

EO ANNUAL REVIEW



CELEBRATING 25 YEARS OF GREATNESS

We started the year off by celebrating the second half of our 25th anniversary, an incredible milestone in our storied history. With a global theme of THRIVE, we honored our more than two decades of organizational excellence by sending special celebration kits to chapters, creating a special EO Video Wall to capture member testimonials and hosting special events, including the EO Istanbul University, which capped off our global anniversary celebration.



SUPPORTING THE COMPLETE ENTREPRENEUR

With a focus on the totality of the entrepreneur, EO introduced its ground-breaking theme for the year—EO360°—which was fueled by a commitment to supporting all aspects of the entrepreneur’s persona: My Business, My Family, My Community and Myself. Throughout the year, EO360° served as a driver of our global initiatives, events and programs, encouraging members to become stronger and more engaged leaders in business and beyond.



INCREASING EO’S VALUE PROPOSITION

According to our annual All-Member Survey, we achieved quality ratings in several categories this year, many of which aligned with our EO360° theme. Specifically, “My Business” maintained a rating of 8.4 (out of 10); “My Family” jumped from a 7.6 to a 7.7; “My Community” increased from a 6.9 to a 7.0; and “Myself” skyrocketed from a 6.5 to a 7.6. We also earned the highest membership value rating in EO’s history—an incredible 8.3! That speaks volumes regarding the value we provide on a daily basis.



EXTENDING OUR GLOBAL REACH

We launched nine new chapters this year—EO Turkey, EO China South, EO Nigeria, EO China East, EO Nicaragua, EO Saudi Arabia – Riyadh, EO Israel, EO Ireland and EO Pune. We also created the EO Sister Chapters program, which unites chapters in strategic partnerships designed to foster engagement; there are currently five unions. Finally, we introduced the new EO Global Citizen of the Year Award, which honors one member who is making a mark in his community, region or the world. The inaugural honor went to EO Orange County’s Michael Ross for his work supporting the people of Latin America.

WELCOMING NEW STRATEGIC PARTNERSHIPS

To ensure EO continues to offer its members the best value possible, we forged key relationships with strategic alliances around the world. This year, we welcomed 10 new partners, all of which offer incredible benefits designed to support entrepreneurs in their personal and professional lives. Our new partnerships include: Microsoft; FedEx Canada; International Hotel Group (IHG); British Airways; Leela Hotels; Mercados y Tendencias (M&T); MNP; Inc. Magazine; MicroMentor (a program of Mercy Corps); and the Aspen Network of Development Entrepreneurs (a program of the Aspen Institute). To learn more, visit www.eoprivileges.com.

ENHANCING THE EO EXPERIENCE

One of our accomplishments this year was the launch of MyEO, an initiative that lets members personalize their EO experiences through member-inspired, member-led events, Forums and groups. Designed to help members maximize their membership through self-selection, this dynamic program facilitates engagement by connecting likeminded members from around the world based on their interests and passions. For more information, visit <http://myeo.eonetwork.org>.



SETTING NEW EVENT BENCHMARKS

EO raised the learning bar for another consecutive year by holding record-breaking events in all corners of the world. For example, our fourth EO24 saw 23 chapters participating; our EO Istanbul University sold out in record time; and the EO Miami University became our second-highest-rated University in EO history! What's more, we held 67 Strategy Summits and a record 13 Forum Moderator Summits, all of which contribute to the growth of our chapters and Forums.



EXCELLING IN EMERGING PROGRAMS

EO took its support of emerging entrepreneurs up a notch by enhancing its emerging programs and achieving a more global footprint. This year's Global Student Entrepreneur Awards (GSEA) had an impressive 1,100 applications (roughly 400 more than last year), 24 live competitions and 30 global finalists from more than 20 countries. And for the first time in GSEA history, the "Global Student Entrepreneur of the Year" title went to a woman entrepreneur— Chelsea Sloan, a University of Utah student and CEO of Uptown Cheapskates. Meanwhile, an impressive 323 new people participated in Accelerator this year, of which 50 graduated into EO.



COMMITTING TO LEADERSHIP GROWTH

EO increased its leadership support this year by hosting its fifth Leadership Academy, which saw 24 select members from 13 countries unite to learn and grow; enhancing its Path to Leadership process; and strengthening its Leadership Committee. EO also hosted two Global Leadership Conferences (GLC)—held in Manila, Philippines, and Panama City, Panama—which gave EO leaders the tools they need to excel in their roles. These volunteer leaders make a big mark in EO; their time alone benefits each member approximately US\$1,300 per year by keeping dues low and corporate partners engaged.

ACHIEVING NEW MEMBERSHIP MILESTONES

Throughout the year, EO focused its efforts on enhancing the EO experience and maximizing membership value. In alignment with these goals, we recruited more new members than ever before (1,707) and reached 9,500 members in all—an impressive feat as we near the 10,000-member mark! More quality members mean stronger Forums, bigger chapters, increased regional growth and more opportunities for networking and experience sharing.



