Kedge Business School announces a new strategy and organisation

The merger between BEM and Euromed to give birth to KEDGE Business School continues to be officialized in July 2013. To fulfil its objective of creating a new global school, Kedge Business School has devised an innovative strategy and organisation. This new approach will help the new School to meet global challenges in areas like research, programme development, educational innovation and social commitment.

Kedge Business School's strategy is based on the pursuit of three main missions: CREATE, SHARE, CARE.

**CREATE:** Changing the way we educate and conduct research to develop creative and innovative peoples' talent

The reference here is to educational innovations that break with traditional learning structures by using devices such as temporary campuses or digital learning; by encouraging research (based on a twofold increase in budgets); and by nurturing entrepreneurship.

**SHARE:** Interconnecting all our audiences in a learning experience carried out on a planetary basis and rooted in principles of solidarity, while changing our organisations and the territories where we operate

The goal here is to nurture all talents regardless of people’s origins, via existing programmes and ones run in emerging regions such as Asia, while linking them to the Kedge Business School community.

**CARE:** Having a long-term, planetary vision is a distinct advantage for top-performing decision-makers today. As is their ability to advance the cause of social responsibility.

This mission is marked by its significant CSR positioning, encapsulated in a Care & Personal Development Centre that will make personal development a distinctive advantage for Kedge Business School, alongside students' social commitment (Validated CSR skills base, Overseas internships in the charity sector).
KEY MERGER FIGURES
The merger will enable the new School to meet top international standards.

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<tr>
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<th>KEDGE 2012 - 2013</th>
<th>KEDGE 2017</th>
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<tbody>
<tr>
<td>Revenue(1)</td>
<td>78 M€</td>
<td>158 M€</td>
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<tr>
<td>Number of students</td>
<td>8,115</td>
<td>13,900</td>
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<tr>
<td>enrolled in degree-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>awarding programme</td>
<td></td>
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<tr>
<td>Faculty: Number of</td>
<td>154</td>
<td>284</td>
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<tr>
<td>full-time teachers-</td>
<td></td>
<td>(inc. 40</td>
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<tr>
<td>researchers</td>
<td></td>
<td>coaches)</td>
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<tr>
<td>Research budget</td>
<td>6,5</td>
<td>14 M€/year</td>
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<tr>
<td>Operational cash flow</td>
<td>2,9</td>
<td>18,4 M€</td>
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<td></td>
<td></td>
<td>(11,6% of</td>
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<tr>
<td></td>
<td></td>
<td>revenues)</td>
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Investment capacity of €52 million over five years

€1 million in scholarships awarded every year

Building a group with a major international dimension:
Foreign revenues of €17 million by 2017

Academically strong:
Annual research budget of €14 million by 2017

NEW HEADQUARTERS IN 2014: KEDGE’s BORDEAUX CAMPUS
Kedge Business School will be headquartered in Bordeaux, in a new 22,000m² building featuring 11 lecture halls and 61 classrooms. Construction and renovation work is due to be completed by 2014. Covering a total area of 35,000 m², Kedge’s Bordeaux campus headquarters will reflect the new School’s ambitions and dynamism.

ORGANISATION: BERNARD BELLETANTE, DEAN OF KEDGE
Bernard Belletante has been appointed Dean of Kedge Business School, with Philip McLaughlin serving as Associate Dean. This senior management team will be supported by a small executive committee featuring an equal number of representatives from Bordeaux and Marseille.
Kedge Business School is comprised of four Business Units:
- Undergraduate and Postgraduate programmes
- Executive education
- Research, Development, Innovation and CSR
- International development

Four support departments will work along matrix lines with all business units:
- Faculty Department
- Academic Operations and Campus Department
- Resources and Funding Department
- Sales, Marketing and Communications Department

PROGRAMS ON OFFER IN 2013 ACADEMIC YEAR
Kedge Business School is offering two unified programmes: the Master in Management-Grande Ecole; and the Kedge Bachelor.

About BEM: Founded in 1874 by the Bordeaux Chamber of Commerce and Industry, BEM offers 12 management training courses (Bachelor, Master, Specialised Masters, Masters in Science and MBA) as well as other programmes aimed at practitioners and companies. BEM has developed expertise in the following areas: Global Responsibility, Supply Chain, Wines and Spirits, Creative Industries and Innovation, SMEs and SMIs. A member of the Association of French Grandes Ecoles, BEM has received a number of international accreditations, including EQUIS, AMBA and AACSB. BEM is located in Bordeaux but also runs a campus in Paris plus one other in Dakar (Senegal). Students' personal and professional development lies at the heart of BEM’s educational system, the goal being to shape responsible managers. This is the vision expressed through BEM’s strapline: BEM, Write Your Story. www.bem.edu

About Euromed Management: Working out of Marseille, Shanghai and Marrakesh, Euromed Management teaches students and executives how to manage projects and people in a multicultural context. The School offers an educational programme where teaching is based on learning-by-doing as well as a sense of enjoyment and adventure. It offers a wide range of international degree-awarding powers, which attracts students from all across the world. As part of Euromed Management’s international strategy, the School has developed an innovative educational approach in which Corporate Chairs are able to call upon a range of research centres. Accredited by AACSB, AMBA and EQUIS, Euromed Management is regularly feted as one of Europe’s top management schools. The Ecole Supérieure de Commerce de Marseille-Provence was founded in 1872 and became the Euromed Marseille Ecole de Management in 2003 and then Euromed Management in 2008, reflecting a growing focus on international development. www.euromed-management.com

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