

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

UBM Medica
 a division of UBM Life Sciences
 485 Route 1 South, Suite 210
 Iselin, NJ 08830
 Tel.: 310-857-7500
 Fax: 310-857-7510
 www.DentalProductsReport.com
 eric.temple-morris@ubm.com

DENTAL PRODUCTS REPORT is a B2B brand intended for individuals with broad-based interests in the dental industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

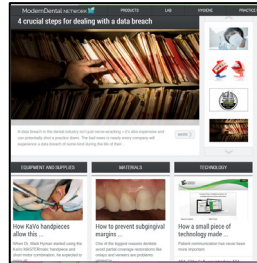
CHANNELS

DENTAL PRODUCTS REPORT MAGAZINE



6 Issues in the period
 116,999 average circulation

DENTAL PRODUCTS REPORT WEBSITE



127,325 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| DENTAL PRODUCTS REPORT MAGAZINE (6 issues in the period) | 116,966 | 33 | 116,999 |
| a. Print | 108,754 | 33 | 108,787 |
| b. Digital | 8,212 | - | 8,212 |
| 1. Requested | 8,134 | - | 8,134 |
| 2. Non-Requested | 78 | - | 78 |
| DENTAL PRODUCTS REPORT WEBSITE (Monthly Users with 427,016 average Pageviews) | 127,325 | - | 127,325 |

FIELD SERVED

DENTAL PRODUCTS REPORT serves the dental profession and the dental industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists in the United States, Armed Forces and Canada including part-time and full-time faculty members, graduate students, military, public health and veterans administration, senior dental students, directors, instructors and other personnel at dental hygienist, assistant and laboratory technician schools; executives, sales and other personnel at dental supply dealers; owners, managers and other personnel at dental laboratories.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|--|--------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 575 |
| Allocated for Trade Shows and Conventions | 50 |
| All Other | 577 |
| TOTAL | 1,202 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 116,998 | 100.0 | 116,965 | 100.0 | 33 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 1 | - | 1 | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 116,999 | 100.0 | 116,966 | 100.0 | 33 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Print | Digital | Total Qualified |
|------------|---------|---------|-----------------|
| January | 106,894 | 10,106 | 117,000 |
| February | 107,978 | 9,022 | 117,000 |
| March | 108,522 | 8,478 | 117,000 |
| April | 109,645 | 7,355 | 117,000 |
| May | 109,813 | 7,184 | 116,997 |
| June | 109,872 | 7,126 | 116,998 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is -% or 3 copies below the average of the other 5 issues reported in Paragraph 2.

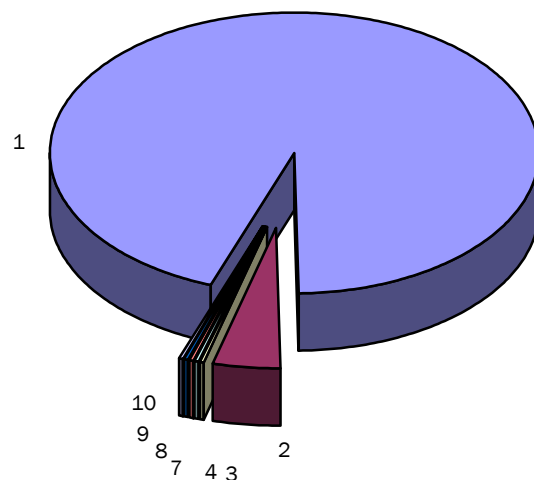
| BUSINESS AND PROFESSION | TOTAL QUALIFIED | PERCENT OF TOTAL | Print | Digital |
|---|-----------------|------------------|----------------|--------------|
| 1. DENTISTS-including Part Time Faculty Members and Graduate Students (Note 1) | 109,366 | 93.5 | 103,180 | 6,186 |
| 2. DENTISTS-Full time Faculty Members | 5,292 | 4.5 | 4,891 | 401 |
| 3. DENTISTS-FEDERAL GOVERNMENT | | | | |
| a. Military | 131 | 0.1 | 111 | 20 |
| b. Public Health and Veterans Administration | 438 | 0.4 | 384 | 54 |
| TOTAL COPIES TO U.S. DENTISTS | 115,227 | 98.5 | 108,566 | 6,661 |
| 4. DENTISTS-Foreign (Note 2) | 724 | 0.6 | 392 | 332 |
| 5. UNDERGRADUATE DENTAL STUDENTS | | | | |
| a. Seniors | 34 | - | 27 | 7 |
| b. Others | 3 | - | 3 | - |
| 7. DENTAL HYGIENIST, DENTAL ASSISTANT AND DENTAL LABORATORY TECHNICIAN SCHOOLS: Directors, Instructors and Other Personnel | 146 | 0.1 | 103 | 43 |
| 8. DENTAL SUPPLY DEALERS: Executives, Salesmen and Other Dealer Personnel | 229 | 0.2 | 161 | 68 |
| 9. DENTAL LABORATORIES: Owners, Managers and Other Personnel | 159 | 0.2 | 119 | 40 |
| Others Allied to the Dental Profession | 475 | 0.4 | 442 | 33 |
| TOTAL QUALIFIED CIRCULATION | 116,997 | 100.0 | 109,813 | 7,184 |

Note 1: also includes Interns, Hospital Staff, and State/Local Government Dentists

Note 2: Category 6 has been omitted at the publisher's option.

