

How can supporting today's women founders inspire tomorrow's mold-breakers?

EY Entrepreneurial Winning Women™ MENA 2019



The better the question. The better the answer.
The better the world works.



Building a better
working world

A woman with blonde hair is shown in profile, clapping her hands. She is wearing a dark jacket and a watch. The background is blurred, suggesting a large event or conference.

Calling women entrepreneurs with big plans

The EY Entrepreneurial Winning Women™ program helps a select group of women founders rapidly accelerate their growth in this transformative age. Through an annual selection and evergreen program, the entrepreneurs are provided with powerful new ways of managing business growth through a combination of executive education, community, mentorship and connections.

Why participate?

Entrepreneurial Winning Women join an elite business network of the best high-growth companies and participate in a customized executive education program with year-round activities designed to:

- ▶ Expand their knowledge with the latest information, research and executive dialogues about business strategies and practices.
- ▶ Identify potential partners, strategic alliances, customers and suppliers as well as prospective sources of private capital.
- ▶ Provide access to informal, one-to-one guidance and support.
- ▶ Strengthen their executive leadership and business skills and identify opportunities to grow through meetings with senior advisors and seasoned entrepreneurs.
- ▶ Increase visibility for themselves and their companies among corporate executives, investors and the media, creating possible new collisions, collaborations and opportunities.

Results from the recent Entrepreneurial Winning Women global impact study show

This program works

Program participants have benefited as leaders

#1 Advice from EY and other program participants

#2 National exposure

#3 Working *on* the business instead of *in* it

#4 Confidence to be a public figure



77%

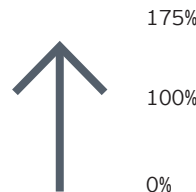
said the program helps them find advisors and role models

As these founders flourish, their companies grow



35%

Average CAGR growth since becoming Entrepreneurial Winning Women



166%

Average headcount growth since becoming Entrepreneurial Winning Women

Through the first global survey of this community of more than 400 successful women entrepreneurs across 50 countries, we share what these founders have learned and applied in scaling their companies. They also tell us how they are using their increased wealth, influence and prominence to better the world around them and encourage future generations to pursue their dreams as entrepreneurs.

Visit the Entrepreneurial Winning Women Global impact study recent instant magazine for the full results.

Five ways to win

Meet your peers and learn what it takes to scale:

1

Think big
and be bold

2

Work on the
business,
rather
than in it

3

Establish
key advisory
networks

4

Build a
public
profile

5

Evaluate
financing for
expansion



Eligibility

Applicants must meet the following criteria to participate:

High potential women entrepreneurs who:

- ▶ Are founding CEOs (at least 51%) in a registered business
- ▶ Demonstrate passion to grow their business and scale up internationally

Businesses that:

- ▶ Are at least 2 years old
- ▶ Have annual revenues higher than US\$250,000
- ▶ Are headquartered in MENA

Applicants who are selected must be able to attend and fully participate in:

- ▶ Two-day orientation conference in November 2019 in Dubai (travel expenses including flights and accommodation to be borne by the participant)

Those unable to commit may be better served not applying or waiting for another year when schedules permit attendance.

Note:

The conferences and e-learning sessions will be organized centrally and delivered in English.

The mentoring program will be conducted in the country in which the company is located, and in the local language.

Participants will have the opportunity to attend various events including EMEA and global conferences during and after the program - these are optional and any travel expenses will need to be borne by the participant.

How to apply

To complete an application form for the EY Entrepreneurial Winning Women™ MENA program, visit ey.com/em/winningwomen. The application deadline is **31 August 2019**.



Yara Almouti

CEO and Projects Director
Jordan
Class of 2018

"The EY Entrepreneurial Winning Women Program provided me with access to an extensive global network and helped my company achieve growth in new markets. The program was instrumental in helping my team assess our company status by using helpful EY tools and methodologies such as the 7 Drivers of Growth.

Personally, the program gave me the opportunity to interact and learn from peers in the most inspiring way. The program gave our company a great push towards fast growth and it helped a lot in re-defining our strategic goals.

I would highly recommend joining the program as it will help entrepreneurs accelerate their growth especially during their scale up phase."



