

FINANCIAL EXPERTS

IN ACTION

ValueTrust acts as financial advisor to Wienerberger AG on the assessment of its value-based management system and target setting

Wienerberger AG (“Wienerberger”), integrated its communicated strategy “Guidance 2020” into its planning and controlling systems. In this context the company intended to assess the status quo of its value-based management methodology and target setting, which was developed in the mid-2000s.

In this context, ValueTrust has been retained by Wienerberger to assess the current value-based management system, draft a concept for an improved value-based target setting and performance measurement. In addition, ValueTrust determined period enterprise values, target returns for different KPIs and hurdle rates, developed alternative top-down business plan scenarios and sensitivity analysis as well as a proposal for a strategy conform value-based target setting and management system. The results have been presented and discussed in workshops with Wienerberger executives.



About Wienerberger

Wienerberger is the world's largest producer of bricks and No. 1 on the clay roof tiles market in Europe with 202 production sites in 30 countries. The company also holds leading positions in concrete pavers in CEE and pipe systems in Europe. The company offers its products primarily under the POROTHERM, TERCA, and KORAMIC brand names. Wienerberger AG was founded in 1819 and is headquartered in Vienna, Austria.

About ValueTrust

ValueTrust is the only consulting firm that focuses on business valuation and corporate finance advisory. ValueTrust supports management and investors with truly unbiased advice in transactions, restructurings, disputes/litigations and value management.

ValueTrust offers its clients solution-oriented financial advisory services combining both customer-focus and independence with highest standards of quality. ValueTrust's advisory approach is based on years of project experience, the skills of its professionals, a trustful cooperation with its clients as well as the support of industry-experienced senior advisors.

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