

Discover the art of entrepreneurship.
#differentEYES #EOY2022



EY Entrepreneur
Of The Year™



What makes your business a masterpiece?

We are searching for the best. Participate and become part of the largest entrepreneurial network in the world.



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

Building a better
working world

EY has sought out an EY Entrepreneur Of The Year for 25 years to date. As well as gaining recognition both in Switzerland and internationally, participants become members of the largest entrepreneurial network in the world. Over 50,000 entrepreneurs are part of this network today, and that number grows by approximately 1,200 more every year.

Do you have what it takes to become an EY Entrepreneur Of The Year in 2022? Take part and find out!

EY Entrepreneur Of The Year	8
Participation	11
Rules	12
Network	14
Process	16
Jury	18
Partner	21
Sponsors	22
Hall of fame	24

Times like these undoubtedly call for entrepreneurial excellence. Creative solutions are in high demand. Furthermore, they will ensure the wellbeing of an entire society. It is for this reason that the EY Entrepreneur Of The Year award has become a fixture of Swiss entrepreneurship. The number of candidates has increased, which has seen the presentation of new and promising business models. It is therefore especially important today to shine a spotlight on the most remarkable entrepreneurial achievements.

We want to inspire you to take part in the competition. This is your first step towards the world's most sought-after award for entrepreneurial achievements. On the following pages, you can find out what advantages you have, how to apply and what criteria you must fulfill.

Participating is worthwhile because even as a nominee, you automatically become part of an entrepreneurial network that provides you with contacts around the globe, offers specialized information to give you an advantage and opens up new markets, even in times influenced by COVID-19.

You too can join this unique community by taking part in the 2022 competition. We also invite you to forward the documents to your business friends. We welcome every success story.



Stefan Rösch-Rütsche
Country Managing Partner
EY Switzerland and Liechtenstein



Dr. Sascha Stahl
Program Partner
EY Entrepreneur Of The Year
Switzerland



Ready to meet
the artists of
entrepreneurship?

A unique competition that offers so much more

EY Entrepreneur Of The Year is the world's largest and most prestigious award for entrepreneurial achievements. It is a locally-based program with a global impact.

- International** Through EY Entrepreneur Of The Year, EY has been committed to specifically recognizing the achievements of entrepreneurs since 1986. The program was launched in the US and has now spread to over 60 countries.
- Federal** Over the last 25 years, around 50 entrepreneurs in Switzerland have applied annually for most valuable national award with international acclaim.
- Competition** An independent jury selects three finalists in each of four categories. The winners are then chosen from these finalists. Finally, all the nominated and award-winning Swiss entrepreneurs celebrate together at the closing gala.
- Network** The network originating from this competition, which you join simply by being nominated, is second to none. This network of entrepreneurs, owners and founders concentrates energy with the potential to change our world.

“

For us, entrepreneurship means fulfilling the dreams of our customers. Our team and our partner cooks really enjoy wowing employees and mixing up the office routine.



Daniel and Emanuel Steiner
felfel AG
EY Entrepreneur Of The Year 2018

“

Entrepreneurs need a strong focus to drive success. I firmly believe that to do well, you must do good, and to do good, you must do well. Once you have a clear purpose and action that is in tune with a better world, you open a wealth of opportunities.



Patrick Firmenich
Chairman of the Board
Firmenich
EY Entrepreneur Of The Year 2020

What do you need to win?

Categories Swiss entrepreneurs compete in the following categories:

- Trade/Services
- Industry/High-Tech/Life Sciences
- Emerging Entrepreneur*
- Family Business**

Conditions of participation Entrepreneurs have the chance to win an award if they

1. are responsible for their own business,
2. play an active role in the company and are largely responsible for the company's development in the past few years and
3. hold significant shares in the company.

The company

4. is based in Switzerland and generates a significant proportion of its value here,
5. has existed for at least 8 years,
6. generated revenue of at least 10 million Swiss francs in the past fiscal year and
7. employs at least 40 employees.

Special conditions

* Candidates for the category Emerging Entrepreneur have at least 10 employees and generate a minimum of 1 million Swiss francs in annual revenue. The company has existed for at least 2 years.

** A company is only evaluated as a Family Business if at least three generations of family members are or were actively involved in running the business.

