

**LIFESCIENCE
CONSULTING
GROUP**
INTERNATIONAL AG



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LCG's brief profile

COME TO US – LEAVE WITH A SOLUTION!

Brief profile:

LCG AG (Lifescience Consulting Group International AG) is a consulting firm that specializes in the Life Sciences sector. LCG is backed by years of experience and in-depth understanding based on a wide variety of projects.

Our strengths:

- Experienced and capable teams of consultants
- Industry knowledge
- Understanding & commitment
- Implementation savvy

Our consultancy sectors and clients:

LCG actively works in the following sectors, on a national and international basis:

- Pharmaceuticals (Rx [patent-protected compounds/generics], OTC)
- Medical technology
- Biotechnology
- Venture capital / Private equity / Investors
- Clinics and hospitals
- Medical associations
- Health insurance companies (state / corporate / private)
- Government offices (federal, state, local)

Our core capabilities:

- Detailed analyses: internal, external, competitive analyses, product comparisons, etc.
- Technology evaluations
- Opportunity and risk assessments
- Customized strategies and concepts: prerequisites for effective and sustainable core missions
- Business plans (for projects, products, sectors, entire companies and institutions)
- Operative implementation, guidance and shared responsibility
- Success and implementation monitoring

For more information go to www.lcg-ag.com

LCG's consulting products

Our consulting portfolio is to a great extent tailored to the different sectors of the Life Sciences and has been validated by constant project success. We consult on a variety of topics:

- Right-sizing
- Market innovation
- Customer loyalty programmes
- Assessments, studies and audits: markets, customers and technologies
- Customer perception audits / Customer value assessments
- Strategic re-design
- Development of Innovative / competitive strategies (R&D, M&S)
- Innovation management
- Opportunity and risk assessments
- Health economy
- Business partnering
- Change management
- Health & safety programs

LCG's service products

Consulting clients requires more these days. Namely: shared responsibility on the part of the consultant during implementation and project integration phases. LCG therefore offers a range of essential service products:

- Coaching & seminars for executive management members
- Coaching & seminars for supportive management members
- Coaching & seminars for sales forces, teams and members
- CRM & operations support
- CME events / CME programmes
- Creation, design and management of specific internet frames for clients

LCG's creed

It is our professed objective to make a decisive contribution to the short- and long-term improvement of our clients' competitiveness in their specific internal and external environment.

Since its founding in 1993, LCG has chosen to focus exclusively on the Life Sciences sectors.

We have worked closely with our clients to successfully create and complete a wide variety of complex, sustainable and beneficial projects on both domestic and international levels.

This has challenged us to fulfil three central criteria when selecting and deploying our consultants and management teams: in-depth industry experience, steadfast team orientation, and outstanding communication skills.

LCG consultants live and breathe customer focus and bring reliability, identification with the client situation and process orientation to the table.

The delegation and division of tasks at LCG means that team members can effectively contribute their own experience and abilities to a project in order to generate an ideal synergy from the theses and counter-theses presented. This consultancy process is vital and always proactive. Our teams are driven by innovation.

All LCG consultants are specialists from the medical, pharmacology, chemistry, physics and economics fields – an ideal mixture for our activities in the Life Sciences sector. We avoid developing "blindness" by constantly exchanging information and know-how amongst ourselves and with our clients.

We are aware of the fact that our own company has only been able to become what it is through the loyalty of our clients and the partnerships we have created. We're thankful for that.

Take our word for it. Trust us. "Come to us – Leave with a solution!"

Dr. Horst Mertens
CEO & Senior Partner

