

FOSTEC & Company GmbH

Company presentation // Service portfolio

www.fostec.com



Shaping the business of tomorrow

FOSTEC & Company is the leading independent strategy consulting boutique focusing on digitalization and E-Commerce. Tied to the overall corporate strategy, we develop tailor-made digital business models, E-Commerce distribution strategies and systematically drive your digital transformation. We think and act as entrepreneurs. Together with our clients we develop intelligent, realizable solutions, to exploit your full online market potential.

Challenge. Disrupt. Unleash.

www.fostec.com

 FOSTEC VENTURES

FOSTEC & Company GmbH is a subsidiary
of FOSTEC Ventures GmbH

FOSTEC group at a glance

A unique and successful combination of strategy and execution excellence



STRATEGY CONSULTANCY

- Leading **independent strategy consulting boutique** with a focus on **digitalization** and **E-Commerce**
- **Track record** of successful projects for **leading brand manufacturers** across industries
- Comprehensive **know-how** in entire digital value chain including both, **strategy** as well as **operations**
- Thinking & acting from an **entrepreneurial perspective**. Development of **intelligent & practicable client solutions**

Selected references



VENTURE BUILDER

- **Private venture capital** focus with comprehensive expertise in the **digital economy**
- **Track record** of **successful execution** of various start-up companies in the **digital economy**
- Access to **broad network of E-Commerce experts, consultants** and **industry specialists**
- **Owner of FOSTEC & Company** the leading strategy consulting boutique for E-Commerce & digitalization

Selected references



Competences of FOSTEC & Company

Shaping the business of tomorrow



Featured insights of FOSTEC & Company

New insights, concepts and perspectives on selected topics

Amazon Strategy Consulting Services

Developing a potential-oriented B2B & B2C Amazon strategy considering all opportunities & risks

Digital Health Check

Assessing the digital health, competitiveness and potential of an organization or business unit

Digital Sales Center Strategy

Development of a shopping experience-oriented portal solution from a customer-oriented perspective

Direct-to-Consumer Strategy

Successfully reaching end customers with a direct-to-consumer strategy

Due Diligence Services

Accompanying buy-side transactions for digital & E-Commerce targets

E-Commerce Strategy

Defining E-Commerce distribution channels to achieve full online market potential

E-Commerce Strategy for China

Deploying China's E-Commerce market potential with a tailored distribution strategy

Market Intelligence

Gaining full market transparency in E-Commerce with data-based product and competition analysis

Platform Economy Strategy

Outperforming traditional businesses by disruptive platform business models

Strategic Transformation

Efficiency offensive through digital transformation –
Building crisis resilience in times of uncertainty

Venture-as-a-Service (VaaS)

Professional support in building innovative digital business models

Industry-focus of FOSTEC & Company

We advise clients from a broad range of industries



AUTOMOTIVE



FOOD & NUTRITION



LUXURY GOODS



BUSINESS SERVICES



HEALTHCARE & PHARMA




PRIVATE EQUITY & PRINCIPAL INVESTORS



CONSTRUCTION & BUILDING MATERIALS



HOME APPLIANCES



RETAIL & TRADE



CONSUMER PRODUCTS & FMCG



HOME, GARDEN & LIVING



TECHNOLOGY, MEDIA & TELECOMMUNICATIONS (TMT)



FASHION & CLOTHING



INDUSTRIAL GOODS



TRANSPORTATION & LOGISTICS

FOSTEC group at a glance

Reliable management consultancy with Top-Tier standard

2015
founding of
FOSTEC & Company

> 500
conducted more than
500 strategy projects

90+
partners in the F&C
cooperation network

> 250
digital experts in the
F&C network



Why FOSTEC?

Shaping the business of tomorrow



Active entrepreneurship

Most of our employees are entrepreneurs. Their entrepreneurship actively influences the projects. They advise our clients as if it is their own company.



Methodical competence and operational expertise

Our team provides methodical competence and comprehensive operational know-how. Our experts held top management positions and implemented project-relevant topics.



Realizable solutions and intuition

We develop intelligent and at the same time realizable solutions. Our clients appreciate our cultural intuition and our integrity.



Teamwork and knowledge transfer

We work with you in integrated project teams to utilize the full methodological-, entrepreneurship and market know-how.



Track record and references

The members of our team have realized proven, sustainable project results. We would be pleased to put you in contact with our clients.



