

Simon-Kucher AT-A-GLANCE



SIMON • KUCHER & PARTNERS

Strategy & Marketing Consultants

World leader in pricing

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

BusinessWeek

*The world's leading
pricing consultancy*

The Economist

*Pricing strategy
specialists*

The Wall Street Journal

*In pricing you offer
something nobody else
does*

Professor Peter Drucker

Best consultancies in marketing and sales

Manager Magazine

1 Simon-Kucher & Partners

2 Boston Consulting Group

3 McKinsey & Company

Global presence



>2,000 projects in the last 3 years



Simon-Kucher Industries

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