



COLOURBOX/Premaster

Simon-Kucher & Partners | Consulting Excellence

Annual declaration | 2022

Consulting Excellence | Annual declaration

SIMON • KUCHER & PARTNERS

Strategy & Marketing Consultants

At **Simon-Kucher & Partners** we aspire to be our clients' most trusted advisor for TopLine growth. By focusing on our core expertise of pricing, marketing and sales, we work with our clients to build sustainable revenue growth and TopLine strategies.

We offer a nurturing, team-based environment for entrepreneurially-minded and ambitious associates. This in turn allows us to deliver best-in-class solutions for our clients.

We have experienced first-hand the value that the MCA is providing both to and for the consulting sector, and are committed to engaging with and helping to shape the industry going forward.

We see active participation in the MCA as providing a platform to further develop the capabilities of our team, and support us to continue providing the level of consulting excellence to which we aspire.

"At Simon-Kucher, we are committed to achieving consulting excellence, both in our relationships with our clients and our employees. This goes beyond simple statements and staff guidelines to truly define the culture at the heart of our company."

Mark Billige
CEO



We adhere to the highest standards of **Ethical Behaviour**

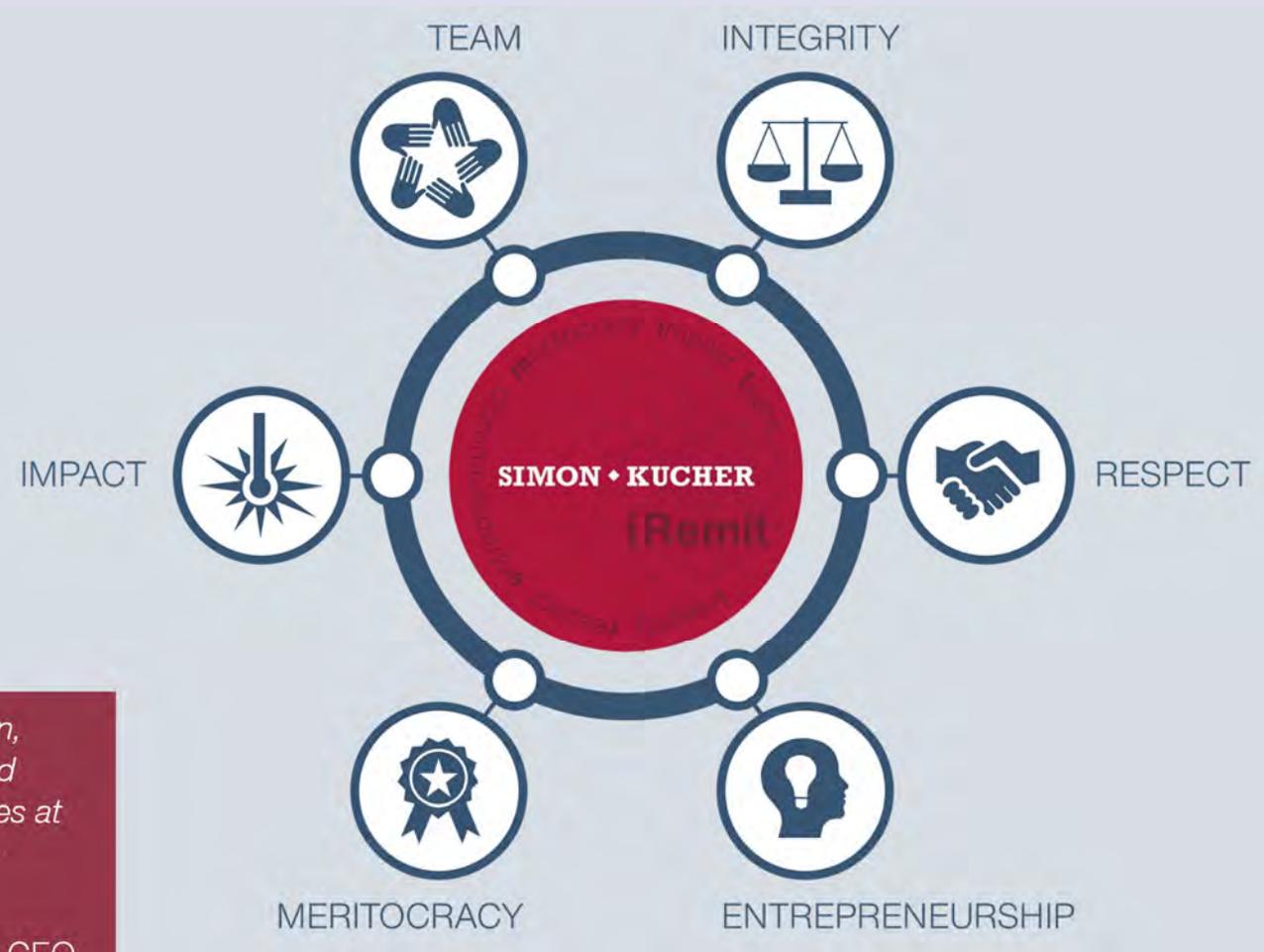
At **Simon-Kucher**, our global business is aligned around a defined set of visions and values. As a company, we commit to:

