

TOP 25 Management Consulting Companies in Germany 2008

Companies	Emphasis on Strategy Consulting	Revenue in Million € in Germany		Number of Employees in Germany		Total Revenue in Million € (Only companies with headquarters in Germany)	
		2008	2007	2008	2007	2008	2007
1 McKinsey & Company Inc. Deutschland, Düsseldorf *)	•	645,0	630,0	2.300	2.000		
2 Roland Berger Strategy Consultants GmbH, München *)	•	398,0	365,0	840	790	670,0	615,0
3 The Boston Consulting Group GmbH, Düsseldorf/München *)	•	369,0	361,5	1.510	1.370		
4 Deloitte Consulting GmbH, Hannover		286,0	266,0	1.156	830		
5 Booz & Company GmbH, Düsseldorf *) 1)	•	262,0	252,0	600	580		
6 BearingPoint GmbH, Frankfurt am Main *)		246,0	220,0	1.381	1.362		
7 Steria Mummert Consulting AG, Hamburg		239,0	224,0	1.651	1.497		
8 Capgemini Consulting, Berlin 2)		231,0	227,0	903	996		
9 Oliver Wyman Group, München *)	•	228,0	207,0	600	560		
10 A.T. Kearney GmbH, Düsseldorf	•	209,0	185,0	574	548		
11 Bain & Company Germany Inc., München	•	193,0	191,0	440	430		
12 Droege International Group AG, Düsseldorf *) 3)	•	122,0	122,0	240	240	135,0	135,0
13 Horváth AG (Horváth & Partners-Gruppe), Stuttgart		83,1	56,8	267	211	102,1	71,7
14 Simon, Kucher & Partners GmbH, Bonn *)		80,7	65,6	290	242	98,7	80,6
15 Mercer Deutschland GmbH, Frankfurt am Main *)		79,5	74,0	579	555		
16 Zeb/Rolfes.Schierenbeck.Associates GmbH, Münster		79,4	77,5	605	547	103,1	99,5
17 Arthur D. Little GmbH, Wiesbaden	•	79,0	78,5	235	250		
18 Management Engineers GmbH & Co. KG, Düsseldorf *)		77,0	59,0	190	155	89,0	68,0
19 MC Marketing Corporation Gruppe, Bad Homburg		64,0	61,7	285	287	76,2	75,6
20 Towers Perrin Inc., Frankfurt am Main *)		62,0	58,0	350	330		
21 Kienbaum Management Consultants GmbH, Gummersbach *)		57,0	46,0	250	195	60,0	50,0
22 d-fine GmbH, Frankfurt am Main		48,2	37,3	235	200	50,8	41,3
23 Monitor Group, München	•	33,0	33,0	90	90		
24 Agens GmbH & Co. KGaA, Ellerau		30,6	24,3	260	226	35,7	27,0
25 The Information Management Group IMG GmbH, München		28,5	31,2	240	280		

The current
Lünendonk® List 2009

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1) up to 05/2008 Booz Allen Hamilton GmbH; transformation influenced by the company's splitting

2) without IT consulting and systems integration

3) incl. success-related fee standards

*) Revenue and/or employee figures partially estimated.

Admission criteria for this list: More than 60 percent of revenue generated by classic corporate consulting, such as strategy, organisation, management and marketing.

The ranking is based on verified information provided by the companies themselves as well as on estimates by Lünendonk GmbH, regarding revenues entered in the balance sheet/generated in Germany.

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LÜNENDONK® LIST 2009:

THE TOP 25 MANAGEMENT CONSULTING COMPANIES IN
GERMANY

Kaufbeuren, May 20, 2009.-- The German market for management consulting in 2008 just marginally displayed first sign of the global financial and economic crisis and continued to grow on a high level.

According to the Bundesverband Deutscher Unternehmensberater, BDU, the German market volume for classic management and business consulting in strategy, organisation, IT, management, business administration, logistics and marketing amounted to estimated 18.2 billion euros in 2008 (2007: 16.4 billion euros). The growth rate of this market was again in the double-digit range, at 10.7 percent, compared with 2007 (2007 compared with 2006: 11.8 percent).

If one excludes IT consulting from this aggregation, the German market for classic management and business consulting in strategy, organisation, management, business administration, logistics and marketing amounted to estimated 14.3 billion euros in 2008 (2007: 12.9 billion euros). The growth rate of this market segment was with 10.9 percent again in the double-digit range as well.

13,600 companies provide their services on this market, estimates BDU. Out of these, Lünendonk GmbH again determined the 25 companies that generated in 2008 the highest revenues in Germany and respectively earned at minimum 60 percent of their revenues in classic management and corporate consulting – without significant shares of IT consulting.

To provide improved comparability in respect of their position on the German market, the Top 25 management consulting companies are ranked in order of the domestic revenues in Germany. In addition, the list contains the respective total revenues of the companies headquartered in Germany.

However, this modification in the system of ranking implicates that German IT management consulting companies which demonstrate their international presence and competitiveness by means of major shares of international sales, appear further down in the ranking ordered by domestic revenues.

In the top group of the German management consultancy scene, in which the subsidiaries of globally active management consulting groups are positioned for years now, barely any variances occurred. The company Agens Consulting GmbH, Ellerau, providing financial services and implementing projects, is the newcomer in the Top 25. The Dornier Consulting GmbH, Friedrichshafen, because of stagnating revenue in 2008 is no longer member of the Top 25.

According to the individual change rates of domestic revenue of the leading Top 25 companies in Germany, in 2008 only one consulting company was negative, two stagnated. On average, all 25 companies generated a revenue growth of 10.4 percent which is up to the volume of the market growth. With this, the year 2008 altogether joins previous years' positive trend queue for the leading Top 25 companies in Germany. Annual growth would definitely have been higher if the global financial and economic crisis in the last quarter of 2008 had not caused a serious sales collapse and decreased the annual growth rates to partially below 5 percent especially with some large strategy consultants.

But for the current year 2009, the leading Top 25 management consultants forecast on average growth of their individual revenues of barely 2 percent. The total management consulting market the companies even expect to wither in the current year 2009 (minus 2.4%).

Nevertheless, the prognoses for the medium term are positive by all means. Both, for the total management consulting market (plus 5.7% p.a.) and especially for their own revenues (plus 8.7% p.a.), the leading management consultants for the period 2009-2014 forecast unambiguous growth tendencies.

In addition to their domestic German revenues, the ten companies among the Top 25 which are headquartered in Germany generated sales with foreign customers of round about 380 million euros. This corresponds to an average export share by these companies of more than 16 percent of total revenues.

Beside the specialised management consulting companies which generate at least 60 percent of their revenues with classic management consulting, large IT consulting and service providers also substantially contribute to this market. Companies such as IBM Global Business Services or Accenture each generate around 10 to 20 percent of their revenues with strategy and organisation consulting.

The number of employees in Germany of the 25 leading consulting companies increased by an average of 8.8 percent to a total of 16,100 to a somewhat lesser degree as the domestic revenues (10.4%).

Among the factors which encumber development and success of their company most, the leading management consulting companies on a scale from “minus 2 = not at all” to “plus 2 = very much” clearly name the “Current economic situation” the most important which on average

received the rating plus 1.38. As further restrictions, “Financial shortage with customers” (plus 0.35) and “Low market prices/fees” (plus 0.05) ensue.

A detailed study about the management consulting market in Germany including more than 60 companies will be published by Lünendonk GmbH in August at a price of 1,800 euros (including postage and handling, exclusive of 19% VAT).