



**Since 1921**  
100 years of Quality in Dental

**To contribute to the health of people around the world**

# I. Preface

## 1. In Celebration of 100th Anniversary

Thanks to all of our customers and partners, GC Corporation could mark a major milestone of its 100th anniversary on February 11, 2021. We all are grateful from the bottom of our hearts as we could never have come this far without your warm loyal support.

Dental care is expected to make further contribution to improving people's oral health as medical services that support people's vitality and well-being. Under the spirit of SEMUI, our corporate philosophy, we will continue to do our utmost to create a dental world full of possibilities.



President and Chief Executive Officer  
Kiyotaka NAKAO

## 2. Global Citizens' Era of 100-year Life

As the era of 100-year life has arrived, we are required to prevent oral frailty and respond to other diversifying needs. To meet these goals, GC established a foundation aimed at promoting academic research and clinical study. Meanwhile, in collaboration with FDI and other public institutions across the world, GC is implementing a variety of activities in an effort to realize a healthy long-life society by improving oral health of people around the world through its contribution to improving global dental care.



FDI Workshop 1&2 Jun. 2018, in Lucerne  
Oral Health for an Ageing Population Conference

## 3. Oral Health: Major Key to Extending Healthy Life-span

It has recently been growing more evident that maintaining healthy teeth and good oral health is directly connected to improving people's QOL (Quality of Life).

As a number of scientific evidences have highlighted that, in particular, periodontal diseases create an adverse impact on systemic illnesses such as diabetes, while chronic Inflammation worsens periodontal diseases, aggravation of oral environment has increasingly been known to affect not only such functional aspects as eating, speaking and swallowing, but also diverse systemic illnesses including diabetes and pneumonia.

Maintaining good oral health is the major key to extending healthy longevity amid such circumstances, and society is seeking dental care to support people's QOL in "eating and speaking" more than ever.



## 4. Importance of Synergy in Activities between Professionals (Dental Care Practitioners) and Individuals (Patients)

In the field of dentistry, professionals correspond to dentists, dental hygienists and dental technicians, while individuals mean patients.

Surveys have indicated that end-users are willing to use or try any new methods to improve their oral health, namely self-care at home and dentist's evaluation of daily self-care, etc. Since it has also been revealed that patients recognize dentists as their most reliable source of information and consultant when it comes to their oral health, dentists are considered to be able to give their patients positive influence and bring about favorable educational effects.

### Global Patient Survey - Expectations and Visions

#### Expectations and Visions Findings

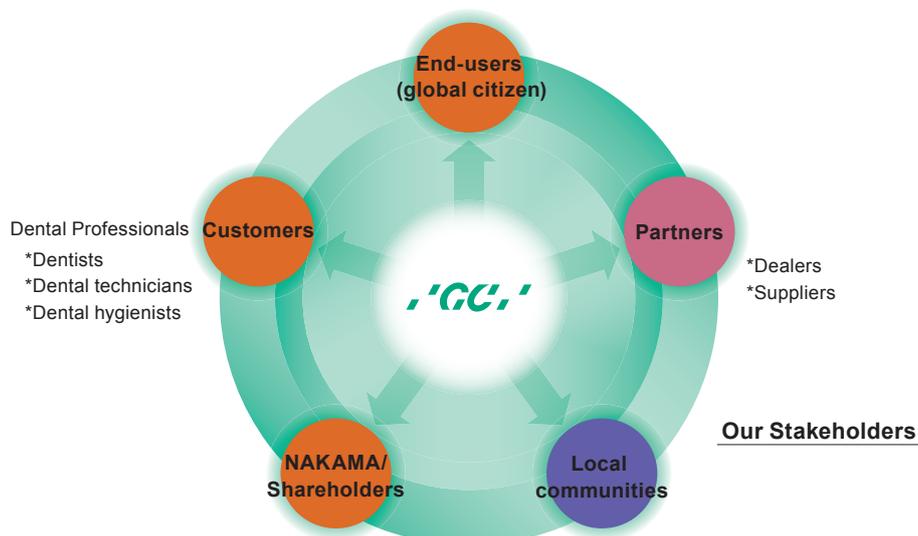


Globally, 61% of Females and 57% of Males are interested in testing the Status of their Oral Health at home!

Source: Global Patient Survey jointly conducted by GC and University of Helsinki.

