

# Press Release

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**Bert Kuypers becomes PricewaterhouseCoopers's latest new Partner  
This ex-PwC Consulting partner will mainly help expand core Advisory 'Business  
Optimisation and Structuring Services' activities**

**On 1 April 2005, Bert Kuypers joins the Advisory line of service of PricewaterhouseCoopers Belgium. Bert, who already had a successful career with PwC Consulting from 1990 to 2002, will mainly be helping expand the core activity of 'Business Optimisation and Structuring Services' at PwC Advisory. PwC is also relying on him to be able to further differentiate itself on the advisory market and make better use of market opportunities in the future.**

**Brussels, 30 March 2005** – At PwC Belgium, Bert Kuypers comes as a further reinforcement to the Advisory line of service, PwC's third alongside Assurance and Tax & Legal. The services comprise advising and assisting in setting up, taking over and financing businesses and all management and control processes in terms of performance improvement, crisis management and reorganisation.

Bert started his career as a lecturer in the department for Applied Economic Sciences at the KU Leuven, where he was already concentrating on 'industrial economics' two decades ago. Between a position as Development & Project Manager with Shell (1986-1990) and Executive Director and COO at Roularta Media Group (2002-2004), for twelve years he worked at PwC Consulting, PwC Belgium's then consulting division (which was taken over by IBM in mid-2002). Eight years into his stint as a Management Consultant at PwC Consulting, Bert was made a partner in 1998. Since 2004 he has also been the Managing Partner of the Management Consulting Company (MCC), where he focuses on business structuring for SMEs.

Over his multi-faceted consultancy career, Bert Kuypers has provided services to a variety of public corporations (Belgian Railways, the Belgian Post Office and Sabena) and European and other international and supranational institutions (such as NATO). His range of activities touch on both start-ups and financial and business reorganisations, in which special attention is paid to strategy, the logistical chain and financial management. Bert has advised in a host of implementations, both national and international, from the airline industry, through rail transport to the automotive and telecoms sectors.

Eddy Schuermans, the Managing Partner at PwC Advisory, explains Bert Kuypers's appointment thus, *"Bert's appointment fits within the context of our strategic goal of market differentiation, including through the development and procurement of world-class competence. In financial year 2006, we shall lay greater emphasis on 'Business Optimisation and Structuring Services', in which there is no doubt Bert, will be pulling his full weight. The intention is that PwC Advisory should better differentiate itself, reinforce its marketing image and, especially, maintain its growth into the future. There is no question but that Bert will help us better to react to the market opportunities that offer themselves in tomorrow's world."*

Bert Kuypers holds a licentiate in applied economics (KU Leuven, 1984) and a Master's in Business Administration (KU Leuven, 1986). He has further academically acquitted himself in 'Production & Inventory Management' (CPIM) and 'Central and Eastern European Economic Studies' and is an active member of a number of associations that are involved in the economic and social sectors.

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