

STRATEGY BUILT FOR A PURPOSE

PRESS RELEASE

Munich, November 1st, 2017

Today, **stradoo**[®] – a newly founded strategy firm and M&A advisory – has announced its inauguration.

stradoo[®] has been incorporated recently in Munich to serve the global Pharmaceuticals and Life Sciences industry with innovative Strategy Consulting solutions. **stradoo**[®] was newly founded in 2017 by previous Partners and shareholders of Cepton[®] Strategies. Their previous organization Cepton[®] – awarded #1 consultancy in healthcare by renowned German economic journal Capital[®] – was sold to CRA in 2014 and is not any longer operating under its former brand.

stradoo[®] is uniquely positioned to serve its clients in the Pharmaceuticals and Life Sciences industry believing in its distinguishing core principles:

- **stradoo**[®] works in small teams consisting of senior executives contributing tremendous experience and network gained over many years
- **stradoo**[®] project work is consistently founded on both deep industry knowledge and the application of innovative analytics and data-driven algorithms
- **stradoo**[®] solutions follow a range of proprietary project methodologies developed over many years and customized to client needs from defining corporate strategy to accelerating operational excellence beyond benchmark
- **stradoo**[®] solutions cover the whole industry value chain including analyzing company performance, maximizing customer perception, optimizing portfolio management, and advising on M&A to investors
- **stradoo**[®] has proven sustainable success of its project work in hundreds of projects conducted over more than 20 years on global, European, and national scale
- **stradoo**[®] is committed and used to implementing strategies together with its clients thus ensuring success long-term

In recent years, **stradoo**[®] Consultants and Partners have been involved in many highly strategic and business critical projects, including among others

- manifold therapeutic area and corporate strategy projects ranging from primary care areas
- like diabetes to highly specialized therapeutic areas like for example immunology, neurology, oncology and many orphan disease
- more than 50 high impact launch effectiveness projects and launch audits across Europe and the US
- many medical affairs strategy projects ranging from KOL engagement programs to designing life cycle management strategies

- numerous commercial excellence, field-force sizing, customer segmentation and targeting projects across countries globally
- many orphan disease commercialization (including patient finding, patient flow and center of excellence) projects across all major markets globally (US, JPN, EU, CAN, AUS, LATAM, APAC)
- many marketing & sales efficiency increase projects (Accelerator) for major global brands and top 10 pharma companies
- manifold commercial & business model innovation projects targeting established markets in EU and US as well as emerging markets
- numerous M&A projects from (commercial) due diligence to operational optimization of portfolio companies

stradoo® is a partnership of senior executives having worked together for over 10 years. Managing Partners are:

Dr. Michael C. Müller

Michael previously was the founder and Managing Partner of Cepton® Strategies that was sold in 2014 to a Boston based US consultancy. Michael was also a VP, Partner and Managing Director of Roland Berger, Accenture and CRA before. Michael has more than 20 years of experience in strategy consulting working with over 500 healthcare companies globally.

Dr. Urs C.H. Wiedemann

Urs previously was Vice President at CRA responsible for their European Life Sciences strategy business and a Partner and shareholder of Cepton® Strategies before it was sold to CRA. Urs has approx. 15 years of experience in providing strategic advice to global clients ranging from TA strategies and Portfolio Management to commercial strategy and operationalization.

Bernie Schuler

Bernie provides almost 20 years of M&A experience in healthcare serving as a director at 3i and Bridgepoint before. Transactions done include pharmaceuticals, medical devices, laboratory services, eye wear and CMO.

Dr. Michael Lonsert

Michael has worked as a director for various globally acting firms as Merck & Co., Inc., Hospira Inc. and Celesio AG as a Member of the Executive Board. Michael's main business expertise is corporate and market entry strategy, market expansion, restructuring of distressed operations and turn-around management.

stradoo® headquarters can be found at Leopoldstr. 11 in Munich with additional operations run out of New York, Paris, Zurich and Salzburg.

For any further questions, please do not hesitate to contact stradoo at any time and muenchen@stradoo.com