

CEREC Start Program Terms and Conditions

The DENTSPLY SIRONA CEREC Start Program (“Promotion”) is an exclusive promotion for eligible U.S. dental practices. Promotion valid between May 1, 2022 and December 31, 2022 (the “Promotion Period”). Customers who purchase a CEREC Primescan, CEREC Primemill, CEREC SpeedFire and \$1,500 of Dentsply Sirona Blocks (CEREC Tessera, CEREC MTL Zirconia, or CEREC Zirconia+) may be eligible to receive a \$14,000 instant rebate. The installation for the CEREC Primescan, CEREC Primemill, and CEREC SpeedFire must occur on or before December 31, 2022. In the event of supply chain delays on the part of Dentsply Sirona causing delivery dates for ordered units to extend beyond December 31, 2022 – Dentsply Sirona may, at its discretion, continue to honor the Promotion for the end-user customer. Demo, refurbished, or showroom units are not eligible for this promotion. This Promotion is not available for any Dental Service Organizations/DSOs, affiliations, corporate practices and other group practices of multi-unit organizations, government, institutional, university, or other school accounts, regardless of purchase price paid.

GENERAL CONDITIONS: This Promotion is only open to legal residents of the United States, 18 years of age or older, and is void outside of the 50 United States and where restricted or prohibited by law. DENTSPLY SIRONA reserves the right, in its sole discretion, to determine that a person or account is not eligible for the promotion for any reason, including, but not limited to, breach of these Terms and Conditions. DENTSPLY SIRONA also reserves the right, in its sole discretion, to terminate the promotion at any time, for any reason.

QUALIFYING PROGRAM EQUIPMENT

To receive the instant rebate, customers must have purchased CEREC Primescan (SKU 6667211), CEREC Primemill (SKU 6726561), CEREC SpeedFire (SKU 6482850) and \$1,500 of Dentsply Sirona Blocks during the Promotion Period. The Block purchase must be on a single invoice. These customers are eligible for \$7,000 instant discount toward CEREC Primescan (SKU 6667211) and \$7,000 instant discount toward CEREC Primemill (SKU 6726561).

Qualifying blocks include CEREC Tessera, CEREC MTL Zirconia, and CEREC Zirconia+. Please utilize any combination of the following skus:

SKU	Description
5365431215	CEREC TESSERA, HT, A2, C14, 4PC
5365431225	CEREC TESSERA, HT, A3, C14, 4PC
5365431505	CEREC TESSERA, MT, A1, C14, 4PC
5365431515	CEREC TESSERA, MT, A2, C14, 4PC
5365431525	CEREC TESSERA, MT, A3, C14, 4PC
5365431535	CEREC TESSERA MT, A3.5, C14, 4PC
5365431555	CEREC TESSERA MT, B1, C14, 4PC
5365431595	CEREC TESSERA MT, C1, C14, 4PC
5365431635	CEREC TESSERA MT, D2, C14, 4PC
5365431675	CEREC TESSERA, MT/LT, BL2, C14, 4PC

SKU	Description
5365450014	CEREC MTL Zirconia mono D2 (4 PC)
5365450021	CEREC MTL Zirconia MEDI A1 (2PC)
5365450002	CEREC MTL Zirconia mono A2 (4 PC)
5365450022	CEREC MTL Zirconia MEDI A2 (2PC)
5365450004	CEREC MTL Zirconia mono A3.5 (4 PC)
5365450023	CEREC MTL Zirconia MEDI A3 (2PC)
5365450011	CEREC MTL Zirconia mono C2 (4 PC)

5365450024	CEREC MTL Zirconia MEDI A3.5 (2PC)
5365450003	CEREC MTL Zirconia mono A3 (4 PC)
5365450027	CEREC MTL Zirconia MEDI B2 (2PC)
5365450001	CEREC MTL Zirconia mono A1 (4 PC)
5365450031	CEREC MTL Zirconia MEDI C2 (2PC)
5365450007	CEREC MTL Zirconia mono B2 (4 PC)
5365450034	CEREC MTL Zirconia MEDI D2 (2PC)

