How are you reshaping our world?

An exclusive invitation to join leading entrepreneurs and business and government leaders in their quest to build a better tomorrow.

EY World Entrepreneur Of The Year™

Monaco | 3-7 June 2015
As Global Chairman and CEO of EY, I have the privilege to see the transforming power of entrepreneurship at work around the world. Entrepreneurs young and old increasingly bring their unique brand of innovation and problem-solving to not only their business challenges, but also to some of the most pressing social issues of our day.

At EY, we are committed to building a better working world.

As a leader in advising, guiding and recognizing the best entrepreneurs in the world, we are honored to play an important role in their growth strategies and to collaborate with them in an effort to positively reshape our world.

Please join me as we celebrate our 15th anniversary of the EY World Entrepreneur Of The Year™ Award in Monaco.

I look forward to welcoming you there.

Sincerely,

Mark Weinberger
EY Global Chairman and CEO
The future is yours to create.
How are you reshaping our world?
Please join us as we honor those who are moving markets, changing the way we think and behave, building a better working world and creating a legacy for this generation of leaders.

For the past 15 years, EY has gathered the world’s leaders at EY World Entrepreneur Of The Year and celebrated their successes. But for us it’s not just about celebrating their professional success – it’s about honoring their global quest to build a better working world.

What began as a Saturday night celebration has blossomed into so much more: a four-day event in the enchanting principality of Monaco, where the world’s brightest and most energetic visionaries convene to share their ideas and insights and discuss the most important issues shaping our world. With no small thanks to their contributions and efforts, and the spotlight they’ve helped to shine on the issues affecting business and society alike, the world has learned that what’s most important to them is important to us all.

This year’s milestone event is almost upon us, and we hope you will join us as we celebrate those who’ve achieved greatness. Now covering 60 countries representing more than 94% of the world’s economy, the event will sell out fast, so please make your plans today. We look forward to welcoming you this June as we gather with the world’s best entrepreneurs.

Sincerely,

Maria T. Pinelli
EY Global Vice Chair
Strategic Growth Markets

Bryan Pearce
EY Global Leader
Entrepreneur Of The Year
Join us for four days as we explore the power of entrepreneurship to drive change. Sustainable growth can be achieved by provoking debate and collectively seeking answers to our most pressing questions. We hope you’ll take advantage of the tailored sessions, global networking and private meetings. You will have a unique opportunity to collaborate, create and accelerate growth. Expanding your global network couldn’t be easier!

*And there’s more:* you’ll have a seat at the world’s only global celebration of entrepreneurial achievement. Saturday night will be one to remember as the World Entrepreneur Of The Year 2015 is announced at a gala ceremony. You won’t want to miss it. We look forward to your insights and company with the best of the best.

**Interactive discussions designed with your interests in mind**

**Women in Leadership Summit**
Leading women entrepreneurs meet to share insights and experiences – and ways to encourage more women to make it to the top. This year’s hot topic will focus on the rising number of countries with laws requiring a certain number of women to be on boards.

**IPO and Strategic Transactions Summit**
Tailored for private companies, family businesses, PE and VC investors and their portfolio companies, these thought-provoking panel sessions will focus on IPO and M&A trends, success factors, lessons learned across the globe and various funding options to drive growth. Also, our Wednesday afternoon Capital Café presents an opportunity to meet prospective investors.
Family Business Summit
Designed for owners and senior executives of family businesses, “Sustaining growth and entrepreneurship through generations” will feature inspirational keynote speakers, interactive panels, case studies, peer-to-peer networking opportunities and the launch of the Family Business Yearbook 2015.

EY Growth Navigator
Stop by for a collaborative and interactive experience. You will create a sustainable and strategic plan for market leadership, assessing where your business stands against The EY 7 drivers of growth.

Growing Beyond Borders™
Is your company looking to grow globally? Private sessions are available to discuss your cross-border strategy and better understand the risks involved. During the session we will use our highly interactive and unique world mapping software to give you insights into expanding across borders and the impact on your business.

