

SIMON • KUCHER & PARTNERS

Strategy & Marketing Consultants

Certificate

Boston, October 10, 2008

Mr
Thorsten Waloschek

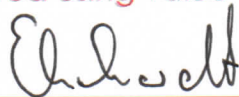
participated in the 2 day
Pricing Excellence Training

conducted by
SIMON • KUCHER & PARTNERS LLP
August 25-26, Telford, PA

Key training modules included:

- The power of price
- Success factors: pricing in the MedTech industry
- The fundamentals of value-based pricing
- Pricing methods and tools
- The principles of price differentiation
- Price and contract execution
- Challenges and solutions for dealing with transfer prices

In the course of the training, several interactive case studies were analytically solved using value-based pricing tools.



Peter Ehrhardt

Director at **SIMON • KUCHER & PARTNERS**

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