

Dear Ladies and Gentlemen,

The Holiday season is already approaching, and we are heading full speed towards the end of the year! Budget meetings and strategy reviews are being held, 2020 is around the corner and needs to be prepared! How happy have you been with your year 2019? On track with sales targets? On track with profitability? On track with future readiness / fit for the future? If yes, what did you do to make it happen? If not, what happened? Planning the future and reflecting the past are critical success factors for individuals or organizations.

For Altix as well it was an amazing year and it's hard to believe that we are just 6 weeks out to Christmas. We will finish the year beyond expectations, and we would like to sincerely thank all our customers, suppliers and partners for a terrific year 2019! We will celebrate a 10x growth in sales revenue and the realization of most of our core targets and milestones. We feel blessed and thankful for that!

Key highlights of 2020 have been the win of at least one new customer every month and the successful realization / delivery of our projects to the satisfaction of our clients. Our clients span from start-up innovation champions (pre-revenue) to Fortune 500 companies (> 80 billion €) and geographically from California to France and Germany. We are fortunate that we were able to attract absolutely amazing talents to our team and expand our geographic footprint to New England, the Carolinas but also Europe with Dublin (Ireland), Frankfurt (Germany) and a new legal entity as European Headquarter in Strasbourg France (since last June). Our May 2019 Global Leaders Forum was an absolutely fantastic event and we are grateful that Paula Marshall G2 & CEO BAMA Corporation accepted to be our guest of honor flying in specially from Oklahoma. The edition 2020 is already in planning and will be mind-blowing – fasten your seat belt!

We look towards 2020 with big ambitions, we aim to grow again between 5 and 10x in sales revenue. A key target for 2020 will be the opening of a first Asia office in China and Singapore combined with the attraction of further key talents and Partners. Everything we do has the client at the center because ultimately, we are here to support you to solve your most pressing and complex problems. Our Partners and Advisors bring decades of senior management expertise and solid track records in strategy, operations, finance, environment-health and safety, communication and public relations, sales management, strategic marketing, M&A integration, supply chain management. **When you only have one shot**, you carefully choose your partners. Our clients choose Altix!

Our lead article for the Q4/2019 Altix Access Newsletter is about managing cultural change. Why is it at times required, what triggers the need for cultural change, how to approach it, what are the risk of failure and how to maximize chances of success! Do not wait anymore, plan for change in 2020 and get ready to take off. Life is too short to be annoyed and filled with stress and anxiety!



Read as well in this newsletter about our global footprint strategy and meet our Partner Christian Leonhard in Frankfurt who brings amazing experience running huge organizations for global industry champions! The automotive sector faces many question marks, we are proud that we were invited to share our views at the SAC 2019 – Southern Automotive Conference – talking about trends in industry, and how to remain highly competitive in disruptive times. If you want to learn more we are happy to offer you a complementary corporate leadership presentation ([click here if interested](#)).

Wishing you all a happy Holiday Season and a good rest of the Year. I hope you will achieve your targets and be on track! Enjoy some relaxing time with family and friends and take some time for reflection and strategy. If you need a partner for the exercise call us, we will be happy to bring some smart horsepower to the table.

Best regards and Wishes!

Happy Thanksgiving to you, your Teams and your Families!

The Altix Team!