

# Cedar Corporate Fact Sheet



## Proven Track Record

30 years of history of working with 800 clients in the area of strategy, international expansion, capital raising, and M&A

## Global Footprint

Ability to work global mandates with presence in North & South America, Europe, Africa, Middle East, Turkey, India, ASEAN, China & Japan

## Sector Coverage

Financial Services, Manufacturing, Construction & Real Estate, Renewable Energy, Consumer, Telecom and many others.

## A “flat” world provides companies and investors tremendous opportunities

For over 30 years, Cedar team has helped global clients in strategy, raising capital, M&A and analytics



### Company Description

Cedar Management Consulting International is a leading global consulting, advisory and analytics firm, headquartered in the US, with 1,000 clients and 15 network offices worldwide. Its US operations include, Cedar Technomic. Cypress Analytica is its analytics unit.

### Vision

The firm’s vision is to be the partner-of-choice in growing and transforming client businesses through the formulation & execution of breakthrough strategy, access to capital, global M&A and insightful business intelligence.

The mission is to drive breakthrough performance – **We make Strategy Work**™. With actions based at the highest level of integrity.

### Professionals

Cedar’s consulting team has a strong mix of consulting, global M&A, operational and analytics experience. Many have worked with leading multinationals including American Express, Citibank, HSBC, Johnson & Johnson, Pennzoil, Infosys, SAS, Barclays, IBM, bringing to the client strong experience across sectors, and an ability to assist in implementing strategy developed by Cedar or the client. They also bring

significant global experience in a world that is rapidly becoming flat.

### Services

The firm whose heritage includes being part of the \$ 1 Billion firm co-founded by the creators of the Balanced Scorecard focuses on making strategy work, rapidly, measurably, and knowledgeably. Cedar’s team has been assisting clients globally for over 30 years advising in the areas of strategy formulation & deployment using the Balanced Scorecard framework where it has thought leadership, business transformation, global M&A, analytics and business intelligence.

Cedar's expertise lies in a wide range of sectors including financial services, construction & building materials, real estate, infrastructure & energy, diversified manufacturing, automotive, telecommunications, education, consumer, pharmaceutical and retail industry.

- Global M&A and capital raising
- Market & Competitive Strategy
- International Strategy

- Strategy Formulation & Implementation using the Balanced Scorecard.
- Process Strategy & Transformation
- Customer and product strategy
- Credit & Collections frameworks
- Channel Strategy
- HR & Organizational Transformation.
- Business Technology strategy, transformation & project management
- Due Diligence
- Insight Business Intelligence And Analytics

- Syndicated research reports in the energy, banking technology, Balanced Scorecard, global markets.

### Key Locations

Abu Dhabi, Brussels, Chicago, Dubai, Johannesburg, London, Mexico, Mumbai, Munich, New York, Paris, Qatar, Sao Paulo, Seoul, Shanghai, Singapore, Tokyo

### Website

[www.cedar-consulting.com](http://www.cedar-consulting.com)

## Cedar

### Worldwide Representative Client List

#### Automotive

Accuride Corporation  
 American Axle & Mfg  
 Arvin Industries, Inc.  
 BorgWarner Corporation  
 Bridgestone / Axis  
 Calumet Coach Company  
 Caterpillar India  
 Cooper Standard Automotive  
 Delphi Automotive Systems  
 Fiat  
 Ford Motor Company  
 General Motors Corporation  
 Kawasaki  
 Magneti Marelli S.P.A.  
 Mitsubishi Corporation  
 Nissan Middle East  
 Parker Hannifin Corporation  
 Tata Motors  
 Tenneco  
 TI Automotive  
 Visteon Automotive Systems

#### Consumer

Australian Dairy Products  
 Bajaj Electricals  
 Barilla International  
 Best Foods  
 Blowplast  
 BPL Group  
 Brunswick Corporation  
 Cadbury Schweppes  
 Campbell Soup  
 Duracell Batteries  
 Godrej-General Electric  
 Goodlass Nerolac  
 Goodman Fielder International  
 H.J. Heinz  
 Heineken Beer  
 Herfy's  
 James River Corporation  
 Kellogg Company  
 Kraft Foods, Inc.  
 Levi Strauss  
 Mead Johnson  
 Nabisco  
 Nestle  
 Onida  
 Pantaloon

Pepsico Foods  
 Pillsbury Company  
 Quaker Oats Company  
 Rowntree Macintosh  
 Sara Lee  
 Trident Group  
 Unilever  
 United Biscuits  
 Van Houten  
 Whirlpool Corporation

