

PRESS RELEASE

Hidden Champions 2020: Staufen AG has once again been awarded as Germany's best Lean Management Consulting firm / An integrated approach wins over owners, board members and executive managers

Köngen – Germany's corporate leaders have made a clear decision: Anyone planning larger change, transformation or digitization projects cannot ignore the Lean Management experts from Staufen AG. Because only those who have their processes under control - from purchasing to production to administration and sales - can master the necessary change. These are the results of the renowned industry study "Hidden Champions 2020/21" prepared by the Wissenschaftliche Gesellschaft für Management und Beratung, spearheaded by Prof. Dietmar Fink, in which more than 700 executives of Germany's leading major corporations and medium-sized businesses were surveyed.

"The Hidden Champion of the Consulting Market" award is both a confirmation and an incentive for us", is how Wilhelm Goschy, CEO of Staufen AG, summarizes what it means to him to accept this honor. "Our work methods and company philosophy have been viewed positively by the lead decision makers in the German economy since the date we established our firm more than 25 years ago. We are very pleased to receive this honor and truly just a bit proud of it as well. We see this award as an incentive, because given an increasing number of global competitors and an economy that seems to be slowing down, it is all the more important for companies to now present themselves as agile and confident in their ability to conquer future challenges. We see that as our mandate and the valuable feedback from the circle of executives shows us clearly that our consultants are not only appreciated here with their expertise and experience, but that their services are in demand."

This marks the seventh time that Wissenschaftliche Gesellschaft für Management und Beratung (WGMB) has carried out this "Hidden Champions of the German Consulting Market" study. For this purpose, the study's director

Prof. Fink conducted a detailed survey of 765 executives from companies listed on the German stock market DAX and major corporations as well as medium-sized companies to determine which specialist consulting firms those top managers certify as having greatest amount of expertise in their respective industry field than the broad-centered all-around consulting firms. In total, 84 potential Hidden Champions were taken into consideration, of which 39 made it to the final round. Ultimately, 26 consultants were honored as the "Hidden Champions 2020/21".

By defending its title as the "Hidden Champion", Staufen AG further solidified its standing among the best consulting firms in Germany. As recently as May of this year, "brand eins" awarded the consulting house as "Best Consultants" for the sixth time in a row. CEO Goschy states "Our goal is to pursue an integrated approach in accordance with our motto 'inside every company there is an even better one' we stand by in support of our customers along the entire transformation process."

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About Staufen AG - www.staufen.ag

Inside every company there is an even better one. With this conviction, Staufen AG has been advising and qualifying companies and employees for 25 years. Markets are on the move - the competitive pressure is enormous. Staufen helps to quickly bring about the right changes, increase productivity, improve quality and increase innovative strength. With the most fitting strategies and methods, international transformation consulting ensures rapid and measurable success. With an aim towards raising the potential available in every company, Staufen consultants work side-by-side with company executives and employees to establish a vibrant and long-term culture of change. Staufen subsidiary Staufen Digital Neonex supports medium-sized industrial companies on their path to digital transformation. The Academy of Staufen AG also offers certified, practice-oriented training courses. From the international locations, more than 320 employees

serve customers all over the world. In 2019, Staufen AG was recognized by "brand eins Wissen" as "Best Consultants" for the sixth year in a row. According to the renowned industry study "Hidden Champions 2020," the consulting firm is Germany's best lean management consultancy and was honored several times with the "Best of Consulting" award by the "Wirtschaftswoche" journal.