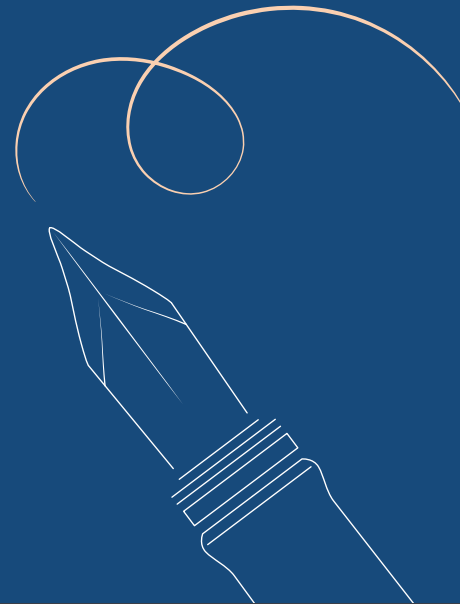




McKinsey
& Company



THE *Bracken* Bower PRIZE

TERMS AND CONDITIONS

This annual Prize, promoted by the Financial Times Limited (“FT”) and McKinsey & Company, Inc. (“McKinsey”), aims to discover, support and promote promising young authors of the business books of the future.

The Prize - named after Brendan Bracken and Marvin Bower, architects of, respectively, the modern FT and McKinsey - will be awarded to the best proposal for a book about the challenges and opportunities of growth by an author aged over 18 and under 35 years of age.

In the spirit of the FT Business Book of the Year Award, the proposed book should aim to provide a compelling and enjoyable insight into future trends in business, economics, finance or management.

The judges will seek to identify authors who write with knowledge, creativity, originality and style and whose proposed books promise to break new ground, or examine pressing business challenges in original ways.

The winner will receive an award of £15,000, intended to fuel further research leading to publication of a full-length work. Subject to clause 8 of the Conditions of Entry below, an edited version of the winning proposal may be published in the Financial Times newspaper and/or on FT.com.

The winner and any selected runners-up will be announced at the FT Business Book of the Year Award Event: Winner Announcement on 5 December 2022, to take place in-person in London. Announcements will be streamed online via Twitter. (the “Event”).

ELIGIBILITY

Each proposal must be an unpublished, original work in the English language, not previously submitted for the Prize. Only one submission from each author will be considered.

There are no restrictions of gender or nationality but the authors must be over 18 and under 35 years of age on 30 November 2022. Entries will be accepted from authors who have had books published before. Where a title has more than one author the prize money will be divided equally between the authors.

The proposal should take the form of an essay or article of no more than 5,000 words that conveys the argument, scope and style of a proposed full-length business book and includes a description of the structure of the proposed work.

Entrants who are current employees or contractors of the FT Group, McKinsey & Company or the close relatives of such employees or contractors, are not eligible.

By submitting an entry, entrants agree to these terms and conditions and acknowledge that failure to comply with them may result in disqualification. The Prize competition shall be void where prohibited by local laws or regulations, including where in FT’s reasonable opinion we cannot accept an entry or provide a prize due to sanctions laws or banking restrictions. It is the responsibility of entrants to ensure that they are able to participate in the Competition in compliance with local laws and regulations. To the fullest extent permitted by law, FT or McKinsey is not liable where an entrant has breached local laws and/or regulations in connection with the Competition.