#### Construction & Building

3M  
 Alumax  
 Amsted Industries  
 Bethlehem Steel  
 Ciments Francais  
 Fluor Daniel  
 Hancor  
 ITW  
 Johnson Controls  
 Lafarge  
 Milwaukee Electric  
 Owens Corning Fiberglas  
 Pentair  
 PPG Industries  
 Premark  
 Ridge Tool  
 Sonoco Products  
 Star Elevators  
 Steelcase  
 Temple Inland  
 Trane  
 USG  
 W.R. Grace  
 Zamil

#### Electronic

Appleton Electric Ltd  
 Brady Corporation  
 Groupe Schnieder  
 Hitachi  
 Knowles Electronics, Inc.  
 Mallory Controls  
 Matsushita  
 Panasonic  
 Philips B.V.  
 Rockwell Automation  
 Ross Young's  
 Sony Corp.

Toshiba  
 Westinghouse Electric  
 Williams Controls, Inc

#### Financial Services

ADCBS  
 American Express  
 Alpen Capital ME Ltd  
 Amlak  
 Bank Al Falah  
 Deutsche Bank  
 Diners Club LLC  
 Dubai Islamic Bank  
 Emirates Bank Group  
 First Gulf Bank  
 First Leasing  
 Lloyds of London  
 India Infoline Ltd.  
 Nedcor Bank, South Africa  
 NCDEX  
 Network International  
 The Ratnakar Bank  
 Standard Chartered Bank  
 Singapore Stock Exchange  
 Thomas Cook  
 Whirlpool Financial

#### Healthcare & Pharma

Abbott Labs  
 Aventis Inc.  
 Becton Dickinson & Co  
 Boots Healthcare  
 Bristol-Myers Squibb  
 Eli Lilly  
 Gerber Products Company  
 GlaxoSmithKline  
 Hill-Rom Company, Inc.  
 Hoechst  
 Johnson & Johnson  
 Kaya Skin Care  
 Kimberly-Clark Corporation  
 Merck & Company, Inc.  
 Nicholas Piramal  
 Pfizer Inc.  
 Rhone-Poulenc Rhodia  
 Schering-Plough Co  
 SmithKline Beecham  
 Transasia Biomedical  
 Vistakon

#### Industrial

ADNOC  
 Advanced Industries Group  
 Allied Signal  
 Allied Tube  
 Amoco  
 Arco Chemicals  
 Armstrong Industries  
 Black & Decker Inc.  
 Carbone Lorraine  
 Carrier  
 Curtiss Wright  
 Dow Agroscience  
 Dow Chemical  
 Dow Corning Corporation  
 Du Pont  
 Eastman Kodak Company  
 Emarat  
 Emerson Electric  
 Europipe  
 Exxon  
 Ferraz Shawmut  
 Follett Corporation  
 Gates  
 General Electric  
 Illinois Tool Works, Inc.  
 Insituform  
 Invista  
 Johnson Matthey  
 Larsen & Toubro  
 Marconi Aero  
 Milwaukee Electric Tool  
 Misumi of the Americas  
 Monsanto  
 National Fluid Power  
 Nissho Iwai  
 Praxair Inc.  
 Rexam  
 Rohm & Haas  
 S.C. Johnson  
 Sandvik Steel Company  
 Siemens  
 The Stanley Works

#### Information Technology

Fujitsu  
 Hewlett Packard Company  
 IBM Corporation  
 I-flex

Lucent Technologies  
 Nomura Research Institute  
 NTT  
 Qualtech  
 Rapid Design Services  
 SAP America  
 Sasken Communications  
 SITA  
 Vertex Inc

#### Private Equity

3i  
 Abraaj Capital  
 ADIA  
 Agility Private Equity  
 AIG Capital  
 Alchemy Partners  
 Carlyle  
 Chemical Venture Partners  
 Citigroup Venture Capital  
 Colonnade Capital  
 Columbine Venture  
 Dubai Investments  
 Edgeview Partners  
 Emaar Investments  
 Indocean Chase  
 KKR  
 M'sharie  
 Standard Chartered Private Equity  
 New Vernon Advisory  
 Mitsubishi Capital  
 PPM  
 Prudential Private Equity  
 Quad C  
 The Riverside Company

#### Telecom

Ameritech  
 AT&T  
 Bharti  
 BPL Mobile  
 British Telecom  
 MCI  
 Doms International  
 Malaysia Telekom  
 Motorola  
 Orange  
 Vodafone