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# MARKET AND MEDIA VOICES

From Hidden Champion into the Champions League

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**Capital**

**manager magazin**

**Handelsblatt**

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MANAGEMENT ENGINEERS

Consulting to Completion

## Our dynamic development...

### Turnover has almost doubled since 2005

MANAGEMENT ENGINEERS' excellent reputation and its superior competence profile have resulted in a sales increase of over 30 per cent during the last fiscal year. Since 2005, the increase has now reached 89 per cent. This sales dynamic is significantly higher than the overall growth of the branch – particularly of established competitors like MCKINSEY, BCG, or ROLAND BERGER.

ME has also been able to advance its reputation within the consulting branch: The LÜNENDONK study 2008 rates ME sixth in the German market in the category "Most Important Competitor". According to the study, 15% of its direct competitors rank ME among "their three most important competitors". Just one year ago, this figure was two percentage points lower.

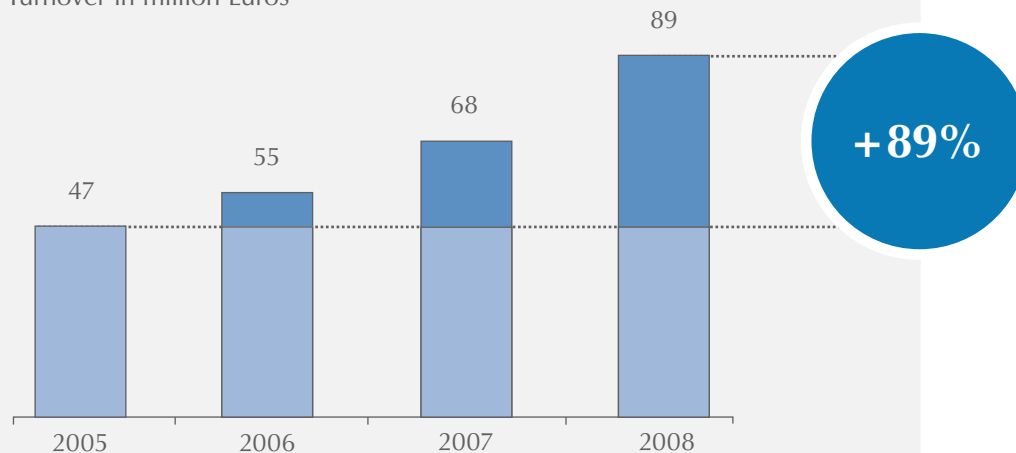
Meanwhile, almost one-fourth of our professional fee volume stems from consulting projects outside of Germany. After successful market entries in China and the US, we now continue our international push in Europe with the opening of an office in Spain.

As a full-service provider, we have been able to flexibly adapt our consulting services to current industry requirements. Whereas strategic consulting as well as product and sales optimization were still in strong demand in 2008, our clients' focus during the recession has clearly shifted towards restructuring and rationalization. Accordingly, the consulting fields Supply Chain Management and Procurement as well as Lean Production and Process Engineering make up a high percentage of our current incoming orders.

As strategy and process consultants, we work for well-known companies – from medium-sized firms with global aspirations to the world's leading groups. Three-fourths of our clients are at home in the manufacturing industry. Consequently, the majority of our consultants have a background or degree in engineering. Without exception, our consultants are branch insiders – well-connected and with excellent practical experience.

