

**SIMON ♦ KUCHER & PARTNERS**  
Strategy & Marketing Consultants

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What others say about us

Simon-Kucher & Partners was a great partner during our research phase. We appreciated their support, expertise, and partnership throughout the process of developing Uber Rewards.

*Barney Harford, former COO, Uber*

World leader in giving advice to companies on how to price their products.

*BusinessWeek*

In pricing you offer something nobody else does.

*Professor Peter Drucker, Management Thinker*

Simon-Kucher & Partners did some excellent work to help us to break one of the great myths in our organisation. They radically changed how we understood our core audience.

*Chris Stibbs, CEO, The Economist Group*

Pricing strategy specialists.

*The Wall Street Journal*

No one knows more about pricing than Simon-Kucher.

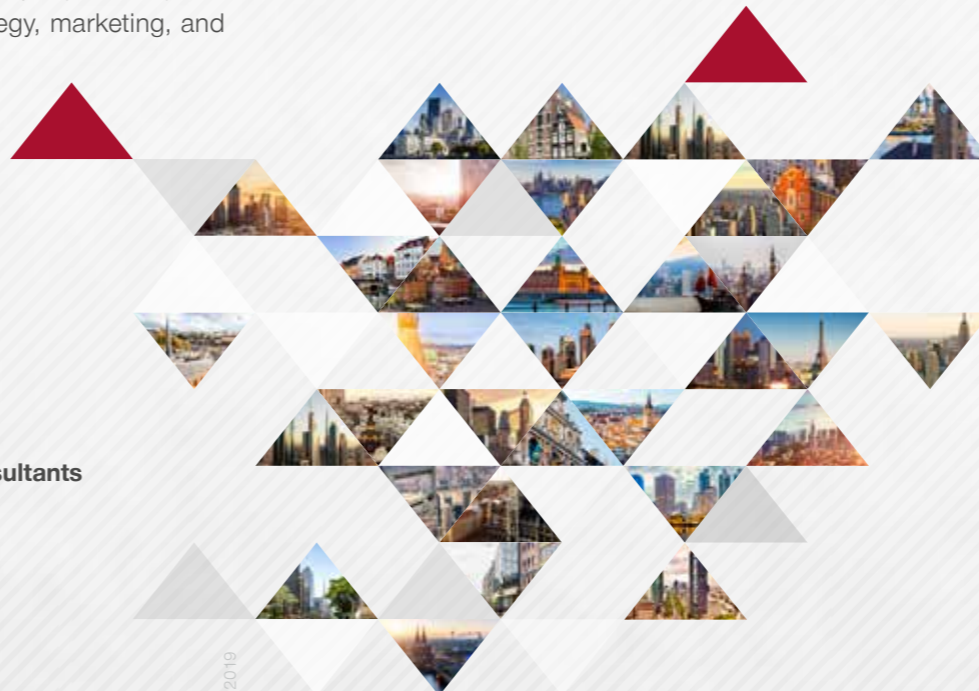
*Philip Kotler, Marketing guru*

Who we are

Simon-Kucher & Partners is a global consulting firm with more than 1,400 professionals in 39 offices worldwide focusing on TopLine Power®. Founded in 1985, Simon-Kucher is privately owned by more than 100 Partners. Regarded as the world's leading pricing advisor, the company has 35 years of experience providing strategy, marketing, and sales consulting.

REVENUE // PROFIT // GROWTH

Gaining TopLine Power® through pricing, marketing, and sales



Contact us

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**Strategy and Marketing Consultants**  
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[www.simon-kucher.com](http://www.simon-kucher.com)

October 2019



Globally renowned consultancy for topline improvement

Financial Times 

**#1 Marketing, Brand, Pricing**

on par with two other consultancies  
*Financial Times*, list of the UK's Leading Management Consultants, 2018

brand eins/Statista 

**#1 Marketing, Sales, Pricing**

*brand eins Thema* special edition: Consulting – industry report from *brand eins Wissen* and *Statista*, online survey, six years in a row: 2014 - 2019

