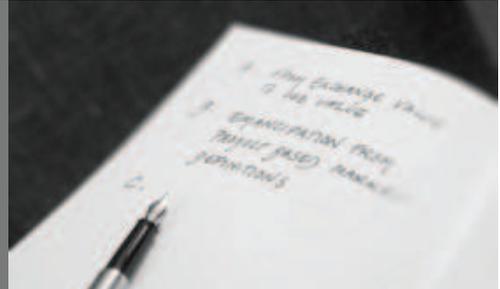


WELCOME TO VECTIA FORUM 22.9.2011



Improved performance through strategic pricing

A common challenge for firms today is improving bottom line growth. The methods for achieving this vary and cost reductions often seem to be the primary means to reach targets for improved profitability. However, also the impact of pricing on profitability has shown to be huge as it offers significant leverage for increasing EBIT.

Although pricing strategies show considerable variations among industries, many firms demonstrate that choosing a customer value-based pricing strategy has a more sustainable effect on profitability. This, however, requires an increased understanding of what actually creates value for the customer.

How, then, can a value based pricing strategy be achieved and implemented? What does this require from the firm?

Vectia is proud to invite **Dr. Andreas Hinterhuber**, a renowned expert on pricing strategies to speak at this fall's first Vectia Forum. Dr. Hinterhuber has a solid business experience in marketing and general management and is also an acknowledged academic within his field. Dr. Hinterhuber is visiting professor at Bocconi University (Milan, Italy) and at Tsinghua University (Beijing, China) where he teaches Strategic Pricing and Strategic Marketing and he has also published several articles on the subjects.

Welcome to Vectia Forum to meet Dr. Hinterhuber and Vectia to discuss pricing strategies on

**Thursday, September 22, 2011 at 8:00 – 10:00 a.m.
at Palace Gourmet, Eteläranta 10,
10th Floor, meeting room Unionsali.**

Warmly welcome!

Tom Lindholm

"Competing is the price you pay for not knowing your customers' needs."
Dr. Andreas Hinterhuber

AGENDA

Welcome

*Risto Pennanen,
Partner, Vectia*

Pricing strategies

*Dr. Andreas Hinterhuber,
Partner, HINTERHUBER &
PARTNERS*

The Vectia view on value based pricing

*Tom Lindholm
Managing Partner, Vectia*

Discussion

Breakfast will be served from 7:45 a.m.

Please register by September 19, 2011: nina.olin@vectia.com or tel. 010 830 5400.

Vectia Forum is a free-of-charge breakfast seminar that provides an opportunity for corporate management and experts from different industries to discuss the latest trends and themes in business.