PE value creation
Value creation is a critical aspect of PE ownership. Our Private Equity Value Creation Center of Excellence provides you with the best content from across EY to help grow your PE-backed business and achieve more value at exit. In addition, our recent value-creation studies take an in-depth look at how PE investors create value in their portfolio companies around the world.

Accelerating Entrepreneurs
Six high-potential entrepreneurs will showcase their companies and discuss their growth plans with a panel of world-class business leaders who will serve as their Growth Coaches. A small audience is welcomed to provide further insights on each entrepreneur’s growth journey.

EY NextGen community
Our exclusive network of next-generation entrepreneurs and family business successors can take advantage of special sessions and networking opportunities.
Celebrating entrepreneurs with the energy, vision and passion to reshape our world.

Every year we are honored to meet some of the world’s most awe-inspiring entrepreneurs – our annual EY Entrepreneur Of The Year country winners. They prove time and again that great minds and great ideas, combined with vision and passion, truly make a difference in our world.

We like to say it takes one to know one. Thus, our distinguished independent judging panel comprises visionaries who have made their mark in the entrepreneurial world. We thank them for their dedication, hard work and commitment to a rigorous process as they choose the EY World Entrepreneur Of The Year 2015.

Rebecca MacDonald  
Chair of the judging panel  
Executive Chair  
Just Energy Group  
EY Entrepreneur Of The Year 2003 Canada

Fadi Ghandour  
Founder and Vice Chairman  
Aramex  
Executive Chairman  
Wamda Capital

SOLANGE OLSZEWSKA  
CEO  
Solaris Bus & Coach S.A.

Nobuyuki Idei  
Founder and CEO,  
Representative Director  
Quantum Leaps Corporation

Michael Wu  
Chairman and Managing Director  
Maxim’s Caterers Limited  
EY Entrepreneur Of The Year 2012 China

Ronald J. Kruszewski  
Chairman of the Board and CEO  
Stifel Financial Corp.

Tan Sri Liew Kee Sin  
Director  
EcoWorld Development Group Berhad  
EY Entrepreneur Of The Year 2011 Malaysia  
EY World Entrepreneur Of The Year 2014 Judge
Inspiring!

“Creativity is the new capital.”
Erik Wahl

“Look beyond your own borders.”
Dambisa Moyo

“Let’s prove the doubters wrong.”
Sir Alex Ferguson

“Building a powerhouse brand is what sets Chobani apart.”
Hamdi Ulukaya
“We need to encourage young people.”
Kofi Annan

“I’m banking on the future.”
Uday Kotak

“Social business helps to open doors.”
Muhammad Yunus

“At my company, everyone is always learning. They are all students, and they are all teachers.”
Martha Stewart
How are you reshaping our world?

Bill Ford  
*Executive Chairman*  
Ford Motor Company

Howard Schultz  
*Chairman and CEO*  
Starbucks Corporation

Sir Martin Sorrell  
*Group Chief Executive*  
WPP

Jessica Alba  
*Founder and Chief Creative Officer*  
The Honest Company
Keynotes

Muhtar Kent
Chairman and CEO
The Coca-Cola Company

Biz Stone
Co-founder
Twitter, Inc.
Co-founder and CEO
Jelly Industries, Inc.

Arif Masood Naqvi
Founder and Group Chief Executive
The Abraaj Group

Uday Kotak
Founder, Executive Vice Chairman and Managing Director
Kotak Mahindra Bank
How are you reshaping our world?

Johan H. Andresen  
Chairman and Owner  
Ferd AS

Austin Avuru  
Managing Director and CEO  
SEPLAT Petroleum Development Company PLC

Diane Foreman  
Founder, Chairman and CEO  
Emerald Group Ltd.

