

2018 BNP PARIBAS GLOBAL ENTREPRENEUR REPORT

AT A
GLANCE

Today's Elite Entrepreneurs: searching for positive impact

Based on the voices of 2,706 Elite Entrepreneurs* handling a total wealth of USD36 billion, spanning 22 countries across Europe, Asia, the United States and the Middle East, this 4th edition examines how business leaders search for positive impact, be it in their lives, their businesses and their investments.

An increasing appetite to make positive impact

39% of Elite Entrepreneurs now consider positive impact to be core to how they assess business performance compared to 10% two years ago.

A rapid shift in the entrepreneur's mindset across the world

55% have committed a proportion of their wealth to achieving socially-responsible outcomes.

80% believe that entrepreneurship is the best way to generate a global or local impact.

TOP 10 INVESTMENT VEHICLES USED BY RESPONSIBLE INVESTORS

Equity funding	21%
Environmental investing	20%
Social business investing	19%
Sustainable and responsible investing	19%
Social enterprise investing	17%
Crowd-funding	15%
Impact investing	15%
Green bonds	15%
Social impact bonds	14%
Strategic philanthropy	13%

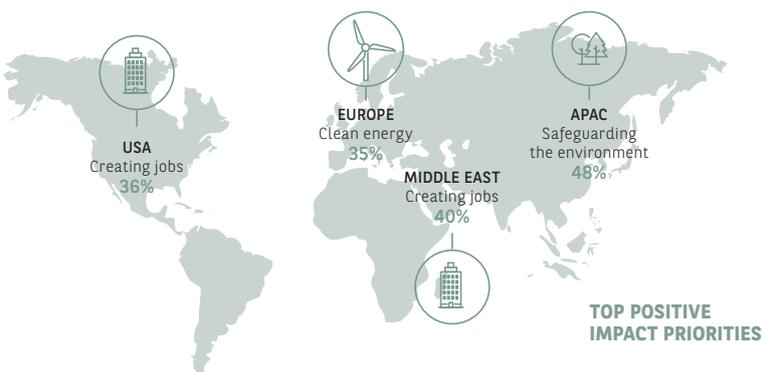
TOP 3 ELITE ENTREPRENEURS' DEFINITIONS OF SUCCESS

Making profit on your initial investment	53%
Making a social impact	39%
Transferring a business to the next generation	30%

TOP 3 RESPONSIBLE INVESTORS' DEVELOPMENT PRIORITIES

Safeguarding the environment	38%
Creating jobs	38%
Clean energy	36%

Source: 2018 BNP Paribas Global Entrepreneur Report



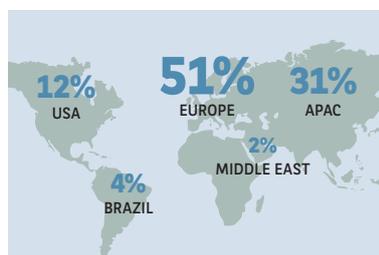
Methodology

REGIONS

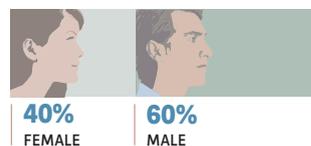
2,706
ELITE ENTREPRENEURS

USD36 B
TOTAL WEALTH

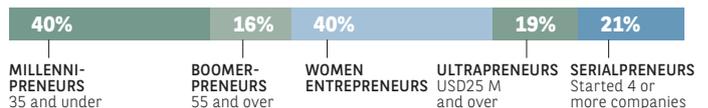
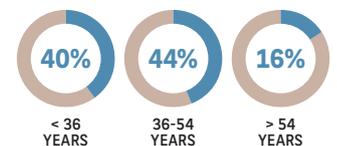
USD25.1 M
AVERAGE TURNOVER
OF PRIMARY COMPANY



GENDER



AGE



* Elite Entrepreneurs are highly successful business owners managing companies with multi-million dollar annual turnovers and similarly substantial personal fortunes.



The five global profiles of the impact entrepreneurs

Ultrapreneurs

with a net investable wealth in excess of USD25 M

■ **67% of Ultrapreneurs are responsible investors**, with environmental and social business investments their most frequently-used vehicles. They invest in this way to “create jobs” (41%), “safeguard the environment” (38%) and support the transition to “clean energy” (32%).

* ESG: investments integrating Environmental, Social and Governance criteria, in addition to traditional financial analysis.

Serialpreneurs

who owns or has established **four or more operating companies**

■ They are more focused on using their wealth strategically to support other high-potential businesses: **they allocate 15% of their portfolio to “angel investments” and “private equity”.**

Womenpreneurs

■ Women Entrepreneurs continue to outperform their male peers with a higher average net worth. **They are more motivated (37%) than their male counterparts (33%) to hold ESG* investments to ensure a positive impact.**

Boomerpreneurs

aged **55 or over**

■ They are less convinced of the merits of investments geared towards achieving social or environmental outcomes: 55% have no exposure in their portfolios. **“Equity funds” and “environmental investments” are their favoured routes to market.**

Millennipreneurs

aged **35 or under**

■ **46% say they define their business success in terms of social impact, compared to 39% of all entrepreneurs.** Despite this, a majority do not feel satisfied with their achievements in this area to date and identify social impact as a future business priority.

Understand, serve and celebrate

In a world that is ever changing, ever evolving, entrepreneurs need to build their wealth strategy with a partner they trust. At BNP Paribas Wealth Management, we value your life's work.

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Elite Entrepreneurs



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