

KBank PRIVATE BANKING

Academy

**NEXT
GENERATION
2018**

29 AUG - 10 NOV 2018

COURSE OVERVIEW

IN THE WORLD OF INVESTMENTS, THE BIGGEST RISK IS IGNORANCE.

ONE OF THE MOST DAUNTING CHALLENGES FOR CAPITALISTS TODAY IS AN ABILITY TO DECIDE ON WHAT TO INVEST IN, WITH WHOM AND HOW.

KBANK PRIVATE BANKING HAS A SOLID VISION TO PROVIDE SPECIALIST, LONG-TERM WEALTH MANAGEMENT AND BUSINESS KNOWLEDGE TO SUPPORT NEXT GENERATION FAMILY BUSINESS MEMBERS.

OUR COURSE WILL EQUIP DELEGATES WITH VALUABLE INSIGHTS TO GENERATE PROSPEROUS, LONG-TERM OUTCOMES FOR THEIR ASSETS, WEALTH AND BUSINESS INTERESTS.

BESIDES FOCUSING ON EFFECTIVE TECHNIQUES TO ANALYSE ASSET ALLOCATION AND SYSTEMATIC RISK MANAGEMENT, IT WILL ALSO ENABLE PARTICIPANTS TO EXPLORE GLOBAL INNOVATIONS AND CREATE THE RIGHT MINDSET IN TODAY'S RAPIDLY TRANSFORMING BUSINESS WORLD.

KBANK PRIVATE BANKING, WITH ITS STRATEGIC PARTNER GLOBAL WEALTH MANAGER LOMBARD ODIER, SPECIALISES IN MANAGING THE ASSETS OF OUR CLIENTS ACCORDING TO A SAFE AND DIFFERENTIATED APPROACH.

AS PART OF OUR PROGRAMME, OUR DELEGATES WILL ATTEND A SPECIAL EDITION OF LOMBARD ODIER'S ANNUAL NEXT GENERATION FORUM IN TOKYO, WHERE THE THEME WILL CENTRE ON RETHINKING FAMILY BUSINESS, AND ITS BIGGEST CLIENT EVENT OF THE YEAR WHICH WILL UNITE TOP ENTREPRENEURS AND FAMILY BUSINESS LEADERS FROM AROUND ASIA.

ACCESS TO THESE EVENTS WILL PROVIDE NEW OPPORTUNITIES FOR PEER-TO-PEER NETWORKING AND EQUIP DELEGATES WITH THE KNOW-HOW TO SUCCESSFULLY NAVIGATE THEIR OWN FAMILY BUSINESSES OR VENTURES IN THE FUTURE.

KBANK PRIVATE BANKING LOMBARD ODIER PARTNERSHIP

KBANK DELIVERS THAILAND'S MOST COMPREHENSIVE PERSONAL FINANCIAL ADVISORY SERVICES ACCORDING TO INTERNATIONAL STANDARDS.

OUR OFFERING CONSISTS OF 1. FAMILY WEALTH PLANNING SERVICES 2. PROFESSIONAL INVESTMENT ADVISORY SERVICES 3. PRIVILEGES AND NETWORKING OPPORTUNITIES, LOCALLY AND GLOBALLY.

THESE FEATURES ENHANCE CUSTOMER CONFIDENCE TOWARDS OUR SERVICES. ONCE HIGH NET WORTH INDIVIDUALS BECOME OUR CLIENTS, THEY ENJOY A MORE CAREFREE LIFE SO THAT THEY CAN MAKE THE MOST OF THEIR TIME WITH THEIR LOVED ONES.

LOMBARD ODIER IS A LEADING GLOBAL WEALTH AND ASSET MANAGER. FOR 222 YEARS AND THROUGH 40 FINANCIAL CRISES, THE GROUP HAS COMBINED INNOVATION AND PRUDENCE TO ALIGN ITSELF WITH THE LONG-TERM INTERESTS OF PRIVATE AND INSTITUTIONAL CLIENTS. LOMBARD ODIER'S "RETHINK EVERYTHING" PHILOSOPHY HAS DRIVEN IT TO GROW AND PROTECT ITS CLIENTS' WEALTH AND IT HAS GROWN STRONGER BY RE-EVALUATING AND RETHINKING THE WORLD AROUND IT. LOMBARD ODIER HAS ALSO CREATED CUTTING-EDGE BANKING TECHNOLOGY TO PROPEL ITS BUSINESS FORWARD.

SINCE LATE 2014, LOMBARD ODIER HAS COLLABORATED WITH KBANK PRIVATE BANKING TO MEET THE INVESTMENT NEEDS OF OUR PRIVATE CLIENTS.

