

De Tandartsengroep joins Oral Care

Amsterdam, ● February 2025 – De Tandartsengroep (DTG) is joining Oral Care, creating a stronger network of high-quality dental care in the Netherlands. DTG operates 31 dental clinics, while Oral Care, originally from Sweden and also active in Norway, entered the Dutch market in 2023 and currently has six dental clinics in the country.

Both DTG and Oral Care work with a decentralized model, allowing dental clinics to retain their own autonomy and make local decisions directly related to patient care. Through ongoing investments in innovation, digitalization, and staff development, both companies continue to improve the quality of dental care. This model also enables efficiency in the operational and administrative processes.

Oral Care's Dutch activities will be merged with DTG without changes for patients and staff. The current management will remain in place, and the existing regional model, with a focus on prevention and digital innovation, will continue to drive operations. The acquisition is a logical next step in DTG's development, which was co-founded in 2018 by dentists in response to the increasing complexity of the dental sector. DTG will benefit from Oral Care's knowledge, experience, and resources, leveraging the company's 35+ years of expertise and strong network of dental clinics.

"This partnership aligns seamlessly with the reason why De Tandartsengroep was founded seven years ago," said Jakko Vinken, CEO of DTG. "Both organisations believe in a decentralised model, allowing dentists to make decisions in the best interest of their patients. Dentists will benefit from shared resources and ongoing investments in innovation, education and administration, thus ensuring the best possible care for our patients."

"We are thrilled to welcome De Tandartsengroep to Oral Care. This partnership reinforces our commitment to delivering exceptional dental care to our patients while fostering an outstanding work environment where dental professionals can thrive," said Martin Sellman, CEO of Oral Care.

"There is a strong cultural fit between De Tandartsengroep and Oral Care," said Joris Nolet, Country Manager of Oral Care in the Netherlands. "We look forward to collaborating with Jakko and his team to provide outstanding support to our combined group of clinics, ensuring that dental professionals continue to be successful."

The transaction is still subject to customary approval by the Dutch Health Care Authority and the Dutch Authority for Consumers and Markets (ACM).

About Oral Care

Founded in 1989, Oral Care is a leading dental care provider in Sweden, Norway, and the Netherlands, offering both clinic-based and mobile dental care services. The group operates a growing network of approximately 50 clinics and two dental labs, with a strong focus on high-quality preventive and general dental care. Since 2022, Oral Care has been backed by Axcel, a Scandinavian investment firm, supporting its continued development.

About DTG

DTG was founded in 2018 and has since built a network of 31 clinics and 8 dental labs in the Netherlands, specializing in preventive and general dental care. The organisation was established with a strong focus on high-quality, patient-centered care. DTG was co-founded by dentists with the support of the Dutch investment firm HC Partners, which has played a key role in its development.