

SINCE THE BIRTH OF VITALDENT -THE PIONEERING BRAND OF DONTE GROUP- TO THE PRESENT DAY, THE COMPANY HAS CONTINUOUSLY SOUGHT WAYS TO GENERATE A POSITIVE IMPACT ON ITS SURROUNDINGS IN DIFFERENT WAYS. IN THE BEGINNING, ACTIONS WERE CARRIED OUT, MAINLY SOCIAL, TO HELP THE COMMUNITIES IN WHICH IT OPERATES, UNDER THE UMBRELLA OF CSR; AND LITTLE BY LITTLE THIS HAS EVOLVED TO COVER ALL THE STRATEGIC CRITERIA OF THE COMPANY.

**Birth of Vitaldent**

Vitaldent, was born with a clear vocation to generate impact, **democratizing** dentistry in Spain and making it **accessible** to everyone, through 3 fundamental elements:

- Consumer financing**
- Physical accessibility**
- Integral treatment**

1990

**Vitaldent Foundation**

Through the Vitaldent Foundation, powerful **actions of a social nature** have been carried out, among which the following stand out:

- **Smile route** in Morocco and Senegal
- **Free care** for vulnerable personnel at headquarters clinics

2007

**Creation of the ORP Department**

With the **creation** of the OHS department, the company's CSR management is centralized and **social actions begin to increase**.



2011

**Creation of the Compliance Department**

In order to **increase** the **transparency** and **good business practices** of DONTE GROUP, this department is created, whose functions are:

- **Promote** the ethics and conduct that preside good practices.
- **Monitoring and dissemination** of all the rules of the Code of Conduct.

2018

**For the Smile of the Planet**

A **nationwide campaign** to **collect plastic toothbrushes** was conducted between 2019 and 2020. In return, patients were given a bamboo toothbrush. In the end, **30,000 toothbrushes** were collected and converted into picnic benches.

2019

**Environmental Department**

Thanks to the **success** and **increasing relevance of sustainability** in companies, the ORP department decided to expand and become the **ORP and Environmental Department**.

2022

**2022: Key year for sustainability**

This year marks a **before and after** in how sustainability is viewed within the company. Sustainability was **integrated** into the DONTE GROUP'S strategy.

MAY

**Definition of the Sustainability Strategy**

We began to conduct exhaustive **internal and external analyses** to **identify weaknesses and strengths concerning sustainability** and the involvement of all stakeholders.

After several months of work, the **Sustainability Plan** was defined, **based on 3 pillars**:

- Care of people**
- Care of the planet**
- Good government**

JUN

JUL

SEP

**DONTE GROUP is born**  
DONTE GROUP was **created** with the aim of **contributing**, through its specialized brands, to **improve dentistry, society, and the planet** by making oral health **accessible**, especially to those who need it most. Under the umbrella of DONTE GROUP are the brands of **Moonz, Smysecret, Vitaldent y MAEX**.



NOV

**Formalization of Sustainability**

A **specialized Sustainability department is created**, supported by a Sustainability team **made up** of people from **different areas** of the company.



2023

**100% renewable energy**

DONTE GROUP starts operating its **+400 clinics with 100% renewable energy**.

JAN