
Dr. Schanz, Alms & Company

Aligning Corporate Strategy and Communication

Corporate presentation

August 2009

Agenda

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In a nutshell

- Joint stock company founded in January 2008
- Core services:
 - Corporate messaging / agenda setting
 - Marketing communication
 - Strategic / M&A media relations
 - Crisis communication
 - Process and organisational consulting
 - Strategy and business development advice
- Main customer segments:
 - (Re-)Insurers and wealth managers operating in Europe, the Middle East and Asia

The Principal Partners

Dr. Kai-Uwe Schanz and Henner Alms

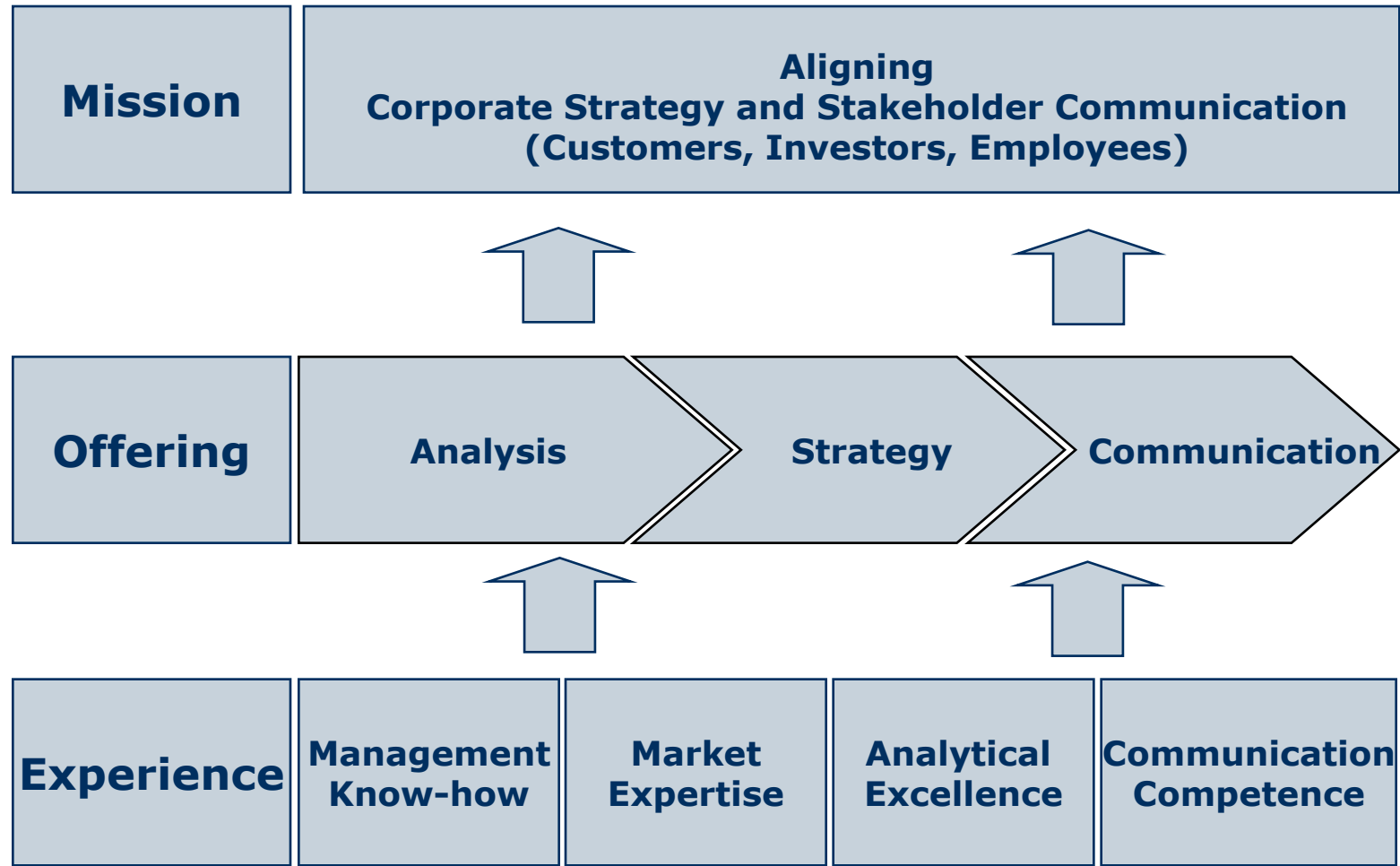


- Since 2008 Principal Partner, Dr. Schanz, Alms & Company AG
- 2004 – 2007 Global Head Communications & Corporate Development, Converium Ltd
- 2001 - 2004 Global Head Communications Content, Swiss Re
- 1998 - 2001 Chief Economist Asia-Pacific, Swiss Re, Hong Kong
- 1995 - 1998 Senior Economist, Swiss Re, Zurich
- 1992 - 1995 Project manager & Lecturer, University of St. Gallen
- Currently Senior Adviser to The Geneva Association; Research Fellow at Beijing University