Taavi Kotka  
Government CIO  
Ministry of Economic Affairs and Communications of Estonia

James Mwangi  
CEO and Managing Director  
Equity Bank Limited

Ariel Pfeffer  
Organizer  
Punta Tech Meetup

Dr. Jennifer Riria  
Group CEO  
Kenya Women Holding (KWH) Group

William H. Saito  
President and CEO  
InTecur, K.K.

Say Jim Tan  
Group Managing Director and CEO  
IRIS Corporation Bhd
Select speakers and contributors

Laurent Freixe  
Executive Vice President and Zone Director for Americas  
Nestlé S.A.

Ken Goldman  
CFO  
Yahoo! Inc.

Mindy Grossman  
CEO  
HSN, Inc.

Jason Port  
Founding Investor  
Quirky

Holly Ransom  
Chief Enthusiasm Officer  
HRE Global

Avi Reichental  
President and CEO  
3D Systems

Emil Tedeschi  
President and CEO  
Atlantic Grupa

Hamdi Ulukaya  
Founder, Chairman and CEO  
Chobani

Marco Veremis  
Co-founder and CEO  
Upstream S.A.
How are you reshaping our world?

### Tuesday, 2 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:30</td>
<td>Women in Leadership Summit – Make an impact in the world</td>
<td>By invitation only</td>
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<tr>
<td>19:00</td>
<td>Dinner for early arrivals</td>
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</tbody>
</table>

### Wednesday, 3 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Breakfast and networking</td>
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<tr>
<td>08:00</td>
<td>IPO and Strategic Transactions Summit – Funding to drive growth</td>
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<tr>
<td>12:15</td>
<td>Lunch and networking</td>
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<tr>
<td>13:30</td>
<td>Family Business Summit – Sustaining growth and entrepreneurship through generations</td>
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<tr>
<td>14:00</td>
<td>Capital Café</td>
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<tr>
<td>18:00</td>
<td>Champagne reception</td>
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<td>18:30</td>
<td>World Entrepreneur Of The Year Hall of Fame induction ceremony</td>
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<tr>
<td>20:00</td>
<td>Dinner</td>
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</tbody>
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*Program, schedule and speakers are subject to change.*
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Breakfast and networking</td>
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<tr>
<td>07:45</td>
<td>Breakfast – Purpose-led transformation</td>
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<td><em>By invitation only</em></td>
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<td></td>
<td>Breakfast – Growing through private equity</td>
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<td></td>
<td><em>By invitation only</em></td>
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<td></td>
<td>Accelerating Entrepreneurs</td>
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<tr>
<td>09:45</td>
<td>Pour your heart into it</td>
</tr>
<tr>
<td></td>
<td><strong>Howard Schultz</strong></td>
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<td>Chairman and CEO</td>
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<td>Starbucks Corporation</td>
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<tr>
<td>10:45</td>
<td>Empowering the next generation: what we can do to drive youth employment</td>
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<tr>
<td>11:45</td>
<td>Preserving mobility, challenging an industry:</td>
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<td></td>
<td>Bill Ford and global gridlock</td>
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<td></td>
<td><strong>Bill Ford</strong></td>
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<td></td>
<td>Executive Chairman</td>
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<td></td>
<td>Ford Motor Company</td>
</tr>
<tr>
<td>13:00</td>
<td>Lunch and networking</td>
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<tr>
<td>14:15</td>
<td>Entrepreneurs without borders: collaborating to build a better world</td>
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<tr>
<td>17:00</td>
<td>Free time for private meetings</td>
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<tr>
<td>18:00</td>
<td>Networking and cocktails</td>
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<tr>
<td>19:30</td>
<td>Area and country dinners</td>
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</tbody>
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### Friday, 5 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Breakfast and networking</td>
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<tr>
<td>07:45</td>
<td>Breakfast – The Power of Three: how entrepreneurs, corporations and governments can work together to achieve growth-oriented public policy</td>
</tr>
<tr>
<td>09:45</td>
<td>Moving up, moving in: the impact of urbanization and the rising middle class in growth markets</td>
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<tr>
<td></td>
<td><strong>Arif Masood Naqvi</strong></td>
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<td>Founder and Group Chief Executive</td>
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<td>The Abraaj Group</td>
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<tr>
<td>11:00</td>
<td>Savvy or size: acquisitions that drive innovation and growth</td>
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<tr>
<td></td>
<td><strong>Sir Martin Sorrell</strong></td>
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<td>Group Chief Executive</td>
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<td>WPP</td>
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<tr>
<td>12:15</td>
<td>Lunch – Making digital disruption your competitive edge</td>
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<tr>
<td>14:00</td>
<td>Building and sustaining a powerhouse global brand</td>
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<td><strong>Muhtar Kent</strong></td>
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<td>Chairman and CEO</td>
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<td>The Coca-Cola Company</td>
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<tr>
<td>15:15</td>
<td>Technologies that are reshaping the future – today</td>
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<tr>
<td>17:00</td>
<td>Free time for private meetings</td>
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<tr>
<td>18:30</td>
<td>Cocktail reception</td>
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<tr>
<td>19:30</td>
<td>Dinner and entertainment</td>
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**Sponsored by Standard Chartered**
## Program

