

KARL KRONER KG

(hereinafter referred to as KKUB)

CONSULTING SERVICES

KARL KRONER KG Unternehmensberatung (hereinafter referred to as KKUB) supports companies in the manufacturing industry as well as organizations from the service and public sectors in their most important tasks and changes - in close partnership and cooperation.

The KKUB bundles industry understanding with strategic excellence, organizational development, corporate development and corporate management with the aim of significantly improving the performance of our clients and creating an extraordinary professional environment for extraordinary people.

In this sense, KKUB takes over expertises, expertises and systemic consulting with regard to:

- STRATEGY EXCELLENCE
- MANAGEMENT CONSULTING
- CADASTRE OF STANDARDS
- LEGAL CADASTRE
- REPRESENTATION OF INTEREST
- METHODS

KKUB concentrates its activities on areas where convincing know-how from many years of experience can be offered.

The KKUB expects deglobalization as a result of the corona pandemic. Companies, agglomerations, economic areas will develop differently than before. In addition, some leaders have made the strengthening of national value chains on the flag. Even if deglobalization is normatively undesirable, the KKUB must support its customers in the fragmentation of previously well-functioning global value chains.

KARL KRONER KG (hereinafter KKUB) is not authorized to provide assistance in tax matters, legal services, auditing matters or matters of sworn accounting. This applies without distinction to full-time, part-time, paid or unpaid work.

1. STRATEGY EXCELLENCE

KARL KRONER KG (hereinafter referred to as KKUB) takes on consulting assignments for the development of strategies and the preparation of strategic studies for the development of economic and / or social organizations.

An economic and / or social organization can be:

- a company
- an agglomeration or
- an economic region.

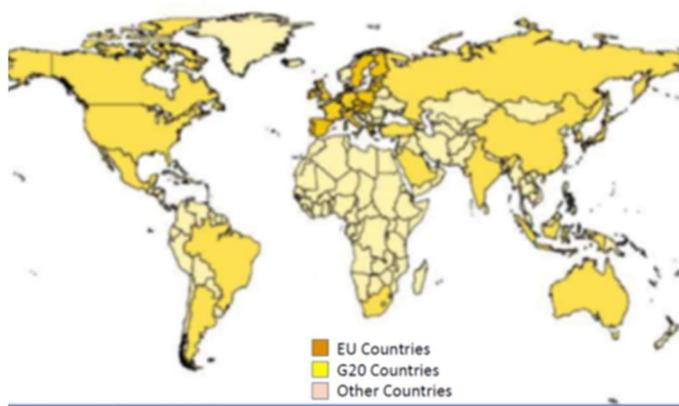
A **strategy** is a combination of measures for the development of an economic or social organization and its sub-areas in relation to their environment in order to achieve long-term goals.

The **strategic studies** contain the holistic analysis, description, explanation, prognosis and recommendations for action for significant issues relating to the development of the respective economic or social organization.

“Strategic” is understood to mean all those processes and events in which, as a result of the direct or indirect use of power, significant long-term decisions are made.

The object of the strategic studies is the analysis of the interaction between the desired long-term development of economic or social organization and the economic, technological, social, normative and political goals in various policy fields.

In the strategic studies of the KKUB, policy fields of the EU countries or the group of 20 (G20) can be taken into account, insofar as the respective economic or social organization is affected.



The Group of 20 (G20) includes 19 countries and the European Union (EU).

Countries of the (EU) are:

Belgium, Bulgaria, Denmark, Germany, Estonia, Finland, France, Greece, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Austria, Poland, Portugal, Romania, Sweden, Slovakia, Slovenia, Spain, Czech Republic, Hungary, Cyprus.

Countries of the (G20) are:

Argentina, Australia, Brazil, China, Germany, France, Great Britain, India, Indonesia, Italy, Japan, Canada, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey and the USA.

Strategic studies are important in the context of a number of ongoing structural changes, such as the shift towards a more focused system for cross-border trade, the increasing cross-border provision of services and the increasing use of specialized subcontractors within business models.