Tsveti Kyoseva

CEO, Methodia
Bulgaria
Class of 2018

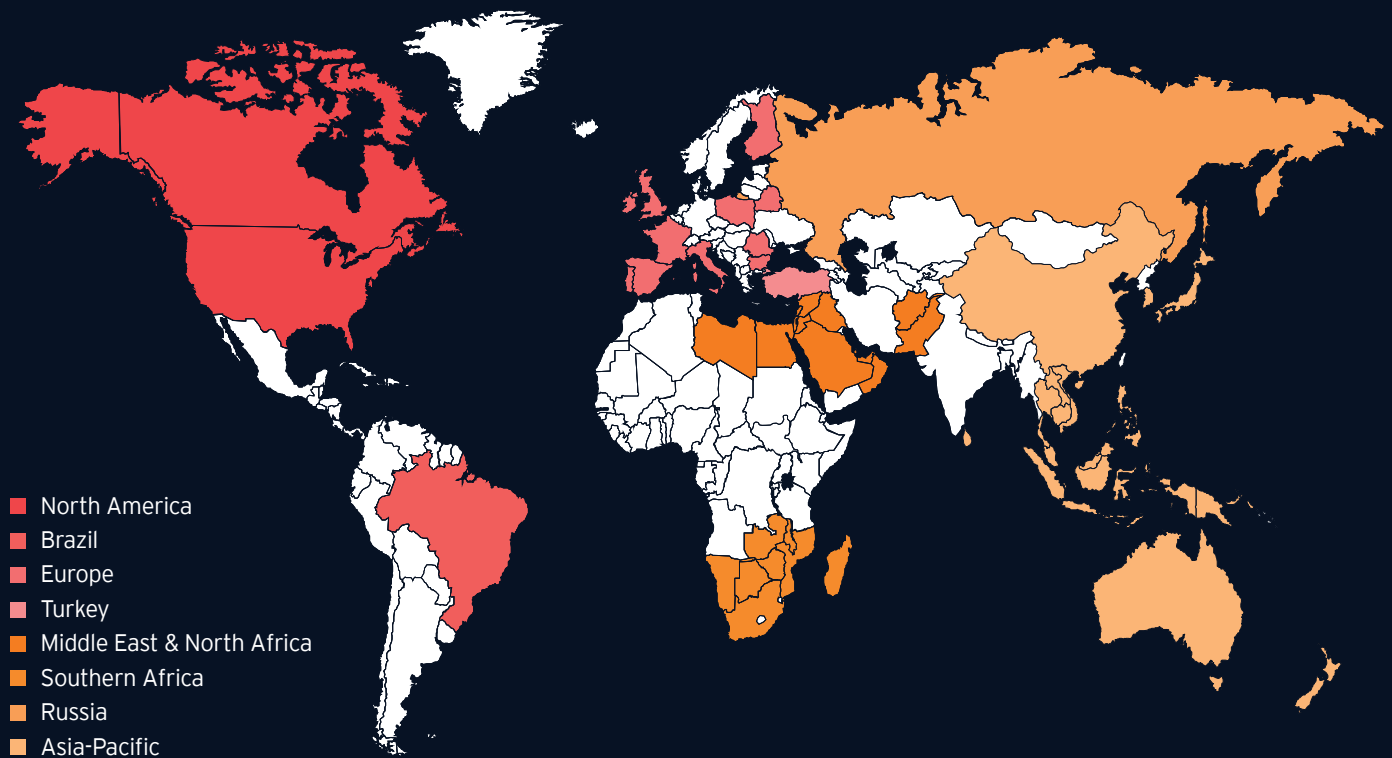
"EY's Entrepreneurial Winning Women program is a unique global community of visionaries that offered me networking on a global scale, inspirational experience sharing, and invaluable access to global mentors."

To hear more from EY Entrepreneurial Winning Women Europe alumni about their experience from the program, please visit ey.com/em/winningwomen and read about program results.



Worldwide presence

Become part of this global community of successful women entrepreneurs who by 2019 number close to 500.



MENA Winning Women Class of 2018

Top Row: Rama Kayyali,
Julie Barbier-Leblan
Bottom Row: Yara Almouti,
Rasha AlEid, Mary-Justine Todd,
Majda AlSabah

A part of **Women. Fast forward**: put gender on your agenda

Accelerating achievement of gender parity – within EY and in business at large – is not just a fairness argument but an economic imperative. We believe the world can't afford to wait another century for women to achieve gender parity in the workplace. In 2015, we asked ourselves what more we could do within our organization and externally to advance women. We unified our gender parity efforts through our **Women. Fast forward** platform to inject greater urgency into our own initiatives

and inspire people to do more. What is needed now to accelerate change is purposeful action by both men and women to recruit, retain and advance women in equal proportion to their numbers and commensurate with the limitless potential they offer the workplace. Together, we can redefine opportunities for future generations of women, forging a lasting legacy of growth, increased prosperity and stronger communities throughout the world.

Put gender on your agenda. ey.com/womenfastforward | [#WomenFastForward](https://twitter.com/EY_WFF)

Connect with us:



ey.com/em/winningwomen



eww@ae.ey.com



[@EY_WFF](https://twitter.com/EY_WFF)
[#WinningWomen](https://twitter.com/WinningWomen)
[#WomenFastForward](https://twitter.com/WomenFastForward)

EY | Assurance | Tax | Transactions | Advisory

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.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. For more information about our organization, please visit ey.com.

The MENA practice of EY has been operating in the region since 1923. For over 90 years, we have grown to over 7,500 people united across 21 offices and 16 countries, sharing the same values and an unwavering commitment to quality. As an organization, we continue to develop outstanding leaders who deliver exceptional services to our clients and who contribute to our communities. We are proud of our accomplishments over the years, reaffirming our position as the largest and most established professional services organization in the region.

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, or other professional advice. Please refer to your advisors for specific advice.

© 2019 Ernst & Young.

All Rights Reserved.

ey.com/mena