## 5. To Become Company Indispensable to 5 Stakeholders

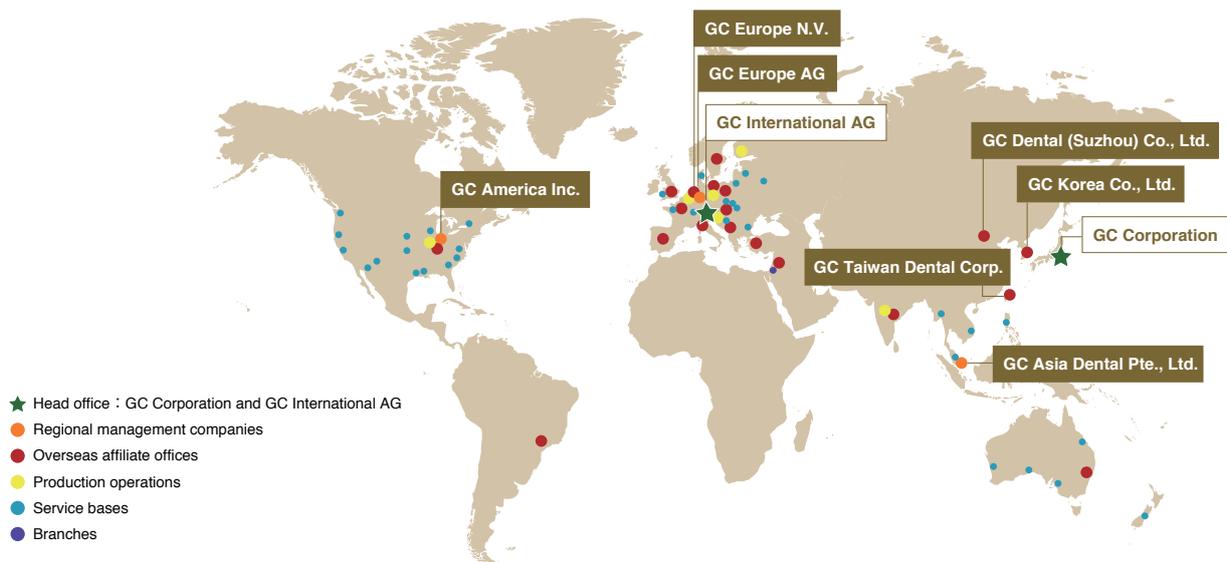
We believe becoming company indispensable to our five stakeholders, namely end-users, customers, partners (dealers and suppliers), NAKAMA-GC Associates / shareholders and local communities equals becoming the leading dental company of the world.



## II. About GC

GC has established its business bases in 22 countries across the world, including 6 R&D facilities, 12 factories and 29 marketing facilities with 3,277 Associates.

Producing as many as 1,207 products and 25,443 items at the factories, GC has achieved consolidated sales of 1,001,251 KUSD (894,469 KEUR) and the EBITDA margin of 9.2%, while continuing to grow steadily.



## III. History

“GC’s product making began with a failure...”

GC Corporation was founded in Tokyo (Japan) in 1921 by three young men who had studied applied chemistry and is celebrating its 100th anniversary in 2021. However, our first product “Standard Cement” was not a success in the market.

That is because the product, which the three founders developed without enough knowledge about the properties of dental materials, failed to meet user needs.

Having learnt “product development from the standpoint of users” out of this failure, GC designated February 11 as the memorial day to remember its failure as well as the day of its foundation.

→ This lesson has been passed down as GC’s corporate philosophy “SEMUI”

(do everything by thinking from the standpoint of others) to this day.

→ Customer-first policy



Our first product “Standard Cement”



Right: President and Chief Executive Officer  
Kiyotaka NAKAO

Left: Chief Corporate Adviser  
Makoto NAKAO

# IV. Seven Features of GC

## 1. Nakama: GC's Wellspring of Strengths

Based on the belief that all human beings are equal, all employees are called “Nakama” (GC Associates) who respect each other as a team at GC. Considering the company is a workplace for Nakama and the opportunity for self-fulfillment through making their dreams come true, GC defines Nakama as the wellspring of its strengths.

## 2. Group-wide Promotion of GQM (GC's Quality Management)

GC aims for “what we intend to become in the future” by sharing its Corporate Vision group-wide, while each GC Associate has a solid “My Vision” and aims to realize Corporate Vision through the realization of his/her own My Vision.