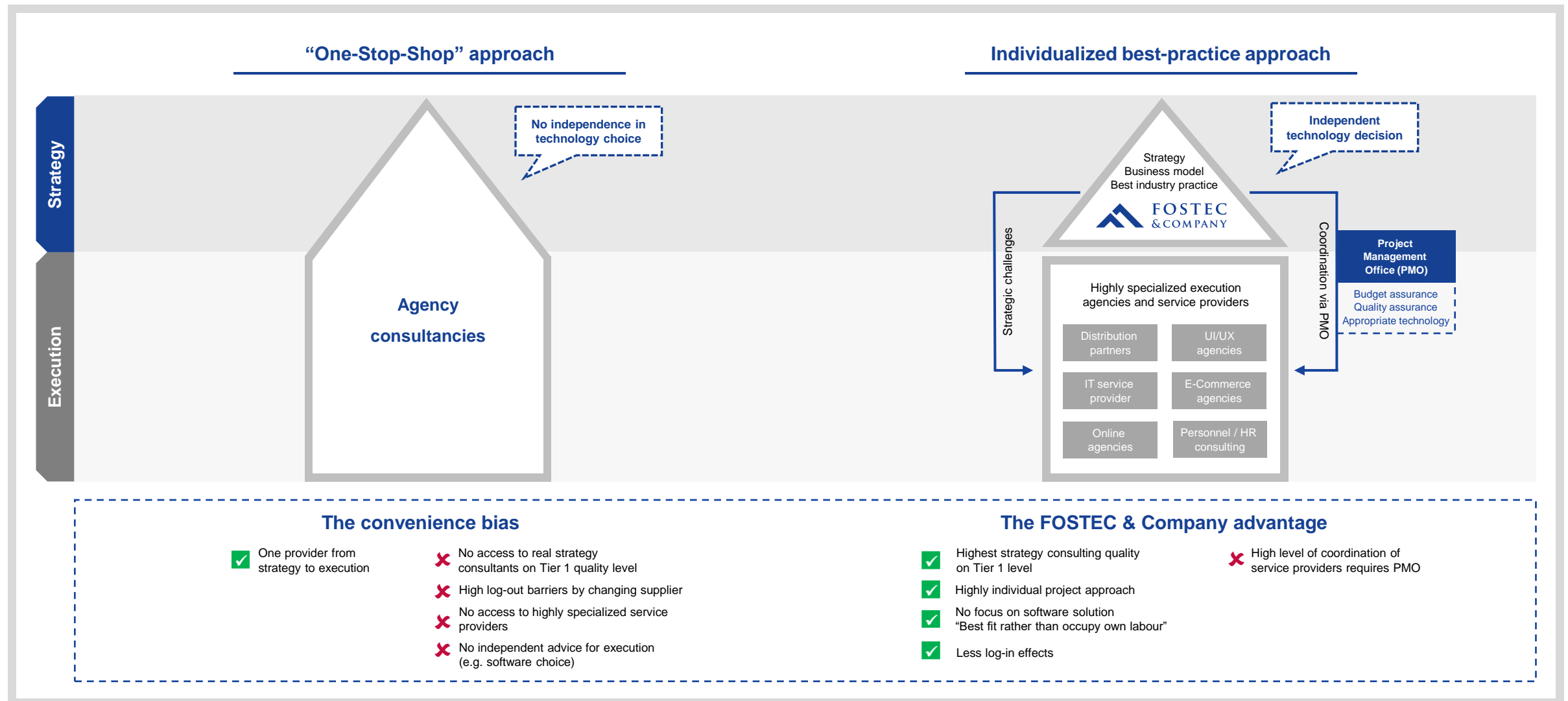
Focus on strategy, digitalization and E-Commerce

FOSTEC has successfully supported a variety of clients across industries with their digitalization & E-Commerce strategy. We actively drive disruption.



FOSTEC creates digital winners of tomorrow

We develop industry best practices by embracing the non-commodity



Certified cooperation partner network

Active involvement in projects in coordination with partner desired

Individualized best-practice approach

Strategy
Business model
Best industry practice



Highly specialized execution agencies and service providers

Distribution
partners

UI/UX
agencies

IT service
provider

E-Commerce
agencies

Online
agencies

Personnel / HR
consulting

F&C cooperation partner network with certified execution partners and experts

F&C bundles **expertise** and **project experience** from active partnerships with experts and service providers from a wide range of disciplines to provide clients the best possible support for strategy and implementation projects.



primeup

ID Digilents



NETFORMIC.



Selected project references

Extensive expertise with manufacturers, retailers and private equity

(RETAIL) BRANDS B2C



RETAIL



(RETAIL) BRANDS B2B

PRIVATE EQUITY

For further project references and customer comments, please visit our website fostec.com



Markus Fost, MBA (Managing Partner)

- Over 18 years of relevant experience as a consultant and manager in the industry, including
 - CFO - toy manufacturer
 - Director E-Business – power tool manufacturer
 - Independent Partner – Tier 1 strategy consulting
- Founder and CEO of FOSTEC & Company // FOSTEC Ventures
- Various advisory and supervisory board mandates
- Lecturer in E-Commerce and digitalization
- Author of various textbooks

Profile

Expert in E-Commerce, online business models and digital transformation with broad experience in strategy, organization, corporate finance and operational restructuring

Project references (selection)

- E-Commerce strategy development and rollout for leading manufacturer brands in the B2B and B2C environment
- Amazon trading strategy development for over 160 clients from various industries
- Building venture-as-a-service business models
- Conception of platform business models in commerce and industry



FOSTEC & Company GmbH
Marienstraße 17, D-70178 Stuttgart
Phone: +49 (0) 711 995857-0
Fax: +49 (0) 711 995857-99
www.fostec.com

Markus Fost (Managing Partner)
markus.fost@fostec.com



Over 18 years of relevant experience
as a consultant and manager in the industry.

Expert in E-Commerce, online business models and digital
transformation with broad experience in strategy, organization,
corporate finance and operational restructuring.

V202304