TOGETHER, WE HAVE TAILOR-MADE INVESTMENT PRODUCTS, ENHANCED A BROAD RANGE OF DISCIPLINES AND STRENGTHENED KBANK'S ONSHORE PRIVATE BANKING CAPABILITIES TO FULFIL THE 360-DEGREE WEALTH PLANNING NEEDS OF OUR GLOBALLY-MINDED PRIVATE CLIENTS.



LOMBARD ODIER

LOMBARD ODIER DARIER HENTSCH

LOMBARD ODIER NEXT GENERATION FORUM & ANNUAL ASIA CLIENT EVENT

RETHINKING FAMILY BUSINESS AND A CELEBRATION OF
LOMBARD ODIER'S 222 YEAR HISTORY

30-31 OCTOBER, 2018, TOKYO



KBank PRIVATE BANKING

—

**THE NEW
GENERATION.**
GLOBAL CITIZEN.
WORLD LEADER.

—



CEO.

There are more millionaires under the age of 21 than ever before. But how will this new wave of entrepreneurs change the face of wealth?

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rethink everything.



LOMBARD ODIER
LOMBARD ODIER DARIER HENTSCH

PRIVATE CLIENTS
ASSET MANAGEMENT
TECHNOLOGY

KBank PRIVATE BANKING

SIGNATURE EVENT



DAY ONE - TUESDAY 30 OCTOBER

PART I, 2 - 5 PM

LOMBARD ODIER NEXT GENERATION FORUM

LOMBARD ODIER WILL HOST A SPECIAL EDITION OF ITS ANNUAL NEXT GENERATION FORUM IN ASIA FOR NEXT GENERATION BUSINESS MEMBERS ASSOCIATED WITH ITS CLIENTS AND REGIONAL PARTNERSHIP BANKS ON TUESDAY 30 AND WEDNESDAY 31 OCTOBER 2018.

ITS NEXT GENERATION FORUM ACTIVITIES WILL BE SPREAD OVER TWO DAYS AND WILL GATHER AROUND 100 ENTREPRENEURS AND SUCCESSORS OF FAMILY BUSINESS INTERESTS IN A SAFE, CLOSED-DOOR ENVIRONMENT TO SHARE EXPERIENCES AND PROVIDE INSIGHTS IN JAPAN, ONE OF THE MOST STRIKING CRADLES OF ENDURING FAMILY BUSINESSES IN THE WORLD.

SEVEN OUT OF TEN OF THE OLDEST COMPANIES ON THE PLANET HAIL FROM JAPAN - MANY OF THEM FAMILY BUSINESSES - WHEREAS THE AVERAGE LIFETIME OF AN AMERICAN FAMILY BUSINESS IS JUST 24 YEARS.

ACCORDING TO SOME ACADEMICS, JUST THREE PERCENT OF ALL FAMILY-OWNED CORPORATIONS MAKE IT INTO THE THIRD GENERATION IN GENERAL.

WHAT ARE THE KEYS TO THE TYPICAL EVOLUTION OF JAPAN'S FAMILY-OWNED BUSINESSES AND HOW ARE THEY EVOLVING IN TODAY'S SOCIETAL CONTEXT? WHAT ARE THE LESSONS FROM JAPAN, AND THE REST OF ASIA, THAT CAN BE SHARED AMONGST FAMILY BUSINESS SUCCESSORS IN ORDER TO SECURE GREATER LONGEVITY AND SUCCESS? WHAT ARE THE COMMON CHALLENGES AND SOLUTIONS OR ARE SUCCESSFUL MODELS LIKELY TO CONTINUE TO DIFFER?

PART II, 6.30 - 9 PM

LOMBARD ODIER NEXT GENERATION NETWORKING DINNER

LOMBARD ODIER WILL HOST A NETWORKING DINNER FOR NEXT GENERATION ENTREPRENEURS FROM JAPAN AND AROUND ASIA.

SIGNATURE EVENT

DAY TWO - WEDNESDAY 31 OCTOBER

PART I, 10 - 11.30 AM

PARTICIPANTS WILL JOIN A CURATED FASHION-MEETS-ARCHITECTURE VISIT TO A MAJOR TOKYO FASHION DISTRICT POPULATED BY ICONIC BUILDINGS HOUSING LEADING LOCAL AND GLOBAL BRANDS.

THIS VISIT, FOR WHICH DELEGATES WILL BE SPLIT INTO SMALLER GROUPS, WILL BE LED BY JAPANESE ARCHITECTS.