### MANAGEMENT ENGINEERS is growing at a much faster rate than the market

Turnover in million Euros

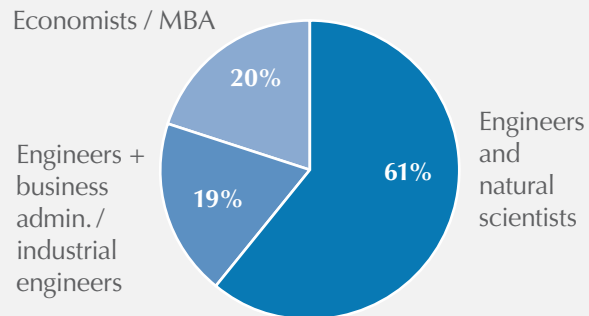


# ... is based on know-how and know-what

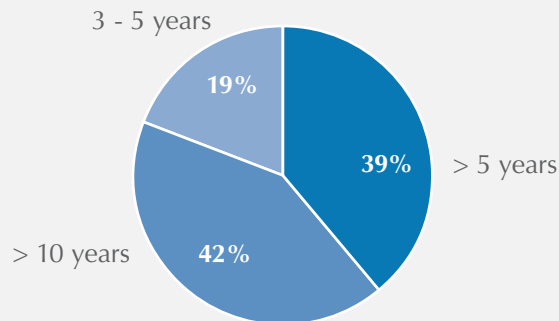
## Personnel concept:

All of our consultants have an excellent university education and well-grounded professional experience in industry.

### Academic background

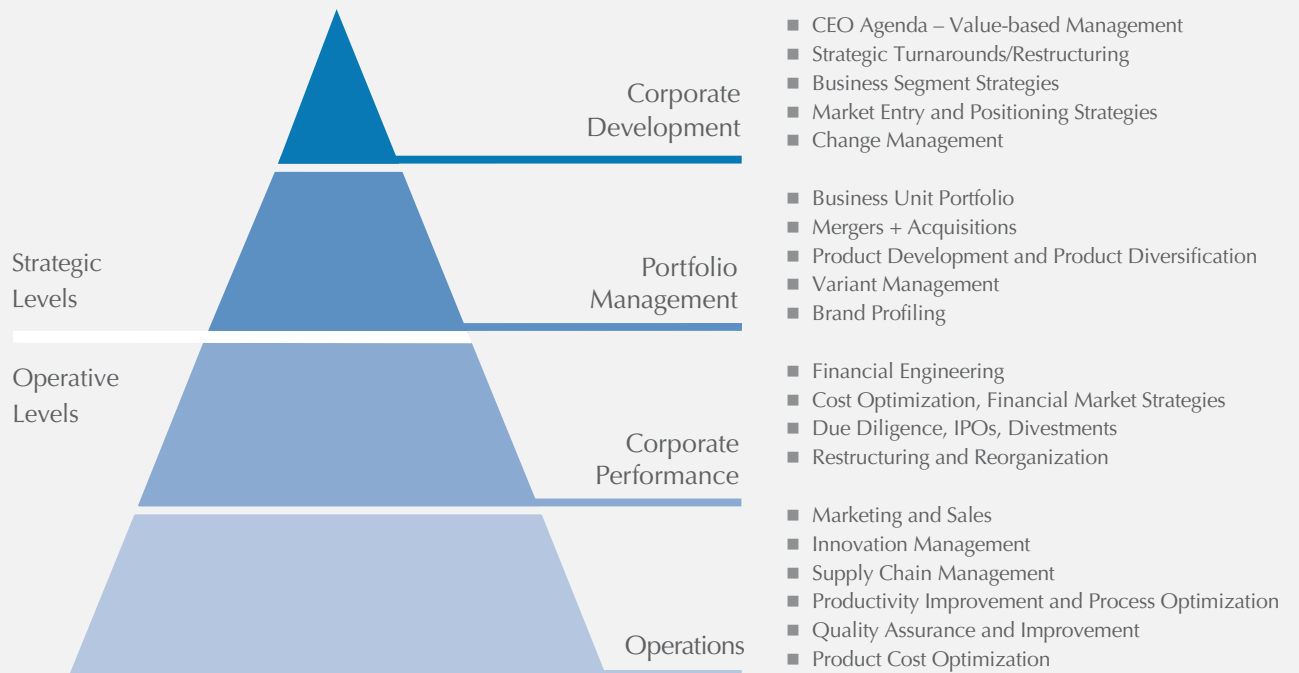


### Experience in industry before moving to consulting



## Consulting approach:

ME's universal approach to consulting considers both strategic and operational levels of company practice.



## From Hidden Champion ...

MANAGEMENT ENGINEERS has been considered the Hidden Champion of the consulting branch for many years. The Institute of Management and Consulting Sciences, Bonn [IMCS] has conducted well-researched market studies and rankings since 1998. From the beginning, ME has been singled out in a total of eight categories as a leading strategy and consulting firm.