SKU	Description
5365440001	CEREC Zirconia+ mono A1 (3 PC)
5365440002	CEREC Zirconia+ mono A2 (3 PC)
5365440003	CEREC Zirconia+ mono A3 (3 PC)
5365440004	CEREC Zirconia+ mono A3.5 (3 PC)
5365440005	CEREC Zirconia+ mono A4 (3 PC)
5365440007	CEREC Zirconia+ mono B2 (3 PC)
5365440008	CEREC Zirconia+ mono B3 (3 PC)
5365440011	CEREC Zirconia+ mono C2 (3 PC)
5365440012	CEREC Zirconia+ mono C3 (3 PC)
5365440015	CEREC Zirconia+ mono D3 (3 PC)
5365440021	CEREC Zirconia+ medi A1 (3 PC)
5365440022	CEREC Zirconia+ medi A2 (3 PC)
5365440023	CEREC Zirconia+ medi A3 (3 PC)
5365440024	CEREC Zirconia+ medi A3.5 (3 PC)
5365440025	CEREC Zirconia+ medi A4 (3 PC)
5365440027	CEREC Zirconia+ medi B2 (3 PC)
5365440028	CEREC Zirconia+ medi B3 (3 PC)
5365440031	CEREC Zirconia+ medi C2 (3 PC)
5365440032	CEREC Zirconia+ medi C3 (3 PC)
5365440035	CEREC Zirconia+ medi D3 (3 PC)

MANUFACTURER ADVERTISED PRICE (MAP) PROGRAM GUIDELINES

The customer invoice must show the qualifying equipment at or above Dentsply Sirona's Manufacturer's Advertised Price (MAP) to qualify for this promotion. Invoice pricing indicating other promotional offers or special pricing applied to the qualifying equipment exceeding in value by more than 5% from the standard MAP are not qualified to redeem this promotion.

With this promotion, customers who purchase are eligible for the One DS + Points program and Clinical Accelerator- Advanced Training program. Any promotions on Dentsply Sirona blocks can be utilized if the final purchase price is \$1500 or greater. More specifically, in the event that the customer receives discounts on the purchase of such Blocks, the calculation of the required \$1500 purchase will be net of all discounts, rebates, promotions, free goods, and returns. This promotion cannot be used in conjunction with other equipment offers or discounts, including but not limited to – other programs or rebates and discounts offered by DENTSPLY SIRONA's authorized dealers/distributors, including discounted demo, refurbished, or showroom units. Cancellation or return of the qualifying equipment or Dentsply Sirona Block purchase(s) will lead to revocation of the offer and forfeiture of the instant rebate offering.

FINANCING & LOYALTY PROGRAMS

In coordination with the dealer financing teams, Dentsply Sirona is also happy to support dealer-led special financing offers running concurrently with the Promotion. Accordingly, nothing in the Promotion prevents Dentsply Sirona CEREC Primescan, CEREC Primemill, and Speedfire devices from being financed at current dealer financing terms. Authorized US dealers are responsible for all financial transactions directly with the customer. Customers should be informed of options for financing at the point of sale. Offers are subject to

credit approval by the authorized US dealer. Dentsply Sirona shall not be responsible for qualification or review of any customer credit or eligibility for dealer-offered financing.

Authorized US dealers may allow customers to trade dealer-offered customer loyalty points or dollars towards the purchase of equipment as part of this Promotion. Specifically, this would include points converted to cash towards equipment purchases. In such cases, **the dealer financing team should notify DS finance department, in writing, that such a discount has been applied to the invoice amount by using such dealer programs.** Note that the discounted amount will be taken into account for the true up process based on the Promotion rules. In the event that such information is not provided to DS finance on a timely basis (i.e., not more than 30 days after invoice date), reimbursements back to the dealer may be denied.

Dealer should communicate all deals that include such loyalty program dollar usage within a monthly communication to DS finance team.

Note: Where the dealer engages in additional discounting, the customer will not be eligible for participation in Dentsply Sirona's One DS + Points and Clinical Accelerators program.

Please see the [One DS + Points program Terms and Conditions](#) and [Clinical Accelerators program Terms and Conditions](#) for more information on the benefits of such products, as well as all terms and conditions related to such program.

TO REDEEM: All equipment purchases must be included on one invoice. The purchase of \$1,500 of blocks should occur within the same time period as the signed offer and be on a single invoice. The installation of the CEREC Primescan, CEREC Primemill, and CEREC SpeedFire must occur on or before December 31, 2022. All requests for true-ups under this Promotion must be received no later than February 15, 2023

DISCLOSURES: To the extent required by law, participant must (i) fully and accurately disclose the amount of all offered discounts in any cost report or claim for reimbursement submitted to Medicare, Medicaid or other federal healthcare program; and (ii) comply with any request to provide documentation of the discounts to representatives of the Secretary of Department of Health and Human Services and State agencies. DENTSPLY SIRONA will provide any additional information, the participant may require to satisfy any reporting or disclosure obligations required by law. It is the participant's responsibility to review any agreements or other documents, including offers or promotions, applicable to the invoiced products/prices to determine if the purchase(s) are subject to a bundled discount or rebate. Any such discounts must be calculated pursuant to the terms of the applicable purchase offer, promotion, or discount program.