



# 2019 Annual **Sustainability Report**



# Strategy and Businesses

## GRI 102-2

OdontoPrev offers dental plans and solutions to appropriately meet the needs of each beneficiary, in terms of costs and services scope. The Company develops customized plans for corporate clients, with differentiated and high-quality dental services. Plans vary for SMEs and individuals, and users can choose the plan which best suits their needs.

## Brands

Strategic partnerships and the strength of its brand reputation contribute to the Company create value and uphold its leadership position in the dentistry sector.

### **OdontoPrev**

The brand that serves the group's largest number of beneficiaries, including corporate clients and SMEs. Pioneer in collective plans, its differential is the Multifunctional Service Cells.

### **Prívian**

A prime dental care solution that provides tools that allow free choice of dentists. Focus on highly demanding, very sophisticated corporate clients.

### **Rede Dental**

With cutting-edge business management technology, Rede Dental serves companies of varying sizes and segments located in the State of Minas Gerais.

### **Odontoserv**

A dental care company operating in the Northeast region, with focus on orthodontics, mainly dedicated to the individual segment.

### **BB Dental**

BB Dental is a joint venture between OdontoPrev and BB Seguridade (which positions itself in the market through the brand BB Seguros), distributing exclusive dental plans across all channels of Banco do Brasil's system.

### **Odonto System**

The merger of Odonto System, in January 2019, represents an opportunity for OdontoPrev complement its dental plan portfolio, especially in the Northeast region. Such complementarity is verified due to different pricing characteristics, services model and brand positioning.

## Services

OdontoPrev has subsidiaries or is a minority shareholder at companies operating in other areas within the dentistry value chain, such as software, equipment, and materials for sector's professionals, namely:

### Easy Dental

- A subsidiary of OdontoPrev Serviços, it develops and licenses software and computer programs that manage dental offices and dental plan operators. [Click here](#) for more information.

### Dental Partner

- A subsidiary of OdontoPrev, it sells at wholesale and retail, dental products and materials, sanitizers, pharmaceutical supplies, and related products, at competitive prices. [Click here](#) for more information.

### Grupo Papaiz

- It holds an interest in clinics of dental radiological images, jointly controlled with Grupo Fleury. [Click here](#) for more information.

### Boa Consulta

- Independent platform for online scheduling of doctors and dentists. As a minority shareholder, OdontoPrev maintains a partnership, so that its clients can make an appointment through the electronic app. [Click here](#) for more information.