### Ranking results for ME [Hidden Champion Studies 1998 - 2009]

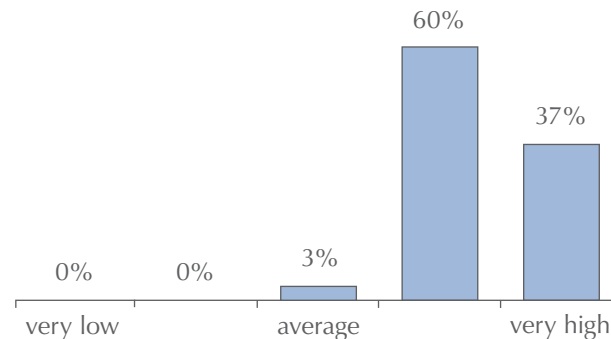
- No. 1** Automotive and Mechanical Engineering
- No. 1** Product-oriented Strategy
- No. 1** Technology-oriented Strategy
- No. 1** Operative Efficiency
- No. 1** Business Process Optimization
- No. 1** Supply Chain Management and Logistics
- No. 2** Implementation Competence
- No. 2** Cost Reduction and Turnaround

[Source: IMCS]

### When it comes to Operative Efficiency, ME is credited with the greatest competence

Rank	Consultancy	Points
1	MANAGEMENT ENGINEERS	433
2	ROLAND BERGER	378
3	MCKINSEY & COMPANY	373
4	GOETZPARTNERS	369
5	BOSTON CONSULTING GROUP	305

### Perceived competence of ME



[Source: WGMB, CAPITAL 6/09]

The latest market study from WGMB (Wissenschaftliche Gesellschaft für Management und Beratung; scientific society for management and consulting) also establishes MANAGEMENT ENGINEERS as the market leader when it comes to consulting in Operative Efficiency – definitely outdistancing ROLAND BERGER, MCKINSEY, and BCG.

The German business magazine CAPITAL exclusively published the WGMB study in June 2009 and writes: “For automakers, machine and plant manufacturers, MANAGEMENT ENGINEERS – the Hidden Champion in the category Optimization and Efficiency – has long since ceased to be the unknown follower.”

In the performance characteristic Implementation Competence, which is increasingly important from the client perspective, MANAGEMENT ENGINEERS clearly outdoes all major established competitors.

## ... into the Champions League

### MANAGEMENT ENGINEERS is one of the most important management consulting firms in Germany

MANAGER MAGAZIN, Germany's most distinguished business publication, has extended a "welcome to the club" to MANAGEMENT ENGINEERS in the title story of its August 2009 issue. The top ten strategy consulting firms in Germany were analyzed. ME was determined to be the "shooting star of the consulting industry". The editorial staff was supported in their findings by an exclusive WGMB study prepared by economist Prof. Dr. Dietmar Fink, Bonn.

The business journal explained the market success of ME as follows: "The personnel concept is a perfect fit, tailor-made to more than adequately address the hot spots in so many companies. MANAGEMENT ENGINEERS largely hires practitioners who have years of experience in industry. In the Fink ranking, the company comes out on top in the more robust disciplines. ME is strong on implementation and in managing supply chains and processes."

In three out of ten consulting segments – namely Operations Management, Supply Chain and Process Management, as well as Turnaround and Restructuring – MANAGEMENT ENGINEERS even succeeds in placing among the top five. The same is true for three out of ten so-called criteria for selection: implementation competence, communication skills, and the ability to work on teams.

Rank	Consultancy	Points
1	BOSTON CONSULTING GROUP	401
2	MCKINSEY & COMPANY	397
3	ROLAND BERGER	388
4	BAIN & COMPANY	384
5	BOOZ & COMPANY	376
6	MANAGEMENT ENGINEERS	374

### Implementation competence: no. 2

Rank	Consultancy	Points
1	ROLAND BERGER	394
2	MANAGEMENT ENGINEERS	374
3	DROEGE & COMPANY	361
4	A.T. KEARNEY	334
5	BAIN & COMPANY	328

### MANAGEMENT ENGINEERS is the shooting star of the branch

To a certain extent, MANAGEMENT ENGINEERS has from the start received so many accolades from decision makers in businesses with sales of more than one billion Euros that it ranks directly behind the traditional market leaders in regard to overall satisfaction: in sixth place – only two points behind BOOZ & COMPANY.

