

Consulting excellence

Annual declaration 2025

SIMON 
KUCHER
Unlocking better growth



Annual declaration

Consulting excellence

We stand for high quality consulting across all major industries around the world. Our clients and partners benefit not only from our expertise and knowledge, but also from our people, who represent and live our core values.

We're proud to be members of the MCA, championing the advancement of the consulting profession and setting high standards for the future.



**SIMON
KUCHER**

Better Growth means looking beyond revenue and margin metrics to genuinely understand the business from the customer's perspective, ensuring we're seen as a meaningful partner in their success.

It's about creating business models that deliver lasting, sustainable value and foster an environment ripe for innovation.

James Brown, Managing Director, UK



Ethical behaviour



Ethical behaviour

At Simon-Kucher, our values form the core of our work and how we interact with our clients, our people, and our world. These four values are the building blocks that underpin our culture, which allows us to create opportunities for all our stakeholders, our clients, our people, and wider society.

We create positive **Impact.**

We play our part in revolutionizing how we all live our lives. We combine our deep expertise with our clients' knowledge to unlock and maximize their sustainable growth potential. We nurture inclusive and diverse teams that help deliver richer thinking and better outcomes. Outcomes that are felt not only by our clients but their customers, wider society, and the environment too.

We value authentic **Relationships.**

We know that our success and strength lie in our people. We work together to build authentic, long-term relationships with each other and our clients. We do this with respect, integrity, and openness. We create an inclusive and diverse culture that allows us to share knowledge, innovate, and grow faster, both as a team and as individuals. This is the foundation that allows us to exceed our clients' expectations.

We foster an **Entrepreneurial spirit.**

We believe that to truly push boundaries we have to take some risks. We are independent thinkers, and we use our own initiative, but we also understand the need to work together towards common goals. We make things happen at speed and are always personally accountable for our actions, even when we fail. Entrepreneurship is a powerful force that drives the growth not only of our firm, but of our clients and people.

We unlock the power of **Opportunity.**

We think that everyone deserves the opportunity to be their very best. We encourage our people to set their own career paths, develop unique skills, and to be the best at what they do. We work with our clients to transfer everything we know to help grow and enrich the expertise in their teams. This creates a culture where people feel valued, can be themselves, know their contribution matters and is recognized.

Client service and value

Client service and value

Simon-Kucher is the world-leading pricing and commercial growth specialist.

Our people

- Specialists in Commercial Strategy & Pricing Consulting, Transaction Services & Private Equity, Digital and Software
- Our partners and experienced leadership team are hands on, delivering results at pace

Our sector expertise

- Consumer
- Financial Services
- Healthcare & Life Sciences
- Industrials
- Technology Media and Telecoms

Our clients

- Our clients come from 120+ industries and range from Fortune 500 and FTSE 100 firms to unicorns

Our reputation

- Pioneering pricing for decades, Simon-Kucher defined the discipline – it's part of our DNA



1985
FOUNDED

46
OFFICES

31
COUNTRIES

2,000+
EMPLOYEES

200+
PARTNERS

Source: Simon-Kucher

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Four decades ago, Simon-Kucher set out with a single purpose: to unlock commercial growth for businesses.

Today, that purpose continues to guide us. Being a trusted advisor means driving sustainable, profitable growth that elevates brands, satisfies stakeholders – from shareholders to customers – and ensures long-term market presence.

Our journey started with pioneering pricing strategies and has evolved into offering complete commercial growth solutions – including sales excellence, digital transformation, and innovation. We transform challenges into opportunities and opportunities into lasting success, helping businesses meet real needs and building loyalty, trust, and advocacy along the way.

As specialists in pricing and growth, we offer access to over 2,000 experts in more than 30 countries. We are a fast-growing global consultancy serving clients across 120 industries, from Fortune 500 and FTSE 100 firms to unicorns.

Our approach is rooted in Better Growth: creating value through sustained profit and meaningful impact for society. Guided by deep insights and measurable results, we build lasting partnerships that drive long-term success far beyond short-term fixes.

