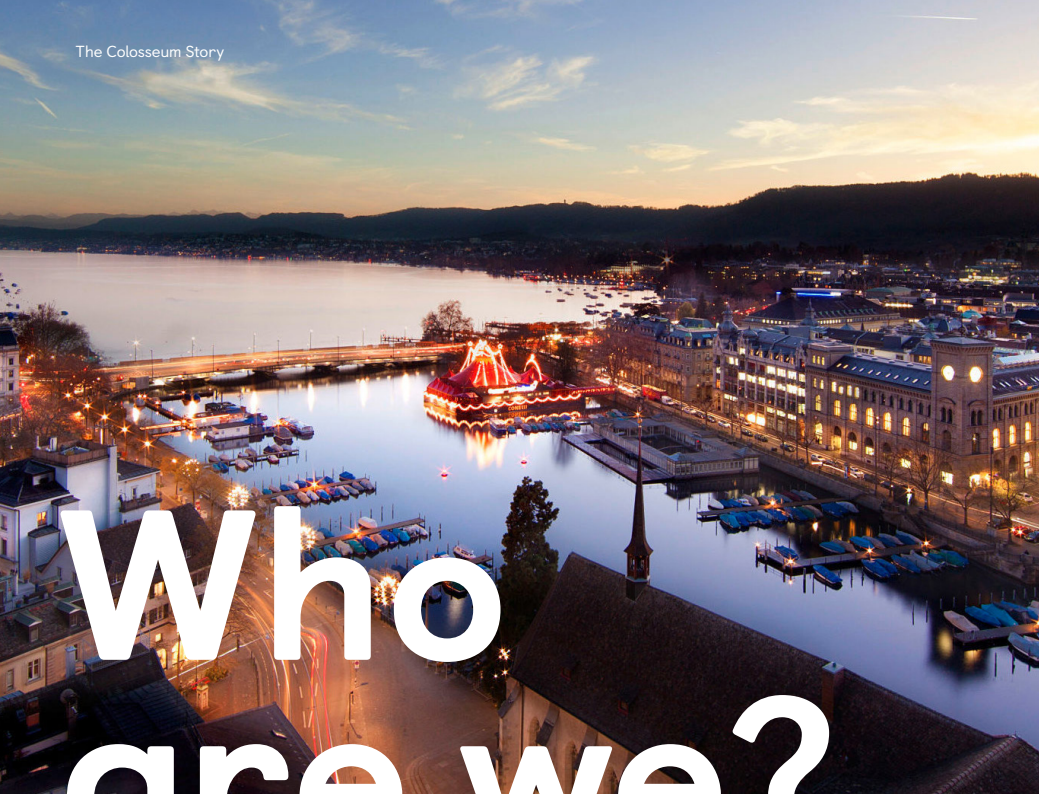


The Colosseum Story



Who are we?

The Jacobs story

While you may not be familiar with the Jacobs name, you're likely to have heard of some of the brands created by this highly entrepreneurial Zurich-based family. After starting out in the coffee trade, the family expanded into confectionery creating Jacobs Suchard, which owned Toblerone and Milka, to name some of their most successful brands. Adecco, the world's leading HR solutions company, was developed and owned by Jacobs for 20 years. Then in 2017, Jacobs started to acquire dental care businesses across Europe and the US with the mandate to establish Colosseum as the global leader in dentistry over the long term.

Since 2018, Jacobs has also been the controlling owner of Cognita, a leading provider of education with 75 schools and 43,000 students across the globe.



£500m+
granted since the foundation
started out



The Jacobs Foundation

The socially committed founder

In 1989, the Jacobs family established the Jacobs Foundation, based in Zurich, but with an international focus. Building on Klaus J. Jacobs' belief that all children should have the chance to reach their full potential, the Foundation funds research around the science of learning. What's more, it develops and runs comprehensive programmes around early childhood focused on rural livelihoods in emerging markets. The goal is to enable young people to become socially responsible and productive members of society.

Since its inception, the Foundation has granted more than £500 million for global projects. As part of its research arm, the Foundation works closely with the University of Oxford and grants scholarships for researchers. The Foundation is the sole economic beneficiary of the businesses held by Jacobs Holding.

