

EAC Company Profile

13th May 2022



OUR EXPERTISE – CONSULTING IN GROWTH MARKETS

30 years of international consulting in Asia and other key emerging markets – we are experts for analysis, strategy development and globalization solutions

OUR OFFICES AROUND THE GLOBE

- Munich
- Shanghai
- Mumbai



OUR FUNCTIONAL COMPETENCIES

- Strategy
- M&A
- Operational Excellence
- Digitalization
- Sustainability



OUR REGIONAL EXPERTISE

- China
- India
- Southeast Asia
- Northeast Asia
- Central Asia
- CEE



OUR INDUSTRY COMPETENCIES

- Mobility
- Industrial Engineering
- Building & Infrastructure
- Energy & Environment
- Pharma & Healthcare
- Chemicals & Specialties
- Consumer Goods
- Exhibition



“WE THINK AHEAD” - we guide our clients to unbeatable positions in Asian and European growth markets - based on passion and trust

LONG-TERM MANAGEMENT EXPERTISE IN ASIA

- With 30 years of local presence EAC is a pioneer in the emerging core markets China and India
- Strong project track record stems from long-standing relationships with global and regional industry stakeholders

IN-DEPTH INDUSTRY KNOWHOW

- No “off the shelf” projects: tailor-made project solutions for the individual requests of our clients
- EAC is supported by a high-caliber advisory board of former, internationally active CEOs in China and Europe



WE CREATE VALUE

- “Single-Shop-Services guaranteed through high cross-regional flexibility – no risk of “profit center fences”
- Strong global network of independent experts in all relevant growth markets through EAC regional hubs

MORE THAN A VISION – A PROMISE

- We are overachieving the expectations of our customers with individual consulting approaches and innovative strategies
- We are a strong strategy partner – also during execution stage. Our project philosophy: “Walking the last mile”

OUR OFFERING – SUCCESS WITH TAILOR MADE SOLUTIONS

EAC offers holistic consulting solutions from strategy development to roll-outs and operational efficiency programs for mid-cap and multinational companies in growth markets

STRATEGY

- Go-to-market Strategy
- Product Design-to-value Initiative
- Portfolio Diversification
- Innovation Strategy
- Strategy Execution Cockpit

M&A

- Acquisition
- Divestures
- Corporate Finance Services

OPERATIONAL EXCELLENCE

- Performance Improvement
- Sales Push & Distribution
- Organizational Empowerment
- Global Footprint & Organization
- Supply Chain & Sourcing



DIGITALIZATION

- Digital Strategy
- Digital Capability
- Sales & Marketing
- Digital Transformation

SUSTAINABILITY

- ESG Strategy Formulation
- Sustainable Products Innovation
- Responsible Supply Chain
- Green Manufacturing

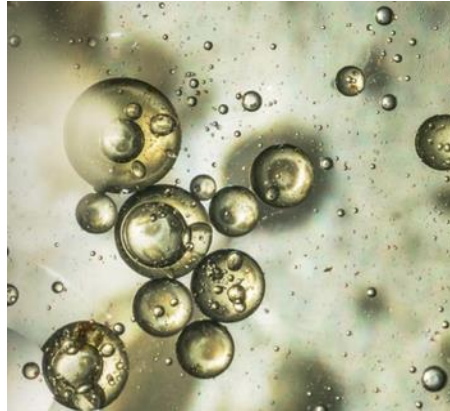
INDUSTRY KNOW-HOW – BEST PRACTICE IN GROWTH SECTORS

In-depth industry experiences in major growth sectors guarantee best practice sharing and awareness of individual client requirements in key industries

MOBILITY



CHEMICALS & SPECIALTIES



CONSUMER GOODS



EXHIBITION



ENERGY & ENVIRONMENT



BUILDING & INFRASTRUCTURE



PHARMA & HEALTHCARE



INDUSTRIAL ENGINEERING



STRATEGY PRACTICE – DEVELOPMENT OF MARKET, PRODUCT AND SALES SOLUTIONS

GO-TO-MARKET STRATEGY

- Validation of Market Opportunities
- Voice of Customer Analytics
- Market Positioning and Value Preposition
- Local Value Chain Design

PRODUCT DESIGN-TO-VALUE INITIATIVE

- Marketability & Customer Clinics
- Technical and Cost Benchmarking
- Target Costing Approach
- Smart Product Development

