

Discover the art of entrepreneurship.

 **EY Entrepreneur
Of The Year™**



What makes your business a masterpiece?

Discover the art of entrepreneurship.

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.



EY

Building a better
working world

EY has sought out an EY Entrepreneur Of The Year for 26 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 2023? Take part and find out!

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Times like these call for entrepreneurial excellence. Creative solutions are in high demand. What is more, 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 emergence 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.

You too can join this unique community by taking part in the 2023 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
Head of EY Entrepreneur Of The
Year Switzerland

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 26 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.

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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.



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

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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
Firmenich SA
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 only qualifies as a Family Business if at least three generations of family members are or were actively involved in running the business in key leadership roles.

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, global and sustainable impact
 - ▶ Personnel management, values and exemplary function

- Rules** We stand for fair competition. This is why the same rules apply to all participants in EY Entrepreneur Of The Year:
1. Contestants guarantee that the information they provide is complete and truthful. 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, video and audio recordings free of charge. 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) as well as texts (stage, screen, event platform and hall of fame).
 4. Only the jury and EY will 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 events for Swiss contestants
- ▶ Family Business Circle for discussions about current business issues
- ▶ Family Office round tables on safeguarding assets down the generations
- ▶ Specialist events on current economic issues
- ▶ Award night – the gala to celebrate the country's top entrepreneurs

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

- ▶ Family Business Summits for competitors from Europe
- ▶ Strategic Growth Forum® for investments in global markets
- ▶ 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 Étoiles, is accompanied by a first-class program of workshops, receptions, presentations and dinners.

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 **7 April 2023**.



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 **27 October 2023**. Together, we witness the jury's decision on the EY Entrepreneur Of The Year 2023. Upon your admission to the competition, you become a member of the international network of entrepreneurs.

Independent, incorruptible, trustworthy

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.



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



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



Thomas Hanan
CEO, Webrepublic
EY Entrepreneur Of The Year
2017



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



Dr. Jan Lichtenberg
CEO, InSphero
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 Group Holding



Franziska Tschudi Sauber
Delegate of the Board
of Directors and CEO,
Weidmann Holding
EY Entrepreneur Of The Year
2022



Dr. Pascale Vonmont
CEO, Gebert Rüt Stiftung



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

United in entrepreneurship

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As a new partner of Switzerland's EY Entrepreneur of the Year award, it is a tremendous honor to assist in giving due recognition to the success achieved by outstanding entrepreneurs.



Gilles Stuck
Head of the Swiss market at Bank
Julius Baer

It is our great pleasure to welcome Julius Baer for the first time as our new EY Entrepreneur of the Year program partner.

For more than 130 years, Bank Julius Baer has been firmly rooted in entrepreneurship with an unwavering commitment to its core business: from day one Julius Baer has managed its clients' wealth and served them - many of whom are entrepreneurs - as a trusted, truly personal, and holistic advisor. With its origins as a family business, the Bank knows the value of long-term relationships and the challenges and opportunities of growing wealth, protecting it, and passing it on.

Through its example, the Bank has shown that in the long term it takes more than just a brilliant idea for a company to remain at the forefront of an industry - in its case financial services. Thanks to a number of visionary decisions, Julius Baer successfully transformed the local family business. After the family ceded control, the Bank grew to become an international, publicly listed, private banking group.

Julius Baer is aware of the challenges that entrepreneurs face in today's environment to achieve success and play an important part in the Swiss economy, as creators of wealth, employers, and visionaries.

Julius Baer wishes all entrepreneurs every success in their endeavors.

Sponsors with entrepreneurial drive



amag

Meeting all your mobility needs.

The AMAG Group and its approximately 7,000 employees (including over 760 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 and one-stop end-to-end solutions. These include, logistics services, car park management, e-mobility consulting and offerings as well as offerings for energy management and solar energy systems. Both car drivers and corporate customers rely on AMAG because of its consistently excellent service, quality and professional expertise.



BUCHERER
1888

Traditional values interpreted in surprising and innovative ways.

For three generations, Bucherer has been based in Lucerne. Today, the long-established company with stylish boutiques also has branches in the most beautiful major cities of Europe and the United States. From humble beginnings in its hometown, the family company established in 1888 became one of the world's leading luxury retailers for watches and jewelry through its entrepreneurial spirit, independence and courage 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. It underpins its expertise with its own luxury jewelry collections by Fine Jewelry as well as the watch manufacture named after the founder Carl F. Bucherer. The modern timepieces by Carl. F. Bucherer combine unique design with high precision and excellent quality.



HDI

Innovative insurance solutions for today and tomorrow – wherever you are in the world.

HDI Global SE (HDI), established 120 years ago by entrepreneurs for entrepreneurs, is one of the world's leading industrial insurers. It meets the demand for tailored insurance solutions among SMEs, industrial companies and major corporations. As part of the Talanx Group, HDI is on hand to assist its clients in more than 175 countries with its branch offices, subsidiaries and sister companies, as well as network partners. HDI uses its innovative insurance offering to help companies to be successful – across the globe and with the support of local experts in Switzerland.



+ SWISS

“Grüezi” and welcome aboard

Swiss International Air Lines (SWISS) is Switzerland's largest air carrier. With one of Europe's most advanced and carbon-efficient aircraft fleets, SWISS is a premium airline that provides direct flights from Zurich and Geneva to keep Switzerland connected with Europe and the world. Its Swiss WorldCargo division offers an extensive range of airport-to-airport airfreight services for high-value, time-critical and care-intensive consignments. As The Airline of Switzerland, SWISS embodies its home country's traditional values and is dedicated to delivering the highest product and service quality. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

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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