



Die Experten für Qualitätszahnersatz

AUDENTIC AG

At the instigation of Audentic AG the stock corporation MDH will quite future advertisement as a family business.

In February this year, the MDH AG had announced the acquisition of the company by the Swedish Lifco Dental Group. At the same time the founding family of Mr. Tarek Mamisch dropped out among the shareholders of the company. Despite the fact that with Dr. Charles Mamisch a member of the founding family took a position on the Board, the MDH AG however thus lost the attribute of the "family business". Subsequently the Audentic AG referred to an antitrust warning and requested for omission of the use of the term "family business". The MDH AG then decided to issue an enforced by penalty declaration to cease and desist and will no longer occur as a "family business" in the future. Similarly, the MDH AG will quit using the statement, they work with 7000 or more than 7000 dentists throughout the country in partnership, as advertisement. The Audentic AG had announced query as the partnership requires a permanent and thus in any case repeated cooperation. After the CEO of MDH AG had specified in a recent interview with the DZW, that only 50 % of the MDH AG commissioned dentists placed follow-up orders at the MDH AG, the number of 7000 continuant customers appeared quite high, especially since the MDH AG had advertised till the end of 2013 with a number of only 5000 in partnerships affiliated dentists. Also in this context, a relenting was detected: because obviously the advertising statement relates even to those customers who are not permanently remaining with the MDH AG. Therefore, those numbers can only be advertised in future by adding a clarifying note to the effect that the number of 7000 dentists includes those customer who have worked only once with the MDH AG. Finally, the company advertised with the statement that they get asked daily 4000 times by patients after dentists that offer near to their residence MDH as an inexpensive alternative. This means at least 1.460.000 concrete inquiries for dentists per year. Again, this figure appeared far exaggerated in the eyes of Audentic AG. This advertising statement will also be no longer used in the future. On this point, the MDH AG undertakes criminal sanction for failure.

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