PORTFOLIO DIVERSIFICATION

- Product Ideation Heatmap
- Application and Product Feasibility
- Diversification Strategy
- Change Management



INNOVATION STRATEGY

- Innovation Trend Radar
- Product Innovation Scouting
- Start-up Ecosystem Screening
- Innovation Push Concept

STRATEGY EXECUTION COCKPIT

- Project Management Office
- Objective Management Tools (OKR)
- Agile Project Management
- Facilitation Network Access

M&A PRACTICE –

WE SUPPORT INBOUND AND OUTBOUND TRANSACTIONS

ACQUISITION

- Acquisition strategy review and formulation
- Target qualification and deal origination
- Acquisition execution and completion
- Commercial due diligence
- Post-merger integration

DIVESTURES

- Monitoring, planning and preparation of Divestures
- Carve-out and business separation
- Divesture marketing material assistance
- Business plan financial modeling
- Divesture process execution
- Vendor due diligence

COPORATE FINANCE SERVICES

- Capital raising (VC, growth capital, Pre-IPO funding)
- Valuation advisory
- Joint-Venture governance and restructuring
- Working capital and cash management
- Distressed and special situation transactions



OPERATIONAL EXCELLENCE – CORPORATE EFFICIENCY IN COMPLEX GLOBAL SETTINGS

PERFORMANCE IMPROVEMENT

- “Ready for growth?” check
- 2nd home market capabilities
- Competitor benchmarking
- Business process optimization
- Transformation management

SALES PUSH & DISTRIBUTION

- B2B/ B2C market trends & insights
- Market approach: product & pricing
- Channel strategy: online & offline
- Best-fit distribution architecture
- Partner screening and assessment

ORGANIZATIONAL EMPOWERMENT

- On-site project management (PMO)
- Long-term implementation support
- C-suite & senior executive deployment
- Crisis & turnaround management
- Executive search



GLOBAL FOOTPRINT & ORGANIZATION

- Production network optimization
- Footprint advisory & relocation strategies
- Shared Service Center conceptualization
- Setup of international procurement office
- Local authority negotiation

SUPPLY CHAIN & SOURCING

- Best-value country sourcing
- Supplier identification & make vs. buy concepts
- Intelligent (re-)sourcing strategies & risk mitigation
- Supply network resilience & near-shoring
- Procurement organization excellence

DIGITAL TRANSFORMATION – GOAL DRIVEN IMPLEMENTATION OF INNOVATIVE TECHNOLOGIES

DIGITAL STRATEGY

- Analysis of Competitiveness
- Definition of Digital Strategy
- Ideation for new Business Models
- Evaluation of Digital Platform Strategies

DIGITAL CAPABILITY

- Building of digital Skills & Resources
- Screening of Technology & Start-ups
- Location Footprint Intelligence (LI)
- Industry Benchmarking

SALES & MARKETING

- Analysis of Market & Products, including LI
- Assessment of e-Commerce Competitiveness
- Assessment of Business and Operations Model
- Modelling best-fit eco-system Partnership

DIGITAL TRANSFORMATION

- Support of digital Product Innovation
- Assessment of digital Culture & Organization
- Assistance in building a lean & agile Operation
- Quantification of Business Impact

SUSTAINABILITY – SETUP YOUR BUSINESS FOR A RESILIENT FUTURE

ESG STRATEGY FORMULATION

- Global ESG Regulation & Subsidy Management
- ESG Certifications, Reporting and Audit
- Roadmap for Sustainable Business Transformation

SUSTAINABLE PRODUCTS INNOVATION

- Circular Product Mapping & Packaging Solutions
- Actionable Go-to-Market Concept
- Product Life Cycle Assessment

RESPONSIBLE SUPPLY CHAIN

- Supply Chain Due Diligence, Conformity and Redesign
- Evaluation of Nearshoring Concepts
- Circular Supply Chain Feasibility

GREEN MANUFACTURING

- Carbon Footprint Mapping & Roadmap to Neutrality
- Waste Reduction & Recycling Concept
- Carbon Neutrality & Trading Opportunities

OUR PARTNERS – LOCAL EXPERTS IN ALL FOCUS REGIONS

We are pioneers in Asia – we were one of the first management consultancies in China and later in India and have been privately owned since our foundation in 1992

