

PricewaterhouseCoopers Ranked as Global Leader in Business Advisory Services and Management Consulting, According to Kennedy

Ho Chi Minh City, March 26, 2009 – Kennedy Consulting Research & Advisory, the leading research and advisory firm, has ranked PricewaterhouseCoopers (PwC) number one in Business Advisory Services and Management Consulting in its *Global Consulting Marketplace 2008-2011* report. PwC was also placed third in the Human Resources Consulting practice area according to the study. The annual report reflects Kennedy's analysis of the global consulting marketplace, estimated at approximately \$300 billion in 2007.

This latest report and ranking confirms PwC's strong market position as a leading provider of Business Advisory Services and Management Consulting. With over 25,000 Advisory professionals around the world, PwC works collaboratively with over 80 percent of the world's Fortune 500 companies.

"At PwC, we're working together with our clients to help them safely navigate through a very difficult economic climate," said Juan Pujadas, Global leader of PwC's Advisory business. "We're providing practical, cost effective and strategic solutions to help organizations find opportunities amidst uncertainty, and to implement sustainable changes that can transform and improve their business today -- and for the long term."

According to the Kennedy report, PwC's size and high potential for growth make it well positioned to serve clients during current conditions such as the recession, the decline in the M&A market, a lack of new technology and the maturing global consulting market.

"Our approach to the market is to bring our clients the benefit of our capabilities across our Advisory, Tax and Assurance businesses -- bringing the "right" team of professionals to bear on the client's issues. It's not only our size that sets us apart from other firms, it's our depth of experience and ability to help clients across a range of industries find the right solution." added Pujadas.

Marius Kunneke, the partner responsible for the Performance Improvement Business of PricewaterhouseCoopers Vietnam, believes that the current economic climate provides enterprises with the opportunity to right-size their organisation and business processes to be more stream-lined, efficient and flexible - able to seize new business opportunities and to increase competitiveness. "At this moment, spending on consulting services may seem to some as counter-intuitive, but we are delivering performance improvement solutions for clients, especially for organisational and operational restructuring, cost cutting, management of risks and performance management, and we have the expertise, both locally and internationally, to support companies in finding practical solutions for their challenges".

Stephen Gaskill, an Advisory Partner based in Ho Chi Minh City highlighted that "PricewaterhouseCoopers Vietnam is one of the leaders in Mergers and Acquisitions (M&A) Advisory in the country. Twice a year, PwC issues a very popular review of Mergers and Acquisitions (M&A) activity which considers the wider environment affecting the making of deals in Vietnam, considers the larger and more notable deals individually and provides an outlook for the forthcoming months. In addition to serving domestic and foreign clients in the country, we regularly share our insights with the wider business community in many other areas including Infrastructure Development, Information Technology Effectiveness, Market Entry strategies, Overseas Listing and Internal Audit. "

Kennedy's *Global Consulting Marketplace* report is produced annually and provides a full spectrum analysis of the consulting marketplace. Included are the drivers that shape client demand, market trends, market size and growth, and analysis of the consulting landscape and its leading players.

Source: Kennedy, "*Global Consulting Marketplace 2008-2011*"; © Kennedy Information; used with permission.



About PricewaterhouseCoopers' Advisory Practice

PricewaterhouseCoopers' business advisory professionals provide clients with the confidence to succeed by helping them anticipate, create and manage change. Whether clients are proactively implementing change or reacting to an unplanned event, we leverage our Firm's resources, deep industry experience, and functional acumen across the areas of operations, finance, organizational strategy and structure, process improvement, human resources effectiveness, technology integration and implementation, risk mitigation and crisis management to help organizations effect sustainable change.

About PricewaterhouseCoopers Vietnam

PricewaterhouseCoopers Vietnam (www.pwc.com) provides industry-focused assurance, tax, legal and advisory services to build public trust and enhance value for its clients and their stakeholders. More than 155,000 people in 153 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

PricewaterhouseCoopers established offices in the Vietnamese cities of Hanoi and Ho Chi Minh City in 1994. Our team of approximately 500 local and expatriate staff have a thorough understanding of the transitional local economy in which they work and a wide knowledge of policies and procedures covering investment, tax and accounting and consulting throughout Vietnam.

In January 2009 PricewaterhouseCoopers Vietnam received the Golden Dragon Award. The Awards are co-organised annually by Vietnam Economic Times and the Foreign Investment Department under the Ministry of Planning and Investment to acknowledge and honour the success of foreign invested enterprises (FIEs) in Vietnam and their contribution to the economy.

"PricewaterhouseCoopers" refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.

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