NBINNORK



About Fortune Greece

FORTUNE is one of the biggest and most reliable business media brands in the world, with more than **4 million** readers globally. FORTUNE is a brand that enjoys access to the entire world of business, from the boards of directors and the offices of CEOs to industrial plants and StartUps, and from venture capital firms to non-profit organizations.

In Greece, FORTUNE is a business media platform that has been present for ten years and includes:

- **Fortune Magazine**
- **Fortunegreece.com**
- **Fortune Greece Live Media**

Our readers consist of more than **25,000** market influencers, opinion leaders and business executives.



50 FASTEST GROWING COMPANIES IN GREECE GLOBAL 500: THE WORLD'S LARGEST CORPORATIONS FOR TIME STATES

> + THE 100 LARGEST Companies in greec

> > JSSN 1791-2415 9 771791 241002





About the Network

Be committed to purpose-driven leadership

A **membership based** community that creates and curates a powerful network of like minded individuals that interact with each other, share information and knowledge, learn and get inspired by our Mindful Leaders.

A community aiming to prepeare the Leaders of Tomorrow become the best version of themseves possible.

How We Think

WE BELIEVE IN THINKING DIFFRENTLY

- Curated Education
- Best in Class Journalism
- Access to Networking
- > Mentoring by Mindful Leaders



FORTUNE NEIWORK

Who Should Join

Fortune Greece Network is a global program for executive-bound professionals who want to grow their careers while making the world better. Specifically, we are looking for:

- > Next generation of purpose-driven leaders: Leaders who are not yet in the C-suite. Directors, SVPs and Vice Presidents are commonly held titles of our fellows.
- \succ Applicants from diverse backgrounds.
- > Those who are dedicated to diversity, equity and inclusion, stakeholder capitalism and purpose-driven leadership.
- High potential employees.





Curated Live Sessions from our Mindful Leaders

EXCLUSIVE MEMBERS CONTENT

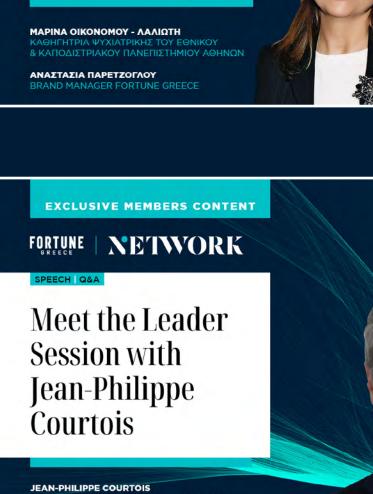
FORTUNE NETWORK

Problem Solving

& Goal Setting











Meet the Leader Session with Theodoros Papaloukas

ΘΟΔΩΡΗΣ ΠΑΠΑΛΟΥΚΑΣ





FORTUNE NETWORK







Media Coverage

Newsletters

Articles Social Media

0 🖈 Jean-Philippe Courtois: The greek tech scale up Q 🗗 Desy Karapchanska 🐱 🚺 Forums Members Mindful Leaders Articles Magazine Courses **NETWORK** FORTUNE N FORTUNE FORTUNE FORTUNE **NETWORK** NETWORK NETWORK **Emerging Trends** Cracking the Permission from the Future 100 Leadership Code to Be Human ALAIN HUNKINS MARYBETH HYLAND MARIE STAFFOR Marie Stafford: Η Παγκόσμια Αποκρυπτογραφήστε τον κώδικα MaryBeth Hyland: Η κορυφαία Διευθύντρια της Wunderman της ηγεσίας με τον Alain Hunkins! εμπειρογνώμονας αξιών κάνει Thompson Intelligence αναλύει τι πρεμιέρα στο Fortune Greece Στις 8 Δεκεμβρίου θα έχετε την ευκαιρία να φέρνει το μέλλον για τα brands Network! παρακολουθήσετε τον Alain Hunkins, CEO του Hunkins L... Στις 15 Δεκεμβρίου θα έχετε την ευκαιρία Η MaryBeth Hyland, Ιδρύτρια και να παρακολουθήσετε τη Marie Stafford, Επικεφαλής Οραματιστής της SparkVision EXCLUSIVE MEMBERS CONTENT **MEET THE LEADER SESSION** Παγκόσμια... και συγγραφέας του βιβ... Fortune Greece Network Fortune Greece Network I< ► ►I 💫 1:28 / 4:18 Fortune Greece Network 때 🏞 🕂 November 2021 November 2021 November 2021

