Dear founders and benefactors of ESMT,

I am pleased to present you the first ESMT Update for Founders and Benefactors. With this new publication we want to acquaint you with the highlights of the School’s recent development. Furthermore, we would like to equip you with important messages and facts, so that whenever you speak about ESMT, you feel comfortable being an ambassador of our School.

The report is structured in three parts: at the bottom of this first page you will find the top achievements of this year in our endeavor to become one of the leading business schools in Europe. Pages 2 and 3 give a more detailed look at all aspects of the School. On the back cover you can find a selection of upcoming events for next year.

The turbulent past year brought with it a global discussion concerning the ethics of managers and MBAs. ESMT has focused on responsible leadership in business and society since our inception. Therefore, we can not only add an authentic voice to this debate, but also contribute to society as a whole through our research and management education on governance and responsible managerial behavior.

Let me close with a very personal statement. All areas of our institution have felt the effects of the financial crisis as you have in your companies. Many business schools around the world are struggling to keep their professors and attract students. Therefore, we are very thankful to have had your backing this year to help us continue to grow. This has enabled us to expand and further establish our School as an international player when others have had to consolidate. This is a great asset for us. We have done our best by increasing our revenues and following a conservative investment strategy. Contrary to many of our competitors, ESMT has accrued no losses in our endowment funds.

I look forward to our continued successful cooperation in 2010 and wish you a Merry Christmas and a prosperous New Year.

With best regards,

President

Key Messages and Achievements in 2009

- ESMT expands its activities in difficult times by attracting top faculty and new chairs, winning awards, and increasing its customer base.
- International accreditation by Association of MBAs (AMBA) in the shortest time possible
- Highest-ranked new entrant in Financial Times ranking for executive education customized programs
- Most international faculty in Germany with 28 (7 new) faculty members from 17 countries
- Named by Handelsblatt as one of the top business faculties in Germany
News from the School: 2009 in review

In light of ESMT’s progress in 2008, the School’s founders and benefactors committed an additional 20 million EUR to the School in 2009. Michael Diekmann, Chairman of the Board of Management, Allianz SE and Chairman of the ESMT Board of Trustees said, “This is a clear signal in the current financial and economic crisis that we strongly support ESMT’s strategy and international focus.” With the trust put into the School as a basis, ESMT continued on its path of expansion in 2009 and confirmed its successful growth in 2008, with its record revenues and 6% growth in number of participants in executive education programs to 2400. This established ESMT as the unchallenged market leader in executive education in Germany.

The 2nd ESMT Annual Forum “Navigating in Turbulent Times” held July 1-2 was a premier event, bringing together top leaders from business, politics, and academia. Many members of the ESMT Supervisory Board and Board of Trustees participated in the event.

This close cooperation with our founding companies was fostered in other ways, through joint studies and appointments. The 26 participants of the Full-time MBA Class 2009 were fostered in other ways, through joint studies and appointments. The 26 participants of the Full-time MBA Class 2009 was one of only two private institutions listed in the Handelsblatt ranking of the Top 25 Business Faculties in Germany. In 2009 ESMT published 27 peer-reviewed publications, five books, 10 book chapters and 10 case studies; won the CESifo award for a working paper as well as the EFMD and CEMAN case study awards; and held 43 research seminars with speakers from the most prestigious international institutions, such as Harvard University, Stanford University, and Wharton Business School.

ESMT’s national and international reputation and visibility grew in 2009 with an increase in opinion-leading media presence and a new marketing approach. The successful MBA campaign “25 Global Players + 1 School = 3 Million Opportunities” ran on- and off-line in renowned media and with our media partner CNN. ESMT used social media channels like Facebook and YouTube to promote new formats, including the videos “ESMT-cast: 90 Seconds with …...”, in which top leaders share their insights. Unique visitors to our website grew by 34% in 2009.

ESMT faculty growing in size and reputation

ESMT faculty was one of only two private institutions listed in the Handelsblatt ranking of the Top 25 Business Faculties in Germany. In 2009 ESMT published 27 peer-reviewed publications, five books, 10 book chapters and 10 case studies; won the CESifo award for a working paper as well as the EFMD and CEMAN case study awards; and held 43 research seminars with speakers from the most prestigious international institutions, such as Harvard University, Stanford University, and Wharton Business School.

Despite the difficult global financial situation which has affected MBA placement at business schools around the world, sixty-three percent of the ESMT Class of 2008 graduates had found employment three months after graduation, some at founding companies, including Allianz, Bayer, Bosch, Deutsche Post, McKinsey, RWE, and Siemens. By the end of this year almost all of the class had found employment. As a step to increase synergies between ESMT’s MBA and EMBA program Professor Zoltán Antal-Mokos, has been named Associate Dean of Degree Programs.

Facility members from all over the world:

Belgium · Brazil · Canada · China · Ecuador · France · Germany · Great Britain · Hungary · India · The Netherlands · New Zealand · Norway · Poland · Romania · Russia · Sweden

Expanding ESMT Executive Education through new programs and ranking

Notwithstanding the ongoing financial crisis, ESMT was able to keep the record number of open enrollment participants of 2008 stable in 2009 and to increase its customer basis. USW Netzwerk recorded participants from 75 companies that had never booked before, and Customer Basis. The ESMT Competition Analysis named to Top 20 competition economics firms worldwide.

In January 2009 the international journal Global Competition Review listed ESMT’s competition arm, ESMT Competition Analysis (CA) among the top 20 consultancy firms in the field of competition policy and regulation, only two years after it was founded.

ESMT CA continued its development and extraordinary growth throughout the year, acquiring several important cases of national and global scope, including regulatory work for RWE and Deutsche Telekom and research reports for clients such as Deutsche Bahn, Daimler, Novartis and Swisscom. Economic support for legal pleadings in front of the European Court of Justice marked another important development.
ESMT Highlights 2010

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>11 January</td>
<td>Program start ESMT Full-time MBA Class 2010</td>
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<td>15 April</td>
<td>USW Netzwerk “Themendinner” for HR experts</td>
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<td>21 May</td>
<td>Graduation ESMT Executive MBA Class 2008-2010</td>
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<td>05 June</td>
<td>Long Night of Sciences in Berlin</td>
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<td>16 June</td>
<td>Meeting of ESMT Academic Board</td>
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<td>16 June</td>
<td>Joint meeting of ESMT Supervisory Board and ESMT Board of Trustees</td>
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<td>16/17 June</td>
<td>ESMT Annual Forum: “People, Planet, Profit: Creating a Sustainable Future”</td>
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<td>23 September</td>
<td>“Netzwerktag” in Schloss Gracht</td>
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<td>07 October</td>
<td>Program start ESMT Executive MBA Class 2010-2012</td>
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<td>16 October</td>
<td>ESMT Alumni Network Annual Meeting</td>
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<td>16 December</td>
<td>Meeting of ESMT Supervisory Board Executive Committee</td>
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<td>17 December</td>
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“ESMT. The business school is doing well despite the crisis. Berlin ahead of Boston.”
Manager Magazin, May 2009

“Back to the future: Restored at a cost of €35m, ESMT’s story is that of modern Berlin.”
The Independent, June 2009

“A transforming experience...”
FT.com, March 2009