Clear rules, even for disruptors

Criteria

All decisions are based on the same criteria worldwide:

- Entrepreneurial spirit
- Business development and value creation
- Strategic orientation, innovativeness and sustainability
- National and global impact
- Personnel management and exemplary function

Rules

We stand for a fair competition, in the most concrete way possible. This is why the same rules apply to all participants of EY Entrepreneur Of The Year:

- 1.** Contestants guarantee that the information they provide is complete and true. Incorrect information will result in disqualification from the competition.
- 2.** Questions not answered or incompletely answered in the nomination sheet, in particular regarding company figures and shareholders, will be scored with zero points and will affect the overall rating.
- 3.** By taking part in the competition, you authorize Ernst & Young AG to use your name, company name, logos, company and personal profiles, as well as photographs and video and audio recordings without financial compensation. The information provided in your documents will be presented to the jury and used for the gala and all supporting channels (brochures, web, media and social media) and texts (stage, screen, event platform and hall of fame).
- 4.** Only the jury and EY have access to the information submitted, which will be kept strictly confidential.
- 5.** The jury may, at its discretion, determine and allocate categories and obtain further information about contestants.
- 6.** An entrepreneur may enter the competition no more than three times.



Dr. Jean-Paul Clozel
Idorsia Pharmaceuticals AG
EY Entrepreneur Of The Year 2007
for Actelion Pharmaceuticals AG
EY World Entrepreneur Of The Year
2008

“

When I won this award, I said to myself: I have to show them that they made the right choice. Even now, this motivates me to do my best in my demanding job every day.

This network is more than the sum of its parts

As a member of the EY Entrepreneur Of The Year network, you enjoy many benefits: whether it's informative trips to promising markets, small informal round tables or a summer camp for the next generation of entrepreneurs, there's something for everyone – and above all, the chance to engage in in-depth personal exchange with other entrepreneurs.

- In Switzerland** A variety of platforms are available for local networking:
- ▶ Alumni network for Swiss participants
 - ▶ Entrepreneur Club for discussing topical business issues
 - ▶ Family Business round tables on topics important to family businesses
 - ▶ Exclusive trips for selected candidates in the Swiss competition
 - ▶ Award night – the annual award ceremony for Switzerland's top entrepreneurs
 - ▶ Events on competency and know-how by and for entrepreneurs

Around the world EY Entrepreneur Of The Year also offers a number of international opportunities:

- ▶ Round tables for contestants from Switzerland, Germany, Austria and the Principality of Liechtenstein
- ▶ Annual study trips to markets of interest to entrepreneurs (2018 Dubai/Abu Dhabi, 2019 Singapore, 2022 Israel)
- ▶ Strategic Growth Forum® on topical business issues, future prospects and market opportunities in specific regions around the world
- ▶ EY NextGen Academy with workshops for the next generations

EY World Entrepreneur Of The Year™

Each country selects an entrepreneur to represent it at the EY World Entrepreneur Of The Year. An exclusive event is planned where representatives from 60 countries meet in Monte Carlo. The highlight of the event, an exclusive gala at the Salle des Etoiles, is accompanied by a first-class program of workshops, receptions, presentations and dinners.

16

17

You take the first step, we do the rest

January | February | March | April | May | June | July | August | September | October | November | December



You fill out the nomination sheet, either on paper with the attached form or online at www.eoy.ch/application. Filling it out takes at most 60 minutes.



We accept applications until
8 April 2022.



We contact you and ask to conduct an interview with you. This takes approximately 90 minutes.



We send your documents and our impressions to the jury. The jury independently discusses, evaluates and decides on contestants. You should schedule some free time in July/August in case the jury wants to meet you in person.



We organize an unforgettable gala evening for all participants. The gala will take place on **28 October 2022**. Together, we witness the jury's decision on the EY Entrepreneur Of The Year 2022. Upon your admission to the competition, you become a member of the international network of entrepreneurs.

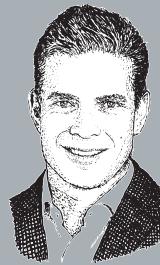
Independent, incorruptible, trustworthy



Dr. Adrienne Corboud Fumagalli
Member of the Board of Directors
of Swiss Life
President of ComCom



Claude R. Cornaz
Chairman of the Board of
Directors,
Vetropack Holding
EY Entrepreneur Of The Year
2012



Thomas Hanan
CEO, Webrepublic
EY Entrepreneur Of The Year
2017



Marco Gadola
Chairman of the Board of
Directors, DKSH, Medartis
and WS Audiology



Dr. Sara and Christoph Hürlimann
Founders, zahnarztzentrum.ch
EY Entrepreneur Of The Year 2010



Dr. Jan Lichtenberg
CEO, InSphere
EY Entrepreneur Of The Year
2015



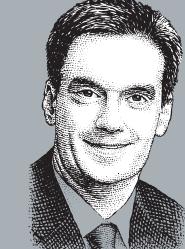
Didier Maus
Chairman of the Board of
Directors,
Maus Frères



Jean-Marc Probst
Chairman of the Board of
Directors,
PROBST MAVEG



Dr. Pascale Vonnmont
CEO, Gebert Rüf Stiftung



Prof. Dr. Thomas Zellweger
Director of the Center for Family
Business, University of St. Gallen

Credibility is crucial to the success of any competition. The EY Entrepreneur Of The Year is underpinned by clear rules, binding criteria and a qualified jury that is completely independent.

