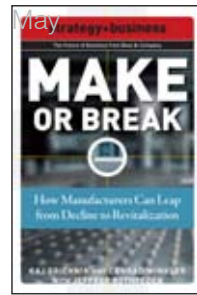




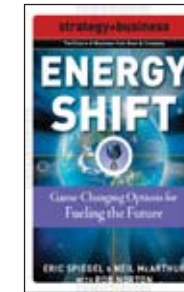
May 2008
 – Booz & Company is launched as an independent company with more than 190 partners, 3,000 staff members, and 57 offices around the world. Two years later, it will have 221 partners and 61 offices.



August 2008
 – *Make or Break: How Manufacturers Can Leap from Decline to Revitalization*, by Kaj Grichnik and Conrad Winkler (McGraw-Hill), rises to #13 on *The Wall Street Journal's* bestseller list.



December 2008
 – Booz & Company publishes "Rethink Your Strategy: An Urgent Memo to the CEO," the cornerstone of its approach to managing the recession and preparing your company for long-term growth.



February 2009
 – *Energy Shift: Game-Changing Options for Fueling the Future*, by Eric Spiegel and Neil McArthur with Rob Norton, is published by McGraw-Hill.
 – London-based Partner Jake Leslie Melville is named a **World Economic Forum Young Global Leader**.



April 2009
 – Booz & Company expands its global presence through strategic alliances with management consulting firms in Greece and Turkey.



September 2008
 – Booz & Company earns a Top 5 ranking in the 2008 "Best Firms to Work For" survey compiled by *Consulting* magazine.

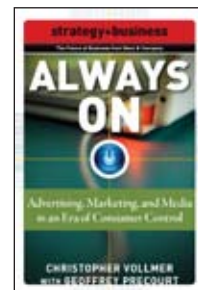
November 2008
 – Booz & Company's client relationship at **Saudi Telecom Corporation (STC)** reaches 10 years.

THE IDEATION CENTER
 Generating Ideas for the Middle East

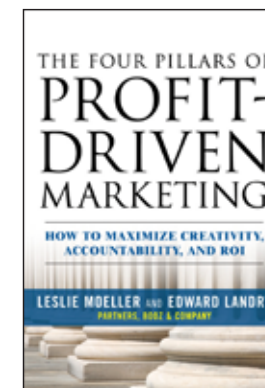


October 2008
 – Booz & Company's fourth-annual Global Innovation 1000 study reveals that **R&D investment is globalizing**.
 – **The Ideation Center**, Booz & Company's leading-edge Middle Eastern think-tank, is launched.
 – San Francisco-based Partner Karla Martin earns the **Future Leader Award** at the Women Leaders in Consulting awards dinner.

March 2009
 – Booz & Company's relationship at Deutsche Telekom reaches 20 uninterrupted years.



June 2008
 – "The Secrets to Successful Strategy Execution," by Booz & Company's Gary Neilson, Karla Martin and Elizabeth Powers, is the **cover story of Harvard Business Review**.
 – Jose Gregorio Baquero is named a 2008 "Top 100 Diverse Business Leader, age 50 and under" by *Diversity MBA* magazine.
 – Booz & Company's **relaunch is celebrated on the cover of Consulting** magazine.
 – *Always On: Advertising, Marketing, and Media in an Era of Consumer Control*, by Christopher Vollmer, reaches #3 on *The Wall Street Journal's* bestseller list.



January 2009
 – Booz & Company **opens offices in Mumbai and New Delhi**.
 – *The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI*, by Les Moeller and Ed Landry, is published by McGraw-Hill.



SLEEVES ROLLED UP

We're practical, pragmatic, and committed to making things happen. We build clients' capabilities through collaboration.

June 2009
 – Booz & Company acquires **Katzenbach Partners** and expands its end-to-end capabilities to help clients achieve their desired outcomes.



July 2009
 – *Cut Costs and Grow Stronger*, by Shumeet Banerji, Paul Leinwand, and Cesare Mainardi, is published by Harvard Business School Press as an **electronic book**.
 – Booz & Company's **Netherlands office celebrates 25 years**.

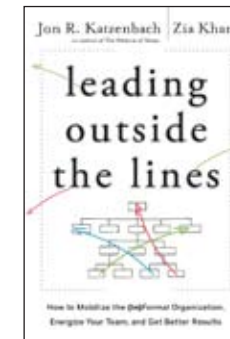
TO THE POINT

In all our dealings we're focused and succinct. We are direct, honest and unambiguous in thought, words and action.

The Katzenbach Center at Booz & Company



November 2009
 – *Fortune* magazine names Niko Canner as one of "8 to Watch" in its annual "40 Under 40" feature.
 – Booz & Company CEO Shumeet Banerji serves as co-chair of the World Economic Forum's India Economic Forum in New Delhi.
 – Booz & Company's **Katzenbach Center**, a major new innovation engine in the area of leadership, organization, culture, and human capital, is launched.
 – Booz & Company honors Europe's top three marketers at its fourth annual **CMO of the Year Awards** in Frankfurt. The winners: Thierry Antinori of Lufthansa AG; Simon Clift of Unilever; and Jacques-Antoine Granjon of vente-privee.com.



April 2010
 – *Leading Outside the Lines: How to Mobilize the (in)Formal Organization, Energize Your Team and Get Better Results*, by Jon Katzenbach and Zia Khan, is published by Jossey-Bass.

booz&co.

2 years young



May 2009
 – *Merge Ahead: Mastering the Five Enduring Trends of Artful M&A*, by Gerry Adolph and Justin Pettit, is published by McGraw-Hill.
 – Les Moeller is selected one of the "Top 25 Consultants" for 2009 by *Consulting* magazine.
 – Booz & Company **expands its office in Moscow**, which serves Eastern Europe and Eurasia.
 – Booz & Company launches a new service offering, **Global Talent Innovation**, in an alliance with Sylvia Ann Hewlett Associates LLC.



THINKING AHEAD

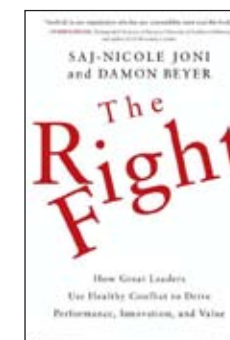
We build our foresight based upon powerful analytics, deep capabilities, imagination and experience.



October 2009
 – Booz & Company's **new office in Kuala Lumpur** marks a milestone in the firm's goal of establishing a greater presence in a vibrant region.

December 2009
 – Booz & Company's new **Low Carbon and Sustainability team** of cross-industry, global experts moves the firm to a commanding space in "green" issues.

January 2010
 – The **British Red Cross** honors **Booz & Company** with a Board Commendation award, its highest honor for a supporter.
 – *The Right Fight: How Great Leaders Use Healthy Conflict to Drive Performance, Innovation, and Value*, by Saj-nicole Joni and Damon Beyer, is published by HarperBusiness.



March 2010
 – Booz & Company launches the "**China for the World**" campaign, which includes the new book *The China Strategy: Harnessing the Power of the World's Fastest-Growing Economy*, by Edward Tse (Basic Books); "Is It Too Late to Enter China?," an article in *Harvard Business Review*; and "The China Challenge," the cover story in *strategy+business*.



May 2010
 – Booz & Company releases "**CEO Succession 2000-2009: A Decade of Convergence and Compression**," by Ken Favaro, Per-Ola Karlsson, and Gary L. Neilson, which includes 10 consecutive years of data.
 – Booz & Company **celebrates the second anniversary** of its refounding and its 96th year of serving clients.