

25 Years



EY Entrepreneur
Of The Year™

Award for entrepreneurial
excellence

How are you shaping the new business world?

EY honors the best entrepreneurs with the
EY Entrepreneur Of The Year 2021 award.
ey.com/de/eoy



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



Building a better
working world



We want to continue surprising people with products they do not expect. Realizing your responsibility drives you to take action.

Dr. Andreas Kaufmann
Leica Camera AG
Winner 2013

We have been a family business for four generations focusing on regionalism with local production and sustainable corporate governance. We are delighted that this commitment is being honored by the Entrepreneur Of The Year award.

Michael Durach
Develey Senf & Feinkost GmbH
Winner 2019

It is a matter of using the variety of perspectives to create added value in our company.

Prof. Ulrike Detmers
Mestemacher Group
Finalist 2010

Environmental protection is an issue affecting all of us: politics, businesses and every individual. We all need to act sustainably and take responsibility for our actions. I am particularly pleased to have been presented with this award.

Prof. Dr. Michael Otto
Otto Group
Award for societal engagement 2019

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In Germany, many great ideas cannot be carried out because the people with the great ideas don't encounter those who can make them happen.

Dr. Dr. Saskia Biskup

CeGaT GmbH
Winner 2013

It is not a question of doubling performance figures, but of creating value.

Per Ledermann

edding AG
Finalist 2011

It is our claim that each new product exceeds its predecessor – not only economically, but also ecologically.

Gerhard Sturm

ebm-papst Group
Winner 2020

As a scientist and an entrepreneur, I want to be better every day and to introduce positive changes and drive them forward. Today, we are world leaders in every sector that is strategically relevant for us: in natural material research, in digital farming, in the production and quality of our herbal medicinal products as well as in marketing and sales. Innovation is in our DNA.

Prof. Dr. Michael Popp

Bionorica SE
Winner 2008

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Welcome!

Growth needs new directions – and someone to take it there!

For 25 years, we have been awarding entrepreneurs who have chosen to take the path less travelled. With their instinct for innovation, sustainability and employee orientation, they have been shaping the economy of tomorrow.

We look forward to your participation in the EY Entrepreneur Of The Year 2021 competition. The awards will be presented, as far as the current situation allows, on 4 November 2021 in the Verti Music Hall in Berlin to outstanding entrepreneurs. As a finalist, you will become part of a network of successful and innovative entrepreneurs, connecting you with inspiring contacts around the globe and advancing your company.

Best regards,

Hubert Barth

Michael Marbler



Hubert Barth
Country Managing
Partner
EY Germany



Michael Marbler
Middle Market Leader
EY Germany, Switzerland
and Austria

A unique program. And much more!

The Entrepreneur Of The Year is the world's largest and most renowned award for entrepreneurs. A program with a global impact.

International

Through the Entrepreneur Of The Year initiative, EY has shown its dedicated commitment to entrepreneurs since 1986. Originating in the US, the program has now established itself in over 60 countries.

Germany

For 25 years, EY Germany has recognized outstanding entrepreneurs for their courage, vision and decisions. They demonstrate that successful business and social responsibility go hand in hand.

Network

The network of former award winners and finalists of the EY Entrepreneur Of The Year competition is second to none. Networking between companies, owners and founders concentrates energy with the potential to change the world.

Countries

60

10,000

86

Nominations worldwide
each year

Winners
in Germany
since 1997





Taking part is simple

There are only four steps leading up to the presentation of the EY Entrepreneur Of The Year award. You take the first step, and we do the rest.

1 Award

The world's largest entrepreneurial competition has a high level of recognition both in Germany and worldwide.

60 countries

The number of countries spanned by the Entrepreneur Of The Year network. Over 30,000 successful entrepreneurs worldwide are members of this exclusive club.

1

2

3

4

Nomination

You send us your completed nomination form by **30 April 2021**.

Interview

We arrange an interview with you between **1 May and 30 June 2021**.

Jury

The independent jury assesses, discusses and reaches their decision.

Award Night

The award is presented on **4 November 2021** in the Verti Music Hall in Berlin.

What do you need to participate?

