

PRESS RELEASE

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QUADRIC CONSULTING EXPANDS IN DENMARK

Two new Danish partners are introduced

After several years of international success, Quadric now turns its attention to the Danish market as part of a focused growth strategy. The partner group is being expanded with the addition of Søren Berg, former managing director of Bergsøe 4 and senior consultant at McKinsey & Company, and Kim Chr. Hvidkjær, former managing director of advertising agency TBWA\Denmark.

One of Quadric's founders, Michael Sherain, an American and former partner in Kunde & Co. International, states, "What differentiates Quadric from other consultants, design firms and ad agencies, is our ability to objectively translate business strategy into effective implementation internally and externally. With the addition of Søren and Kim, we are prepared to introduce our methodology to the Danish market."

Quadric was founded in 2004 by Michael Sherain and Mark Ronan, out of recognition of the unique needs of companies facing "significant change" brought about by, for example, new management, new strategy, new ownership or M&A.

"Quadric's ability to help companies build strategic differentiation across their value chains is unique" states Søren Berg and adds, "Quadric's international cases demonstrate that with the right positioning strategy it is possible to simultaneously change a company's brands, culture and marketing to achieve greater results in less time."

In 2007, Kim Chr. Hvidkjær sold his digital agency Shockwaved to the advertising agency TBWA. Kim Chr. Hvidkjær states, "One can no longer separate digital and traditional communications. Only by working across media, and as Quadric has proven, across value chains, can we solve our clients' challenges."

Novo Nordisk is one of the first Danish companies to begin working with Quadric. Nick Adams, Director of Corporate Branding at Novo Nordisk, describes why: "The Quadric framework helps people focus on what is important for our global brand and promotes the right discussion. In addition, international workshop participants are immediately comfortable with the approach."

Quadric is an international management consultancy helping companies strengthen their positioning across their value chains, particularly in situations of “significant change.” Services include positioning strategy development and implementation within the areas of culture, brands, marketing and operations.

Our work is based on The Quadric Framework, a management tool that has had a dramatic impact on companies in a wide range of industries and countries.

Quadric clients include Covidien, Nokia, F-Secure, Ten Cate and the International Copper Association.

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