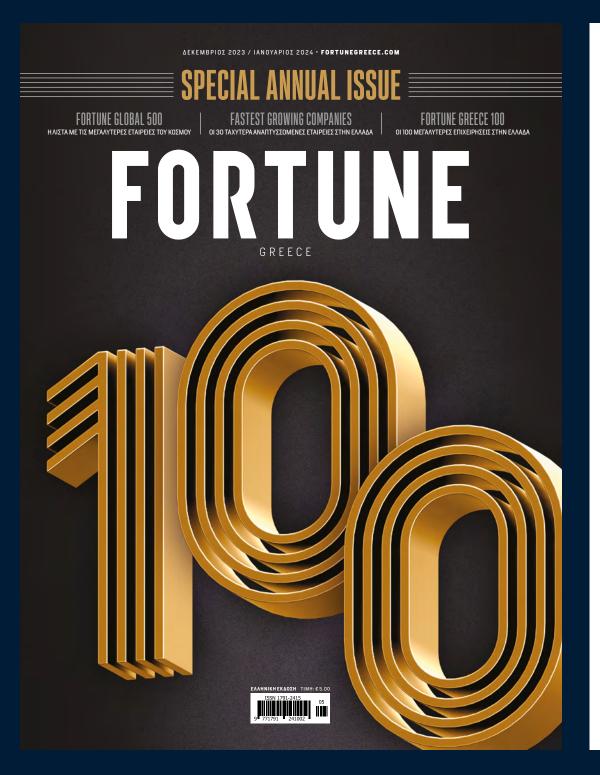
> Microsoft's Executive Vice President & President, National Transformation Partnerships spoke exclusively on the Fortune Greece Network platform – Watch highlights of the discussion (video).

Forum Discussions





Media Coverage



14 FORTUNE & EK. 2023 / IAN. 2024

In Focus parag khanna

Κορυφαίος παγκόσμιος σύμβουλος στρατηγικής με εξειδίκευση στη γεωπολιτική, τη διεθνή πολιτική και τα σενάρια του μέλλοντος, ο Parag Khanna, ιδρυτής και διευθύνων σύμβουλος της Climate Alpha, ηγέτης του World Economic Forum και μέλος της Βασιλικής Γεωγραφικής Εταιρείας, έχει ταξιδέψει σε περισσότερες από 150 χώρες και είναι συγγραφέας επτά διεθνών best seller για το μέλλον της παγκόσμιας τάξης. Συναντηθήκαμε στο Άμπου Ντάμπι, στο πλαίσιο του Fortune Global Forum, στις 28 Νοεμβρίου και, μεταξύ άλλων, μας μίλησε για το πώς η Ελλάδα μπορεί να οχυρωθεί απέναντι στην κλιματική κρίση, για να παραμείνει ένας ελκυστικός και επιθυμητός τουριστικός προορισμός. ΣΥΖΗΤΗΣΗ ΜΕ ΤΟΝ ΠΑΥΛΟ ΕΥΘΥΜΙΟΥ I SYZHTHEH MPARMATONOIH BHKE STO AMMOY NTANNI STO MAKSID TOY FORTUNE GLOBAL FORUM 27 ME 20 NDEMEPIOY ΠΑΙΖΕΙ ΤΕΝΣΕ ΜΕ ΜΑΝΙΑ, ταξιδεύει σε όλο υ μέρους για να ζει τον κόσμο και είναι ένας από τους «75 κανείς. Μπορείς να φωτίσεις λίγο περισσότερο το πώς προσεγγίζεις αυτή ανθρώπους με τη μεγαλύτερη επιρροή «Να προσαρμόσουτου 21ου αιώνα» του Esquire, έχοντας Βεβαίως. Σε ευχαριστώ πολύ που συναήδη αναδειχθεί στη «Smart List» του με τις οικονομίες περιοδικού Wired. ντιόμαστε σήμερα, Παύλο. Ήταν ένα μας και πέρα από Ιδρυτής και διευθύνων σύμβουλος υπέροχο φόρουμ. Και αυτό που τονίζω, της Climate Alpha, μιας πλατφόρμας με αφορμή και τη Σύνοδο Κορυφής τη διαχείριση της αναλυτικών στοιχείων με τεχνητή COP28, είναι ότι εδώ και μερικές δενοημοσύνη που προστατεύει τις μελκαετίες εστιάζουμε περισσότερο στον ενεργειακής μετάλοντικές παγκόσμιες επενδύσεις, και μετριασμό του κλιματικού κινδύνου βασης. Εσπάζουμε ιδρυτής και διευθύνων συνεργάτης του μέσω πρωτοβουλιών απαλλαγής από FutureMap, συμμετείχε στην παροχή τις εκπομπές άνθρακα και λιγότερο στις πρωτοβουλίες τυμβουλών στο πρόγραμμα Global στην προσαρμογή. Πώς προσαρμό-Trends 2030 του Εθνικού Συμβουλίου απαλλαγής από ζουμε τις υποδομές μας, την ακίνητη Πληροφοριών των ΗΠΑ. Τελευταίο περιουσία μας, τις οικονομίες μας, τους τις εκπομπές άνβιβλίο του, μετά το best seller The πληθυσμούς μας; Αυτό το χάσμα είναι