### Saturday, 6 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Breakfast and networking</td>
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<tr>
<td>09:45</td>
<td>Social media for social good</td>
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<td></td>
<td>Biz Stone</td>
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<td>Co-founder, Twitter Inc.</td>
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<td>Co-founder and CEO, Jelly Industries, Inc.</td>
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<tr>
<td>10:45</td>
<td>The view from the Winners Circle</td>
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<td></td>
<td>Uday Kotak, Founder, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank</td>
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<td>Hamdi Ulukaya, Founder, Chairman and CEO, Chobani</td>
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<td>Narayana Murthy, Co-founder, Infosys</td>
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<td>Dr. Jean-Paul Clozel, Co-founder and CEO, Actelion Pharmaceuticals Ltd.</td>
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<tr>
<td>11:30</td>
<td>A dreamer and a doer</td>
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<td>Jessica Alba</td>
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<td>Founder and Chief Creative Officer</td>
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<td>The Honest Company</td>
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<tr>
<td>12:45</td>
<td>Garden party luncheon or country excursions</td>
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<tr>
<td>18:00</td>
<td>World Entrepreneur Of The Year Award black-tie reception, gala and after-party</td>
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### Sunday, 7 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>05:00</td>
<td>Continental breakfast for early departures</td>
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<tr>
<td>07:00</td>
<td>Farewell breakfast</td>
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</tbody>
</table>
How are innovators creating the solutions today that will matter tomorrow?
Sessions exploring world issues

Pour your heart into it
Howard Schultz, Chairman and CEO, Starbucks Corporation

09:45 Thursday, 4 June
Since Starbucks opened its doors more than four decades ago, Howard Schultz set out to lead a different kind of company. Its mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. It brought innovation not just to its service and products, but to its community efforts as well. In March 2013 Starbucks announced a first-of-its-kind initiative to create employment opportunities for disengaged youth. Starbucks awarded an initial $1 million grant for the development of a nonprofit corporation, LeadersUp, that will bring community-based resources to provide job and leadership skills training to young people. Come and be heartened by what can happen when a company asks – and answers – the question: what is the role and responsibility of a for-profit, public company?

Empowering the next generation: what we can do to drive youth employment
10:45 Thursday, 4 June
Who can forget their first job? That opportunity changed your life. In a world where every third young person – 357.7 million people – is in neither education, employment nor training, you have the power to help the next generation. We will explore how entrepreneurs can drive more employment of youth in their organizations and encourage more young people to start up on their own.

