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## Company & products

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think-cell develops software for professional users of Microsoft® Office who are dissatisfied with spending too much time preparing business presentations. Our products turn the flexibility of PowerPoint® into result-oriented efficiency.

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## Our mission

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think-cell is the leading software provider for all fast-moving professionals when it comes to creating and altering time-critical, high-quality business presentations.

We are working with our customers, staying at the forefront of our profession. We deliver products that help our customers thrive because we know their work and apply research and development methods no competitor can match.

We do not simply sell software. We spend considerable time to perfectly understand our customers' requirements, tailor our products to their needs and ensure the benefits of the resulting solution.

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## Our customers

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Why do over 90,000 users at more than 1,800 companies rely on our software every day? Because our products are built to fit their needs. Our customers use think-cell software to increase quality, cut costs, and simply offer their professionals the best working environment possible.

We mainly serve management consulting firms, corporate strategy and controlling business units because they spend a large share of their valuable resources on creating presentation slides for communication with their clients and colleagues. We serve:

- 4 of the top 5 consulting firms ranked in vault.com's "Management Strategy Consulting Firms Rankings: Top 50 Consulting Firms 2009".
- 46 of the 100 blue chip companies ranked in the top 100 of Fortune 500.
- 8 of the top 10 consulting firms ranked in Lünendonk's "Top 25 Management Consulting Firms in Germany 2008".
- 26 of the 30 blue chip companies listed in the German stock market index DAX.

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## Our expertise

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think-cell is a team of seasoned computer scientists, former business consultants and graphics experts. We are united by our vision to provide a line of products that revolutionizes the way of creating presentations.

think-cell is led by experienced industry practitioners with in-depth domain knowledge and outstanding technical skills.



**Dr. Markus Hannebauer**  
Managing Director

Markus is responsible for managing the company and building long-term relationships with customers and partners.

Before founding think-cell, Markus was a project manager at Fraunhofer – Europe's leading engineering research institution.

Markus studied computer science and business and holds a doctoral degree from Technical University Berlin.



**Arno Schödl, Ph.D.**  
Technical Director

Arno oversees product development and manages think-cell's world-class R&D team.

Before founding think-cell, Arno worked at Microsoft Research and McKinsey & Company.

Arno studied computer science and management and holds a Ph.D. from Georgia Tech in Atlanta.

think-cell is a



ISV Software Solutions



## Our product principles

### Presentation-ready quality

Presentation quality suffers when time is scarce. Using think-cell products, you can always produce high-quality results that are immediately ready to use in your presentations.

### Highest-possible efficiency

The intelligent design of our products reduces the number of interactions necessary to create and alter presentations to the absolute minimum. Hours of tedious work are reduced to minutes.

### Full compatibility

All our products fully integrate into Microsoft Office and produce 100% compatible presentations. Sharing files with other Office users is seamless.

### Ease of use

When creating our software, we did not hide features in dozens of menus, dialogs and property pages. With a few hours of hands-on experience, anyone can become a proficient think-cell user.

## Our customers say

*"I'm very proficient in PowerPoint and found your application to save time and provide consistency."*

Richard Sheinfeld, Director, PRTM

*"With think-cell chart we save precious hours, to the benefit of both our clients and consultants."*

Dr. Michael Büttner, Vice President, Capgemini

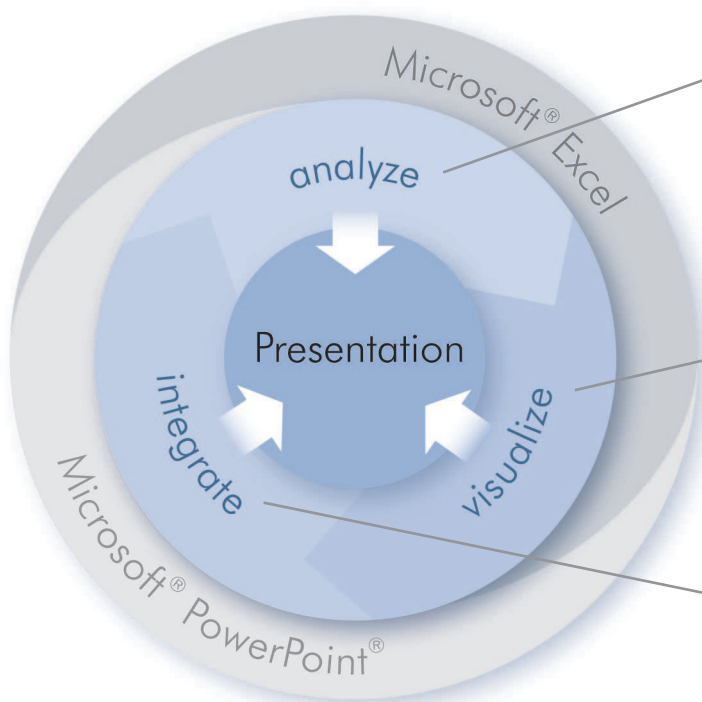
*"I find it GREAT. I can't live without the package anymore."*

Marc Salomon, Chief Operating Officer, Stibbe

*"think-cell gives us the chance to create professional-looking charts without extensive PowerPoint experience."*

Dr. Marc Dreßler, Managing Director,  
Corporate Value Associates

## Our products in the production cycle



### think-cell round

think-cell round is an add-in for Microsoft Excel that ensures consistent rounding for all derived data in your sheets. Using think-cell round, you can focus on the meaning of the data and forget about problems like "The percentages do not add up", or "Why does three plus five equal nine?"

### think-cell chart

think-cell chart is the leading Microsoft PowerPoint add-in for creating professional business charts. It is 3 to 5 times more efficient than the current best practices. You can link all charts to their Excel data source, making chart updates a quick and easy task.

### think-cell layout

think-cell layout is an add-in for Microsoft PowerPoint that enables the rapid design of clean slide layouts from standard elements. Using its patented user interface you only define the overall layout, the shapes are placed automatically and precisely.

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