

Consulting excellence

Annual declaration 2024

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.

The logo for Simon-Kucher, featuring the company name in a bold, white, sans-serif font. To the right of the name is a small red icon consisting of three dots arranged in a triangular pattern.

**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 leading global consulting firm specializing in unlocking better growth.

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

190+
PARTNERS

Source: Simon-Kucher

Simon-Kucher | Consulting excellence | 2024

With decades of experience our specialists optimize every lever of your commercial strategy. Based on deep insights into what customers want and value, we deliver increased sales and long-term sustainable growth.

Simon-Kucher is a fast-growing global consultancy with over 2,000 people, operating in more than 30 countries - an achievement born from being the world's leading pricing and growth specialist.

We are proud of our heritage which was built on using scientific methods to address real-life business issues. But we are also excited to write the next chapter of our story - Unlocking better growth.

Our focus is not on short-term, finance-driven actions that can damage a business in the long term. Instead, our approach is to work with you to create long-term and sustainable growth based on what customers want, value, and will pay a fair price for. That in turn, increases your long-term sales, value, and profit.

And we practice what we preach; we continue to grow our own revenue year over year while we strengthen our presence in key markets.

We're now more strongly placed than ever to serve our global clients in more than 120 industries, ranging from Fortune and FTSE 100 firms to unicorns.

In the years ahead, we will continue our history of fast-growth and support our unique company culture. We will nurture inclusive and diverse teams that help deliver richer thinking and better outcomes. And we will work together with clients to help them innovate with confidence. All the while, pursuing our core passion “to help companies grow.



Mark Billige & Dr Andreas von der Gathen

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.

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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London office

10 Fleet Place
London EC4M 7RB, UK
Tel. +44 20 7832 6700

www.simon-kucher.com