Capital 

**#1 Marketing, Sales, Pricing**

on par with two other consultancies  
*Capital*, survey of the best consultancies in France, 2016, 2018 (conducted every two years)

Forbes 

**★★★ Marketing, Brand, Pricing, Sales**

*Forbes*, survey of the best management consulting firms in the US, October 2016, 2018 (conducted every two years)

MT Magazine/Erasmus University 

**#1 Strategy Consulting**

*MT Magazine/Erasmus University*: MT1000 2018, survey of the best strategy consultancies in the Netherlands, 2018

Bilanz 

**#1 Marketing, Sales**

*Bilanz Magazine* ranking, survey of the best consulting firms in Switzerland, 2019

## Capabilities

**Strategy** Growth strategies // Scenario planning // New business models and monetization strategies // Competition strategies // Market due diligence

**Marketing** Market/customer segmentation // Portfolio design // Branding and value communication // Digital marketing // Marketing efficiency and effectiveness // CRM strategies

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

**Sales** Sales organization and efficiency // Omni-channel strategies // Sales force effectiveness // Key account management // Channel management // Discount/bonus systems

**Digitalization** Digital monetization strategies // Data-driven pricing // Maximizing online marketing and sales // AI/ML-based pricing and sales // Deep dive analytics and data science // Fast prototyping // End-to-end solutions // Go-to-market strategies // Digital sales force optimization // Innovative business models

**Transformation** Effective and sustainable strategy implementation // End-to-end corporate transformation toward commercial excellence // Transformation of pricing and sales organizations

## Simon-Kucher at a glance

TopLine Power® is what Simon-Kucher is all about. We help our clients grow their revenues and profits. Faster, better, and more sustainably than anyone else. We do this by optimizing their monetization, sales, marketing, and pricing strategy. We have 35 years of experience in developing top- and bottom-line growth strategies that deliver measurable results. Our projects increase our clients' profitability by 2 to 4% points ROS on average. We are especially renowned for our experience in pricing.

## Consulting services

Our focused experts work across all industries and continents, and for companies of all sizes, including hidden champions and unicorns. Digitalization is unsettling established business and revenue models and urging everyone to rethink the way they market, price, promote, and sell products and services. Combining industry, functional and digital/technical expertise, we know how to monetize innovations and transform businesses to keep ahead in the digital world. We advise clients on how to best use digital technologies for optimal results, from big data analytics, machine learning, and artificial intelligence, to tailor-made pricing and sales tools. Seeing our clients succeed is what drives us. Every day. From strategies to tangible outcomes, our solutions are made to last.

## Global presence

Founded in Germany in 1985, Simon-Kucher is now a truly global company with more than 1,400 employees in 25 countries worldwide. All our associates are experts in strategy, marketing, pricing, sales, or digital technologies and have profound industry knowledge. Simon-Kucher is led by CEO Dr. Georg Tacke and its Board. The Board consists of nine Partners from diverse offices and countries. With closely intertwined global industry practices, we serve our clients seamlessly around the world.

## Simon-Kucher Digital

Digitalization creates tremendous opportunities to maximize topline growth. Our experienced digital consultants, industry experts, data scientists, and technology advisors use both data and qualitative insights as a starting point to work on any business challenge. Be it fast prototypes, apps, custom pricing engines, or deep dive data analytics, we provide end-to-end solutions to our clients' digital challenges on all levels. Simon-Kucher has worked with 30+ unicorns over the past years, helping them to successfully monetize their ideas. Being part of this truly digital ecosystem allows us to take best practices from disruptors and innovators and apply them to established companies working on digitally transforming their business.

## Facts & Figures

Global locations

39 offices in 25 countries

Average annual growth rate since 1990

+18%

1990 1995 2000 2005 2010 2018

Revenue in 2018

€309m/\$360m

Clients' average increased return on sales thanks to our projects

+2 to 4% points ROS

Share of our business resulting from referrals

80%