



Industrial components manufactured with Exentis 3D technology. Image capture: Exentis

## Exentis' license model ensures long-term success

21 December 2022 09:31

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Exentis Group AG

Stetten AG - Exentis Group AG's license-based business model has laid the foundations for strong growth, says a study from the consulting company Roland Berger. Exentis offers a 3D technology platform for industrialized additive manufacturing.

Exentis Group AG offers a 3D technology platform for industrialized additive manufacturing, enabling the production of millions of industrial components or clean room applications such as tablets on a single 3D production system. The company relies on a license-based business model. According to a recent study by the consulting company Roland Berger, this model enables the Exentis to generate various revenue streams with a comparatively high proportion of recurring revenues. The model also promotes a high level of customer loyalty and facilitates broad market penetration of the proprietary 3D technology developed by Exentis. Exentis uses a particularly efficient cold printing process that allows an entirely free choice of materials – from metals, ceramics and polymers to active pharmaceutical ingredients. Exentis technology applications are already in use in Germany, Japan, the USA and Australia.

The study shows that the Exentis business model is essentially based on a license model. Licensees receive a license for the patented 3D technology for up to 20 years. This gives them exclusive rights to independently market the technology for specific application areas, either globally or in specific predefined markets, as well as the right to sub-license the technology to other companies. "This long-term exclusivity gives licensees a decisive competitive advantage and enables them to charge premium prices themselves," commented Gereon Heinemann, CEO of Exentis Group AG.

Exentis generates revenues through the granting of licenses and the sale of its 3D production systems, as well as recurring revenues from sales-based royalties, consumables such as pastes and screens, and supplementary services. Exentis acts as a one-stop shop, offering 3D systems, screens, pastes and services from a single source.

According to the study, Exentis has already won numerous licensees from sectors including pharmaceuticals, bioprinting and new energy, which are referred to as 3D community members. This community-based approach is the basis for the high scalability of the 3D technology, which has broad application potential in a wide variety of end markets. The license model in particular creates not only stable, recurring revenues, but also strong customer loyalty.

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## SWISS PAVILION DIGITAL

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Allschwil - Keepars, based in the canton of Basel-Landschaft, is planning to expand further in Europe and the Middle East. It is set to open a site in Abu Dhabi this year, and another in France, where it intends to step up its activities of clients' support as well as research and development activities focusing on hearing systems for extreme environments.

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### Carbomill expands aerospace offering

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Seon - Carbomill AG is now offering the production process of electrical discharge machining (EDM) to the aerospace industry. The mechanical high-end processing specialist based in Aargau has enlarged its machine fleet to do so.

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### Airwork & Heliseilerei bring many production steps in house

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Immensee - Airwork & Heliseilerei has established more and more competences and machines in Immensee in the canton of Schwyz over recent years. This has shortened production routes and supply chains and quantifiably improved processes. It also enables even greater consideration of client wishes.

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