- Since 2008 Principal Partner, Dr. Schanz, Alms & Company AG
- 2001 - 2007 Global Head of Media Relations, Swiss Re
- 1999 - 2001 Manager Group Communications, Sulzer Medica Management AG
- 1996 - 1999 Manager Corporate Communications, Kraft Foods, Zurich
- 1993 – 1996 Manager Marketing Communications, Kraft Foods, Bremen
- 1992 – 1993 Freelance editor, Axel C. Springer, Hamburg

Our approach at a glance



Our guiding principles

We understand the business model of our clients	<ul style="list-style-type: none">▪ Operating environment▪ Markets▪ Company and competitors▪ Products and services
Our solutions are bespoke	<ul style="list-style-type: none">▪ Holistic▪ Flexible▪ Strategy-based
We think and act long-term	<ul style="list-style-type: none">▪ Gradual approach to developing relationships
The Principal Partners manage all accounts	<ul style="list-style-type: none">▪ Personal reputation staked to each mandate

Our value proposition

Effective formulation, implementation and communication of business model

Inside-out

Foster understanding of and muster support for corporate strategy through effective communication

Outside-in

Enhance corporate strategy by incorporating stakeholder perceptions and expectations

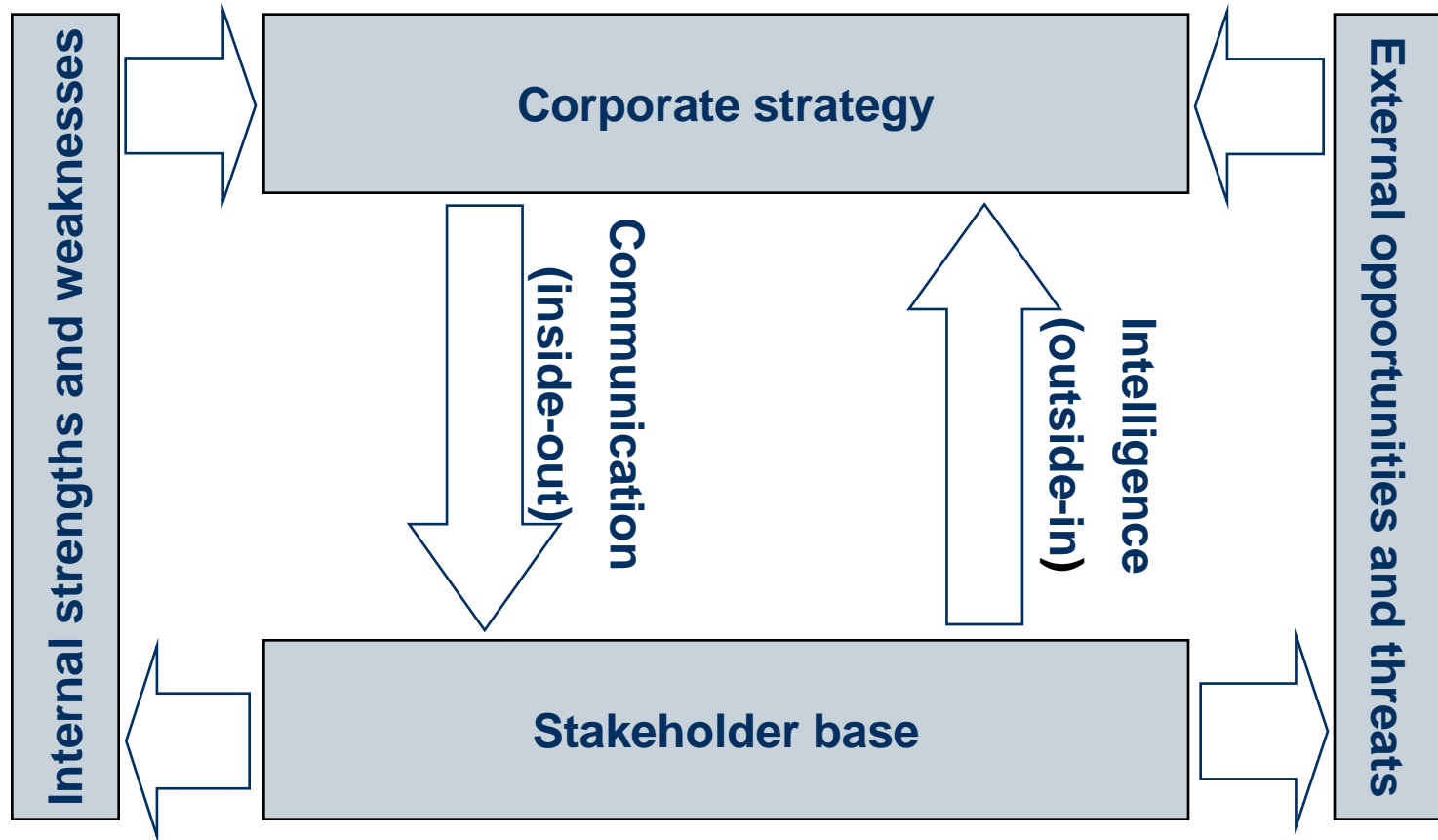
In total

Shape corporate SWOT profile through systematic stakeholder management

Our value proposition (cont'd)

