



Press Release

Date 14 August 2014

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PwC Named a Leader in Worldwide Strategy Consulting Services in IDC MarketScape Report

- *Recognized for value-creating innovation*
- *PwC, Strategy& combination delivers insightful, differentiated strategy*

PwC was named a leader in the IDC MarketScape: Worldwide Strategy Consulting Services 2014 Vendor Assessment report. According to the report, “clients indicate they consider PwC to be better than many of its peers at maximising the value of a project and integrating its project team with the client’s.”

Tony Poulter, PwC Global Consulting Leader, commented:

“We’re pleased with this recognition by IDC of our worldwide strategy consulting capabilities. As one of the world’s largest consulting businesses, we are uniquely positioned to help organisations meet the challenges of today’s evolving global business environment, turning innovative ideas into actionable results.”

The IDC MarketScape report states that “in strategy consulting, PwC is considered to be among the best at delivering value-creating innovation and leveraging local and global staff appropriately.”

Stephen Gaskill, Advisory Partner, PwC Vietnam, added:

“PwC’s strategic approach to consulting helps our clients make transformative, innovative changes to their organization that can enhance competitive advantage, support growth, and increase profitability. This recognition by IDC reflects our commitment to our clients and our proven strength in consulting achieved through both organic and inorganic growth, and, in particular, our game-changing combination with Strategy& (formerly Booz & Company). Our industry-focused approach and global reach enable us to help organisations transform their business, from strategy through execution.”

According to IDC’s analysis and buyer perception, “PwC and Strategy&’s approach involves using insights derived from data, testing, and learning along the way with all of the key stakeholders; the resulting strategy becomes a living, evolving model that helps the organization adapt rapidly to changes in the environment, as it develops and strengthens new capabilities. The resulting outcome is one of the best, most insightful, and differentiated strategy.”

For more information about PwC’s strategy consulting services, visit: www.pwc.com/consulting

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About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of vendors can be meaningfully compared. The framework also provides buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

Sources:

IDC MarketScape: Worldwide Strategy Consulting Services 2014 Vendor Assessment – July 2014 (IDC#249462).

About PwC Advisory

PwC creates value for clients by building trust and helping to solve their most important problems, from strategy through execution. We understand our clients' industries and unique business challenges, and look across the entire organization—focusing on strategy, structure, people, process and technology—to help clients build their next competitive advantage. Our global network of assurance, tax and advisory professionals means that we can bring the right skills and capabilities to help our clients achieve success anywhere around the world. For more information about PwC's strategy consulting services, visit: www.pwc.com/consulting

About PwC

PwC helps organisations and individuals create the value they're looking for. We're a network of firms in 157 countries with more than 184,000 people who are committed to delivering quality in assurance, tax and advisory services. Tell us what matters to you and find out more by visiting us at www.pwc.com.

About PwC Vietnam

PwC Vietnam established offices in Hanoi and HCMC in 1994. Our team of approximately 650 local and expatriate staff has a thorough understanding of the business environment in Vietnam and a wide knowledge of policies and procedures covering investment, tax, legal, accounting and consulting matters throughout Vietnam. Visit our website for further information: www.pwc.com/vn.

PwC Vietnam has built strong relationships with key ministries, financial institutions, state owned enterprises, private companies, commercial organisations and the ODA community. We also have a foreign law company in Vietnam, licensed by the Ministry of Justice with a head office in Ho Chi Minh City and a branch office in Hanoi.

We go the extra mile to help our clients achieve their objectives. We possess skill sets and industry knowledge that our clients require at a local level across our network. We offer an integrated service, bringing a breadth of skills and depth of resources to our clients wherever they do business, throughout Asia and in the rest of the world.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

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