PARTNERS

EAC MUNICH



Dietmar Kusch
Partner & Founder EAC Munich



Daniela Bartscher-Herold
Partner & Founder EAC Munich



Anna Ahlborn
Partner EAC Munich/ Moscow

EAC SHANGHAI



Uwe Haizmann
Partner EAC Shanghai



Daniel Berger
Partner EAC Shanghai



John Deng
Partner EAC Shanghai



Eric Luo
Partner EAC Shanghai

EAC MUMBAI



Ashish Kumar
Partner EAC Mumbai



Hitesh Dama
Partner EAC Mumbai



Sanil Mhatre
Partner EAC Mumbai

OUR ADVISORY BOARD – TOP EXECUTIVE EXPERIENCE

Successful senior managers support EAC in Europe and Asia – the former CEOs of large multi-nationals combine profound industry understanding with many years of international experience

GLOBAL BOARD



Dr. Herbert Wörner
(former CEO BSH)



Dr. Armin Bruck
(former CEO Siemens ASEAN und Indien)



Prof. Dr. Bernd Gottschalk
(former Board Member Daimler-Benz,
former President VDA)



Dr. Peter Köhler
(former CEO Weidmüller Group)



Hubertus Krossa
(former CEO KION Group)



Dr. Utz Tillmann
(former Senior VP BASF and
Chief Executive VCI)



Urs Leinhäuser
(former CFO Autoneum Holding AG)

APAC BOARD



C.P. Quek
(Executive Board & Chief Asia
Pacific Officer KION GROUP AG)

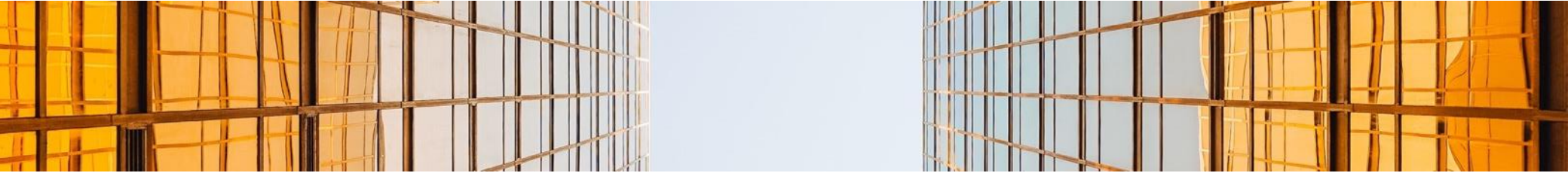


Dr. Richard Zhang
(former President Heraeus China)



Dr. Mo Zhong
(former Vice President
Bosch Rexroth China)

Prestigious associations in Germany like the VDMA and DEG take EAC on board as an experienced knowledge partner



- VDMA (Mechanical Engineering Industry Association), largest industry association in Europe
- Representative for over 3100 mostly medium-sized companies in the capital goods industry
- The VDMA represents the economic, technological and political interests of the engineering industry
- EAC is actively supporting more than 10 trade associations in Asia with market and machine building sector know how



- DEG is a reliable partner to private-sector enterprises operating in developing countries
- DEG´s target customers are corporates investing in emerging markets
- DEG offers tailor-made long-term financing and feasibility studies
- DEG uses its international networks to share know-how and expertise and to pool finance and advice efficiently
- Financing of new manufacturing sites, JVs with local partners, acquisition of local subsidiaries

CLIENT REFERENCES – OVERVIEW

EAC’s high-caliber consulting solutions are recognized by international MNCs and hidden champions

EAC – YOUR PARTNER OF CHOICE IN ASIA

	IN OVER	MORE THAN
30	50	2,500
YEARS OF EXPERIENCE	COUNTRIES AROUND THE GLOBE	PROJECTS IN GROWTH MARKETS



brandeins /thema

2021

Beste Unternehmensberater

brandeins /thema

2022

Beste Unternehmensberater

In 2021 and 2022, EAC was once again among the best consultancies in Germany

EAC TESTIMONIALS – WHAT CUSTOMERS SAY ABOUT US

We have supported over 2,500 projects in more than 50 countries worldwide: Clients value EAC's systematic project approach, local expertise and service from strategy to implementation



Marcel Pawlicek
Former CEO
Burckhardt Compression



Dr. Yvonne Zhang
Head of Sustainability Innovation Excellence (former VP & Head of Strategy and Marketing)
Clariant