We support stakeholder-based corporate management

Illustrative

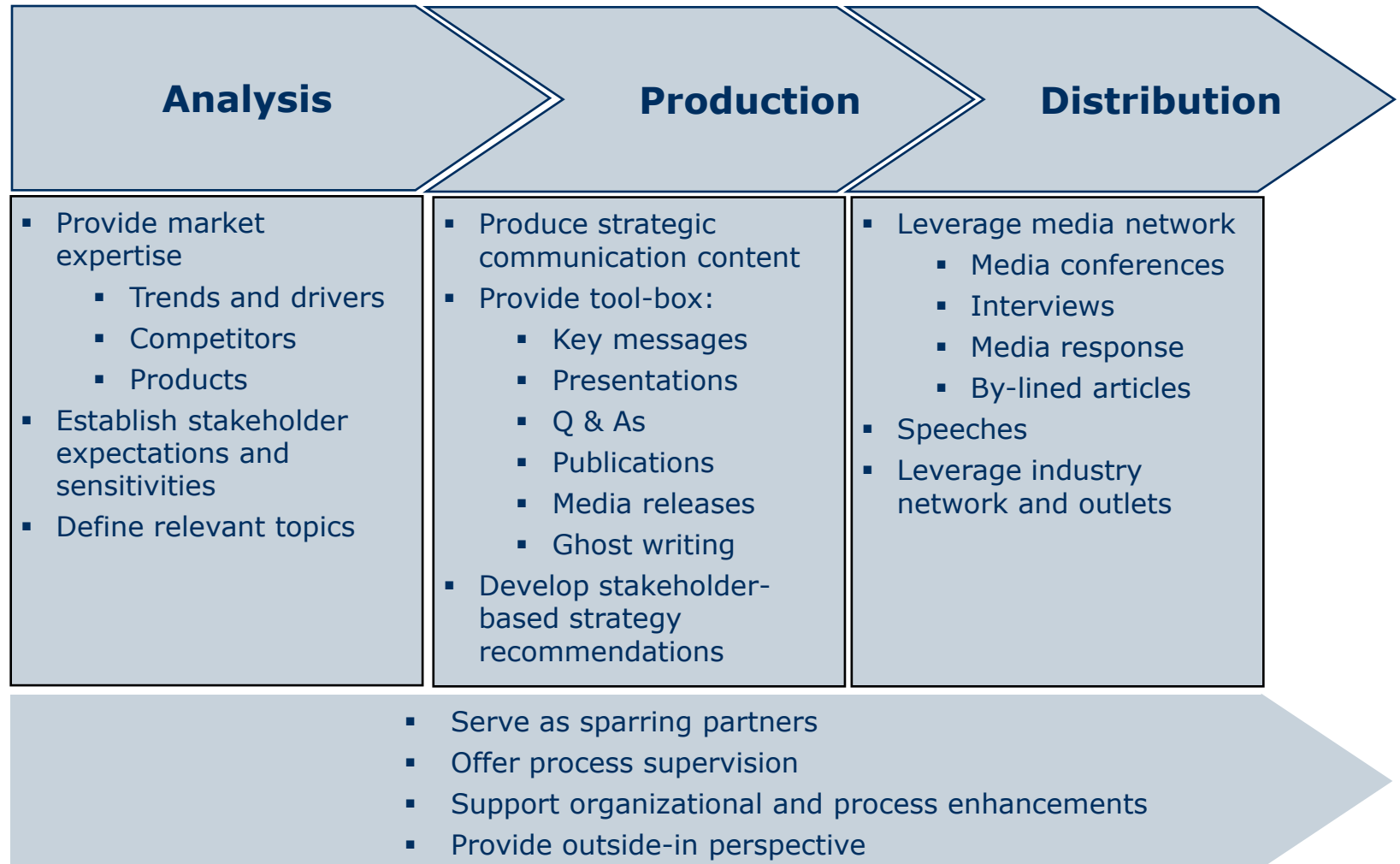


Source: Dr. Schanz, Alms & Company

Our competitive edge

- In-depth sector expertise
- Broad functional experience (corporate communications, corporate development, market research)
- Comprehensive national and international network
- Long, international track record in management
- Principal Partners manage all client relationships (no delegation to junior staff)

Our services



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Annex

Track record of Dr. Schanz

Converium Holding Ltd, Zurich (2004 – 2007)

- Built and led integrated Corporate Communication & Development function (PR, IR, strategy development, market research)
- Led crisis communication in 2004, including capital increase of US\$ 420 million (with CS and JPMorgan)
- Responsible for defence and merger communication relating to take-over by SCOR (US\$ 2.5 billion transaction)
- Developed corporate key messaging process
- Redesigned corporate strategy process
- Helped position new CEOs (Inga Beale and Terry Clarke) with staff, investors, clients and the media

Track record of Dr. Schanz (cont'd)

Swiss Re, Zurich and Hong Kong (1995 – 2004)

- Co-established Swiss Re's issue management and agenda setting processes
- Built up a market research unit in Hong Kong focusing on publishing, strategic consulting and marketing support for Swiss Re's regional expansion strategy
- Participated in discussions with insurance regulators in China (CIRC) and India (IRDA)
- Edited a number of Swiss Re *sigma* studies
- Acted as copy-writer for CEO and Executive Board
- Contributed regularly to leading international financial and trade publications (incl. FT, NZZ and FAZ)
- Spoke regularly at high-profile conference events

Track record of Dr. Schanz (cont'd)

University of St. Gallen (1992 – 1995)

- Managed a major strategic research project for the Swiss federal government on Switzerland's accession to the World Trade Organization
- Advised Swiss multinational companies and industry associations on world trade matters