θρακα, και όχι στην προσαρμογή των υποδομών, της ακίνητης περιουσίας, των οικονομιών, των πληθυσμών μας».

PHOTO HTTPS://WWW.PARACKHANNA.COM/PHOTOS/

Future is Asian: Commerce, Conflict & Culture in the 21st Century eiven to MOVE: Where People Are Going for a Better Future.

Στο Fertune Global Forum μίλησε για το κρίσιμο θέμα της κλιματι λαγής, των κινδύνων, της ανί κτικότητας των υποδομών και της προσαρμογής των ακινήτων. Αλλάκα

που πρέπει να ξεπεράσουμε. Παρεμπιπτόντως, οι παγκόσμιες εκπομπές αερίων του θερμοκηπίου έχουν φτάσει τους 58 γιγατόνους ετησίως και εξακολουθούν να αυξάνονται. Άρα, πρέπει να καταβάλουμε ακόμη μεναλύτεση προσπάθεια για την απαλλαγή από τις εκπομπές άνθρακα. Σκέψου, όμως, τη ζημιά που γίνεται... εκατοντάδες δισεκατομμύσια δολάσια σε πληρωμές





FORTUNE & EKEMBPIOS 2021 / IANOYAPIOS 2022 23





Leadership transformation

Πώς μπορούμε να διαμορφώσουμε το μέλλον εστιάζοντας στην προσοχή και την ενσυνειδητότητα. Μια συζήτηση με τον Jeremy P. Hunter, ιδρυτή του Ινστιτούτου Executive Mind Leadership και αναπληρωτή καθηγητή της Σχολής Διοίκησης Peter F. Drucker του Πανεπιστημίου Claremont στην Καλιφόρνια. ΤΗΣ ΑΝΑΣΤΑΣΙΑΣ ΠΑΡΕΤΖΟΓΛΟΥ





Mindful Leaders



Παναγιώτης Καραμπίνης Managing Director of Endeavor Greece



Gerd Leonhard Futurist & Humanist



Jeremy Hunter, PhD Founding Director, Practice Executive Mind Leadership Institute



Δρ. Κυριάκος Σαμπατακάκης Πρόεδρος & Διευθύνων Σύμβουλος, Accenture



Γιάννης Μαστρογεωργίου Επικεφαλής της Ελληνικής Επιτροπής Foresight



Τάνια Κολοβού Senior Lecturer at the Kelley School of Business

Check out the full updated list of Mindful Leaders at **network.fortunegreece.com**



Alain Hunkins CEO of Hunkins Leadership Group



Σπύρος Θεοδωρόπουλος Διευθύνων Σύμβουλος Chipita



Δημήτρης Παπαλεξόπουλος Πρόεδρος Εκτελεστικής Επιτροπής, ΤΙΤΑΝ & Πρόεδρος ΣΕΒ



MaryBeth Hyland CEO, Spark Vision



Marie Stafford CEO, Wunderthomson Intelligence



Jean- Philippe Courtois President National Transformation Partnerships, Microsoft



FORTUNE | NEIWORK

Exclusive Membership PAGE_01

- > Access to Fortune Greece Network Platform: Members will have exclusive access to the Fortune Greece Network online platform, providing a central hub for networking, information, and resources.
- **Exclusive Sessions** (minimum 8) with Top Business Executives: Members will enjoy access to sessions with prominent business executives, offering insights and expertise on various relevant topics.
- > Immersive Leadership Skills Training: Expert facilitators will conduct leadership skills training sessions on timely leadership topics to enhance members' professional development.
- > Annual Subscription to Fortune Greece Magazines. Exclusive will receive an annual subscription to Fortune Greece Printed Editions, offering in-depth reporting and analysis.
- > Free Access to Networking Events Members Only: Members can participate in exclusive networking events, fostering valuable connections within the community.



