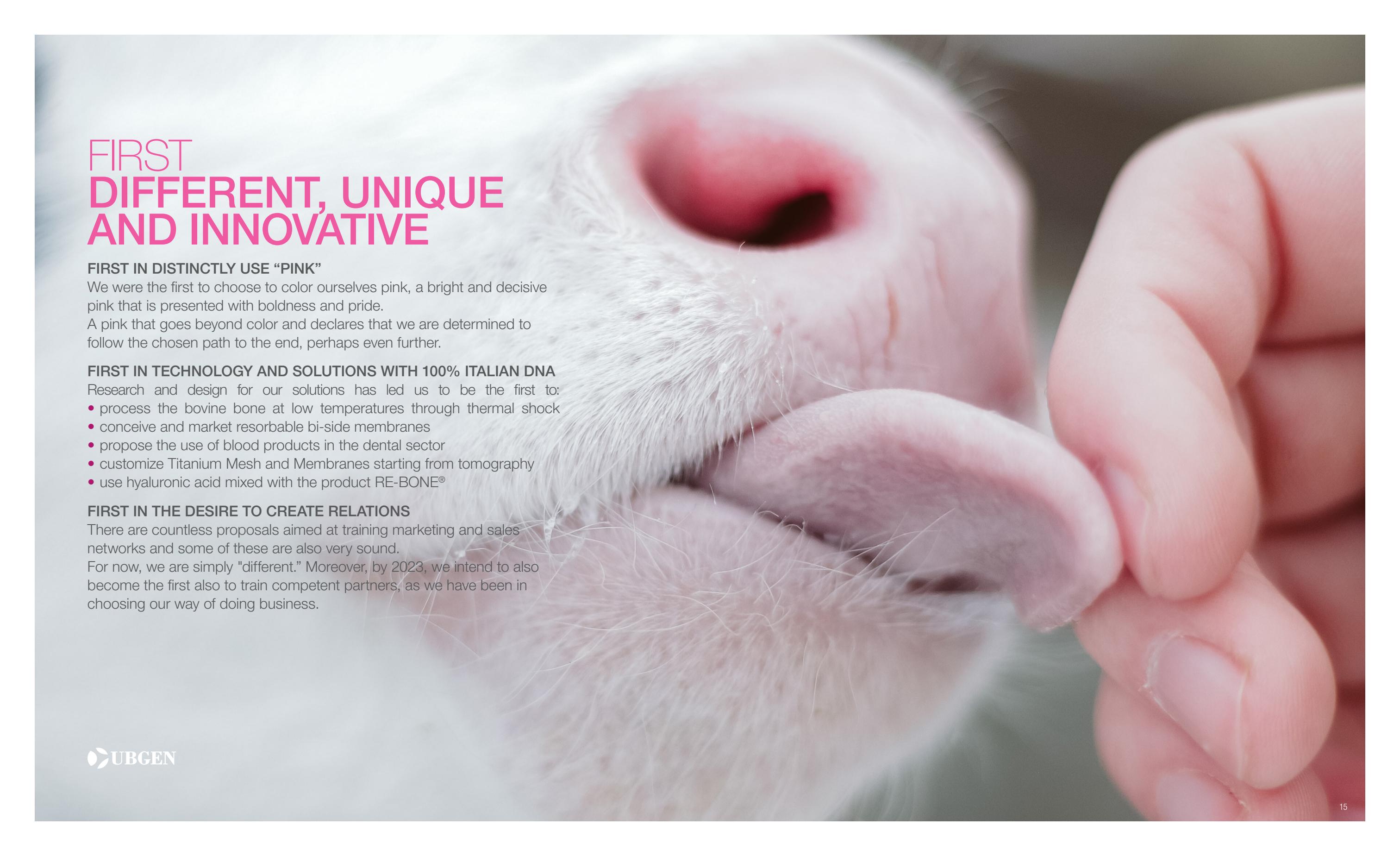
My goal is to establish human relationships based on loyalty; to create a group of people regenerated through their "smiles" also thanks to their professional fulfilment.

The common denominator is taking care of relations.

The magical energy thread that connects all these actions and the parallel universes of the individuals that I come into contact with on a daily basis, is trust. This unites us all within the UBGEN® grand plan.

Ilenia Geretto  
CEO





# FIRST DIFFERENT, UNIQUE AND INNOVATIVE

## **FIRST IN DISTINCTLY USE “PINK”**

We were the first to choose to color ourselves pink, a bright and decisive pink that is presented with boldness and pride.

A pink that goes beyond color and declares that we are determined to follow the chosen path to the end, perhaps even further.