We practice what we preach, growing our own revenue and strengthening our presence in key markets. As we look to the future, we remain committed to nurturing inclusive, diverse teams that deliver richer thinking and better outcomes. Together, we will help businesses innovate with confidence and shape the next chapter of Simon-Kucher's story.

We are proud to take on our new leadership role as Simon-Kucher celebrates 40 years of unlocking better growth. And are excited to continue creating opportunities and lasting impact with our clients worldwide.

Dr. Gunnar Clausen & Joerg Kruetten, Co-CEOs

Professional development



Professional development

We are committed to fostering growth, collaboration, and continuous improvement.

We empower our employees through structured career planning and a modern, feedback-driven approach. With a range of development programs, global opportunities, and community-building initiatives, we provide the tools and support needed for both personal and professional advancement. By emphasizing learning, connection, and recognition, we ensure that employees thrive at every stage of their journey.

Our unique global experiences and internal programs enrich both career growth and community engagement.

Career growth and development support

- Individualized career support and coaching
- Career development plan and training schedule
- Post-graduate sponsorship
- Global employee rotation program
- A modern approach that creates a culture of feedback and coaching

Community and social support

- Employee resource groups
- Continuing education and volunteer time
- Office events/programs
- World Meeting - when we bring all our global team together in one location to learn and recognise our collective success while also giving you a chance to connect.

As proud signatories to Consulting Excellence, we fully support the values underpinning the Chartered Management Consultant (ChMC) Accreditation. We invest in high-quality consultant development and remain committed to the continuing professionalization of our industry. Supporting the spirit of the ChMC—focusing on excellence, ethics, and continuous improvement—is embedded in how we grow our people and serve our clients.

Commitment to diversity and inclusion

Diversity, Equity & Inclusion (DEI)

at Simon-Kucher

Creating a diverse, equitable, and inclusive work environment

DEI is reflected throughout our values and is integral to the way we do business. We strive to create a workplace in which our people can be innovative and authentic, and know that their contributions are valued

Our strategic goals

- Establish a solid DEI infrastructure
- Create inclusive teams, leaders and environments
- Create inclusive and equitable systems and processes

Our actions

- Employee Resource Groups (ERGs)
- Ongoing DEI learning pathway
- Inclusive and equitable processes & systems
- Globally aligned, locally relevant
- Leadership involvement

OUR VISION

What we do, who we are, and
how we feel, matters

What we do, who we are, and how we feel, matters

Commitment to diversity and inclusion

We believe in building a culture that embraces diversity, equity and inclusion, creating an environment where our people feel valued, are able to be themselves, and feel their contribution matters.

If we get that right, great things will happen; people will learn and grow faster, innovate, feel empowered, and create better outcomes for everyone – our people, our clients, and of course, our business.

Inclusive leadership

Our partners and leaders are champions and role models. They are accountable, and inclusive leadership is the norm, not the exception.

Inclusive teams

We celebrate differences and leverage the unique perspectives and experiences that come from our diverse teams.

Equitable processes

We are a meritocracy, and we don't shy away from that. But we also understand this must be based on fair, equitable, and transparent processes.

DEI enablement

We are committed to fostering an inclusive and equitable culture with a clear and motivating vision for the future.

Commitment to sustainability



Environmental, Social, Governance (ESG)

at Simon-Kucher

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NVIRONMENTAL

- Our **climate strategy**: A clear commitment and goals towards reducing our corporate carbon footprint
- Our goal: To achieve **science-based targets by 2030** and aim for Net-Zero in 2050
- Centrally driven **environmental initiatives** aligned across all business functions:
 - Incentivize sustainable commuting
 - Increase sustainable business travel
 - Switch to 100% renewable energy
 - Proper waste recycling and sustainable caterer

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- **Pro bono** projects
- **Social start-up mentoring** projects
- **Global donations**
- **Local initiatives** (corporate volunteering, donations)
- Driving internal and external awareness activities (webinars etc.)

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OVERNANCE

- ESG Management (Strategy, KPIs)
- Annual **ESG report**
- Annual **ESG ratings** (EcoVadis, CDP)
- **RFPs** from clients regarding ESG criteria

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