Entrepreneurs are presented with awards in four categories:

Family business

Entrepreneurs with a family-owned business who plan their business from one generation to the next. Their company is a market leader and demonstrates a high degree of employee orientation.

Innovation

Entrepreneurs who have created new markets through innovative products and solutions. As pioneers, they have significantly transformed business models and/or processes within their sector.

Sustainability

Entrepreneurs who have contributed to achieving sustainability goals in a particular way, for example, through sustainable products and solutions, high ecological/social standards in production, responsible use of resources and/or great ecological/social commitment.

New company

Entrepreneurs who founded their company within the last 10 years and have a clear unique selling point. They have already achieved notable market success and revenues and demonstrate high potential for further growth.

**Conditions of participation in the categories
Family Business, Innovation and Sustainability:**

1. Entrepreneurs own or own a share of the company.
2. Entrepreneurs are responsible for the company's growth in recent years.
3. Entrepreneurs have been active members of the company's management for at least two years (e.g., management board, general management or supervisory board).
4. Entrepreneurs can provide evidence of the company's performance over the last three years.
5. The company generates revenue at least within the double-digit million euro range.
6. The company's headquarters are in Germany.

**Conditions of participation in the category
New Company:**

1. Entrepreneurs are founders and owners of an innovative company.
2. Entrepreneurs can provide evidence of the company's financial performance.
3. The company's headquarters are in Germany.
4. The company is between two and ten years old.
5. The business plan anticipates that annual revenue of at least EUR 30 m will be achieved within the next three years.

An independent, qualified and credible jury



Dr. Patrick Adenauer

Managing partner of Bauwens GmbH & Co. KG
President of The Family Business Network
Germany



Prof. Dr. Ulrike Detmers

Marketing Management, CSR, PR
Chair of the Management Board of
Mestemacher GmbH
Spokesperson of the group



Hartmut Jenner

Chair of the Executive Board of
Alfred Kärcher SE & Co. KG



Natalie Mekelburger

Chair of the Management Board of
Coroplast Fritz Müller GmbH & Co. KG



Sarna Röser

Member of the Management Board
of Röser FAM GmbH & Co. KG
Federal Chair
DIE JUNGEN UNTERNEHMER



Dr.-Ing. E.h.

Manfred Wittenstein

Chair of the Supervisory Board of
WITTENSTEIN SE and Chairman
of the jury



Prof. Dr. Christine Volkmann

Chair of Business Creation and Economic
Development & UNESCO Chair of
Entrepreneurship and Intercultural Management
Schumpeter School of Business and Economics
Bergische Universität Wuppertal

Clear criteria for award winners

An independent jury decides who will receive the award of EY Entrepreneur Of The Year 2021, who will represent Germany at the EY World Entrepreneur Of The Year 2022 competition and who will win the honorary award for exceptional societal impact.

There are five underlying criteria:

- ▶ Growth
- ▶ Future potential
- ▶ Innovation
- ▶ Personnel management
- ▶ Social responsibility

Selection of nominees for the EY World Entrepreneur Of The Year 2022

The members of the jury decide which of the winners in Germany will represent the country in the international competition in Monte Carlo.



The award ceremony Entrepreneur Of The Year 2021 in the Verti Music Hall in Berlin

The “EY Entrepreneur Of The Year 2021” award will be presented in four categories on 4 November 2021, as far as the current situation allows, in the Verti Music Hall in Berlin. The winner of the honorary award for exceptional entrepreneurial and social commitment will also be announced.