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Organizational Snapshot

(as of 30 June 2013)

MORE THAN

US\$565 BILLION

TOTAL SALES OF ALL MEMBERS WORLDWIDE

9,500

TOTAL MEMBERS WORLDWIDE

MORE THAN

2.2 MILLION

TOTAL NUMBER OF WORKERS THAT MEMBERS EMPLOY WORLDWIDE

131

TOTAL NUMBER OF CHAPTERS WORLDWIDE

40

NUMBER OF COUNTRIES WITH EO CHAPTERS

42

AVERAGE MEMBER AGE

US\$59.7 MILLION

AVERAGE MEMBER SALES

232

AVERAGE MEMBER EMPLOYEES

FY2012/2013 ORGANIZATIONAL NET REVENUE



- Member Dues: **86%**
- Grant Revenue: **4.9%**
- Interest and Other: **1.1%**
- Forum Training and Events: **6.2%**
- Contributions: **1.8%**

EXPENSES



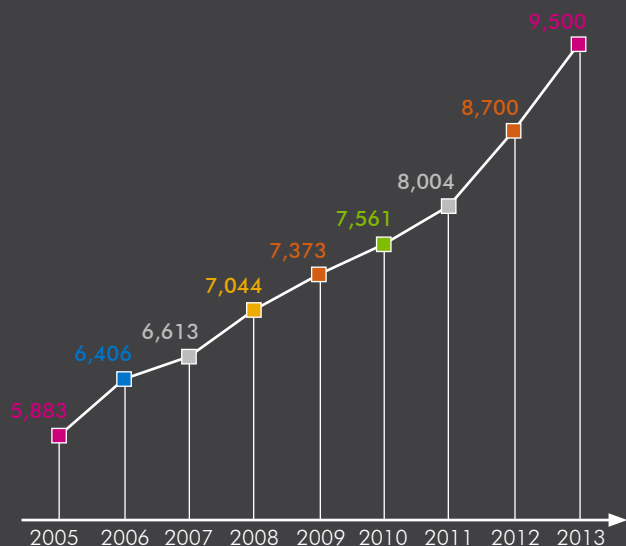
- Chapter Development: **34.5%**
- Communications: **10.8%**
- Net Conference Expense: **2.4%**
- Management and General: **10.4%**
- Global Benefits: **3.4%**
- Forum: **16.1%**
- Technology: **5.2%**
- Learning: **17.2%**

ALLOCATIONS OF MEMBERS' GLOBAL ANNUAL DUES

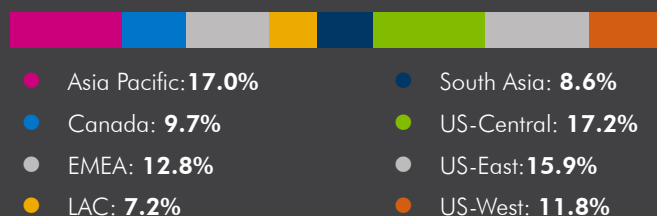


- Chapter Development: **28.4% - US\$454**
- Communications: **9.3% - US\$149**
- Management and General: **8.5% - US\$136**
- Global Benefits: **3.1% - US\$50**
- Learning: **16.9% - US\$270**
- Governance: **7.9% - US\$126**
- Technology: **4.9% - US\$79**
- Forum: **14.6% - US\$234**
- Depreciation: **4.5% - US\$72**
- Contribution to Reserve: **1.9% - US\$30**