In order to realize “what we intend to become in the future,” GC constantly improves processes through Kaizen Innovation (KI) activities and strives to provide products, information and services to meet user needs.

As we have entered the AI era where people make the best use of big data, business management based on a scientific theory, which has been our foundation since GC was established, is being sought more than before.



Global KI Competition (Feb. 2016)

## 3. Global and Multi-national Activity Development

Today, GC's operations in the US, Europe and Asia are operating as campuses provided with research centers and training facilities.

Based on the “Think Globally, Act Locally” concept, GC unfolds its best practices to the world and supplies products meeting local customer needs.

- ◆ 1971 GC International Corporation (GCI) established in Tokyo, Japan
- ◆ 1972 GCI European Branch established in Kortrijk, Belgium
- ◆ 1981 GCI USA Branch established in Scottsdale, USA
- ◆ 1994 GC Asia Dental Pte., Ltd. established in Singapore
- ◆ 2002 GC Dental (Suzhou) Co., Ltd. established in China
- ◆ 2013 GC International AG established as the new management platform to lead activities in Europe, the U.S. and Asia in Lucerne, Switzerland



GC Europe N.V.



GC America Inc.

## 4. Proactive Development of New Products to Contribute to World's Oral Health

GC pursues researches and develops dental materials that are frequently applied while directly touching living organisms. Accordingly, our products are made to meet very strict safety, reliability and effectiveness requirements based on risk analyses. When launching a specially controlled medical device onto the market, in particular, we always verify the product through clinical tests. As a lot of dental materials and devices are considered interim products that can only deliver their true efficacies and effects when properly applied by dentists, dental technicians and hygienists, we offer along with new products such information as a proper way of application, safety and effectiveness as evidences.



G-aenial Sculpt®  
Light-Cured, Universal Nano Hybrid  
Compactable Composite



GC Fuji IX GP®  
Packable Glass Ionomer Restorative



G-aenial™ Bond  
One Component Self-Etching  
Light-Cured Universal Adhesive

## 5. Quality Elaborated at Manufacturing Process and Supply Chain to Achieve 5S

To improve quality assurance, GC adopted and practices its original “QA Certified Section” system on-site in every process from development to purchase, shipping and service. GC also adopted “Global 5S” system at all the manufacturing sites across the world with a view to realizing “absolute quality” to meet 100% customer satisfaction, basically elaborating quality at the manufacturing process.



**S**ort, **S**et, **S**hine, **S**tandardize, **S**ustain

## 6. Services and Communications Centered on VOC

By disseminating the concept of communication loops, which is aimed at enhancing communications with Customers, boosting work efficiency and further improving the Nakama Spirit, GC is, amid the increasing number of explanatory-type products, collecting, analyzing and developing beneficial information for Customers through its education and training activities in each country, while GC Associates are committed to collecting and utilizing the voices of customers (VOC) as their duty.



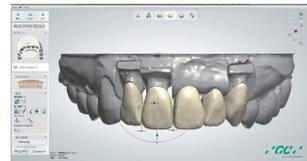
Open spaces for open communication

## 7. Digital Technology-based New Process and Support Activities

GC has optimized and boosted efficiency in the in-house supply chain from production to logistics and sales by globally integrating ERP, while accelerating real-time work process reporting to enable prompter decision-making. In terms of communication with customers, GC is endeavoring to improve service quality by enhancing CRM (customer relationship management) data and to provide timely and optimal information by enhancing the website content.



Model scanner  
Aadva Lab Scan 2



SOFTWARE  
DentalDesigner™



SOFTWARE  
AbutmentDesigner™



Intraoral scanner  
Aadva IOS100 P



Dispatch of information

## V. 2021 and Beyond

GC celebrates its 100th anniversary in 2021, firmly standing on the fundamental everlasting truth (immutability, Fueki), yet adopting what constantly changes (boom, Ryuko) in order to acquire new wisdom and power.

To implement end-to-end quality management by promoting GQM activities and to become a company indispensable to its five stakeholders, namely end-users, customers, partners, NAKAMA-GC Associates / shareholders and local communities, GC further strengthens its ongoing activities and continues to pursue its Vision 2031 “To become the leading dental company committed to realizing a healthy and long-living society”, monitoring progress to what we intend to achieve by function utilizing Global KPIs.

### Vision 2031

To become the leading dental company committed to realizing a healthy and long-living society