- Adhere to the ethical principles of our profession, and all legal and compliance requirements
- Tell the truth, no matter the outcome or inclinations of our clients
- Decline projects if we do not have or cannot develop the expertise required to deliver excellent results
- Give transparent feedback to our associates to help them improve
- Engage in open and timely communication and not play political games

"I joined the company as employee number seven, and still see the same values today that we started with in 1985. It is our internalisation of these values at all levels of the company which has allowed us to grow into the company we are today."

Dr. Georg Tacke, Former CEO

OUR COMPANY VALUE STRUCTURE UNDERPINS OUR WORK AND OUR INTERACTIONS AT ALL LEVELS



Our **ethical** vision and values form the cornerstone for how we treat our people and conduct our business

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We conduct business ethically

We decline projects if we do not have, or cannot develop the expertise required to deliver excellent results, or where we may have a conflict of commercial interest. We provide the best and most objective advice that we can at all times.

We treat all information provided by our clients as strictly confidential. We also ensure that confidentiality and non-disclosure obligations are respected and strictly adhered to by all of our consultants and contracted third parties.

We promote diversity

We support diversity on all dimensions, and endeavour to be free of all discrimination or bias.

As a global company, we are happy that our employees are a diverse team: we speak over 60 languages and come from over 40 different nationalities. We are proud to have been recognised by Vault, ranking #1 for the best consulting firm for pricing, sales and marketing in Europe, and recognised in numerous sub-categories.

We treat people with respect

We pride ourselves on treating each other, our clients, our competitors and other third parties with respect. At Simon-Kucher we encourage all of our staff to uphold Simon-Kucher's commitment to a high standard of ethical behaviour.

We encourage and enable staff and others to raise ethical concerns confidentially, and avoid requiring staff to work in conflict with their own ethical beliefs.

We give back to our communities

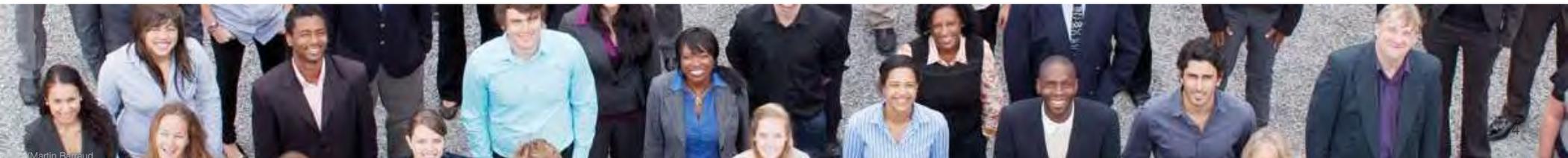
As a successful company, it's our responsibility to give something back to society. We believe that we create the biggest value for society if we offer what we do best, which is project work in our space.

In addition to locally-driven projects, we have developed a centrally-steered initiative providing pro bono support to non-profit organisations tackling a significant mission (as defined by the UN Sustainable Development Goals).

We prioritise compliance

It is mandatory for all our employees, from interns to partners to pass tests on all relevant global and country-specific compliance policies such as anti-bribery, conflict of interest, equal opportunity, insider dealing, harassment, data protection etc.

Simon-Kucher consultants remain professional, rational, respectful, polite and courteous no matter what the situation or how challenging the circumstances.



We deliver world-class **Client Service and Value** through our dedicated TopLine focus

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Thanks to our clear focus on TopLine growth, our expertise in pricing, sales and marketing are ranked the deepest and broadest in the consulting world.

This has been recognised globally by our clients and industry through our repeated top rankings for pricing, sales and marketing in consultancy rankings compiled by publications such as The Financial Times, Forbes magazine and brand eins.

