

1

### THE ENTREPRENEUR OF THE YEAR AWARD

Identification of market opportunity  
Engagement and inspiration  
Opportunity optimisation  
Commercial outcome

2

### THE ELITE AWARD FOR GROWTH STRATEGY OF THE YEAR

Growth strategy  
Levels of sales, profit and market share  
New products and services  
Development and expansion

3

### THE NEW BUSINESS OF THE YEAR AWARD

Less than three years trading  
Leadership, growth and profit performance  
Successful exploitation of the sector  
Sustainability of growth and success

4

### THE GERMANY TRADE & INVEST AWARD FOR INTERNATIONAL EXPANSION

Expansion strategy  
Identifying opportunities  
Remote business management  
Stretching area of conventional trading

5

### THE SOCIAL RESPONSIBILITY & ENVIRONMENTAL AWARENESS AWARD

Exceeding legislative requirements  
Transparent strategy  
Anthropogenic damage prevention  
Proactive improvement

# 18 AWARD CATEGORIES

● European Business Awards®

## CORE PRINCIPLES

BUSINESS SUCCESS • INNOVATION • ETHICS

*In addition to the core principles, there are specific selection criteria for each category*

6

### THE WORKPLACE & PEOPLE DEVELOPMENT AWARD

Employee engagement  
Performance improvement  
Employee empowerment  
Overall employee happiness

7

### THE AWARD FOR INNOVATION WITH TURNOVER €0-25M

8

### THE AWARD FOR INNOVATION WITH TURNOVER €26-150M

9

### THE AWARD FOR INNOVATION WITH TURNOVER €150M+

Idea generation  
Creation, nurture and development of solutions  
Effective commercialisation  
Operational effectiveness

10

### THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €0-25M

11

### THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €26-150M

12

### THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €150M+

Outstanding customer experience  
Highly skilled employees  
Leading edge technology and process  
Ongoing performance improvement

13

### THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €0-25M

14

### THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €26-150M

15

### THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €150M+

Operational performance  
Workflow effectiveness  
Customer experience management  
Increased turnover

16

### THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €0-25M

17

### THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €26-150M

18

### THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €150M+

Exceptional financial returns  
Growth and innovation strategies  
Market leadership  
Delivery of consistent results