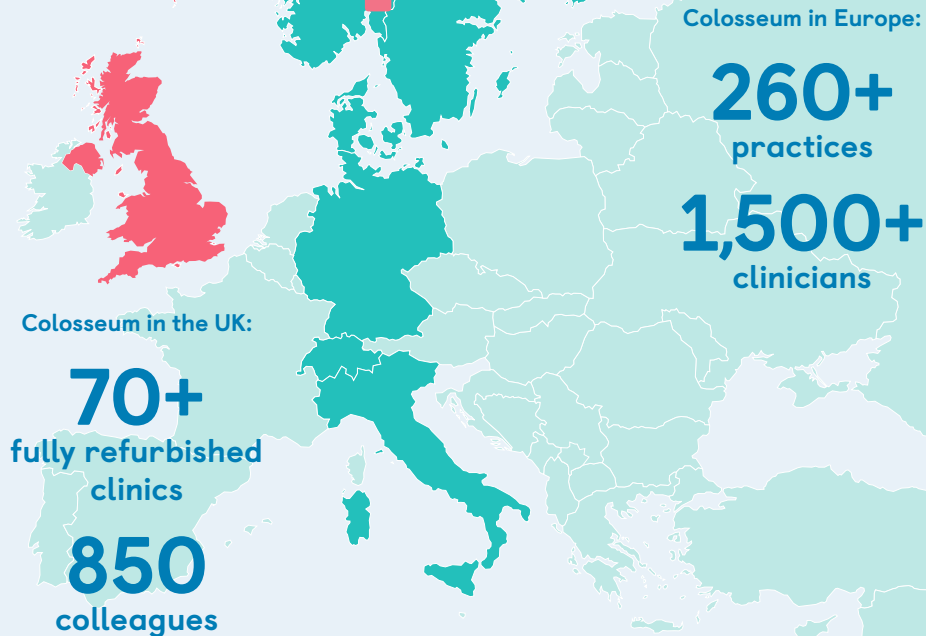
Jacobs Holding are Colosseum Dental's investor, providing access to 'evergreen' funding for the long-term. Jacobs will continue to make significant investments to safeguard patient care, maximize team engagement and support us in becoming an integral part of our local communities.

Colosseum Dental Group is active in 8 European countries. We're the fastest growing pan-European dental group, operating over 260 practices and collaborating with 1500+ clinicians. Backed by Jacobs, the Group has the appetite and ambition to sustainably build the global leader in dentistry over the coming

years, while retaining our unwavering focus on quality patient care.

Since 2019, Jacobs Holding also operates North American Dental Group (NADG), which operates more than 200 dental practices across the United States.

Dental footprint



03/04



Left: Dr Eddie Coyle, Clinical Director **Right:** Philip Buergin, CEO

Colosseum Dental UK

Colosseum Dental entered the UK in 2017, operating over 70 practices across the country. We've invested heavily to build a sound platform to grow the business over the long term.

- We've invested £10 million into modernising and upgrading all our clinics, including rotary endo and forthcoming digital technology.
- We have an experienced best-in-class clinical support team focusing on safeguarding patient care and supporting our clinical teams to develop their careers led by our Clinical Director, Dr Eddie Coyle.
- For our people, we've launched a highly compelling incentive programme which rewards our clinic teams on top of their UDA rate or basic salary. We've also introduced operational routines in the 'Colosseum Ways of Working,' which support our teams in providing optimal patient care.

Colosseum Dental UK is now actively seeking to expand its footprint and engage with vendors who are eager to write a new chapter with us.



The newly refurbished Beckton Dental Clinic



**£10m
refurbishment
programme**

Colosseum Dental UK

A strong team

Inspiring Clinical Excellence

Patient care is absolutely at the heart of what we do. In order to safeguard quality care, we have created an infrastructure which supports our clinical teams to perform consistently at their best.

We operate a Clinical Care Board comprising a majority of clinicians, which is also chaired by a clinician. This board oversees the regulation and governance aspects of the business and meets quarterly to ensure our standards are monitored and progressed appropriately.