Selected winners of the Entrepreneur of the Year award

Dr. Götz E. Rehn
Alnatura Produktions- und Handels GmbH

Barbara Scheitz
Andechser Molkerei Scheitz GmbH

Dr. Brigitte Mohn
Bertelsmann Stiftung

Natalie Meikelburger
Coroplast Gruppe

Bernhard Simon
DACHSER Group SE & Co. KG

Dirk Roßmann
Dirk Rossmann GmbH

Stefan Dräger
Drägerwerk AG & Co. KGaA

Gerhard Sturm, Ralf Sturm, Stefan Brandl
ebm-papst Gruppe

Roland Mack
Europa-Park Freizeit- und
Familienpark Mack KG

Anton-Wolfgang Graf von Faber-Castell
Faber-Castell Aktiengesellschaft

Jochen Engert
Daniel Krauss
André Schwämmlein
FlixMobility GmbH

Andreas Bartmann
Thomas Lipke
Globetrotter Ausrüstung
Denart & Lechhart GmbH

Prof. Claus Hipp
HiPP GmbH & Co. Vertrieb KG

Jan Beckers
HitFox Group GmbH

Dr. Andreas Kaufmann
Alfred Schopf
Leica Camera AG

Stefan Messer
Messer Group GmbH

Dieter Müller
Ursula Schelle-Müller
Motel One Group

Uwe Ahrendt
NOMOS Glashütte/
SA Roland Schwertner KG

Prof. Michael Otto
Otto Group

Renate Pilz
Pilz GmbH & Co. KG

Dr. Andreas Sennheiser
Daniel Sennheiser
Sennheiser electronic GmbH & Co. KG

Gerd und Jochen Stotmeister
Sto Management SE

Dr. phil. Nicola Leibinger-Kammüller
Trumpf GmbH + Co. KG

Ralph Dommermuth
United Internet AG

Dr. Manfred Wittenstein
WITTENSTEIN SE



International award winners
include Michael S. Dell,
Dell Computer Corporation,
Howard Schultz,
Starbucks Coffee Company,
Guy Laliberté,
Cirque du Soleil,
and N. R. Narayana Murthy,
Infosys Technologies.

EY World Entrepreneur Of The Year in Monte Carlo

The best entrepreneurs from 60 countries worldwide meet to connect across markets, sectors and countries and to establish new contacts.

EY World Entrepreneur Of The Year has established itself as the world's most prestigious award for entrepreneurs since it was first awarded in 2001.

The EY World Entrepreneur Of The Year 2021 will be announced on 10 June 2021.



Find out more at ey.com/weoy

EY NextGen Academy for the entrepreneurs of tomorrow

EY NextGen Academy

Market-leading program for the business leaders of tomorrow. Participants benefit from combined knowledge from the best international business schools and universities, practical experience and guidance from EY and exchanges with like-minded people and inspiring companies. To date, over 850 young people from 75 countries have taken part in the academy and are now members of the EY NextGen Network.



EY NextGen Network

A global community of the next generation of leaders, offering opportunities for personal and professional growth and promoting the creation of life-long contacts with like-minded people. Members receive exclusive access to NextGen programs at leading EY forums and EY events, as well as an invitation to the annual EY NextGen reunion.





EY NextGen Academy Program 2021

First Program - Discover your potential

29 August to 4 September 2021

INSEAD

Singapore

(Age group 18 to 22 years)

Advanced Program - Develop your talent

12 to 18 September 2021

Waseda University Research

Institute of Business Administration

Tokyo, Japan

(Age group 22 to 27 years)

Excellence Program - Turn innovation into value

26 September to 2 October 2021

Kellogg School of Management

Chicago, Illinois, US

(Age group 27 to 35 years)

Board Professional Program

Part 1

September 2021*

INSEAD

Paris/Fontainebleau, France

Part 2

December 2021*

INSEAD

San Francisco, California, US

Find out more at
ey.com/nextgen



* Exact dates will be published on the website.

EY Private - Initiatives and know-how for small and medium-sized and family-owned businesses

Through EY Private, we understand the needs of small and medium-size businesses and seek globally connected solutions from a single source, combining our extensive professional know-how, our technological expertise and our deep understanding of the sector for medium-sized businesses, their executives, owners and shareholders.