[Sources: WGMB, MANAGER MAGAZIN 8/09]

### Process management: no. 2

Rank	Consultancy	Points
1	A.T. KEARNEY	390
2	MANAGEMENT ENGINEERS	345
3	MCKINSEY & COMPANY	343
4	ROLAND BERGER	339
5	DROEGE & COMPANY	338

# What studies verify ...

As early as spring 2009, as the world economic crisis revealed the need for long-term restructuring and turnaround measures at many well-known companies, HANDELSBLATT had already proclaimed “The Hour of the Rescuers”.

“Above all, what is needed are consulting firms that have made a name over the years in these areas (short-term cost reduction and strategic prospects),” writes the most important German economic newspaper.

According to the article, MANAGEMENT ENGINEERS is one of the five most important and competent management consulting firms for restructuring and turnaround – just behind BCG.

## Restructuring and turnaround: no. 5

Rank	Consultancy	Points
1	ROLAND BERGER	401
2	MCKINSEY & COMPANY	384
3	DROEGE & COMPANY	334
4	BOSTON CONSULTING GROUP	327
5	MANAGEMENT ENGINEERS	324

## Unique selling propositions of MANAGEMENT ENGINEERS in restructuring and turnaround



### Seniority and experience

- **An eye for what’s important – high rate of implementation:**  
With professional experience in industry and management ME consultants recognize fundamental problems, take appropriate measures rapidly, and provide orientation
- **Successful stakeholder management:**  
Thanks to ready acceptance by banks, equity providers, executive boards, management, employees, and employee representatives, ME consultants are able to balance interests successfully and rapidly
- **Consulting from strategy to implementation:**  
With their excellent practical know-how ME consultants accompany complete restructurings and company turnarounds all the way through to implementation

### Consulting to Completion

WGMB Director Prof. Dr. Dietmar Fink has noticed “... that MANAGEMENT ENGINEERS – a consulting firm previously focused on operations management – can now be recommended highly for restructurings and turnarounds. This may initially seem surprising, but only at first glance:

The Duesseldorf company has already given convincing performance with seniority and experience and by being strong on implementation. Those who join ME as consultants have generally already had a career in industry. ME consultants thus not only have the requisite academic knowledge, but also possess an incredible amount of practical know-how – a combination high in demand and appreciated by the market, especially in these critical times.”

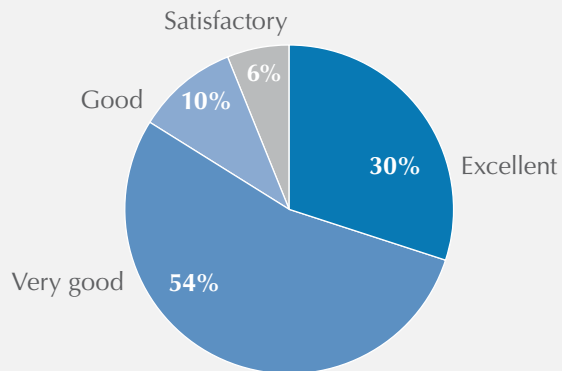
[Source: HANDELSBLATT 12 May 2009]

