

Accenture Acquires Strategic Management Consultancy Homburg & Partner to Expand Capabilities in Commercial Strategy, Sales and Pricing

MANNHEIM, GERMANY; May 18, 2021 – [Accenture](#) (NYSE: ACN) has acquired Homburg & Partner, a strategic management consulting firm with deep specialization in commercial strategy, sales, and pricing. Homburg & Partner's team of 73 professionals have joined Accenture's Customer, Sales & Service team. Terms of the transaction were not disclosed.

Headquartered in Mannheim, Germany, Homburg & Partner has a proven track record of increasing sales, market share and profitability with in-depth industry knowledge primarily for clients in the industrial goods, healthcare, and chemical industries. Through their strategic consulting expertise, Homburg & Partner helps clients attain measurable market success, achieve growth targets, and drive greater value from their sales and price management strategies.



“The pandemic accelerated the shift for organizations to adopt new digital standards for customer experience and engagement,” said Edwin van der Ouderaa, global lead of Customer, Sales & Service at Accenture. “The addition of Homburg & Partners expands our ability to shape growth and efficiency strategies across the enterprise and will increase our clients’ focus on growing their sales and profits, as they pivot to their next generation customer engagement.”

Frank Riemensperger, market unit lead for Accenture in Germany, Austria, Switzerland, and Russia, said: “Acquiring Homburg & Partner reinforces our strategy and process capabilities, especially with commercial strategy, sales and pricing methods and knowledge so crucial for the digital economy. When we combine our implementation skills, global reach, and digital expertise with Homburg & Partner’s strengths, we’ll be able to create value for clients in new ways.”

For the past 20 years, Homburg & Partner has worked with large to mid-sized companies on projects ranging from developing go-to-market strategies, optimizing sales processes and organizations to implementing leading pricing methodologies. Numerous distinctions such as “WirtschaftsWoche Best of Consulting 2020” and [“BrandEins Beste Berater 2021”](#) recognize Homburg & Partner as one of the leading commercial strategy, sales, and pricing consultancies in Germany. Additionally, through its renowned founder Christian Homburg, Prof. Dr. Dr. h.c. mult., Homburg & Partner is well connected to the University of Mannheim, its alumni network and to leading academia globally.

“Homburg & Partner stands for excellent and practicable consulting services at the highest level which always keep the market in sight. Accenture’s scale and market share will enable us to extend our value proposition to customers across industries and geographies,” said Prof. Christian Homburg, founder, and chairman of Homburg & Partner’s scientific advisory board.

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 537,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at www.accenture.com.

Accenture's [Customer, Sales & Service](#) team brings together new experience strategies, new ways of working and transformative technologies to help companies navigate change, accelerate growth, and optimize cost by activating exceptional experiences and humanized engagement at scale across the entirety of the business.

Forward-Looking Statements

Except for the historical information and discussions contained herein, statements in this news release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “may,” “will,” “should,” “likely,” “anticipates,” “expects,” “intends,” “plans,” “projects,” “believes,” “estimates,” “positioned,” “outlook” and similar expressions are used to identify these forward-looking statements. These statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied. Many of the following risks, uncertainties and other factors identified below are, and will be, amplified by the COVID-19 pandemic. These risks include, without limitation, risks that: the transaction might not achieve the anticipated benefits for Accenture; Accenture's results of operations have been significantly adversely affected and could in the future be materially adversely impacted by the COVID-19 pandemic; Accenture's results of operations have been, and may in the future be, adversely affected by volatile, negative or uncertain economic and political conditions and the effects of these conditions on the company's clients' businesses and levels of business activity; Accenture's business depends on generating and maintaining ongoing, profitable client demand for the company's services and solutions including through the adaptation and expansion of its services and solutions in response to ongoing changes in technology and offerings, and a significant reduction in such demand or an inability to respond to the evolving technological environment could materially affect the company's results of operations; if Accenture is unable to keep its supply of skills and resources in balance with client demand around the world and attract and retain professionals with strong leadership skills, the company's business, the utilization rate of the company's professionals and the company's results of operations may be materially adversely affected; Accenture could face legal, reputational and financial risks if the company fails to protect client and/or company data from security incidents or cyberattacks; the markets in which Accenture operates are highly competitive, and Accenture might not be able to compete effectively; Accenture's profitability could materially suffer if the company is unable to obtain favorable pricing for its services and solutions, if the company is unable to remain competitive, if its cost-management strategies are unsuccessful or if it experiences delivery inefficiencies or fail to satisfy certain agreed-upon targets or specific service levels; changes in Accenture's level of taxes, as well as audits, investigations and tax proceedings, or changes in tax laws or in their interpretation or enforcement, could have a material adverse effect on the company's effective tax rate, results of operations, cash flows and financial condition; Accenture's ability to attract and retain business and employees may depend on its reputation in the marketplace; as a result of Accenture's geographically diverse operations and its growth strategy to continue to expand in its key markets around the world, the company is more susceptible to certain risks; Accenture's business could be materially adversely affected if the company incurs legal liability; Accenture's work with government clients exposes the company to additional risks inherent in the government contracting environment; Accenture's results of operations could be materially adversely affected by fluctuations in foreign currency exchange rates; if Accenture is unable to manage the organizational challenges associated with its size, the company might be unable to achieve its business objectives; if Accenture does not successfully manage and develop its relationships with key alliance partners or fails to anticipate and establish new alliances in new technologies, the company's results of operations could be adversely affected; Accenture might not be successful at acquiring, investing in or integrating businesses, entering into joint ventures or divesting businesses; if Accenture is unable to protect or enforce its intellectual property rights or if Accenture's services or solutions infringe upon the intellectual property rights of others or the company loses its ability to utilize the intellectual property of others, its business could be adversely affected; Accenture's results of operations and share price could be adversely affected if it is unable to maintain effective internal controls; changes to accounting standards or in the estimates and assumptions

Accenture makes in connection with the preparation of its consolidated financial statements could adversely affect its financial results; Accenture might be unable to access additional capital on favorable terms or at all and if the company raises equity capital, it may dilute its shareholders' ownership interest in the company; Accenture may be subject to criticism and negative publicity related to its incorporation in Ireland; as well as the risks, uncertainties and other factors discussed under the "Risk Factors" heading in Accenture plc's most recent Annual Report on Form 10-K and other documents filed with or furnished to the Securities and Exchange Commission. Statements in this news release speak only as of the date they were made, and Accenture undertakes no duty to update any forward-looking statements made in this news release or to conform such statements to actual results or changes in Accenture's expectations.

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