



SEEDSTARS WORLD 2015

DISCOURS DE / SPEECH BY
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Dear Investors,

First of all, I would like to congratulate all the participants of the Seedstars World final event 2015. As a member of the jury, I've been particularly impressed by the quality of the projects and the innovative ideas presented. It has been an honor to be chosen as a jury.

The originality of Seedstars' proposal is in line with the Edmond de Rothschild Group's business view and explains our desire to assist them in this project. We are currently in the middle of a technology revolution with new companies creating disruptive products and services at an ever increasing speed. Edmond de Rothschild is already very active in direct transactions in these areas and wants to institutionalise this activity.

There is a strong resistance to changes in developed countries and it is very difficult to develop innovative ideas into real project because of it. Seedstars founders understood today's conjuncture when creating this brilliant concept and that developing countries offers real opportunities for innovation. It is all more natural and evident to use new technologies and new ways to do something where everything is to be done. New technologies offer cheaper alternatives and fastest way to achieve it.

The Edmond de Rothschild Group has already shown its willingness to invest in various innovative themes with a focus on Sub-Saharan Africa and Latin America.

The Rothschild family's 250-year-old success story has been built on the values of excellence and independence, as well as on a culture steeped in confidentiality.

The Rothschild family has always been driven by a spirit of entrepreneurship and innovation, and played an active role in the industrial, financial and cultural revolution of the 19th century.

The Edmond de Rothschild Group has established itself over time as a leading player in European finance. Its activities are grouped around two major areas: Private Banking and Asset Management. In addition to its core businesses, the Group is also active in Corporate Finance, Private Equity, Fund Administration and non-financial activities which includes wines, cheese and the Domaine du Mont d'Arbois.

Ever since it was founded the Edmond de Rothschild Group has advised and assisted entrepreneurs and shareholder managers in their key transactions. Edmond de Rothschild was a pioneer in Private Equity, and in 1961, he was the principal investors in the Club Méditerranée. In 1965, he participated in the creation of Monceau fleurs.



The Edmond de Rothschild Foundations is supporting the ambitious « Moocs 4 @frica and developing countries » program in partnership with the Ecole Polytechnique Fédérale de Lausanne (EPFL). This program marks the entry of African universities into the digital revolution through MOOCs (Massive Online Open Courses).

Private Equity is not only strategic, but also emblematic for our Group, which remains one of the rare banking institutions to have kept this as an in-house business despite a difficult environment. Private Equity as we practice it illustrates our DNA particularly well, through the way in which we accompany businesses, the long-term perspective of the investments made and corporate responsibility guaranteed by sound governance. We guarantee a complete alignment of interests between the Group, the teams and investors.

We are convinced that the future of health and care lies in new technologies, and particularly on digital technologies. It will have a great impact for us and for the public sector, too.

For example, a society developed an application for smartphone that will connect the patient and the doctor. The patient will be able to do a self-check-up by using the application and the results will be directly send to the doctor who will determine if it's necessary for the patient to go to the hospital.

FinTechs are also of interest for the Edmond de Rothschild Group. The Group is regulated by rules and therefore must respect them. To keep an eye on FinTechs gives us the opportunity to have some ideas to be agile and to adapt our model.

The demands of today's financial industry were already written into the values that the Rothschild dynasty's founder transmitted to his five sons and which appear on our coat of arms: 'Concordia, Integritas, Industria'; means working together on a common project; being loyal to both client and company; and working with enthusiasm and striving for a better solution.

Heir to the traditions and values of the family, Benjamin de Rothschild, created in 1989 the Compagny de Trésorerie Benjamin de Rothschild, when he was only 26 years old, which specialize on Private Equity projects. For a long time, it has been a R&D and innovation platform in the Groupe.

Our Private Equity offering is built on a simple idea: Social and environmental risks are compatible with long-term profitability; they are even necessity.

We have never created a speculative product, and we always stay very close to the real economy and tangible assets. That's why we invest only in Sustainable activities.

Today, thanks to the efforts of Edmond de Rothschild and those of his son Baron Benjamin de Rothschild, the current chairman, the Edmond de Rothschild Group is present in most of the world's major financial centres.

We are always looking for new, inventive ideas and ways to develop them.