3a. Breakout of Business and Profession

| BUSINESS AND PROFESSION | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| 1 DENTISTS-including Part Time Faculty Members and Graduate Students | 109,366 | 93.5 |
| 2 DENTISTS-Full time Faculty Members | 5,292 | 4.5 |
| 3 DENTISTS-FEDERAL GOVERNMENT | | |
| a. Military | 131 | 0.1 |
| b. Public Health and Veterans Administration | 438 | 0.4 |
| 4 DENTISTS-Foreign (Canada) | 724 | 0.6 |
| 5 UNDERGRADUATE DENTAL STUDENTS | | |
| a. Seniors | 34 | - |
| b. Others | 3 | - |
| 7 DENTAL HYGIENIST, DENTAL ASSISTANT AND DENTAL LABORATORY TECHNICIAN SCHOOLS: Directors, Instructors and Other Personnel | 146 | 0.1 |
| 8 DENTAL SUPPLY DEALERS: Executives, Salesmen and Other Dealer Personnel | 229 | 0.2 |
| 9 DENTAL LABORATORIES: Owners, Managers and Other Personnel | 159 | 0.2 |
| 10 Others Allied to the Dental Profession | 475 | 0.4 |
| TOTAL QUALIFIED CIRCULATION | 116,997 | 100.0 |



ANALYSIS OF DENTISTS BY SPECIALTY

| | U.S. Dentists | PERCENT OF TOTAL |
|--|----------------|------------------|
| 1. DENTISTS - including Part Time and Full-Time Faculty Members and Federal Government | | |
| a. General Practice | 94,807 | 82.3 |
| b. Oral Surgeons | 4,896 | 4.3 |
| c. Endodontists | 3,082 | 2.7 |
| d. Orthodontists | 2,977 | 2.6 |
| e. Pediatric Dentists | 2,357 | 2.0 |
| f. Periodontists | 3,917 | 3.4 |
| g. Prosthodontists | 1,304 | 1.1 |
| h. Oral Pathologists | 18 | - |
| i. Public Health | 57 | - |
| Others | 1,812 | 1.6 |
| TOTAL QUALIFIED CIRCULATION | 115,227 | 100.0 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

| QUALIFICATION SOURCE | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|--|------------------|---------------|---------------|----------------|--------------|-----------------|--------------|
| | 1 year | 2 year | 3 year | | | | |
| I. TOTAL - Direct Request: | 59,770 | 29,454 | 13,911 | 95,952 | 7,183 | 103,135 | 88.2 |
| a. Written | 1,201 | 1,212 | 503 | 2,810 | 106 | 2,916 | 2.5 |
| b. Telecommunication | 53,462 | 25,006 | 12,366 | 85,743 | 5,091 | 90,834 | 77.7 |
| c. Electronic | 5,107 | 3,236 | 1,042 | 7,399 | 1,986 | 9,385 | 8.0 |
| II. TOTAL - Request from recipient's company: | - | - | - | - | - | - | - |
| a. Written | - | - | - | - | - | - | - |
| b. Telecommunication | - | - | - | - | - | - | - |
| c. Electronic | - | - | - | - | - | - | - |
| III. TOTAL - Membership Benefit: | - | - | - | - | - | - | - |
| a. Individual | - | - | - | - | - | - | - |
| b. Organizational | - | - | - | - | - | - | - |
| IV. TOTAL - Communication from recipient or recipient's company (other than request): | 15 | - | - | 14 | 1 | 15 | - |
| a. Written | 15 | - | - | 14 | 1 | 15 | - |
| b. Telecommunication | - | - | - | - | - | - | - |
| c. Electronic | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 13,847 | - | - | 13,847 | - | 13,847 | 11.8 |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's and wholesaler's lists | - | - | - | - | - | - | - |
| *Other sources | 13,847 | - | - | 13,847 | - | 13,847 | 11.8 |
| VI. TOTAL - Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 73,632 | 29,454 | 13,911 | 109,813 | 7,184 | 116,997 | 100.0 |
| PERCENT | 62.9 | 25.2 | 11.9 | 93.9 | 6.1 | 100.0 | |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