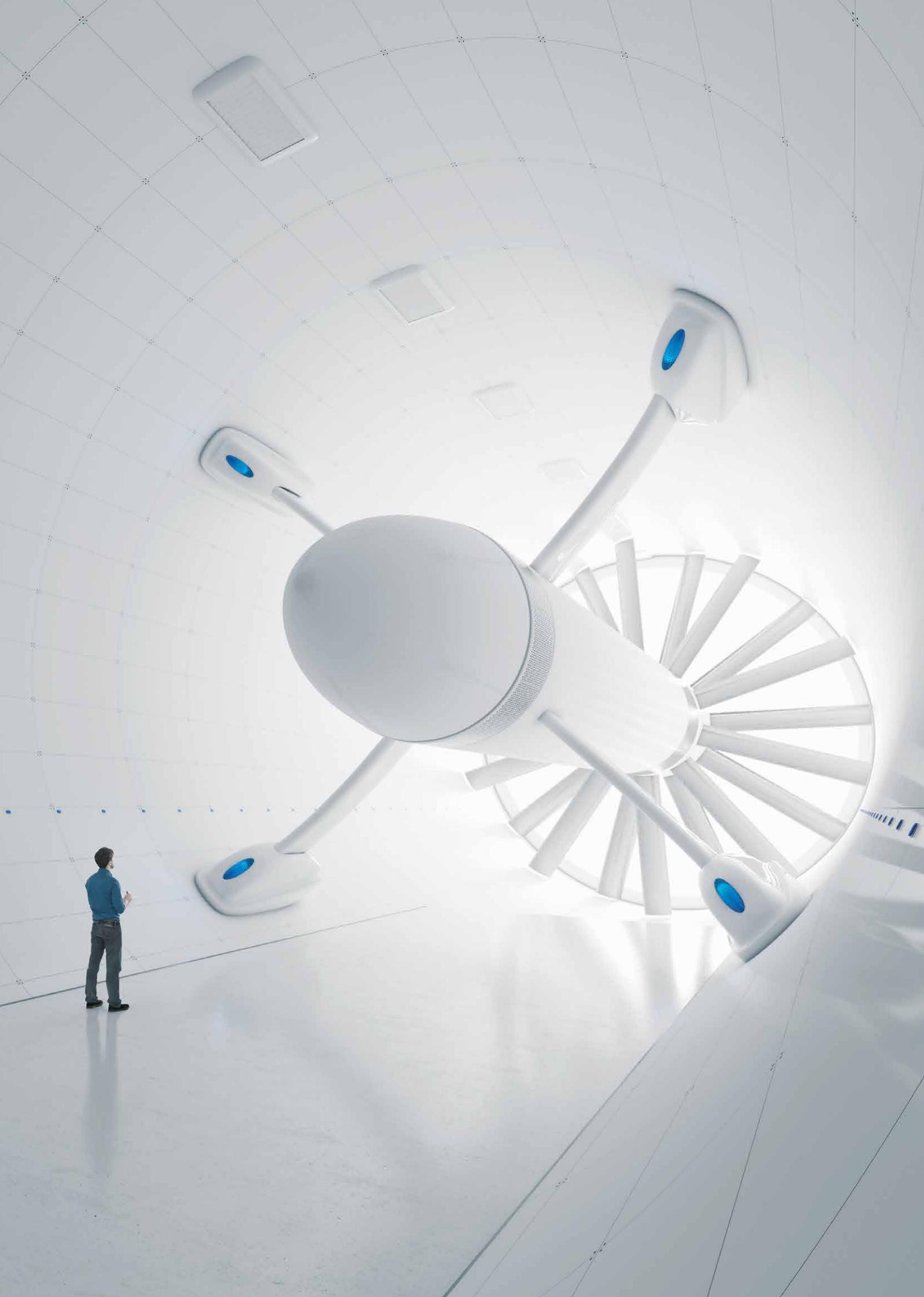
Through our initiatives, such as the EY Entrepreneur Of The Year competition, the EY Private Lounge, the CFO club, the EY Start-up program, and through our studies and thought leadership such as the Mid-Market Barometer,

the EY Family Business Index, the EY Private Briefing or IPO Barometer, we demonstrate our close relationship with the entire wealth and diversity of entrepreneurial small and medium-size businesses.

 EY Private

Find out more at
de.ey.com/ey-private





The competition is supported by renowned companies

Founder



EY is one of the world's leading audit and consulting firms and founded EY Entrepreneur Of The Year to shine a light on outstanding entrepreneurial achievements. EY recognizes the specific needs of family businesses, medium-sized companies and new companies thanks to its day-to-day business in assurance, tax, transaction advisory services, law and risk and management consulting.

Partner



1921
2021
100 YEARS

LGT is a leading international private banking and asset management group, owned by the Royal Family of Liechtenstein for over 90 years.

