



Pricing excellence in PE portfolio companies

Strengthening pricing strategy and execution to create value

As Private Equity (PE) firms seek to drive value creation in their portfolio companies, pricing strategy and execution continues to be the most important lever to pull. An enhanced pricing strategy will improve growth, competitive positioning, execution discipline, and ultimately bottom-line performance. With deep pricing expertise, strong industry experience, and an established track record supporting private equity portfolio value creation, the KPMG Pricing and Commercial Excellence team is well positioned to support you on that journey. In our pricing engagements, we typically see 3 - 8 percent point incremental return on sales, with results often exceeding that range.

PE portfolio companies face common barriers to an optimized pricing model

01 | Outdated pricing strategy

Reactive to cost and competition rather than customer value, driving inconsistent execution

02 | Cost cuts without pricing resets

Margin improvement relies more on cost controls than price realization

03 | Pressure to demonstrate near term financial results

Pricing is deferred due to longer timelines and execution complexity, in favor of faster cost and operational actions

04 | Complexity from add-on acquisitions

"Bolt-on" deals introduce multiple pricing models, with limited integration and consistency across customers

The KPMG pricing framework addresses key areas that unlock value opportunities

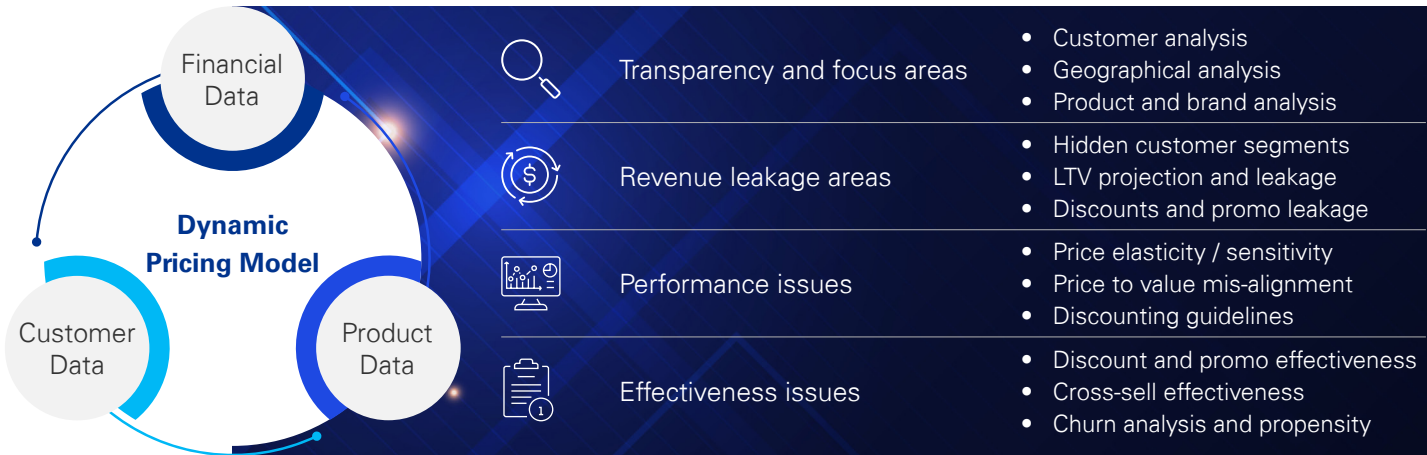
- Pricing strategy**
 - Customer segmentation
 - Product/service alignment
 - Methodology to extract value
- Set the price**
 - Ensuring the right price in each area
- Price setting**
 - Discount structures
 - Rebates and programs
- Get the price**
 - Pricing / sales process integration
- Price execution**
 - Pricing and leakage issues
 - Value-based sales negotiations
- Sustain the price**
 - Impact tracking and measurement
 - People and capability requirements
 - Data, tools, and systems
- Pricing embedment**

Our tested pricing methodology supports structured, execution-focused value creation



Our pricing accelerators and analytical models enable depth, speed, and consistency

Pricing insights combine transaction-level data, structured benchmarks, and advanced analytics to surface pricing opportunities, revenue leakage, and performance gaps.



Our approach in action: Veterinary chain

Client situation

- A PE-led nationwide platform experienced profitability pressure amid rapid growth and operational complexity
- Pricing tools and enablers were used inconsistently
- Decentralized governance led to suboptimal price setting and revenue leakage

Project outcomes

- Created pricing analysis and diagnostic to increase revenue and reduce leakage
- Designed attribute-based pricing model and recommended pricing capabilities for better governance
- Developed pilot program plan considering data and analytics, geography, and timeline constraints
- Delivered \$75M of enterprise value

Why KPMG

Transformative impact

Focused on driving EBITDA improvement and accelerating value realization across portfolio assets through integrated deal and value creation capabilities.

Built for speed

Advanced analytics and rapid diagnostics help identify value levers quickly and move from insight to execution faster.

Experience that matters

Senior PE, industry, and functional specialists delivering end-to-end support, informed by 10,000+ engagements over the past decade.

Industry-leading cost to value

A disciplined, results-oriented approach to value creation, helping clients translate initiatives into meaningful returns relative to fees.

Contact us



Sudipto (Sudi) Banerjee

Principal

Pricing & Commercial Excellence Leader, KPMG U.S.

404-907-6173

sudiptobanerjee@kpmg.com

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