The jury of EY Entrepreneur Of The Year inspects the documents of the candidates free of charge and remains independent of EY and the sponsors. It selects categories and makes its decision based on the internationally stipulated assessment criteria. The jury subsequently visits entrepreneurs and their businesses.

“

A company's innovative strength, customer focus and appeal as an employer are the keys to success.



Andreas Gerber
Head Corporate Banking,
Credit Suisse (Switzerland) Ltd.

A tradition of innovation

We are proud to welcome Credit Suisse as a program partner at our side for the eighteenth year running.

Credit Suisse, founded by the important Swiss entrepreneur Alfred Escher, has acted as the program partner of EY Entrepreneur Of The Year since 2005. This gathering of entrepreneurs from various industries is a perfect fit for a bank that accompanies entrepreneurs throughout the entire life cycle of their businesses.

Entrepreneurship and banking are tightly interlinked. When it comes to start-up capital, corporate loans or succession planning, Credit Suisse provides its services to companies as a reliable partner. Credit Suisse has been the major sponsor and supporter of Switzerland's largest independent entrepreneurial network SVC – Swiss Venture Club since its foundation.

Swiss SMEs are characterized by an entrepreneurial spirit, hard work and the constant search for innovative solutions. With passion and foresight our entrepreneurs make the Swiss brand a global leader. They also create jobs and prosperity within our country thanks to their tenacity, flexibility and willingness to take risks.

Credit Suisse also assists the nation's businesses in difficult times and challenging markets. As a long-term partner and bank for entrepreneurs, Credit Suisse wishes all the entrepreneurs continued success.

Sponsors with entrepreneurial drive



amag

Fulfilling all your mobility needs.

The AMAG Group and its approximately 6,500 employees (including over 700 trainees) are passionate about ensuring that people can travel in a personalized and sustainable manner. Today, the AMAG Group is a comprehensive mobility provider with an excellent position on the Swiss market. It imports and sells high-quality cars, allowing its customers to fulfill their wishes and needs with regard to mobility through its own leasing business and further services (e.g. car sharing and parking garages). Both car drivers and corporate customers put their trust in AMAG thanks to its consistently excellent service, quality and professional expertise.



HDI

Pioneering value driven insurance solutions globally.

Organizations from all industries are in need of an insurance partner they can rely on. Founded by entrepreneurs for entrepreneurs HDI Global is a leading insurance carrier offering a broad range of insurance solutions and services for 120 years. A customer-focused, expert-based and solution-orientated approach goes in line with needs-based insurance solutions to handle the full range of business risks. At HDI Global the mission is to develop and deliver the insurance solutions that active and dynamic companies require for their success – globally and accompanied by local experts in Switzerland.



BUCHERER
1888

Traditional values interpreted in a surprising and innovative way.

For three generations, Bucherer has been based in Lucerne, and today, the company is also represented in the most beautiful major cities of Europe and the United States. This makes the family business, founded in 1888, one of the richest in tradition in its sector. From humble beginnings in its hometown, the company became the world's leading multi-brand retailer for luxury watches and jewellery through its entrepreneurial spirit, independence and willingness to dare to do something new. Creating new business models, constantly moving forward and surprising its customers with unique concepts – this is how Bucherer sets the pace for its sector. The company also does not shy away from treading unusual paths: Its innovative collaborations with exceptional international talent and disruptive approaches consistently redefine the luxury shopping experience and traditional craftsmanship.



SWISS

As the Swiss say, "Grüezi" and welcome aboard!

Swiss International Air Lines (SWISS) is Switzerland's largest airline. It connects Switzerland to Europe and the world with direct flights originating from the Zurich and Geneva airports. The airline operates one of the most modern and fuel-efficient fleets in Europe. Its freight division Swiss WorldCargo offers a comprehensive range of airport-to-airport services for valuable goods and high-maintenance freight. SWISS stands for Switzerland's traditional values and a commitment to providing the highest level of product and service quality. SWISS belongs to the Lufthansa Group and is a member of Star Alliance, the world's largest network of airlines.

