

Lawson

MANAGEMENT & BUSINESS CONSULTING

Company presentation

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Llawson

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What is the oldest unsolved mathematical riddle?

Every even number that is greater than 2 is the sum of two prime numbers. Example:
 $26 = 13 + 13$, $72 = 19 + 53$ (Christian Goldbach, 1742).

This assumption has been proven by modern computers for the numbers up to 400 billion but mathematical proof has not been provided to date.

Two book publishers have announced the award of a US \$1 million prize for the solution.

Lawson is a term taken from nuclear physics. A nuclear fusion reactor must meet the Lawson criterion to produce a positive energy balance.

In commercial terms it equates to passing the break-even point. We focus on this added value for our clients.

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Mission Possible

We take our corporate mission from sport. We are trained to define objectives and to reach them together with our clients.

- Teamwork
- Measurability
- Performance under pressure
- Willingness to perform
- Target-oriented
- Motivation
- Fairness

What is the hardest triathlon in the world?

Deca-ironman 38 km swimming,
1800 km cycling, 422 km running.
World record: Astrid Benöhr 187:18:37 hours
(includes sleeping time, calories used
> 20,000/day).

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Lawson partnership

Lawson is independent, structured as a partnership and interdisciplinary. Our clients know we aim to implement their wishes precisely. That is why our retention ratio is over 90 per cent.

That is what partnership means to us.

Why is the sky blue?

Because sunlight is dispersed in the atmosphere and the blue spectrum reaches the viewer better than, for example, the red spectrum as a result of its lower diffusion.

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Consulting know-how in changing markets

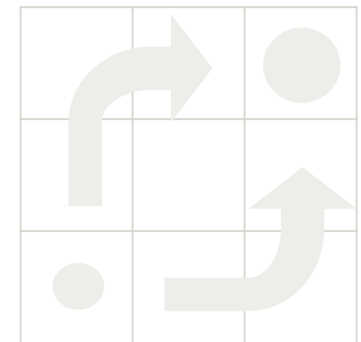
We have consulted for many years for companies from industries that are subject to rapidly changing environments.

For example, companies in the telecommunications and energy industries that are entering European competition as part of liberalisation.

Llawson has its key competence and methodologies in this work.

How much energy does the brain need?

Although the brain only makes up 2% of the adult bodyweight it uses around 20% of the energy provided by nutrition.
For babies this is around 50%!



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Example: Energy industry

The liberalisation of the electricity industry has been taking place since 1998 in connection with the opening of the Single European Market.

Since that time Llawson has obtained references in over 100 projects.

The clients included suppliers, sales companies and companies that provide services to the energy industry.

Is it possible to capture lightning and to convert it into useable energy?

Energy is power multiplied by time. Lightening has a voltage of up to 20,000 amperes, but only for a few milliseconds. So a lightening strike has the potential of 2-3 megajoules. In contrast a litre of petrol can produce around 34 megajoules. In addition to this low yield there is also the problem of the spontaneity and unpredictability of lightening strikes.

Energy industry

- Corporate strategy
- Project & interim management
- Organisation & Processes
- Sales & Marketing
- Corporate & sales management
- IT Strategy



Lawson experience

Overall entrepreneurial success is based on the relationship between management and the operating level, called business.

We have established ourselves as a bridge between both levels with comprehensive references and experience, and take responsibility for quality-controlled implementation.

We call this the Lawson experience.

Will there ever be a time machine?

Albert Einstein describes space and time as a continuous curved entity.

In this continuum there are worm holes that act as a kind of black hole with a rear exit. In theory time travel is possible via these shortcuts.

But one problem still exists – to date no worm holes have been found.



Our particular characteristics

We measure our success by our customers' real added value.

We do not lose ourselves in abstract matters but concentrate on implementation even during strategic and design phases.

Loyalty and noticeable identification are the requirements for long-term acceptance. Our customers value our unusually high motivation. One of the reasons for our 90% retention rate.

How long will drinking water still last?

Over 70% of the world is covered with water but only 0.65% is available as drinking water. UNO believes that in the year 2025 50% of the global population will suffer from acute water shortage and the price of water will exceed that of oil. (Per head consumption: Madagascar 5l/day, Germany 129l/day, USA 380l/day)



Customized solutions

Our clients' objectives are varied. We achieve these using selected and detailed methodologies.

Each project and client is determined by their own environmental conditions. This is why we develop individual tools.

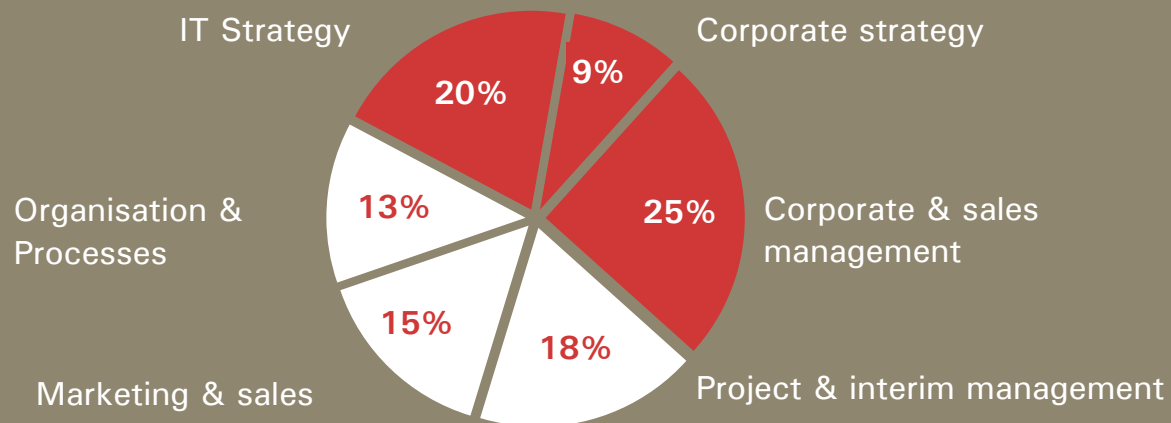
Progress demands new ideas. Even now Llawson processes projects using innovative reimbursement systems.

Can a layperson fly a modern Airbus?

Although a person in a simple propeller plane might just manage it if the visibility and weather are good and there is no other air traffic, according to a study by a specialist magazine an attempt with a modern Airbus would be almost hopeless. Those who had experienced PC flight simulators had the best chances of success.

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Consulting competence according to completed projects [%]



Curriculum Vitae

Established	2000
Employees	15
Partners	3
Completed projects:	160 (as of 31.12.2003)
Consulting competence	since 1994
Industries	Energy supply, telecommunications, public sector, facility management, construction
Specialist areas	Economics and engineering

Llawson
Management & Business
Consulting GmbH

Theresienstrasse 8
80333 München

Fon + 49 (089) 287017-20
Fax + 49 (089) 287017-28
e-Mail info@llawson.de

