

## Facts and Figures

### Chief Executive Officers

Dr. Klaus Hilleke

Dr. Georg Tacke

### Board Members

Kai Bandilla, Dr. Andreas von der Gathen, Dr. Klaus Hilleke, Joerg Kruetten, Dr. Rainer Meckes, Madhavan Ramanujam, Juan Rivera, Dr. Dirk Schmidt-Gallas, Dr. Georg Tacke

### Founded

1985 by Prof. Dr. Dr. h.c. mult. Hermann Simon, Dr. Eckhard Kucher, Dr. Karl-Heinz Sebastian

### Ownership

Privately held by the Partners

### Headquarters

Bonn, Germany

### Revenue

2015: €209 million

### Employees

900

### Offices

32 offices in 22 countries

Amsterdam, Atlanta, Barcelona, Beijing, Bonn, Boston, Brussels, Cologne, Copenhagen, Dubai, Frankfurt, Geneva, Hamburg, Istanbul, London, Luxembourg, Madrid, Milan, Mountain View, Munich, New York, Paris, San Francisco, Santiago de Chile, São Paulo, Singapore, Sydney, Tokyo, Toronto, Vienna, Warsaw, Zurich

### Consulting Expertise

Strategy, marketing, pricing, sales

## SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants

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For further insights into how you can develop your own practical strategies for profit growth, please contact us at:

[profit@simon-kucher.com](mailto:profit@simon-kucher.com)

[www.simon-kucher.com](http://www.simon-kucher.com)

# TopLine Power®

## Focus

For over 30 years Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading pricing advisor and thought leader. Our worldwide practice is built on evidence-based, practical strategies for profit improvement. We focus on TopLine Power® by helping clients boost their top line instead of cutting costs. Our projects typically achieve a profitability improvement of 100 to 500 basis points.

Our clients ask us for support to:

- Develop new business models, winning innovations and successful growth strategies
- Ensure that they monetize the value they offer to the market through superior pricing, product, sales and brand strategies
- Improve and secure the overall profit potential for the whole company

## Global Network

Globalization is a core element of our goals and strategy. This means we have 900 associates and offices in all key markets to serve our clients. Our international and multilingual team from diverse academic and professional backgrounds, offers extensive knowledge and experience in a wide range of industries in both regional and multinational contexts. Our global network spans 32 offices in 22 countries across Europe, the Middle East, the Americas and Asia-Pacific. In recent years we have conducted projects in 80 countries.

## Consultants

Our well-rounded approach to problem solving is supported by multi-disciplinary teams. Depending on the nature of the problem we offer our clients a lean team of industry or functional specialists. It is important that every one of our consultants is able to contribute unique and extensive experience to each project, be it a similar problem for a different product or a similar issue in another industry.

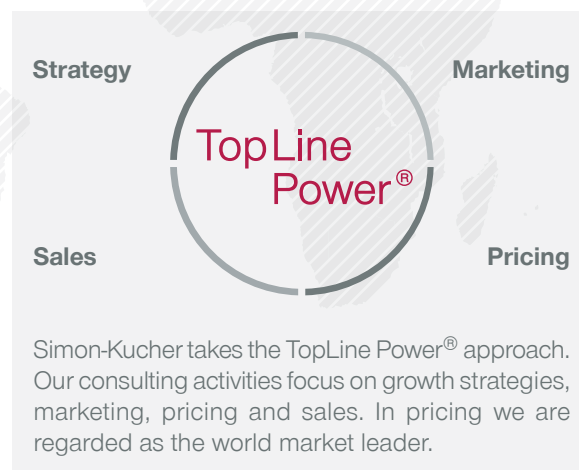
## Clients

Simon-Kucher & Partners has served more than 100 of the Global Fortune 500 companies. Our clients come from all major industries. Often they are the leaders in their markets. We are also pleased to count numerous mid-sized companies and hidden champions among our valued clients.

## Industries

Automotive	Medical technologies
Banking & financial services	OTC/Consumer healthcare
Chemicals	Pharmaceuticals & biotech
Construction	Professional services
Consumer products	Raw materials & commodities
Electronics	Retail
Energy & utilities	Semiconductors
Industrial goods & services	Software
Insurance	Telecommunications
Internet	Transportation & logistics
M&A/private equity	Travel & hospitality
Machinery	Wholesale
Media & entertainment	

## Consulting Services



“Simon-Kucher is the world’s leading pricing consultancy.”

*The Economist*

## Capabilities

### Strategy

- Growth strategies
- Competition strategies
- New business models and monetizing strategies
- Market entry and defense strategies
- Scenario planning
- Market due diligence

### Marketing

- Market and customer segmentation
- Innovation management
- Portfolio design, branding, value communication
- Customer loyalty strategies/programs
- Digital marketing (online, mobile, social media)
- Marketing efficiency and effectiveness

### Pricing

- Pricing excellence programs
- Pricing strategies for products, business units and companies
- Innovative price and revenue models
- Launch and post-launch pricing
- International/global pricing
- Pricing organization and processes

### Sales

- Sales organization and efficiency
- Multi-channel strategies
- Channel management, discount/bonus systems
- Sales force effectiveness
- Key Account Management
- Big deal negotiation