
PRESS RELEASE

CRO-Team for sustainable restoration: Management Link GmbH founded

[20 September 2012] Munich – Management Link GmbH, a full subsidiary of Dr. Wieselhuber & Partner GmbH (W&P), is now starting on the market with its own CRO (Chief Restructuring Officer) concept: the new CRO and advisory council team of experienced finance and restoration professionals represents design and implementation of restoration concepts from a single source, with a clear focus on the further development of the business model. The focus of Management Link's self-perception: sustainability of restoration.

"Our CROs and advisors see themselves as problem solvers on site. They do not only process the standard range of fast staff reduction and fast cost reductions. They consider the core of their task to be development of a sustainable business on which the company can build its future," Dr. Volkhard Emmrich, founder of Management Link GmbH and Managing Partner of the business area of Restructuring & Finance at W&P, explains his team's task.

If strategic crises can often still be caught by board means, revenue and liquidity crises frequently pose a different situation: diversity and complexity of tasks increase, decisions increasingly have to be made based on incomplete information and robust analysis, decision-making processes must be shortened and decision-making bodies reduced in size. An experienced CRO who is familiar with the situation, has the required analysis results and inspires enthusiasm for a direction in all parties involved supports management decisively in this difficult situation – in spite of required hard reductions and unpopular measures, he can thus become a fixed point in the

company and develop a future-capable perspective. He will be an advisor who supports and advises the partner in dealing with all stakeholders.

Werner Heer, also manager at Management Link, emphasizes: *"The objective always is a future-oriented, restoration-compliant placement of the company. Shareholders, management, financial partners as well as employees, customers and suppliers profit from this placement."*

More information on the service range of Management Link GmbH is available on request.

Short Portrait Management Link

Management Link GmbH provides an experienced team of Chief Restructuring Officers (CROs) and advisors who assume central tasks for problem management in revenue and liquidity crises and also focus on the further development of a supportive, robust and future-capable business model. Founded in 2012, headquartered in Munich, Management Link's CROs and advisors particularly base their actions on experience with family-owned companies. They have documented success in essential projects.

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