We believe the way to deliver the highest level of client service and value is by being specialists. As a partner-owned company with over 35 years experience, we have the commitment, drive and proven success record to develop and maintain long-term relationships with our clients.



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

Chris Stibbs | CEO, The Economist Group

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

Business Week

“You can devote a lot of effort to taking out cost, and it takes you 6 to 12 months, and actually with a 2 month study of pricing you can get the same margin impact.”

Murray Hennessy | CEO, Great Wolf Resorts

Our unique model ensures the whole team are aligned to deliver the highest **Client Service and Value**

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We are specialists

1

Thanks to our clear focus on TopLine Power® and growth, our expertise in pricing, marketing and sales are ranked the deepest and broadest in the consulting world. With over 35 years experience, we are renowned as the world's leading pricing consultancy. Our teams help clients grow revenue and profits rather than cutting costs.

All our consultants are TopLine Power® specialists, and they combine this with deep knowledge in one or more industries.

We are partner owned

2

Simon-Kucher & Partners is privately owned by its more than 140 partners. They are responsible for the economic success and future development of the company – and that of their clients. They are therefore not only owners of the company, they are also entrepreneurs in the truest sense of the word.

Our Partners come from diverse educational backgrounds and have broad experience across industries, functions, countries and cultures.

We build long-term relationships

3

Our solutions are not only innovative, they are practical and generate measurable results. We stick around until our solutions are implemented and hard-wired in our clients' processes, habits, and mind-sets.

We take great pride in achieving real revenue and profit increases for our clients. Their business impact and our ongoing relationships with them are the ultimate measures of our success.



Consulting is a people business; therefore the **Professional Development** of our people is integral

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Our associates are Simon-Kucher's most valuable asset: They deliver lasting results to our clients and drive innovation. That's why we invest heavily in our people to ensure that all of our associates have the opportunity to develop to their fullest potential. Importantly, we are a true meritocracy where individual contribution is recognised and regular, specific feedback is given.

We take a structured approach to training, with a rigorous induction programme followed by continuous education opportunities throughout our associates' careers. Additionally, we provide dedicated welfare resources to support both physical and mental wellbeing for our team.

"There are lots of words consultancies like to think apply to them - meritocratic, collegiate, talent-fostering. Simon-Kucher embodies these to a fault. From the first day you hit the ground running, working to your capabilities and capacity, with mentorship in areas you're yet to develop."

Charles Griffiths-Lambeth, Consultant



Our employee **Professional Development** is supported with a structured approach to training...

We enrol all new hires on our comprehensive week-long STEPS (Strategic Training for Employee Professional Success) induction and training programme. STEPS brings together new hires from all of our global offices for presentations, case studies and progression through a full project over the week. STEPS provides recruits with a strong foundation for their work at Simon-Kucher, but also crucially forges lifelong global professional relationships and friendships.

We also have an established continuous education program, the Simon-Kucher Academy, to develop and expand the skills of our staff. This covers a full range of topics: analytical and methodical abilities, soft skills such as leadership or project management, and seminars on our own consulting areas such as sales or negotiation excellence.



...and clear employee career progression, **professional development** and welfare

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We take our employee welfare seriously

We take a holistic view to supporting our employees, aiming to provide challenging and engaging work whilst striving to ensure a healthy work-life balance and mental attitude are maintained. To proactively address this, we have launched our wellbeing initiative, with dedicated partners working alongside 3rd parties including The Stress Management Society and International Wellbeing Insights.

Additionally, all new starters are assigned a mentor from outside their immediate team to provide direction and confidential advice.

We pride ourselves on meritocracy

We judge our associates by the results delivered and not the hours spent in the office. To support this, we employ a 360 degree review process for all employees, regardless of seniority, with objectives designed to reflect these standards.

By prioritising the cultural fit of candidates throughout our recruiting process, we aim to create an environment where all employees can grow and develop. This is particularly evident in our innovative Summer Internship Programme and recruitment pathway, ranked 8th in the 2021 for employment prospects by Vault.

We give our associates opportunities

Our consistent growth as a company provides a platform for our associates to gain experience, grow and develop. We provide opportunities to work on engaging projects, do interesting work and develop at their own speed.

By adopting a flat company hierarchy, we have ensured all associates benefit from significant partner interactions and client exposure no matter their seniority. Additionally, factors such as our small team size and international rotation programme offer associates the opportunity to engage with a wide range of industries and project types.



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