## ... is substantiated by our clients

### First-hand feedback

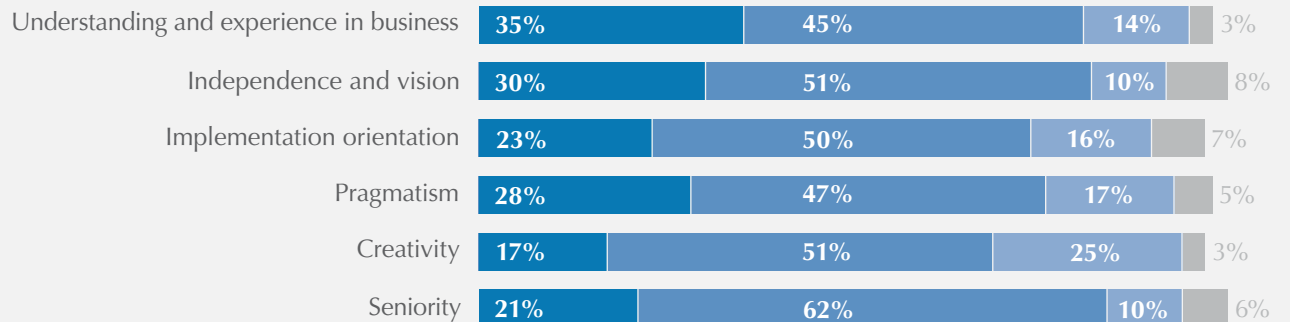
The opinions of our clients and their assessment of project results also confirm what current market studies or research institutes document: The response to **MANAGEMENT ENGINEERS'** performance profile and consulting competence is usually very good and even excellent. The latter is also true of how well ME consultants are accepted by our clients.

#### Acceptance of ME consultants

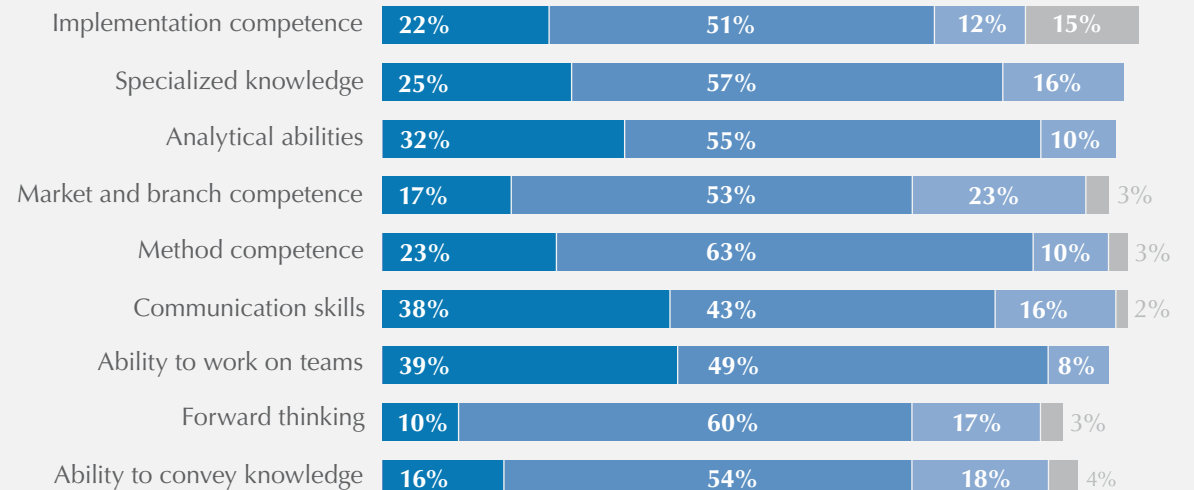


[Source: ME Questionnaires 2008/2009]

#### Client assessment of the ME performance profile



#### Client assessment of the ME competence profile



■ Excellent ■ Very good ■ Good ■ Satisfactory

# Where and how can you contact us?

Address information for all of our offices can be found at: [www.ManagementEngineers.com](http://www.ManagementEngineers.com)

You can reach us by e-mail at: [Info@ManagementEngineers.com](mailto:Info@ManagementEngineers.com)

## International Projects in:

Australia

Austria

Belgium

Brazil

Canada

China

Czech Republic

Denmark

Finland

France

Great Britain

Hungary

India

Iran

Ireland

Italy

Japan

Poland

Portugal

Romania

Russia

Slovakia

South Korea

Spain

Sweden

Switzerland

The Netherlands

Turkey

United States

## Branch Focus

- Automotive
- Chemicals & Life Sciences
- Electronics
- Financial Services
- Manufacturing & Engineering
- Utilities

## Consultant Profile

- Functional and methodological expertise
- Management level experience in industry
- Skilled communicators
- Outstanding soft skills

## Facts and Figures

- 9 locations worldwide
- Owners: 16 partners
- Turnover 2008: 89m Euros
- 175 consultants
- Founded in 1978



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