Sami Häikiö
Head of Asia Pacific, Dining & Lifestyle
Villeroy & Boch



Kebao Yang
President APAC
AMMEGA



Sujan Saha
CEO Coatings Solutions
BASF



Dr. Christine Mendoza-Frohn
EVP Sales EMEA & LATAM Performance Materials
Covestro



Herbert Blaschitz
CEO Global Business Units Advanced Technology Facilities
Exyte



Frank Semling
Member of the Board
Hansgrohe Group



Dr. Roland Fleck
Chief Executive Officer
NürnbergMesse



Dr. Wolfgang Hiller
Former CEO
Uniwheels



Patrick Schwarzkopf
Managing Director
VDMA Robotics & Automation

TRACK RECORD – EXAMPLES OF CUSTOMER REFERENCES

MOBILITY

- Allgaier Automotive GmbH
- Astotec Holding GmbH
- Baumann Federn AG
- BHTC Behr-Hella Thermocontrol GmbH
- BMW AG
- Bosal International NV
- Continental AG
- Coroplast F. Müller GmbH & Co. KG
- Daimler AG
- FRIWO AG
- Fischer & Kaufmann GmbH & Co. KG
- Grammer AG
- Huayu Automotive Systems Co., Ltd.
- KAMAX Holding GmbH & Co.
- Knorr-Bremse AG
- Kokinetics GmbH
- KSM Castings Group GmbH
- Magna International, Inc.
- Mahle GmbH
- Marquardt GmbH
- MAN Truck & Bus AG
- Muhr und Bender KG
- Nedschroef Holding BV
- Novelis Inc.
- Norma Group SE
- PMG Group
- Preh GmbH
- Rheinmetall Automotive AG
- Ringspann GmbH
- Saarstahl AG
- Safety-Kleen Systems Inc.
- Sixt AG
- TRW Automotive GmbH
- UNIWHEELS AG
- Volkswagen AG
- Webasto SE
- Witzemann GmbH
- Würth Elektronik GmbH & Co. KG
- ZF Friedrichshafen AG



INDUSTRIAL ENGINEERING

- Aerezner Maschinenfabrik GmbH
- AMMEGA (Ammeraal Beltech/ Megadyne)
- Bornemann GmbH
- Bosch Rexroth AG
- Briggs & Stratton Germany GmbH
- Burckhardt Compression Holding AG
- Carl Schenck AG
- Chiron-Werke GmbH & Co. KG
- Claas KGaA mbH
- Demag Cranes & Components GmbH
- Dematic Group Ltd.
- DMG Mori AG
- Eckelmann AG
- Engel Austria GmbH
- Heidelberger Druckmaschinen AG
- Hilti AG
- Homag Group AG
- Hörbiger Holding AG
- Körber AG
- Inficon GmbH
- Kistler AG
- Kontron S&T AG
- KraussMaffei Technologies GmbH
- KUKA AG
- Lenze SE
- LPKF Laser & Electronics AG
- Maas & Roos AG
- MAG IAS GmbH
- Mikron GmbH
- OC Oerlikon AG
- Leybold GmbH
- Reintjes GmbH
- Schindler AG
- Semikron GmbH
- SIG Combibloc Group
- Siltronic AG
- SSI SCHÄFER Group
- Syntegon Technology GmbH
- SMS Siemag AG
- Transnorm System GmbH
- VAT Vakuumventile AG
- VDMA e.V.
- Von Ardenne GmbH
- WeEn Semiconductors Co., Ltd.
- ZwickRoell AG



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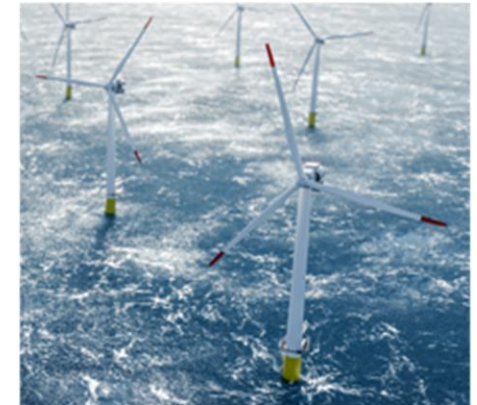
BUILDING & INFRASTRUCTURE

