

IESE 50 MBA Anniversary Event

UniCredit Pavilion
Milan
1 October 2015

SAVE THE DATE



Life is full of ups and downs.
We're there for both.



In celebration of the 50th Anniversary of IESE's Full-Time MBA program and as part of a series of worldwide commemorative events, we are delighted to invite you to:

IESE Alumni & Friends Special Event in Milan, on Thursday, October 1, 2015 with Mr. Marco Drago, Chairman of De Agostini S.p.A.

**Leadership for tomorrow's world: Lessons from family business.
The De Agostini case**

De Agostini, founded in 1901, is a family-owned private group active worldwide and in 4 business areas: Publishing, Media, Games and Services, Finance. De Agostini S.p.A. is controlled by B&D Holding di Marco Drago and C. S.a.p.a., a limited partnership of the Boroli and Drago families. De Agostini S.p.A. is the holding that coordinates the strategic operating companies - De Agostini Editore, De Agostini Communications, IGT and DeA Capital - and makes financial investments, among which the main investment is a minority stake in Assicurazioni Generali.

We will be delighted to see you and your friends in this event.

Best regards,

Javier Muñoz Parrondo

Director
IESE Alumni Association



Programme

- 18.15 Arrival and Registration
- 18.30 Welcome and Introduction
Mr. Frederik Geertman
General Manager of Cordusio SIM
UniCredit Group
- 18.40 IESE 50 MBA Anniversary
Prof. Franz Heukamp
Associate Dean for MBA Programs at the IESE
Business School
- 18.50 Leadership for tomorrow's world: Lessons from
family business
Mr. Marco Drago
Chairman of De Agostini S.p.A.
- 19.30 Q&A
- 20.00 Cocktail reception
- 21.00 End of the program
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Meet Mr. Marco Drago

Mr. Marco Drago, Chairman of De Agostini S.p.A.

Marco Drago is Chairman of De Agostini S.p.A. since 1997. He was also CEO of De Agostini S.p.A. from 1997 to 2006. He leads one of Italy's largest family-run groups, which he has steered through an extraordinary phase of development and diversification in new activities.

Born in Settimo Torinese, in 1946, he graduated in Economics and Business at Università Bocconi in Milan in 1969. He started his career that same year in the family company joining Istituto Geografico De Agostini.

As Chief Executive Officer of the Publishing Group during the 80s and 90s he was the driving force behind the exceptional growth in Italy and especially abroad. With more than hundred years of activities today De Agostini Editore operates in 30 countries with publications in 13 languages through the following companies: De Agostini Publishing, Editions Atlas, De Agostini Libri and Digital De Agostini.

Today the De Agostini Group is operating worldwide diversified in various businesses in more than 60 countries, with revenues over 5 bln/€ and about 12.000 employees.

General information

Location UniCredit Pavilion
Room: Greenhouse
Piazza Gae Aulenti 3
20154 Milan



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