Panelists include:
Holly Ransom, HRE Global, Australia
Johan H. Andresen, Ferd AS, Norway
Laurent Freixe, Nestlé S.A., Switzerland

William H. Saito, InTecur K.K., Japan
James Mwangi, Equity Bank Limited, Kenya

Sponsored by

MasterCard
Sessions exploring world issues

Preserving mobility, challenging an industry: Bill Ford and global gridlock
11:45 Thursday, 4 June
Bill Ford, Executive Chairman, Ford Motor Company

As population growth and expanding prosperity increase the number of vehicles on the road, Bill Ford, Executive Chairman of Ford Motor Company, has raised the issue of global gridlock, which will threaten the freedom of personal mobility if left unaddressed. More than a century after Henry Ford made car ownership affordable to millions, his great grandson is continuing a legacy of vision, change and innovation. Listen to this lifelong environmentalist talk about how technology and efforts like Ford’s Smart Mobility plan can preserve Henry Ford’s goal of opening the highways for everyone.

Entrepreneurs without borders: collaborating to build a better world
14:15 Thursday, 4 June

Building a better world requires players willing to take on challenges. Collaboration and partnerships hold the key. Discover what entrepreneurs are doing to make the world a better place and how your partnership can expand their reach and impact.

Panelists include:
Selim A. Bassoul, The Middleby Corporation, US
Say Jim Tan, IRIS Corporation Bhd, Malaysia
Dr. Jennifer Riria, Kenya Women Holding (KWH) Group, Kenya
Liam Casey, PCH International, US
Entrepreneurs reshape our world with innovation, energy and positive disruption. How will you help pave the way to growth?
How are risk-takers influencing world economies and inspiring greatness?
Sessions exploring growth

The Power of Three: how entrepreneurs, corporations and governments can work together to achieve growth-oriented public policy
07:45 Friday, 5 June

New jobs, new wealth and healthier economies – these are just some of the outcomes when high-growth entrepreneurs have an impactful voice at the policy table. Public policy can encourage (think Silicon Valley) or discourage (think red tape) entrepreneurship. Policymakers need to better understand the effects that rules, regulations and relationships have on the entrepreneurial spirit. They should aim to be supportive and collaborative as ineffective public policy can discourage entrepreneurs and strangle growth. What’s the best way to make sure the entrepreneurial voice is heard?

Panelists include:
Marco Veremis, Upstream S.A., Greece
Austin Avuru, SEPLAT Petroleum Development Company PLC, Nigeria
Taavi Kotka, Ministry of Economic Affairs and Communications, Estonia
Emil Tedeschi, Atlantic Grupa, Croatia

Moving up, moving in: the impact of urbanization and the rising middle class in growth markets
09:45 Friday, 5 June
Arif Masood Naqvi, Founder and Group Chief Executive, The Abraaj Group

Over the next two decades, the rising middle class in growth markets will generate a significant expansion opportunity for companies. Looking ahead, the most successful strategies will depend – at least in part – upon entrepreneurs developing a sound understanding of urbanization megatrends and population demographics.

Savvy or size: acquisitions that drive innovation and growth
11:00 Friday, 5 June
Sir Martin Sorrell, Group Chief Executive, WPP

When looking for growth, corporations and entrepreneurs alike seek synergies to expand in new markets through innovation and diversification into new services and new business models. Sir Martin Sorrell will discuss the power of strategic acquisitions.
Sessions exploring growth

Making digital disruption your competitive edge
12:15 Friday, 5 June

The digital enterprise is here to stay. Companies that expect to win in their markets – and build new ones – understand the opportunities as well as the risks such disruption poses. Join this lunch session and come away with ideas to help your business on its journey to new growth, no matter where you are today.

Panelists include:
William Wolfram, DealDash PLC, Finland        Mindy Grossman, HSN, Inc., US
Ken Goldman, Yahoo!, US

Building and sustaining a powerhouse global brand
14:00 Friday, 5 June
Muhtar Kent, Chairman and CEO, The Coca-Cola Company

Muhtar Kent will share how Coca-Cola continues to capture and keep market share in every corner of the planet – developed or emerging. How does a 123-year-old brand continue to innovate? Don’t miss the lessons learned in the evolution of this powerhouse product, which taught the world to think global, but act local.