2. MANAGEMENT CONSULTING

It seems to me that the greatest art of normative and strategic management is to jointly harmonize guidelines, structures and cultures with the internal and external environment; and I believe that today this is more important than ever.

Under the term management consulting, KKUB offers the following consulting services on the basis of fee contracts:

- ***Strategic Planning***
(Strategy Development and Operationalization)
- ***Organizational Development***
(Strengthening, Resources and Skills)
- ***Corporate Development***
(Outsourcing, Integration, Desinvestment, Investment)
- ***Corporate Governance***
 - > *Guiding Systems*
 - *Internal controlling*
 - *Compliance management*
 - *Risk management*
 - *Internal audit*

- > *Management Systems*
 - *Information management*
 - *Quality management*
 - *Environmental management*
 - *Energy management*
- > *Security Systems*
 - *Information security management*
 - *Technical safety management*
 - *Occupational health and safety management*
 - *Fire protection management*
 - *Sustainability management*
- > *Sustainability*

3. CADASTRE OF STANDARDS

The Cadaster of standards of the KKUB has a general character. The contents were summarized under the following structure:

- *Governance standards*
 - *Internal controlling*
 - *Compliance management*
 - *Risk management*
 - *Internal audit*
- *Management standards*
 - *Information management*
 - *Quality management*
 - *Environmental management*
 - *Energy management*
- *Safety standards*
 - *Information security management*
 - *Technical safety management*
 - *Occupational health and safety management*
 - *Fire protection management*
- *Sustainability*

KKUB's register of standards can be developed and adapted to the client's requirements on the basis of fee contracts.

4. LEGAL CADASTRE

The legal cadastre of the KKUB has a general character. The contents were summarized under the following structure:

- *International law*
 - Intergovernmental public law
 - Law between States and international organizations
 - Conflict of laws
 - Investment protection law
- *Business law*
 - Banking law
 - Capital market law
 - Private law
 - Administrative law
- *Taxes law regulations*
 - Tax law
 - Customs law

The legal cadastre of KKUB can be adapted to the client's requirements on the basis of fee contracts.

5. REPRESENTATION OF INTERESTS

Consulting “Governmental Relations“

The KKUB takes on assignments to represent interests in the sense of "governmental relations" on the basis of fee-based contracts in the following policy areas:

- Foreign Affairs and Security Policy,
- Finance and Taxes Policy,
- Economy and Energy,
- Trade and Transport,
- Regional Policy and
- Digital Infrastructure.

Representation and Government Relations (hereinafter GR) is the process of developing and maintaining relationships with other market participants and influencing policy at all levels: local, regional, national, European, global.

GR is a management task of normative and strategic management, which analyses and interprets market events and the social environment of a company, and organizes the implementation of appropriate responses and measures.

Representation of Interests in terms of "Governmental Relations"

Representation of interests in the sense of "Governmental Relations" is essentially a process of information and consultation that represents the interests of all parties:

- Informing the management of organizations and companies (customers, clients) about government processes and processes of opinion formation in the legislative branch,
- Informing officials of the legislature about issues of importance to organizations and companies, and
- Information of sponsors of organizations and companies as well as decision makers about the possible consequences of the new regulations to be decided.

Basic elements of interest representation

- Monitoring,
- Relevance analyses,
- Installation warning function,
- Analysis and evaluation,
- Consulting.

6. METHODS

Development, Analyses, Project Management

In this chapter of the KKUB's internet presence, methods are briefly described that could be used in the context of the consultations.

The contents were summarized under the following structure:

- *Development of new ideas*
- *Strategy / target definition*
- *Potential analysis*
- *Market analysis*

- *Determination of service ideas*
- *Time coordination*
- *Development of the service concept*
- *Development of the marketing concept*
- *Development of the management concept*
- *Development of the IT concept*
- *Development of the implementation plan*
- *IT implementation*
- *Pilot introduction*
- *Market launch*

This presentation makes no claim to completeness.

FURTHER QUESTIONS?

If you have any further questions, please call us or send us an email. We'll come back to you as soon as possible.

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