We have a wide choice of high quality, regulated suppliers who provide excellent service and also ensure that:-

- Our core consumables list containing 1,500 items operates smoothly
- Laboratory work is of high quality backed by excellent service
- We maintain equipment to the highest standard to keep our practices running and regularly invest in new equipment where appropriate

To help safeguard quality care, we have the "Colosseum Cares" phone line giving easy access to the senior clinicians in the business. The "Patient Care Safety Line" also underlines the focus we place on patient care, enabling any member of our clinic teams to raise a concern about the quality of care being delivered. Recognising the importance of regular, good communication, our Clinical Director informs and updates our dentists with a bi-weekly newsletter, "Contact Point".

Join a strong team

We have some of the very best dentists working for us and you'll enjoy being part of a high performing team, benefitting from shared knowledge and experiences. All our clinic-based colleagues have clearly defined roles and responsibilities, which creates a positive culture and a harmonious way of working.

They work collaboratively and take a 'team first' approach, supporting the dentists with the paper-work, ordering supplies and scheduling appointments. We have the resources, experience and know-how, so dentists can leave the administrative burden to us and be the dentist they trained to be.

Be part of the local community

We're in the business of providing the best possible dental care for our communities. We deliver NHS and private treatments to a strong patient base and we encourage our dentists to be part of the local communities in which they work. As well as underpinning the personal connection with patients, we believe this is more fulfilling for our dentists.

Career development

We focus on - and invest in - your ongoing education and development, through skills development, knowledge sharing and Continuing Professional Development.

We provide CPD for our clinic teams, and at minimal cost to our dentists through the Colosseum Dental Academy. We also have a physical location in Oslo, Norway, which has a lecture theatre, hands-on facilities, microscopes, cameras, 3D facilities and more, to support our clinicians' continuous learning.

This state of the art centre supports the development of the "Colosseum Ways of Working" and the ambition to become the quality leader at the forefront of our industry. Once you've settled in we're open to, encourage and support (with interest-free funding), any personal desire to specialise in a particular field of your choice.

In short, we have the support structures in place to empower you on your career journey with us.

Why join the Colosseum Dental family?

We believe there are four key differentiators which make us your preferred partner:

- **Speed:** we are a non-hierarchical, non-bureaucratic business that can and will make decisions promptly.
- **Certainty:** we are backed by a £multi-billion family-run business that has committed funds to dental care and is eager to deploy additional resources to expansion.

- **Value:** we have a long-term investment horizon and as such can pay a highly competitive price to our vendors.
- **Flexibility:** we will do what's best for your business in the long-term, and we understand that each vendor has different expectations that require a flexible approach. We want to create an offer package that reflects your future aims and ambitions.

Why join us?



In it for the long-term

Our investors don't work to a typical short-term private equity model. Jacobs typically holds its investments for 20+ years.

The best of "global but local"

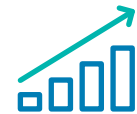
We value the brand you have built and want to work with it in tandem with our own. You'll be a 'big fish in a small pond', with the opportunity to shape the clinical future of the business.

We want your expertise so we can work and learn together, encouraging your entrepreneurial spirit.

Joining forces

We'll work closely with you so the integration phase is a positive experience for you and your team. We'll ensure your team is fully included and briefed on the plan to bring you into the Colosseum family.

Long term Commitment



Our shareholders are committed for the long term

Our Values



Care

We care for our patients, colleagues and the communities we operate in.



Entrepreneurship

We are empowered to think and act like owners and to challenge the status quo.



Passion

We use our passion for dentistry to energise, engage and inspire others.



Collaboration

We work as a team to achieve the best results for our patients.

We aspire to being an employer of choice and seek regular feedback from our people so we can continually improve.

- We hold an Annual Conference & Celebration and invite all our colleagues to come together, hear from industry leaders, earn CPD and celebrate our award winners.



