

# Message from the Chairman



We face a major challenge: the world has entered a new era. To the dynamics that have affected us in recent years, such as digitalization, the energy transition, wars and pandemics, the weakening of Western leadership, and the uncertain global economic and political outlook, we must add the impact of the emergence of Artificial Intelligence on our lives.

As with any highly transformative advance, there are major challenges, such as the quality of the data and transparency of the sources used by Artificial Intelligence systems, the identification and management of biases in their responses, the ethical use of the results, or the impact of these new technologies on the labor market or the environment.

But there are also great opportunities to be seized: new business models are emerging and existing ones are undergoing profound changes, data is consolidating as a source of value and its advanced modeling opens up a world of possibilities.

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This means that we must constantly update our value proposition, intensify our research and development of new competencies, strengthen our analytical and technological capabilities, deepen our industry knowledge, and expand our international presence.

In short, to improve where there is room for improvement, while creating new value-generating dynamics that contribute to the sustainable growth of our clients. In other words, to design and implement innovative solutions that maximize the value of available information, enhance the customer experience, make organizations and processes more efficient, and improve risk management.

To do this, we rely on the talent, effort and preparation of an exceptional team of professionals capable of solving increasingly complex problems. A team with proven analytical, quantitative and technological skills that puts the client at the center of its actions and is constantly striving for excellence. A team of entrepreneurs who care not only about what they do, but also about how they do it.

Fiscal year 2023, in which we celebrated the twentieth anniversary of our firm, was very positive for Management Solutions. For another year, we exceeded all our goals across all of the geographies and industries in which we operate and across all of the service lines we provide.

Today, we are a leading business consulting firm serving more than 1,800 global and local clients who are leaders in their respective industries. In just over 20 years, we have grown more than 42 times in size, and we have always done so by growing through economic cycles and adapting to a changing reality.

We have an exceptional team of more than 3,600 professionals with a strong analytical profile and in-depth knowledge of our clients' businesses, capable of delivering a differentiated value proposition supported by cutting-edge R&D.

A young, well-trained, cohesive and multicultural team of more than 40 nationalities operating in more than 50 countries in Europe, the Americas, Asia, Africa and Oceania through our 45 offices worldwide.

We have also significantly increased our investment in training and research. And we have strengthened our ties with universities, expanded our sponsorship and patronage activities in support of science and culture, and stepped up our activities in support of good causes.

Social responsibility is a strategic element of our organization's management, a long-term commitment to our clients, professionals and communities in the countries where we operate.

With the publication of our eighteenth Corporate Social Responsibility Report, we aim to reflect transparently and in detail the progress achieved in 2023 in various areas and, in particular, our social commitment in line with the Sustainable Development Goals and the United Nations Global Compact, which we joined in April 2019.



Management Solutions partners at 2023 Yearly Meeting

A fundamental line of our social responsibility policy has always been our relationship with universities: we work with more than 350 universities by signing agreements for scholarships and internships, teaching master's courses, giving specialized lectures and seminars, collaborating in research programs, participating in employment forums, and sponsoring and supporting university foundations and associations.

Promoting entrepreneurship and innovation is another line of action in our corporate social responsibility policy. Initiatives in this area have been extended to the field of education, supporting projects aimed at developing entrepreneurial and innovative values, attitudes and skills through education in the early formative stages of children and young people.

Our social commitment also includes our presence in professional associations related to our activity, in associations that support the development and dissemination of science, and in cultural associations through sponsorship and patronage policies.

We are particularly sensitive to the need to work together to ensure sustainable development and are committed to policies that contribute to the preservation of the environment.

We continue to enthusiastically support and encourage all the activities carried out by our professionals for good causes through Management Solutions' Social Action Group, of

which we are particularly proud for their selfless commitment to the most disadvantaged.

At Management Solutions, we face the future with great enthusiasm and confidence, always committed to our clients, our professionals and society at large, with the firm intention of continuing to create value in the era of Artificial Intelligence

Alfonso Serrano-Suñer  
Chairman of Management Solutions