

Pricing Excellence for Private Equity:

*How Pricing Can Help Your Portfolio Companies
Generate Better Returns*

Why Attend this Conference?

Join us for a half-day conference focused on presenting best practices and examples in assessing the sales and pricing potential in the pre-deal phase and optimizing the pricing performance in the post-deal phase:

- Target companies with both product and pricing advantages
- Determine the true revenue potential of target companies
- Identify quick wins in pricing to generate cash at portfolio companies
- Define superior pricing strategies to boost your returns

The speakers will use specific examples and discuss their personal expertise in assessing and optimizing pricing in a variety of sectors (Internet services, Retail/commercial banking, Telecommunications, Tourism, Consumer goods, Manufacturing, Construction etc.)

Prof. Hermann Simon will also introduce the new version of his book on **Hidden Champions** and give several examples of proven, little-known companies that have developed niches in their industries with strong market and pricing leadership.

As an attendee, you will also have the opportunity to **network with other professionals** from the Private Equity industry.

Who Should Attend this Conference?

Private Equity Attendees

- Operations Partners
- Investment Managers
- Portfolio Managers
- Principals

Portfolio Attendees

- CEOs
- Finance Executives
- Sales and Marketing Executives
- Pricing Executives

Registration

To confirm participation, please visit <http://www.simon-kucher.com/pepricingconference/index.html> and register. Any questions, please email PE-PricingConference@simon-kucher.com. Should you personally not be able to attend due to other commitments, please feel free to send another member of your organization. The registration due date is **February 26, 2009**. The conference fee of \$300 will be covered for you by Simon-Kucher & Partners.

**Learn from the
World's Leading
Pricing Experts!**

**Hidden
Champions:
Learn from
the world's
best
unknown
companies!**

AGENDA

8:30 a.m. – 9:00 a.m.

- Registration

9:00 a.m. – 9:10 a.m.

- Opening Remarks
Jens Baumgarten

9:10 a.m. – 9:40 a.m.

- Use pre-deal pricing analysis to identify revenue champions
Dieter Lauszus

9:40 a.m. – 10:20 a.m.

- Boosting profits through professional pricing processes in portfolio companies
Andre Weber

10:20 a.m. – 10:50 a.m.

- Networking and Refreshment Break

10:50 a.m. – 11:30 a.m.

- Pricing and revenue enhancing success story
Eric Akunda

11:30 a.m. – 12:10 p.m.

- Hidden Champions: Learn from the world's best unknown companies
Prof. Hermann Simon

12:10 p.m. – 12:30 p.m.

- Wrap Up / Q & A / Networking Opportunity

About Simon-Kucher & Partners

Simon-Kucher & Partners has added value for clients and unlocked profit potential internationally since 1984. With more than 400 pricing specialists in 18 offices worldwide, SKP has the largest team of pricing experts in the world.

SKP's projects result in average ROIs in excess of 10x – often within only a few months. Private equity companies, such as 3i, Advent International, Archon Partners, Capvis, CD&R, Credit Suisse, Goldman Sachs, KKR and Texas Pacific Group, have commissioned SKP to support their portfolio companies on pricing issues.



"world leader in giving advice to companies on how to price their products"

Source: *BusinessWeek*, January 18, 2004



"...the world's leading pricing consultancy..."

Source: "*Business Consulting*", Gilbert & Czerniawska, 2005, *The Economist Books*

Speakers



Jens Baumgarten is the Managing Director of SKP's New York office. He is the recent co-author of *Price Management in Financial Services*.



Dieter Lauszus is a Senior Partner and global leader of SKP's private equity competence center. He has extensive experience in supporting private equity companies globally in the pre and post-deal phases.



Andre Weber is a partner in SKP's Boston office. He focuses on portfolio company pricing in diverse B2B and B2C fields. He publishes regularly in periodicals such as *The Wall Street Journal Europe* and *Handelsblatt*.



Professor Hermann Simon is the founder and chairman of SKP. He has written more than 30 books on pricing and marketing, including *Hidden Champions*, *Power Pricing*, and *Manage for Profit, not for Market Share*.



Eric Akunda is Director of Business Strategy and Insights at Network Solutions, a provider of domain names and website solutions. He has worked closely on projects with SKP while there and, previously, at major pharmaceutical company, Eli Lilly.

Important Books

Hidden Champions of the 21st Century: Success Strategies of Unknown World Market Leaders

This book gets to the core of the strategies of the concealed world market leaders. Twelve years after the first release of the first *Hidden Champions* book, Simon now focuses on leadership practices and strategies during the globalization era. Compelling case studies are used to answer such questions as: Why are these companies so successful? How do they define their markets? How relevant is globalization for them? How do they enter new countries? and How do new hidden champions come into being?

Hermann Simon: Springer NY, February 2009

Manage for Profit not for Market Share: A Guide to Greater Profits in Highly Contested Markets

For decades, managers have been told that sustainable increases in profits lie in pursuing high market share. However, *Manage for Profit, Not for Market Share* instead lays out a practical, proven program managers can use to differentiate mature products, raise prices effectively, time promotional activities properly, better understand consumer preferences, and more, in order to bring their companies closer to peak profit performance.

Hermann Simon, Frank F. Bilstein, Frank Luby: Harvard Business School Press, April 2006