We celebrate our people at an annual Conference

09/10



We value
our people

Supporting your team



We provide CPD and postgraduate training courses for our nurses

- Nurses – as a vital part of our teams we provide CPD and post graduate training courses for our nurses to offer career development and enhanced patient care.
- We've created a Practice Manager Academy, "EVOLVE", to support with training and developing our practice managers in all areas of their roles, so they can perform at their best for our clinic teams.
- We participate in the Great Place to Work® survey annually, so we can benchmark how we're doing as an employer, and get feedback to help us grow and develop as a business.



What our people and patients say



Our promises to you

Our people:

"I love my job and love working with all my colleagues, we are a great team who work together to get things done."

"There are lots of positive changes taking place here on a continual basis. Underlining this is the fact our owners want to invest in us."

Dr Sam Chegini

Working with Colosseum Dental has honestly changed my life. It has been the most amazing experience in getting to know everyone and working with them everyday and being part of the family. They have helped me get the confidence I didn't think I would ever have and I'm so grateful to be working here."

"The latest equipment and the whole place looks cleaner, modern and smarter and more attractive. So, when patients come in, there is more of a professional and clinical feel to the practice and much nicer to work in now."

Dr Rod Ingham

Our patients:

"The dentist and hygienist today were brilliant with my 17 year old who has autism. Patient and kind and he let them clean his teeth. Brilliant."

Sonya Watkins,
Frinton Dental Clinic

"I can honestly say I love my job, all my colleagues, the patients my practice. It's not just a job, it's a family."

"I saw Leone and Emily, they were very professional and helpful, and communicated well making the whole process as easy as possible. I have no hesitation in recommending this practice."

Joe T,
Mawsley Dental Clinic

Our promises to you

- We have a huge range of consumables available, and our dedicated team will support clinicians so they have everything they need, at the right time.
- Our clinics are modern, contemporary in design and well-equipped; in short, they offer a great work environment. We are the only dental business which has invested £10 million to update our clinics and surgeries.

- Your practice will have a team who cares. We invest in our people to ensure they enjoy their role, are fully qualified and are able to offer great patient care and customer service, alongside a high level of support for our clinicians.
- The practice will be managed effectively and efficiently with a high level of visible support from our clinical and operation teams who support our practices, together with personal attention from the Colosseum leadership team.

Myth Busting

Joining the Colosseum family

It's never too early to start a discussion about the future of your practice. If you're actively looking to sell or are just starting to think about the possibility of selling in the future, we would love to speak to you.

Our process is flexible and normally starts with a face-to-face meeting with you and a member of our UK Leadership Team, where we can get to know each

other and discuss your individual needs and aspirations for your practice. If you'd like to continue the conversation, we would then introduce you to our Clinical Director.

Ideally these meetings would take place at your practice (with us always being mindful of the confidential nature of the discussions).

We are an extremely agile business and following the initial visits, can move to offer stage and through to completion quickly, however, we will always work at the pace that suits you.

For an initial conversation please contact:
Kenny Valentine,
Commercial Director,
tel. 07456 958406,
email kenny.valentine@colosseumdental.co.uk

Let's get the facts straight – joining Colosseum doesn't mean you'll be restricted in your choices. Here are some common concerns we hear and the truth of life at Colosseum:

Myth – I can only use 1 lab.

Reality – We use over 20 DAMAS accredited labs.

Myth – I won't have any choice over what consumables I use.

Reality – You can choose from over 1500 consumables.

Myth – You will reduce my associates' pay split.

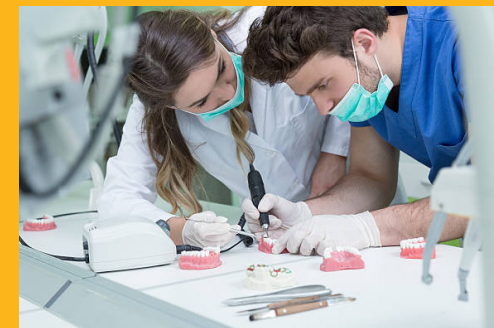
Reality – We won't reduce any member's rate of pay or associates' contracted split of revenue.

Myth – You will look to sell the business in the next 5 years.

Reality – We are a long-term investor, hence our current £multi-million practice refurbishment programme.



Let's get the facts straight!



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