- Contributed to a major study on how to secure Switzerland's economic competitiveness in the 21st century (led by David de Pury, then Co-Chairman of ABB)
- Co-edited a leading German textbook on the World Trade Organization (with Professor Dr. Heinz Hauser)
- Acted as Lecturer in International Economics

Track record of Henner Alms

Swiss Re, Zurich (2001 – 2007)

- Led Swiss Re's global media relations function in the US\$ 7.8 billion acquisition and integration of GE Insurance Solutions and during the subsequent 17% internal staff reduction
- Was in charge of the media communication of approximately 40 sizeable international acquisitions and large financial transactions
- Established a systematic media communication on Swiss Re's risk management and financial products expertise to enhance the company's brand profile
- Played a crucial role in Swiss Re's media communication during the World Trade Center litigation following the 9/11 terrorist attack, the biggest trial in insurance history to date

Track record of Henner Alms (cont'd)

Sulzer Medica AG, Winterthur (1999 – 2001)

- Led the global media communication of Sulzer Medica, a leading global medical device company, during the recall of 17'500 implanted artificial hip shells in US patients. Recall resulted in class actions and one of the largest litigations and settlements in orthopedic history
- Managed the communication activities related to the reverse take-over attempt by Sulzer AG and the unfriendly takeover attempt launched by the Incentive Capital Corporation for Sulzer AG

Track record of Henner Alms (cont'd)

Kraft Foods, Bremen and Zurich (1992 – 1999)

- Was in charge of the media communication for the Milka Ski Sponsorship in 13 European countries from 1997 – 1999
- Executed the event management and media communication for the Milka Bob Sponsorship of the 1997 Bob World Championships in St. Moritz
- Led the internal and external communication on restructuring projects and divestitures across Europe
- Managed the crisis communication in a pan-European confectionery product recall due to undeclared genetically modified lecithin (GMO)