

Independent Management Consultancies Network IMCN

 European

 Professional

 Personal

*Name of the firm***ANXO MANAGEMENT CONSULTING GMBH***Full address
(incl. phone, fax)*

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*Established***2002***Other offices/daughter companies
(location)***Office Frankfurt: Ammernweg 3, D-65719 Hofheim***Responsible person for the
network***Ralf Strehlau***Name of managing partner(s),
executive director(s)*

Stefanie Schulz, Partner
Ralf Strehlau, Senior Partner

*Name of senior consultants***Marc Sieper***Total number of consultants***7***Number of associate
management consultants
(at least one entire assignment
together)***4****August 2010**

(The profiles of the members are permanently updated. Please ask for the latest version.)

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ANXO GMBH

*Specialisations
(main fields of activity/
FEACO classification)*

Strategy, marketing and sales
Logistics and supply chain management
Organisation / operations management
Project management
Change management
Restructuring
E-Commerce
Social media
Business development
HR consulting

*Type of clients/branches
(industry sectors)*

Building material industry
Automotive industry
Pharma industry / health care
Manufacturing
Packaging industry
FMCG Fast Moving Consumer Goods
Service companies
Financial services

*Consulting products or service
packages (self-developed)*

Online Trend Monitoring
Freight Analysis

*International practice
(foreign countries where assign-
ments were completed;
in order of priority)*

Austria

Language ability in the firm

German
English
Spanish
French

*Professional membership
and cooperations*

Bundesverband Deutscher Unternehmensberater BDU
Marketing Club Frankfurt
BVL-Bundesvereinigung Logistik e.V.
Berufsverband Deutscher Psychologen e.V.
BME - Bundesverband Materialwirtschaft, Einkauf und Logistik e.V.
Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.

*International certification
and date*

**CMC (Certified Management Consultant) the Federal Association of German
Management Consultants BDU e. V., 2006**

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ANXO GMBH

Mission statement / consulting philosophy

For our clients we create an optimisation of their businesses and guide them through the necessary change processes. We are committed to secure long-term growth and profit for our clients, starting from the concept to the implementation.

Credentials (short description of some typical assignments)

- Type of client / branch (industry sector)
- Field of activity
- Assignment summary and results

SPECIAL ENGINE CONSTRUCTION AND FACILITY MANAGEMENT

Supporting the change process in various positions. Coaching and supporting of the new manager in the restructuring and strategic realignment process. Assistance of a continuous cost reduction and change process for all business functions Development of a HR strategy and implementation support.

ONE OF THE LEADING SERVICE PROVIDERS FOR CUSTOMER MANAGEMENT WITH APPROX. 6000 EMPLOYEES IN GERMANY

Development of a strategic realignment of the business unit «addresses and addresses management». Taking charge of the sales management function in this area with a focus on implementation and safeguard of the strategic realignment process, a corresponding reorganization and the development of this business unit by winning new customers.

ONE OF THE LARGEST GERMAN PHARMACEUTICAL WHOLESALERS WITH 2500 EMPLOYEES AND A TURNOVER OF APPROX. € 2,7 BILLION

The core competence of the company lies in the comprehensive and cost-effective supply of medicines and healthcare products for pharmacies through 16 offices throughout Germany. Objective: Social media monitoring and conveying of strategic options for positioning in the digital media. Scope: To develop a common understanding of the current positioning of the company in the internet/social media area and derive implications for the future.

ONE OF GERMANY'S LARGEST ASSET MANAGERS FOR PRIVATE AND INSTITUTIONAL INVESTORS WITH OVER 2200 EMPLOYEES AND MORE THAN 4,6 MILLION CUSTOMERS

- Aim: development of a social media strategy
- Scope: This SMS has to be compiled and defined how the company is dealing with the web 2.0 user generated content. Furthermore it has to be assessed, if it uses that user-generated content. Therefore internal guidelines, which are developed by its own employees, should differentiate sub strategies for business units with different customer groups.

ONE OF THE MAJOR PLAYERS IN THE GERMAN RETAIL INDUSTRY WITH ALMOST 160 SHOPS IN GERMANY

«How to proceed? – Concept, evaluation and tender management of the new warehousing and distribution system within a continuing phase after the insolvency»; logistic expert within the recapitalization team.

ONE OF THE LEADING MANUFACTURER OF WOOD PROCESSING IN GERMANY

Project manager «Analysis of the internal supply chain: speed up processes from inbound to outbound» in order to half the order cycle time for A-article. Define the requirements for the internal supply chain management out of the clients view and to implement new processes and supporting software with the new rules.

U.S. BASED GLOBAL INDUSTRY LEADER WHO DELIVERS SEVERAL MARKETS

E.g. electronics and communications (incl. industrial automation), broadcast and enterprise with cable, industrial connecting solutions, industrial ethernet products. Take over the tender management for three parallel RFQ (contract management) for production sites in D, NL, CZ (from definition of the requirements for the logistics service provider until start of the negotiation).

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Selection of important and well known clients (location)

Automotive Lighting Brotterode GmbH, Brotterode
Cofely Deutschland GmbH, Köln
D+S Europe AG, Hamburg
Deutsche Post AG, Bonn
DPD Deutscher Paket Dienst GmbH & Co. KG, Aschaffenburg
Duropal GmbH, Arnsberg
Dyckerhoff AG, Wiesbaden
Lufthansa AirPlus GmbH, Neu-Isenburg
Maria Soell GmbH, Nidda
Sanacorp AG, Planegg

Partners / senior consultants short profile

RALF STREHLAU – managing director

He is the chairperson of the working group «Management and Marketing» in the Federal Association of German Management Consultants as well as the executive director “Program” at the Marketing Club in Frankfurt. Prior to his employment as a consultant he was in charge of the German business of Acxiom and Head of Marketing for Germany, Austria and Switzerland as well as head of restructuring at the Ericsson GmbH.

Furthermore he was senior manager at KMPG Consulting GmbH. Since more than 20 years Ralf Strehlau is active as an entrepreneur, manager and consultant regarding strategy, sales, marketing, internet, E-Commerce and social media.

STEFANIE SCHULZ – managing director

Stefanie Schulz has more than 15 years experience in projects around logistics and supply chain management in various industries like retail, automotive, food and wood processing. The main focus within her projects was and is the optimisation of logistic key performance indicators like stock turning rate or order lead time under consideration of the overall supply chain costs.

The management of changing processes with the supply chain and to take over responsibility are main subjects she puts on the agenda of her company ANXO MANAGEMENT CONSULTING. Last but not least she leads the association “Informationsmanagement und Logistik” within the Bundesverband Deutscher Unternehmensberater BDU e. V. (the leading association of consultants in Germany).