

## **PRESS RELEASE**

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### **Strong growth forecast for anniversary year 2010**

London, January 20, 2010 – Despite a revenue decline in the crisis year 2009, the global strategy consultancy Simon-Kucher & Partners is satisfied with last year's results and has high expectations for 2010. Sustaining a revenue decrease of ten percent, the consultancy dropped to 88.7 million Euros (approximately 80 million UK Sterling) in 2009. Despite this, the average number of employees remained stable thanks to flexible work hours models. The UK office enjoyed increased revenue with business growth of five percent.

“It was a year of strongly contrasting halves,” reports Georg Tacke, co-CEO of Simon-Kucher. “In the first half-year – like everywhere in the industry – customers behaved very cautiously; after that, demand increased and we experienced a stronger surge in business.” Favourable year-on-year figures were reported for the last half of the year and Q4 revenue results were eight percent higher than in 2008. Simon-Kucher enters 2010 with its highest order book in history and is thus optimistic to return to the path of double-digit growth.

Stephan A. Butscher, Managing Partner, UK commented, “It's important to reflect that 2009 was an exceptional year where depressed growth was witnessed in every sector; in effect it simply represents an unusual dip in an otherwise upward trend in growth for us. In line with the group worldwide, we are among the ‘out-performers’ in our sector and our staff numbers continued to rise in the UK along with our focus on continued growth.”

Simon-Kucher specialises in pricing, strategy, marketing and sales and works in nearly all industries – which also ensures that it is more resilient to industry-specific cyclical developments. The consultancy developed positively in the areas of healthcare (pharmaceuticals, medical technology) and consumer goods, while the automotive and service sectors were hardest hit by the crisis.

## **Global Specialist**

Despite the crisis, Simon-Kucher is holding course with its internationalisation strategy. In 2009, new offices were opened in Amsterdam and Brussels. The firm is now represented in 19 offices in 14 countries worldwide. “In the next two years we plan to launch additional offices in Scandinavia, Asia and the US,” comments Klaus Hilleke, co-CEO of Simon-Kucher. Last year the company achieved 22 percent of its revenue in the US, the largest and most competitive consulting market.

Simon-Kucher continues to position itself as the “profit specialist”. With the “Smart Profit Growth” programme, it supports companies in completely re-orientating themselves toward growth and profits. “We observe again and again how many profit opportunities companies leave on the table – it’s astounding,” Tacke explains.

## **A Positive Setting for Simon-Kucher’s 25<sup>th</sup> Anniversary**

Simon-Kucher is celebrating its 25<sup>th</sup> anniversary in 2010. The consultancy has kicked off its anniversary year with ambitious plans, including a revenue increase of more than 20 percent to generate over 100 million Euros. Both Tacke and Hilleke feel the conditions are right for the revenue boost: “Order entry is 26 percent higher than last year,” they report, continuing, “Demand is perceptibly on the rise. We have an extremely experienced and competent team of consultants. We are benefiting greatly from the flexible personnel policy that we have exercised over the years and planning to hire an additional 120 employees in 2010. As of January 1, 2010, four partners were newly elected, including Mark Billige in the UK, raising the number to 48 partners worldwide.”

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***Simon-Kucher & Partners, Strategy & Marketing Consultants:***

*“Smart Profit Growth” is the focus of Simon-Kucher & Partners’ consulting work. Germany’s largest business publication Manager Magazin recently ranked Simon-Kucher as the leading consultancy in marketing and sales, based on a survey conducted among top managers in Germany (August 2007). With approximately 450 employees, the firm currently has 19 offices worldwide.*

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