- Aliaxis Group S.A.
- Ammann Group AG
- BMI Group
- BOMAG GmbH
- Dieseko Group B.V.
- dormakaba Deutschland GmbH
- exyte AG
- fischerwerke GmbH & Co. KG
- Häfele SE & Co KG
- Hengqin German City Ltd.
- Hilti AG
- Hörmann KG
- Johns Manville Corp.
- Kapsch TrafficCom AG
- Klüh Service Management GmbH
- Knauf KG
- Knauf Aquapanel GmbH & Co. KG
- Marini S.p.a.
- Osram GmbH
- Rail.One GmbH
- REV Ritter GmbH
- Roto Frank AG
- Schott AG
- Signor Polymers Pvt.
- Simona AG
- Tarkett SA
- Thyssenkrupp AG
- Tridonic GmbH & Co. KG
- TRILUX GmbH & Co. KG
- Viega GmbH & Co. KG
- Vossloh AG
- Wacker Chemie AG
- Wacker Neuson SE
- Xella International S.A.



ENERGY & ENVIRONMENT

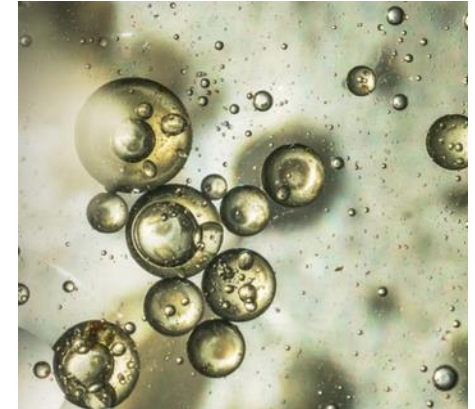
- AEG Power Solutions B.V.
- Arvos Ljungstrom LLC
- Baettr Stade GmbH
- Bartec GmbH
- CHOREN Industrietechnik GmbH
- Condair Group AG
- DK Recycling und Roheisen GmbH
- Enercon GmbH
- Engelmann Sensor GmbH
- Flaxres GmbH
- Forschungsvereinigung Antriebstechnik e.V.
- Johnson Matthey Catalysts
- Landis + Gyr AG
- Liebherr-International Deutschland GmbH
- Manz AG
- Marley Engineered Products
- Meyer Burger Technology AG
- Nexans SA
- Phoenix Contact GmbH & Co. KG
- PVA Tepla AG
- REC Solar Holdings AS
- RENA Technologies GmbH
- RLG - Reverse Logistics GmbH
- Ringspann GmbH
- RWE AG
- Safety-Kleen Systems, Inc.
- Semikron GmbH
- Senvion GmbH
- Siemens Energy AG
- Siemens Gamesa Renewable Energy AG
- SMA Solar Technology AG
- Solarworld AG
- SPX Cooling Technologies, Inc
- Steag GmbH
- Weidmüller Interface GmbH & Co. KG
- Vattenfall AG
- Verbio AG
- Vinci Energies Deutschland GmbH
- ZF Wind Power Antwerpen NV



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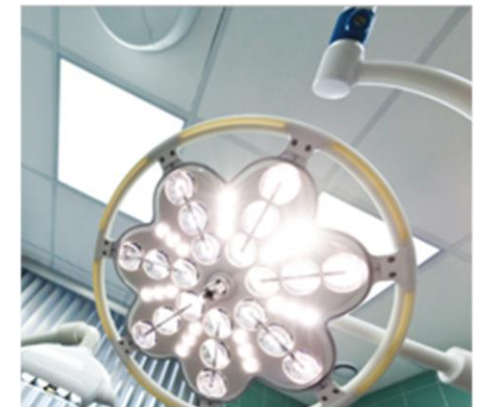
CHEMICALS & SPECIALTIES

- Alantum Europe GmbH
- Alfred Talke GmbH & Co. KG
- Azelis S.A.
- BASF AG
- Bostik SA
- BTR New Energy Material Ltd.
- Clariant AG
- China National Chemical Corporation Ltd.
- Choren Industrietechnik GmbH
- Covestro AG
- Cray Valley SA
- Deutsche Nickel GmbH
- H.C.Starck GmbH & Co. KG
- Heraeus GmbH
- Heytex Bramsche GmbH
- Honeywell Inc.
- ILAG Industrielack AG
- Imerys SA
- INEOS Styrolution Group GmbH
- INVISTA International S.à r.l.
- ICL Group Ltd.
- LANXESS AG
- Lenzing AG
- Leonhard Kurz Stiftung & Co. KG
- Lohmann GmbH & Co. KG
- Mauser Packaging Solutions
- Menzolit GmbH
- RHI Magnesita AG
- Saarlühl AG
- Shurtape Technologies, LLC
- Schott AG
- SIKA AG
- Sinochem Group Co., Ltd.
- SWARCO AG
- Swissmetal Industries AG
- Tinci Materials Technology Co., Ltd.
- Trevira GmbH
- Umicore SE
- VERSEIDAG-INDUTEX GmbH
- Wacker Chemie AG
- Wanhua Chemical Group