24

Hall of fame

Strong entrepreneurs have characterized the competition from the beginning. Of an average of 50 nominees per year, five at most will become an EY Entrepreneur Of The Year. The following entrepreneurs belong to this exclusive circle.

1998

SERVICES
Reto Gurtner, Weisse Arena
INDUSTRY/HIGH-TECH
Dr. Dieter Beer,
CarboGen Laboratories
TRADE
Olivier Burger (+),
PKZ Burger-Kehl & Co

1999

TRADE/SERVICES
Marcel Queloz-Fürer, Büro-Fürer
INDUSTRY/HIGH-TECH
Peter Spuhler, Stadler Fahrzeuge
START-UP
Peter Ohnemus,
The Fantastic Corporation

2000

TRADE/SERVICES
Adrian Stalder, Hotel Saratz
INDUSTRY/HIGH-TECH
Dr. h.c. Thomas Straumann,
Straumann Holding
START-UP
Dr. Wolfgang Renner,
Cytos Biotechnology

2001

TRADE/SERVICES
Prof. Dr. Anton Gunzinger,
Supercomputing Systems
INDUSTRY/HIGH-TECH
Fides P. Baldesberger, Outils Rubis
START-UP
Dieter Trissler, The BEE Company

2002

TRADE/SERVICES
Markus Oberholzer,
First Catering Produktion
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Peter A. Schifferle,
sia Abrasives Holding
START-UP
Dr. Waldemar Kubli,
AutoForm Engineering

SUPPORTER OF ENTREPRENEURSHIP
START – student body of the University
of St. Gallen

2003

TRADE/SERVICES
Stefan Arn, AdNovum
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Bernard Poupon, Reitzel (Suisse)
START-UP
Adel F. Labib and François Callegaro,
Télésonique Groupe
MASTER ENTREPRENEUR
Louis Max Widmer (+), Louis Widmer

2004

TRADE/SERVICES
Pierre-Alain Schnegg, Pro-Concept
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Heinz Aeschlimann,
Aeschlimann Asphalt Engineering
START-UP
Dr. Gery Colombo, Hocoma

2005

TRADE/SERVICES
Robin Cornelius, Switcher
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Peter Heimlicher, Contrinex
START-UP
Fabio Cesa and Jean-Luc Mossier,
SilentSoft
MASTER ENTREPRENEUR
Dr. h.c. Willy Michel, Ypsomed Holding

2006

TRADE/SERVICES
Walter Borner, Zimmerli Textil
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Rudolf Liebherr, Morga
START-UP
Fabio Cavalli, mondoBIOTECH
MASTER ENTREPRENEUR
Domenic Steiner, Thermoplan

2007

TRADE/SERVICES
Doris Albisser, CLS Communication
HIGH-TECH/LIFE SCIENCES
Dr. Jean-Paul Clozel,
Actelion Pharmaceuticals
INDUSTRY
Bernhard Alpstaeg,
swisspor Management
MASTER ENTREPRENEUR
Dr. Urs Rickenbacher and Urs Baumann,
Lantal Textiles

2008

TRADE/SERVICES
Walter Hübscher, Zaunteam Franchise
HIGH-TECH/LIFE SCIENCES
Andreas Schmidheini, Varioprint
INDUSTRY
Dr. Geoffrey Scott,
Uster Technologies
MASTER ENTREPRENEUR
Klaus-Michael Kühne,
Kühne + Nagel International

2009

TRADE/SERVICES
Walter Fankhauser, Roth Gerüste
HIGH-TECH/LIFE SCIENCES
Prof. Dr. Andrea Pfeifer, AC Immune
INDUSTRY
Martin A. Ziehbrunner, Essemtec
MASTER ENTREPRENEUR
Aimé Pouly (+), Pouly Tradition

24

25

2010

TRADE/SERVICES
Rolf Boffa, Qualipet
HIGH-TECH/LIFE SCIENCES
Moritz Lechner and Felix Mayer,
Sensirion
INDUSTRY
Christof and Markus Züger,
Züger Frischkäse
EMERGING ENTREPRENEUR
Dr. Sara and Christoph Hürlimann,
zahnarztzentrum.ch

2011

TRADE/SERVICES
Sébastien Tondeur,
MCI Group Holding
HIGH-TECH/LIFE SCIENCES
Frank Ziemer, Ziemer Group
INDUSTRY
Kurt Schär, Biketec
EMERGING ENTREPRENEUR
Kai Glatt, The Rokker Company

