



PRESS RELEASE

Strategy consultancy posts double-digit growth

Simon-Kucher & Partners expects record year

Bonn, July 21, 2010 – The global strategy consultancy Simon-Kucher & Partners expects 2010 to be a record year. At mid-year, revenue amounted to 49.2 million euros, 17 percent above the same point in 2009. The second quarter of 2010 was particularly successful, with growth of 30 percent. “We are already above the revenue level of mid-year 2008, which was our best year to date,” reports Dr. Georg Tacke, CEO of Simon-Kucher & Partners. “Our order backlog is excellent, and we expect to pass the 100 million euro mark this year.”

According to Tacke, all of the company’s regions and divisions have contributed to this strong growth. Particularly noteworthy were the US business, with an increase of 40 percent, and the services sector (including financial services and telecommunications/media), which grew twice as rapidly as the average.

Simon-Kucher & Partners is enlarging its consulting team in response to increasing demand. During the first six months of 2010, 62 new employees were hired worldwide. A total of 120 new hires are planned worldwide for the year as a whole. The firm is also becoming more international, with new offices scheduled to open in Singapore, Beijing and Sydney in the coming months.

The consultancy is well equipped for future developments. “The crisis had a lasting impact on the consulting market,” explains Tacke. “Clearly positioned specialists will thrive, while less differentiated consultancies will not survive unscathed.” Since its foundation 25 years ago, Simon-Kucher & Partners has focused on marketing strategy, sales and pricing.



SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants

Simon-Kucher & Partners, Strategy & Marketing Consultants:

Simon-Kucher & Partners is a global consulting firm with approximately 450 consultants in 20 offices worldwide focusing on Smart Profit GrowthSM. Founded in 1985, the company has 25 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor.

**For further information please contact: Claudia Schulz (Public Relations Manager),
Tel: +49 228 9843 372, Fax: +49 228 9843 380, E-mail: Claudia.Schulz@simon-kucher.com**

www.simon-kucher.com

###