Exclusive Membership PAGE_02

- > Access to Fortune Network 'Meet the Leader' Sessions: Members will have the opportunity to engage with industry leaders through exclusive 'Meet the Leader' sessions.
- > Digital Access to Fortune's Premier Conferences: Members will gain digital access to Fortune's premier, invitation-only conferences, ensuring they stay informed about critical industry developments.
- > Access to All Past Courses Library: Members can access a library of past courses and educational materials, enhancing their knowledge and skills.
- > Access to Selected Fortune's Premier Events: Members will have the opportunity to attend selected Fortune's premier, invitation-only events. (minimum two per year) > Featured Article on Fortunegreece.com: Exclusive Members will be featured in an article on the Fortune Greece website, highlighting their activities and area of expertise. The article will be featured in the Dedicated section-Fortune Greece Network Voices
- > 20% Partnership Discounts: Members will receive a 20% discount on partnership opportunities at Fortune Greece initiatives, including the CEO Initiative Forum, Most Powerful Women Summit, and more.

Six Month Membership



Annual Membership

OPTIONAL PAYMENT IN 3 INSTALLMENTS AVAILABLE VIA THE FORTUNEGREECENETWORK.COM WITH AN EXTRA FEE 24% VAT NOT INCLUDED



Opinions

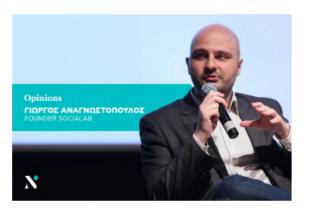


MAGAZINE FORTUNE TALKS LISTS V LIVE MEDIA NETWORK WEB TV NEWSLETTER •••



COMMENTARY

Οι Ψηφιακοί Νομάδες ψηφίζουν Ελλάδα στην μετά COVID-19 εποχή ^{30/11/2023}



COMMENTARY

Οι προκλήσεις του σύγχρονου μάρκετινγκ και το παράδειγμα της... μέλισσας 20/11/2023



COMMENTARY

Brookstreet Equity Partners: Pioneering one the World's First AI Investment Fund Management Integrations

FORTUNE GREECE









COMMENTARY

Η τεχνητή νοημοσύνη στο Marketing: Σύμμαχος ή εχθρός; ^{28/10/2023}

ΕΠΙΧΕΙΡΗΣΕΙΣ

Morphoses: Ένα εργαλείο ανάπτυξης οριζόντιων δεξιοτήτων – Soft Skills στη σύγχρονη εποχή 20/10/2023

COMMENTARY Ελληνική οικονο

Ελληνική οικονομία: Άλμα προς τα εμπρός 05/10/2023



FORTUNE | NEIWORK

Corporate Membership

- > Access to Fortune Greece Network Platform
- > Weekly exclusive sessions with top business executives on various topics
- > Immersive leadership skills training sessions led by expert facilitators on timely leadership topics
- > Access to Fortune Greece Network Yearly Membership to 5 Company C-Level Executives
- > Annual subscription to Fortune Greece e-Magazines
- **Free** access to monthly Informal Networking Events - Members Only
- > Access to Fortune Greece Network Meet the Leaders **sessions** with inspirational business leaders

> **Digital** access to Fortune's premier, invitation-only conferences

- > **Recognizing** the head of the organization as a **Mindful Leader** with company initiatives presenation possbilibilies to the Fortune Network (KeyNote speech) and the relevant after publicity.
- **Featured** article in Fortune webpage allocated in a special longform page focused on the company activities show casing employees education and development.

> 20% partnership discounts at the Fortune Greece initiatives (CEO Initiative Forum, Most Powerful Women Summit etc).





Fortune Greece Network Events:

Δευτέρα 13 Ιανουαρίου

Τρίτη 18 Φεβρουαρίου

Τρίτη 18 Μαρτίου

Τρίτη 29 Απριλίου

16-18 Maïou Fortune Greece Network Leadership Retreat Πέμπτη 12 Ιουνίου

Τετάρτη 16 Ιουλίου Summer Celebration

Τρίτη 23 Σεπτεμβρίου

Τρίτη 4 Νοεμβρίου

Τρίτη 16 Δεκεμβρίου Holidays Celebration



FORTUNE NEIWORK

What is the market?