The group employs over 3,700 people across more than 20 locations in Europe, Asia, America and the Middle East. As a family office of the Royal House of Liechtenstein, LGT has extensive experience in managing substantial family assets. They combine established services in private banking and in asset management with additional offerings, for example, in philanthropy and impact investing. Their asset management partner LGT Capital Partners is at the forefront of sustainable investing.

In 2021, LGT celebrates its 100th anniversary.

Media partners

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

The Frankfurter Allgemeine Zeitung (FAZ) is one of the world's most prominent national daily newspapers in Germany and across the world. It is committed to political, economic and social relevance, to independence and to excellent journalistic quality.

Over 300 editors deliver daily quality journalism in print and digital media. The multi award-winning editorial office has one of the largest networks of its own correspondents of all daily newspapers worldwide.

manager magazin

The Frankfurter Allgemeine's publisher also prints the Sunday newspaper Frankfurter Allgemeine Sonntagszeitung, the premium magazine Frankfurter Allgemeine Quarterly and the regional business magazine Frankfurter Allgemeine Metropol. Digital platforms deliver the most important daily events quickly and in detail, from FAZ.NET to the news app F.A.Z. Der Tag, as well as products for specific interests and professional groups such as F.A.Z. Einspruch and F.A.Z. Digitec. The newspapers are also available as e-papers and multimedia issues.

Founded in 1971, manager magazin offers decision makers and executives independent information and guidance on central economic issues. Investigative research, uncovering mismanagement and success stories in key companies play a central role. Editors have won numerous awards and grant readers unparalleled insights into companies and into the worlds of top managers. Articles are based on information from decision makers and are founded on intensive research, in some cases lasting months, and sometimes on networks of journalists built over decades.

Manager magazin's content is published once a month as a magazine, as well as digitally as manager magazin+. The online edition provides access to all content - and other exclusives - at any time on any device. The editorial team of manager-magazin.de accompanies users throughout the day, sorting incoming news, delivering exclusive headlines and signaling upcoming trends.

Harvard Business manager, published by the same company, acts as an extended edition of the US newspaper Harvard Business Review. Since 1979, it has reported on new approaches in business leadership and trends in management and presented forward looking strategies. The focus is always on how managers can successfully put concepts and ideas into practice.



Your contacts for the competition



Wolfgang Glauner

Head of Family Enterprise
in Germany, Switzerland
and Austria

Phone + 49 160 939 15028
wolfgang.glauner@de.ey.com



Monika Gulyas

Program Director
Entrepreneur Of The Year
Germany

Phone +49 160 939 15586
monika.gulyas@de.ey.com



Stefan Schultz

Business Analyst
Entrepreneur Of The Year
Germany

Phone +49 160 939 15108
stefan.schultz@de.ey.com

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Only around 20% of people assume the level of personal responsibility in the way that is necessary here at BMZ. As a result, we go to great lengths to find the right people.

Sven Bauer

BMZ Batterien-Montage-
Zentrum GmbH
Winner 2012

Recognizing people's needs and offering them solutions through innovation and friendly diligence – this is the foundation of the Dussmann Group's business model. The Entrepreneur Of The Year award recognizes our employees' commitment and is a great honor for us.

Catherine von Fürstenberg-Dussmann
Dussmann Group
Winner 2019

It is hard to imagine leadership without conviction. Leaders should communicate to everyone they lead: you are important. Taking responsibility is more important than exercising power.

Prof. Dr. Claus Hipp
HiPP Gruppe
Winner 2010



We have three and a half thousand employees here at our location in a rural region. We have always had a strong team spirit because we focus on the individual.

Ralf Sturm
ebm-papst Group
Winner 2020

The art is in maintaining simple structures in an increasingly complex world. Networking entails complex relationships, but that doesn't mean we should build even more complex structures.

Michael Marhofer
ifm electronic gmbh
Winner 2013

Success only comes with commitment and with cool ideas. You have to have the courage to do something, you have to run ahead. And it can only happen with the right people. We managed to build a great team with a lot of know-how, and that convinces the global players as well.

Mathias Stach
ASCon Systems GmbH
Winner 2020

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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Private
Banking

Media partners

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

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