

PRESS RELEASE

October 5, 2016

EU GROUP INTRODUCES A NEW PROJECT FOR THE MBA PROGRAM WITH THE SEARLE COMPANY LTD.

We are delighted to announce that The SEARLE Company Ltd. has been appointed as an MBA program mentor on our Switzerland campuses, EU Geneva and EU Montreux, for the upcoming 2016 academic year.

The SEARLE Company Ltd. is currently in the process of establishing its quality production in Europe, the partnership provides a great opportunity for EU graduate students in this growing and highly profitable industry.

“EU Business School is the perfect partner for us, located in some of the countries we would like to move into ourselves. The international student body also makes it a great fit, they bring unlimited value to developing international strategies for our development.”

- Syed Nadeem Ahmed, CEO of The SEARLE Company Ltd.

Focused on the pharmaceuticals and health care consumer industry, The SEARLE Company Ltd. is one of the leading healthcare providers in Asia, both in the manufacture and sale of pharmaceutical products. The pharmaceutical industry is currently valued at over \$1 trillion dollars, boasting the development of lifesaving medicine with the most significant profit margins of any industry worldwide.

With a history that dates back to 1888, the company is now present in 18 countries and is looking to expand further into Europe and Switzerland. The SEARLE Company Ltd. is owned by IBL Holding, a leading business group that is major partners of globally recognized and experienced multinational organizations like Wrigley, Kellogg's, Johnson & Johnson, Lindt, Heinz, Red Bull and Mars, among others.

Through the partnership, EU graduate students will benefit from an exposure to best practices, development hands-on experience and a more pragmatic approach to learning. The SEARLE Company Ltd. will benefit from graduate case studies that will be used to enhance their own development. The partnership will mean that the company will have access to a diverse pool of talent and consultancy in countries they would like to expand to. Finally, it will provide career opportunities for EU graduates with offers of potential employment or internships.

It is the aim of EU to develop the experiential learning of students. This partnership is a great step forward and new mentoring opportunities with new companies will be extended to all campuses as of the 2016-2017 academic year.

About EU: EU Business School (EU) is an international, triple-accredited, multi campus business school established in 1973. In addition to small classes offered in English by expert faculty, EU students also enjoy an international environment. EU is ranked amongst the top business schools in Europe and has also had the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from the many partnerships that EU has with international universities such as the University of Derby and the University of Roehampton.

For more information about EU, contact the communications department at +34 93 201 81 71 or communications@euruni.edu, or visit www.euruni.edu