## **FIRST IN TECHNOLOGY AND SOLUTIONS WITH 100% ITALIAN DNA**

Research and design for our solutions has led us to be the first to:

- process the bovine bone at low temperatures through thermal shock
- conceive and market resorbable bi-side membranes
- propose the use of blood products in the dental sector
- customize Titanium Mesh and Membranes starting from tomography
- use hyaluronic acid mixed with the product RE-BONE®

## **FIRST IN THE DESIRE TO CREATE RELATIONS**

There are countless proposals aimed at training marketing and sales networks and some of these are also very sound.

For now, we are simply "different." Moreover, by 2023, we intend to also become the first also to train competent partners, as we have been in choosing our way of doing business.



# WHY OUR PASSIONS

## **WE HAVE A DREAM**

We like to smile and see others smile.

We imagine a world populated by peaceful individuals, in harmony with the surrounding environment.

## **SELECTIVE, COLLABORATIVE, REPUTABLE**

We make every choice by placing the utmost attention and care during all processes, building relations aimed at improving our solutions and allowing individuals to grow, in a relationship of mutual and recognized improvement.

## **LET'S MAKE IT A SUCCESS**

We believe that every product designed and manufactured must offer the patient the best possible solution.

Our success is that of the individuals whose smile can be regenerated thanks to our solutions.



# HOW OUR ACTIONS

## **PASSION, REPUTABILITY, CARE**

We are specialists in regenerative bone surgery in dentistry, with the strong ambition to distinguish ourselves and generate value for the partners involved in our business project.

## **WE TAKE ETHICAL ACTIONS**

We do our part:

- respecting the distinctive characteristics that make each person unique
- exploring new technologies for tissue regeneration in dentistry
- regenerating smiles

## **WE FOCUS ON REPUTABILITY**

We focus on generating a bidirectional reputability flow with Opinion Leaders and Partners to increase the value of the UBGEN® Brand.

## **WE GENERATE VALUE**

Our overall project involves supporting partners and customers, helping them to grow, improve and win in an increasingly competitive market.



# WHAT OUR RESULTS

## THE PATIENT IS THE MOST IMPORTANT PERSON

Keeping the patient's well-being at heart, we guarantee the dentist optimal results in terms of:

- regeneration
- high predictability of the outcomes of the surgical procedures
- reduction of post-operative discomfort and healing times
- patient's well-being
- high level of satisfaction

## UNMISTAKABLE STYLE AND HIGH-PERFORMANCE SOLUTIONS

Our successes are determined by those of the people whose smiles are regenerated thanks to our solutions.

# SOLUTIONS AND SERVICES GENERATING BUSINESS REGENERATING HEALTH

**GENERATING: GIVE LIFE, PRODUCE FRUITS, CREATE SOMETHING NEW**  
**REGENERATING: TAKE CARE, REBUILD, HEAL**

The name UBGEN® (Ultra Bone GENeration), holds the genes to give birth to innovative solutions and services in the biotechnology sector, and for repair and regeneration of hard and soft tissues in dentistry.

**UBGEN® is a company compliant with ISO 13485**  
**(medical device quality management system).**



# OTiGEN SYSTEM PATIENT'S WELL-BEING

## OTiGEN SYSTEM

The first integrated solution for bone surgery in dentistry.

The OTiGEN system is the complete line of UBGEN® solutions and services that operate in a sequential and synergistic way, optimizing every single phase of the regenerative process.