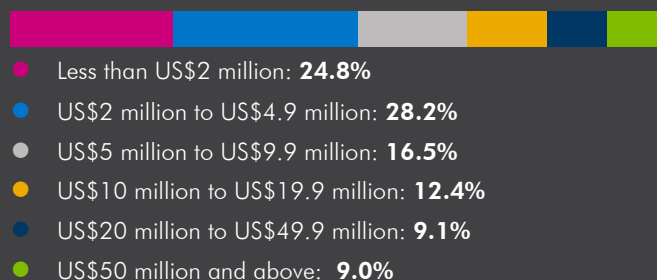
MEMBERSHIP GROWTH



MEMBERSHIP COMPOSITION BY REGION



SIZE OF CURRENT PRIMARY BUSINESS



FY2012/2013 EO ALL-MEMBER SURVEY

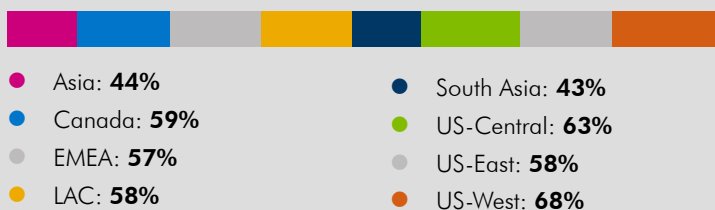


SURVEY HIGHLIGHTS

- » In all, **4,895 members** responded to this year's survey, representing **56% of the entire membership**; our responses increased from 4,572 last year, but decreased in percentage (57%)
- » The **overall value of EO** is the highest it's ever been, earning an impressive 8.3 (8.2) out of 10
- » Approximately 49% of members indicated they plan on **staying in EO indefinitely**, a testament to the value we offer members around the world
- » Now more than ever, the likelihood of members **recommending EO** to a friend or colleague is at a high point of 9.0 (8.8)
- » We're continuing to **deliver quality benefits**— the overall membership satisfaction with Global benefits is an 8.2 (8.2)
- » Overall member satisfaction with chapter benefits stayed steady at an 8.2. **Forum and chapter communications** tied for the highest rating, both earning an 8.9 (8.9 and 8.8, respectively)

MEMBER SURVEY RESPONSE BY REGION

This year's member survey was sent to all members in February 2013, and responses were collected through 28 February.



Thank you to everyone who helped make this year's survey one of our most successful to date! For more survey results, please visit

<http://eoaccess.eonetwork.org/la/myeo/resources/pages/All-Member-Survey.aspx>.

Awards & Recognition



Every year, EO recognizes and awards those members and chapters who raise the bar when it comes to learning, communications and marketing, membership growth and the Rock Star checklist. Below is a list of the award recipients for FY2012/2013. Congratulations to all who won!

LEARNING AWARDS:

- » **Best Calendar (Small):** EO U.A.E.
- » **Best Calendar (Large):** EO Hong Kong
- » **Most Creative Marketing:** EO Chennai
- » **Best Business Development Event:** EO Malaysia
- » **Best Personal Development Event:** EO Mexico City
- » **Best Social Event:** EO Malaysia
- » **Best Area Event or Tour:** EO Perth
- » **Best Joint Chapter Event:** EO South Africa – Johannesburg and EO South Africa – Cape Town
- » **Best WOW/Exclusive Access Event:** EO New Zealand

COMMUNICATIONS AND MARKETING AWARDS:

- » **Best Overall PR/Media Campaign:** Fatma Orkide Gökhan (EO Turkey)
- » **Best Social Media:** Sturdy McKee (EO San Francisco)
- » **Best Chapter Branding:** Kelly Farrell (EO Cleveland)
- » **Best Video:** Kevin Maude (EO Seattle)
- » **Best Newsletter:** Stephanie Hermawan (EO Indonesia)
- » **GCC Award for Communications Leadership:** Syed Azhar Ali Nasir (EO Karachi), Aaron Lee (EO South Florida)

MEMBERSHIP AWARDS:

- » **Bill Trimble Award for Most New Members:** EO Dallas (39)
- » **Randi Carrol Award for Best Chapter Launch:** EO Turkey
- » **Highest Percentage Growth:** EO Fort Worth (103.7%)
- » **Century Club** (awarded to all chapters hitting the 100-member milestone for the first time):
EO Brisbane (108), EO Indonesia (103), EO South Africa – Johannesburg (101), EO San Antonio (100)
- » **Half-Century Club** (awarded to all chapters hitting the 50-member milestone for the first time):
EO Fort Worth (55), EO South Africa – Cape Town (55), EO Raleigh Durham (52), EO Oklahoma (50)

OTHER AWARDS:

- » **Mark Lincoln Volunteer of the Year:** Itu Kgaboesele (EO South Africa – Johannesburg)
- » **EO Global Citizen of the Year:** Michael Ross (EO Orange County)
- » **EO Staff Member of the Year:** Nicholas Addison Thomas, EO's Director of Publications

ROCK STAR CHAPTERS

Asia Pacific:

- » EO Hong Kong*****
- » EO Indonesia****
- » EO Malaysia***
- » EO Philippines

South Asia:

- » EO Chennai
- » EO Kolkata**
- » EO Nepal****

EMEA:

- » EO Bahrain**
- » EO Karachi
- » EO Saudi Arabia – Jeddah
- » EO South Africa – Cape Town
- » EO South Africa – Johannesburg**
- » EO Switzerland – Zürich**

Canada:

- » EO Edmonton*****
- » EO Quebec
- » EO Winnipeg**

LAC:

- » EO Dominican Republic**
- » EO El Salvador***
- » EO Guadalajara
- » EO Panama**
- » EO Querétaro***

US-Central:

- » EO Columbus**
- » EO Fort Worth
- » EO Iowa****
- » EO Kansas City
- » EO Nebraska
- » EO Oklahoma****
- » EO St. Louis**

US-East:

- » EO Albany**
- » EO Birmingham**
- » EO Central Florida
- » EO Nashville***
- » EO New Jersey**
- » EO Philadelphia
- » EO Raleigh Durham***
- » EO Western New York

US-West:

- » EO Arizona
- » EO Colorado
- » EO Hawaii
- » EO San Diego
- » EO Silicon Valley
- » EO Utah***

*The asterisks denote the consecutive years a chapter has held Rock Star status.