2012

TRADE/SERVICES
André Lüthi, Globetrotter Group
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Dr. Riccardo Braglia, Helsinn Holding
EMERGING ENTREPRENEUR
Dr. Alexander Ilic, Dacuda
FAMILY BUSINESS
Claude R. Cornaz, Vettropack Holding

2013

TRADE/SERVICES
Deniz and Kadir Ugur,
Bentour Türkei-Reisen
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Rolf A. Sonderegger, Kistler Group
EMERGING ENTREPRENEUR
Jan Schoch, Leonteq Securities
FAMILY BUSINESS
Christoph Tobler, Sefar Holding
MASTER ENTREPRENEUR
Hans Huber,
Honorary Chairman of SFS Holding

2014

TRADE/SERVICES
Beat and Martin Jucker, Jucker Farm
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Otto Hofstetter, Otto Hofstetter Group
EMERGING ENTREPRENEUR
Viktor Calabro, Staff Finder
FAMILY BUSINESS
Hans R. and Thomas H. Rüegg,
Baumann Federn

2015

TRADE/SERVICES
Maxime Ballanfat, Novae Restoration
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Marcel and Roger Baumer,
Hälg Building Services Group
EMERGING ENTREPRENEUR
Dr. Jan Lichtenberg, InSphere
FAMILY BUSINESS
Dr. Pietro Supino, Tamedia

2016

TRADE/SERVICES
Olivier Bourhant, Amaris Group
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Willi Miesch, Medartis
EMERGING ENTREPRENEUR
Tej Tadi, MindMaze
FAMILY BUSINESS
Hans-Rudolf Schurter,
Schurter Holding

2017

TRADE/SERVICES
Thomas Hanan, Webrepublic
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Paul J. Wyser, Wyon
EMERGING ENTREPRENEUR
Dr. Jurgi Camblong, Sophia Genetics
FAMILY BUSINESS
Max Renggli, Renggli
MASTER ENTREPRENEUR
Hansjörg Wyss, Wyss Foundation

2018

TRADE/SERVICES
Christina Mair, Caroline Staehelin and Kris-
tina Rebsamen, Globegarden
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Christian Brönnimann, Dectris
EMERGING ENTREPRENEUR
Daniela and Emanuel Steiner, felfel
FAMILY BUSINESS
George, Roger, Corinne and
Fabian Kuratle, Kuratle Group

2019

TRADE/SERVICES
Fabio Ronga, begom
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Ueli Jost, Veriset
EMERGING ENTREPRENEUR
Patrick Thévoz and Adrien Briod,
Flyability
FAMILY BUSINESS
Stefan and Christian Ganzoni,
SIGVARIS Holding
MASTER ENTREPRENEUR
Dr. Beat Curti, Serial Entrepreneur

2020

TRADE/SERVICES
Marek Dutkiewicz, HR Campus
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Avni Orlati, Groupe Orlati
FAMILY BUSINESS
Patrick Firmenich, Firmenich
EMERGING ENTREPRENEUR
Michael Born and Karim Nemr, PXL Vision

MASTER ENTREPRENEUR
Daniel Borel, Logitech

2021

TRADE/SERVICES
Stefan Muff, Axon Active Holding
INDUSTRY/HIGH-TECH/LIFE SCIENCES
Carlo R. Centonze, HeiQ Materials
FAMILY BUSINESS
Markus Gericke, Gericke Group
EMERGING ENTREPRENEUR
Lukas Böni & Pascal Bieri, Planted Foods

Yesterday's vision is today's reality. The radical departure from and upheaval of old structures makes high demands of entrepreneurs. Only with new strategies, transformed business models and an agile corporate culture can they be successful in the future.

**Your commitment can make a difference every day.
Are you an entrepreneur or an EY Entrepreneur
Of The Year?**

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.

The global EY organization refers to all member firms of Ernst & Young Global Limited (EYG). Each EYG member firm is a separate legal entity and has no liability for another such entity's acts or omissions. 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. EY's organization is represented in Switzerland by Ernst & Young Ltd, Basel, with 10 offices across Switzerland, and in Liechtenstein by Ernst & Young AG, Vaduz. In this publication, "EY" and "we" refer to Ernst & Young Ltd, Basel, a member firm of Ernst & Young Global Limited.

© 2022 Ernst & Young Ltd
All Rights Reserved.

Creative Design Switzerland
SRE 2111-064 | ED None

ey.com/ch