### RE-BONE®

BOVINE BONE  
SUBSTITUTE

### SHELTER®

BOVINE  
PERICARDIUM  
MEMBRANE

### GFONE® PLUS

CLASS II A CERTIFIED  
BLOOD PHASE  
SEPARATOR APG®  
SYSTEM

### ACTI-BONE®

SOLUTION BASED  
ON HYALURONIC  
ACID

### SAFE-BONE®

CUSTOMIZED  
TITANIUM MESH

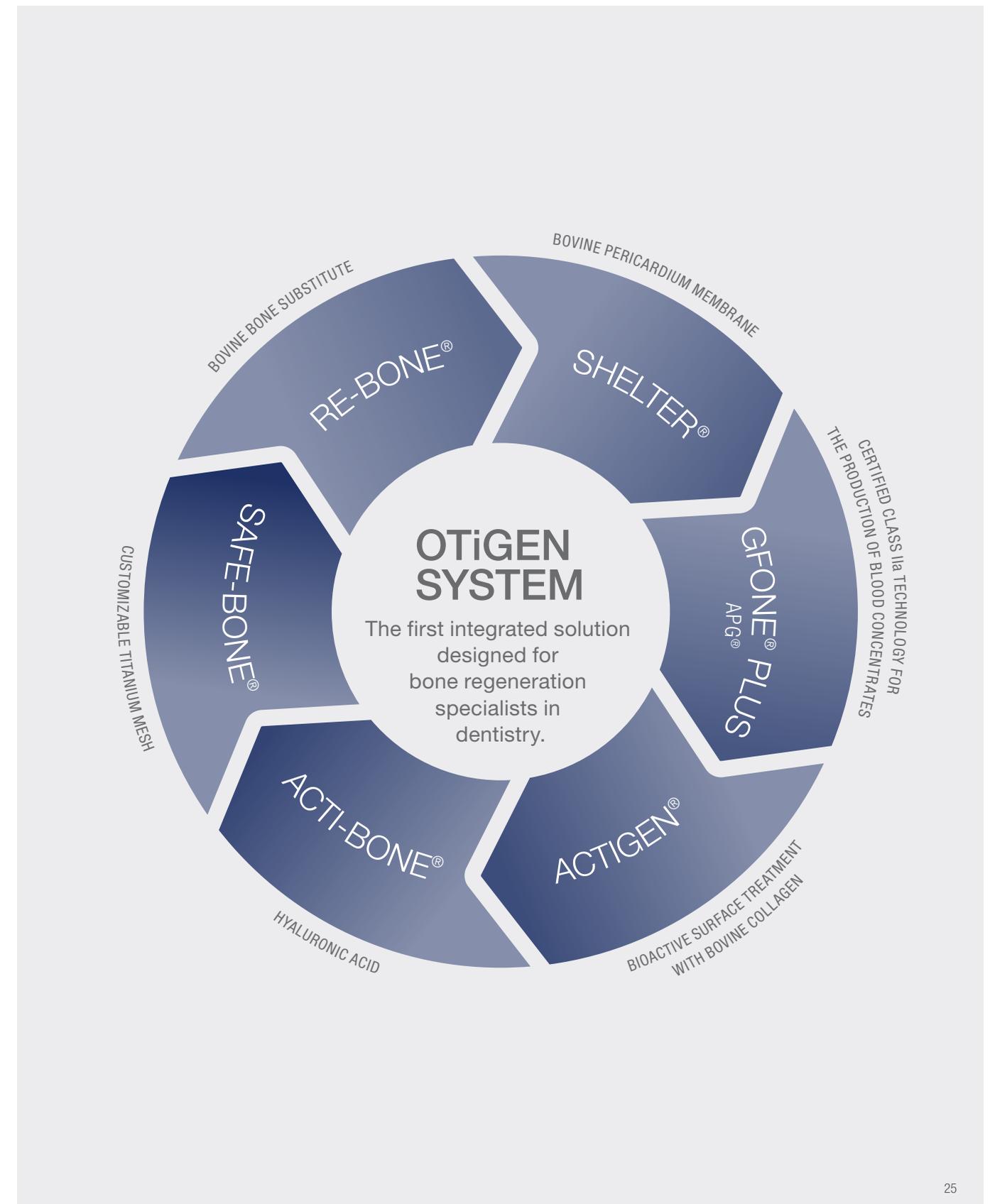
### ACTIGEN®

COATING OF  
IMPLANTS WITH  
TYPE I BOVINE  
COLLAGEN

## WHY CHOOSE OTiGEN?

Single elements for bone surgery may be found on the market that, often, are not specifically made for dentists, while OTiGEN:

- offers a unique solution
- improves the flow of repair and regeneration of hard and soft tissue and makes it more predictable



# UBGEN® TEAM UP WORLDWIDE

## ALLIANCES AND OBJECTIVES

UBGEN® Team Up Worldwide is a space where all our partners (Opinion Leaders, Dealers, Product Specialists and anyone who contributes to the research and development and entrepreneurial success of UBGEN®) meet with a view towards shared growth to strengthen mutual relations.

## THE VALUE OF TRAINING

We are specialists in regenerative bone surgery in dentistry, with a strong ambition to distinguish ourselves and generate value for partners involved in our business project.

We invest in training, a key element for deepening knowledge, developing skills and stimulating research.

We involve reputable professionals and Opinion Leaders in training initiatives to guarantee the highest level of scientific competence and experience in the field.

The goal is to bring innovative solutions based on solid scientific premises, which improve the health and well-being of patients in dental practices.

## UBGEN® TEAM UP WORLDWIDE

### EXPO, MEETING & CONGRESSES

Visibility, credibility and connection.  
Presence of the Brand at fairs, meetings and congresses.

### REGENERATION ACADEMY

Together for the common good by forging new roads to explore new paths.

### RISING AUTHORITY

Create authoritative alliances.

### SHAPING EXPERTISE

Train competent partners.

### EXPANDING TRUST

Lead further with confidence.



# MARKETS ACROSS THE BORDER

## ITALIAN AND FOREIGN PARTNERS

We are an international company in constant growth and development, present on the international market with strong expansion potential.

We support our partners in Italy and abroad, by organizing meetings and training activities to support them in the use and distribution of our solutions.



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