| State | Print | Digital | Total Qualified | Percent |
|------------------------------------|----------------|--------------|-----------------|--------------|
| Maine | 407 | 11 | 418 | |
| New Hampshire | 551 | 27 | 578 | |
| Vermont | 252 | 13 | 265 | |
| Massachusetts | 2,857 | 171 | 3,028 | |
| Rhode Island | 387 | 18 | 405 | |
| Connecticut | 1,608 | 120 | 1,728 | |
| NEW ENGLAND | 6,062 | 360 | 6,422 | 5.5 |
| New York | 8,256 | 609 | 8,865 | |
| New Jersey | 4,268 | 267 | 4,535 | |
| Pennsylvania | 4,532 | 210 | 4,742 | |
| MIDDLE ATLANTIC | 17,056 | 1,086 | 18,142 | 15.5 |
| Ohio | 3,715 | 177 | 3,892 | |
| Indiana | 1,939 | 93 | 2,032 | |
| Illinois | 5,164 | 289 | 5,453 | |
| Michigan | 3,624 | 178 | 3,802 | |
| Wisconsin | 2,047 | 86 | 2,133 | |
| EAST NO. CENTRAL | 16,489 | 823 | 17,312 | 14.8 |
| Minnesota | 1,980 | 78 | 2,058 | |
| Iowa | 1,087 | 54 | 1,141 | |
| Missouri | 1,932 | 92 | 2,024 | |
| North Dakota | 264 | 17 | 281 | |
| South Dakota | 283 | 12 | 295 | |
| Nebraska | 779 | 46 | 825 | |
| Kansas | 983 | 48 | 1,031 | |
| WEST NO. CENTRAL | 7,308 | 347 | 7,655 | 6.5 |
| Delaware | 230 | 14 | 244 | |
| Maryland | 2,283 | 158 | 2,441 | |
| Washington, DC | 347 | 22 | 369 | |
| Virginia | 2,859 | 172 | 3,031 | |
| West Virginia | 454 | 31 | 485 | |
| North Carolina | 2,677 | 175 | 2,852 | |
| South Carolina | 1,388 | 77 | 1,465 | |
| Georgia | 2,667 | 176 | 2,843 | |
| Florida | 5,786 | 413 | 6,199 | |
| SOUTH ATLANTIC | 18,691 | 1,238 | 19,929 | 17.0 |
| Kentucky | 1,450 | 90 | 1,540 | |
| Tennessee | 2,002 | 110 | 2,112 | |
| Alabama | 1,242 | 61 | 1,303 | |
| Mississippi | 811 | 42 | 853 | |
| EAST SO. CENTRAL | 5,505 | 303 | 5,808 | 5.0 |
| Arkansas | 818 | 45 | 863 | |
| Louisiana | 1,481 | 79 | 1,560 | |
| Oklahoma | 1,129 | 68 | 1,197 | |
| Texas | 7,709 | 558 | 8,267 | |
| WEST SO. CENTRAL | 11,137 | 750 | 11,887 | 10.1 |
| Montana | 380 | 20 | 400 | |
| Idaho | 612 | 44 | 656 | |
| Wyoming | 200 | 10 | 210 | |
| Colorado | 2,129 | 144 | 2,273 | |
| New Mexico | 600 | 51 | 651 | |
| Arizona | 2,035 | 128 | 2,163 | |
| Utah | 1,203 | 103 | 1,306 | |
| Nevada | 784 | 54 | 838 | |
| MOUNTAIN | 7,943 | 554 | 8,497 | 7.3 |
| Alaska | 277 | 9 | 286 | |
| Washington | 2,496 | 153 | 2,649 | |
| Oregon | 1,495 | 81 | 1,576 | |
| California | 14,274 | 1,027 | 15,301 | |
| Hawaii | 477 | 24 | 501 | |
| PACIFIC | 19,019 | 1,294 | 20,313 | 17.4 |
| UNITED STATES | 109,210 | 6,755 | 115,965 | 99.1 |
| U.S. Territories | 160 | 44 | 204 | |
| Canada | 432 | 142 | 574 | |
| Mexico | - | 15 | 15 | |
| Other International | 7 | 224 | 231 | |
| APO/FPO | 4 | 4 | 8 | |
| TOTAL QUALIFIED CIRCULATION | 109,813 | 7,184 | 116,997 | 100.0 |

*See Additional Data

WEBSITE CHANNEL

WWW.DENTALPRODUCTSREPORT.COM

| 2017 | PAGEVIEWS | SESSIONS | USERS | AVERAGE SESSION DURATION |
|-----------------|----------------|----------------|----------------|--------------------------|
| January | 315,591 | 127,537 | 102,008 | 2:04 |
| February | 325,915 | 144,290 | 118,068 | 1:40 |
| March | 475,566 | 176,607 | 144,937 | 2:08 |
| April | 442,324 | 146,234 | 118,228 | 2:02 |
| May | 502,392 | 164,236 | 133,473 | 2:11 |
| June | 500,311 | 181,244 | 147,241 | 1:57 |
| AVERAGE: | 427,016 | 156,691 | 127,325 | 2:00 |

January - June 2017 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 13,847 copies or 11.8%, including HDS.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Molly Tomfohrde, Audience Development Manager

Kristina Bildeaux, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

| | |
|-------------|----------------|
| Date signed | August 1, 2017 |
| State | Minnesota |
| County | Roseau |
| Revised | August 1, 2017 |
| Type | BD |
| ID Number | D023B0J7 |

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.