

Press release

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A2Mac1 to acquire ecs: From electronics physical teardown to functional cost analysis

A2Mac1, world leader in automotive benchmarking, announced today the signing of an acquisition agreement with ecs Beratung & Service GmbH, a Germany based expert in electronics product cost engineering, with a strong focus on mobility but also covering other markets such as major household appliances and consumer electronics.

ecs is internationally recognized for its long-standing and cutting-edge expertise in electronics product cost calculations, at the component, system, and function level. This know-how leads to a number of customer mission-critical focused applications:

- Product benchmarking: identifying competitive advantages and best practices by knowing the cost per function of both you own and your competitors' products
- Product cost optimization: reducing product cost without compromising on function and performance by Design to Cost and Product Cost analysis.
- Target Costing: mastering the cost versus function tradeoff in the product development process

ecs has built over the years a fully reliable and trusted cost calculation methodology, based on internally developed and maintained cost databases enabling bottom-up cost calculation. Among its fast growing customer base, the company has succeeded in acquiring key automotive OEMs and top tier 1 clients.

“ecs has been a key A2Mac1 partner for 6 years now. We have together built a strong and sustainable relationship since then, evidenced by our jointly developed Electronics costing subscription which consists of key electronics modules cost calculation. The success of this product and the growing share electronics represents in the total cost of a vehicle convinced us we could build a great future together by answering the crucial challenges our customers are facing!

We will leverage this alliance to support our “Data-To-Knowledge” strategy both extending our electronics portfolio as well as developing our consulting services.” said Jacques Leveille, CEO of A2Mac1.

“Indeed, based on the electronics product physical teardown and analysis that A2Mac1 is today well known for, ecs is able to go further and analyze the function, reveal the cost breakdown by both component and function, and also perform predictive cost trends analysis. This strategic information will be delivered through the powerful A2Mac1 platform. This alliance will help A2Mac1 to create new services which will provide unique insights for customers, and it will also enable ecs to deliver ever more value in their consulting projects, increasing project scopes and extending the customer base globally.” said Hans Sporer, CEO of ecs.

About A2Mac1 - for more information, visit: www.a2mac1.com

About ecs - for more information, visit: www.ecs-network.de