PHARMA & HEALTHCARE

- Abbott Laboratories
- Analytik Jena GmbH
- Ansell Ltd.
- Ascom AG
- B. Braun Avitum AG
- Carl Zeiss Meditec AG
- Centrient Pharmaceuticals Netherlands B.V.
- Drägerwerk AG & Co. KGaA
- Fresenius Medical Care AG & Co. KGaA
- Gebrüder Lödige Maschinenbau GmbH
- Grünenthal GmbH
- GlaxoSmithKline plc.
- Hereaus GmbH
- Lohmann & Rauscher GmbH
- Mauser Packaging Solutions
- Merck KGaA
- Pfäzler, Inc.
- Raumedic AG
- Riemser Pharma AG
- Roche AG
- Schott AG
- Siemens Healthineers AG
- Spectaris e.V.
- Syntegon Technology GmbH
- TECAN Group AG
- Uhlmann Pac-Systeme GmbH & Co. KG
- Vereinigte Papierwarenfabriken GmbH
- Wörwag Pharma GmbH & Co.KG



TRACK RECORD – EXAMPLES OF CUSTOMER REFERENCES

CONSUMER GOODS

- AHT Cooling Systems GmbH
- Alfred Kärcher SE & Co. KG
- Amann & Söhne GmbH & Co. KG
- Bahlsen GmbH & Co. KG
- Beckers bester GmbH
- BRITA GmbH
- BSH Hausgeräte GmbH
- Capri Sun Group
- Dr. Oetker GmbH
- Dunlop Protective Footwear
- Elkay Manufacturing, Co.
- Faber-Castell AG
- Gym80 International GmbH
- Hansgrohe SE
- Hochdorf Swiss Nutrition AG
- Hilding Anders AB
- Kaiser+Kraft GmbH
- Kufner Textilwerke GmbH
- Leifheit AG
- Lenzing AG
- McIlhenny Co.
- Melitta Unternehmensgruppe Bentz KG
- Mondelez International, Inc.
- Mein Glück - Friedrich Göbber GmbH
- Miele AG
- OMIRA GmbH
- Paulaner Brauerei Gruppe GmbH & Co. KGaA
- Ravensburger AG
- Schleich GmbH
- Schock GmbH
- Schott AG
- Steiff Retail GmbH
- Stieglbrauerei zu Salzburg GmbH
- Swarovski AG
- Ten Kate Holding bv
- Vedes AG
- Villeroy & Boch AG
- Wanzl GmbH & Co. KGaA
- WMF AG



EXHIBITION

- Comexposium Group
- Deutsche Messe AG
- Genting Group
- GL Events S.A.
- German Exposition Corporation International GmbH
- Government of Luxembourg
- Jinan Greenland International Exposition Center
- Kölnmesse GmbH
- Messe München GmbH
- Nürnberg Messe GmbH
- Shanghai New International Exhibition Centre Co., Ltd.
- Hong Kong Convention & Exhibition Centre
- Nanjing Lishui Convention & Exhibition Centre
- Guangdong (Tanzhou) Intl. Exhibition Centre
- Changsha Intl. Convention & Exhibition Centre
- Tianjin Binhai Convention and Exhibition Centre
- New Hanoi National Exhibition Centre
- New Bucharest Exhibition Centre
- HITEC Intl. Convention & Exhibition Centre
- India Intl. Convention & Expo Centre Dwarka
- Indian Exhibition Industry Association
- Riyadh International Convention & Exhibition Centre
- Ekaterinburg Expo Center
- Korea International Trade Association
- Thai Convention & Exhibition Bureau
- Xiamen New Convention and Exhibition Centre



WHERE YOU CAN FIND US – EAC AROUND THE GLOBE

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