Technologies that are reshaping the future – today
15:15 Friday, 5 June

Amazing technology has brought to the forefront driverless cars, the route to space travel, 3-D printing and health care on a wrist band. Learn what lies in store for us as technology continues to evolve and offer unprecedented innovations in products and services. What technologies can you adopt today to accelerate your business tomorrow?

Panelists include:
Jason Port, Quirky, US        Risto Siilasmaa, Nokia, Finland
Avi Reichental, 3D Systems, US        Laurence Negroni, Steelcase, US
Accelerating Entrepreneurs
07:45 Thursday, 4 June, and Friday, 5 June

Six high-potential entrepreneurs will showcase their companies and discuss their growth plans with a panel of world-class business leaders who will serve as their Growth Coaches. A small audience is welcomed to provide further insights on each entrepreneur’s growth journey.

Growth Coaches:
- **Diane Foreman**, Emerald Group Ltd., New Zealand
- **Branko Milutinović**, Nordeus, Serbia
- **Ariel Pfeffer**, Punta Tech Meetup, Uruguay
- **Ken Goldman**, Yahoo! Inc., US
- **Ivan Teh**, Fusionex, Malaysia
- **Joanna Rees**, The B Team, US
- **Edgar Bronfman, Jr.**, Accretive LLC and Endeavor, US

How do entrepreneurs impact the world around us?
How are visionaries shaping the future?
Social media for social good
09:45 Saturday, 6 June

Biz Stone, Co-founder, Twitter Inc., and Co-founder and CEO, Jelly Industries, Inc.

Biz Stone, best known for inventing the 140-character tweet, is thinking about new ways social media can serve a connected society. His new start-up, Jelly Industries, could realize what he calls the true purpose of a connected society. It offers technology that helps people join forces to find solutions to pressing problems. Listen and be inspired by his views on giving back – in Biz’s case, by further leveraging the very offering he created.

The view from the Winners Circle
10:45 Saturday, 6 June

Uday Kotak, Founder, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank
Hamdi Ulukaya, Founder, Chairman and CEO, Chobani
Narayana Murthy, Co-founder, Infosys
Dr. Jean-Paul Clozel, Co-founder and CEO, Actelion Pharmaceuticals Ltd.

Uday Kotak will share what winning the EY World Entrepreneur Of The Year Award meant to him and his business. Joined by former EY World Entrepreneur Of The Year winners Hamdi Ulukaya, Jean-Paul Clozel and Narayana Murthy, they will explore the question: how does being recognized as the best entrepreneur in the world affect your business, your outlook and the way you view your future? Come and listen to the adventure and experiences only a select few can tell!

A dreamer and a doer
11:30 Saturday, 6 June

Jessica Alba, Founder and Chief Creative Officer, The Honest Company

Golden Globe-nominated actress Jessica Alba found herself struggling to find safe and healthy baby products when she was a new mother. Seeing a need and a niche, she started The Honest Company, which has rapidly grown into a successful business that offers a line of eco-friendly, all-natural baby and home care goods.
Register today

Don’t miss your opportunity to hear the world’s best entrepreneurs share how they are changing business in new ways.

Join us for this exclusive event! Space is limited, so make your reservation today.

Watch for your personal registration link by email. You may also visit us at ey.com/weoy to request your personal invitation or contact us directly at world.eoy@ey.com.

We look forward to hosting you with the world’s best entrepreneurs!

EY World Entrepreneur Of The Year™

Monaco | 3-7 June 2015
Visit ey.com/weoy for the most up-to-date information.
Tweet #WEOY.
Follow us on Twitter at @EY_EOY.
About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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About EY Entrepreneur Of The Year™

EY Entrepreneur Of The Year™ is the world’s most prestigious business awards program for entrepreneurs. The program makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global awards program of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries. ey.com/eoy

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