We focus on:

- > Mid-level and C-suite executives in Greece Our market involves the Top 100 Fortune Greece companies, which have at least 10 C-suite executives (total of 1,000) and at least 20 mid-level executives (total of 2,000), and thus the targeted pool is a total of about 3.000 people. We seek to secure 10% of this pool within the next five years (300 paid members).
- > High-level freelancers (lawyers, psychologists, doctors)
- > Startup and young entrepreneurs/founders The number of startups listed on the National Startup Platform is 620 (elevategreece.com/June 2022). We aim to attract 10% within the next five years.



FORTUNE NEIWORK

Who are the competitors?

There are several professional networks in Greece listed below. Our main differentiation is that the majority of these networks are either sector-oriented (doctors, psychologists, experts, scientists etc.) or CEO/owner-oriented.

- > BNI (Mostly mid-level entrepreneurs with companies with less than 50 employees) Franchise type - Local
- > CEO Club (CEOs of service-oriented companies not Fortune Greece 100 clients, one level below) | Local
- EENE (Greek Association of Young Entrepreneurs) | Local
- Endeavor Greece (Startup founders) | International
- > EO (C-suite entrepreneurs) | International



FORTUNE | NEIWORK

What differentiates your product from the competitors'?

- Our competitors mainly focus on small-size companies and respective entrepreneurs without having the expertise to support bigger accounts.
- Fortune Greece Network provides curated knowledge and insights, in-person networking, access to top entrepreneurs & opinion leaders, and promotion services on our media & event platform for our members.
- Fortune Greece Network is also supported by the Fortune Greece ecosystem (Print, Digital, Live Media).
- Our platform (network.fortunegreece.com) can also function as a marketplace for other companies to promote their activities through:
- a. Live streaming events
- **b.** Networking rooms, workshops, social networking, content
- c. Media services



How will you compare and compete?

We are building a collaborative model with other organizations and provide crossorganizational benefits. For example an EENE member can also attend some FGN events and a FGN member can also be part of a C-suite executive group that is built by another organization.

Our main differentiation and key selling point, though, is based on the fact that our members' profile involves mid-level executives that have the potential to undertake leading roles in the future and the main goal of our network is precisely to invest in their development and assist them to thrive. Another competitive advantage is the fact that we are the only community that belongs to a high-level media group and our members have the opportunity to attend Fortune Greece signature events and interact with Greece Top 100 entrepreneurs and leaders.



FORTUNE | NEIWORK

What is the marketing and sales process?

We have adopted both B2B and B2C approaches.

B2B takes place though the existing Fortune Greece company network; we approach each potential client-company either by meeting with the company decision-makers or in person during the Fortune Greece signature events and offer a company package that includes both personal (for the members) and company (promotion across Fortune Greece SoMe) benefits.

B2C takes place through marketing campaigns and newsletters in our SoMe but also in person during the Fortune Greece Network monthly meeting, where we invite selected guests that are also potential Fortune Greece Network members.





What will you do, what will your Partners do

Each partner has been contributing in a different way and the collaboration is ongoing. The leader of each partner company conducts a dedicated session based on his or her expertise, either during our monthly in-person meeting or during the pre-recorded sessions.

You can see an example below with Endeavor's managing director and two Endeavor entrepreneurs.

https://www.youtube.com/watch?v=HXewWUKwGtk&list=PL_47MfZindq49Q53L3dmGY0bJ57Pl8RqW&index=26&ab_channel=FortuneGreece





Members Impact Report

75 Active Paid Members $\left[\right]$ Members Activities 8 Exclusive Members Meetings Access to 5 Fortune Greece Exclusive events **2** Strategic Workshops **1** Delphi Economic Forum Gala Dinner **1** Holidays Celebration 14 Members/ Events Articles/ Coverage in fortunegreece.com **17** Events in Total

Members Profiles

15 Female - 60 Male \Box

17,3%

52%

Members Position

30,7%

CEO - General Manager C- Level Executive • Owner - Founder





Members Sectors in percentage

Consulting	$\!$	14,7%	Law Office	\Box	1,3%
Start Up	\Box	6,7%	Health	\Box	1,3%
Insurance	Ĺ>	2,7%	Energy	\Box	2,7%
F&B	Ĺ>	4,0%	Education	\Box	1,3%
Construction & Manufacturing	¢	6,7%	Pharmaceuticals	\Box	1,3%
Services		8,0%	Architecture & Design		1,3%

$\Box \!$	1,3%
	1,3%
¢	1,3%
¢	1,3%
	1,3%
¢	2,7%





Partners



-endeavor



IN KIND SUPPORTERS













And what you do, simply proves what you believe



FORTUNE REECE REFERENCE FORTUNE