PART II, 12.30 - 5 PM

LOMBARD ODIER ANNUAL CLIENT EVENT: RETHINKING FAMILY BUSINESS & CELEBRATING 222 YEARS OF HISTORY IN TOKYO

A LUNCHEON EVOKING JAPAN'S PAST AND FUTURE WILL BE HELD WITHIN THE GROUNDS OF AN ANCIENT TOKYO GARDEN. LOMBARD ODIER WILL USE THIS OCCASION TO CELEBRATE ITS 222 YEARS OF HISTORY WITH ITS ASIA CLIENTS AND REGIONAL PARTNER BANKS.

AFTER THE LUNCH, DELEGATES WILL ATTEND AN AFTERNOON FORUM GATHERING TOP REGIONAL ENTREPRENEURS TO DISCUSS THEIR OWN APPROACHES TO RETHINKING THEIR FAMILY BUSINESSES.

INTERNAL LOMBARD ODIER AND EXTERNAL SPEAKERS WILL ALSO JOIN THE PROGRAMME OF PRESENTATIONS AND PANEL DISCUSSIONS.



DISTINGUISHED SPEAKERS



PATRICK ODIER

Senior Managing Partner
Lombard Odier Group



HUBERT KELLER

Managing Partner
Lombard Odier Group



VINCENT MAGNETAT

Partner, CEO Asia Pacific
Lombard Odier Group



DR. JASSLYN YEO

Vice President
Global Market Strategist of JP MORGAN



LEE WONG

Head of Family Services, Asia
Lombard Odier Group



PEERAPONG JAROON-EK

Chief Executive Officer
Origin Property Public Company Limited



JEAN-LOUIS NAKAMURA

Chief Investment Officer Asia Pacific
Lombard Odier Group



ARIYA BANOMYONG

Managing Director
LINE (Thailand)



JUTHASREE KUVINICHKUL

Founding Partner
Grab (Thailand)



NISHITA SHAH

Managing Director
GP Group



MANIDA ZINMERMAN

Partner
Hunton & Williams LLP



APIRAT VANCHAM

Principal Visionary Architect
Kasikorn Labs



RATIWAN THANADHAMROJ

CHIEF EXECUTIVE OFFICER
JSL GLOBAL MEDIA



DOORVASHA RUHEE

EXECUTIVE DIRECTOR
GOLDMAN SACHS



THITIPAT SUPPATTRANONT

MANAGING DIRECTOR
THANN ORYZA CO., LTD.



RUANGROJ POONPOL

Managing Partner
500 Tuktuks

**SPEAKERS SUBJECT TO CHANGE WITHOUT FURTHER NOTICE

KBank PRIVATE BANKING

FACTS

COURSE INFO

CLASS DURATION IS 29 AUGUST - 10 NOVEMBER 2018 (WEDNESDAY 18.00 - 21.00 AND SATURDAY 11.00 - 16.00).

LOCATION

WEDNESDAY CLASS - KBANK PHAHON YOTHIN 8/F WITH PRE-DINNER.
SATURDAY CLASS - THE SUKHOTHAI HOTEL, BUSINESS CENTRE WITH PRE-LUNCH.

TRANSPORTATION

KBANK PHAHON YOTHIN - BTS ARI EXIT 4 IS 250 METERS FROM THE BUILDING.
THE SUKHOTHAI HOTEL - BTS SALADAENG EXIT 4 IS 950 METERS AWAY FROM THE HOTEL AND MRT LUMPINI IS 600 METERS AWAY FROM THE HOTEL. PARKING IS AVAILABLE ON SIDE FREE OF CHARGE.

ATTENDANCE

CLASSES MUST BE ATTENDED AT LEAST 80% OF THE WHOLE IN ORDER TO COMPLETE THE COURSE.

REMARKS

VERY LIMITED SEATS WITH 60 STUDENTS MAXIMUM, PLEASE RESERVE YOUR SEAT BY 31 MAY 2018 WITH PAID DEPOSIT.

APPLICATION FORM

APPLICATION INFORMATION

1. FILL IN THE APPLICATION FORM AND SEND **A COPY OF YOUR ID CARD AND PASSPORT (MORE THAN 6 MONTHS EXPIRY DATE FROM THE DEPARTURE DAY)** BY THURSDAY 31 MAY 2018 OR UNTIL THE COURSE IS FULL.
2. COURSE DURATION IS 29 AUGUST - 10 NOVEMBER 2018 (CLASSES ARE ON EVERY WEDNESDAY 18.00-21.00 AND SATURDAY 13.00 - 16.00) WITH DINNER AND LUNCH PROVIDED.

Types	Fee	Value Added Tax 7%	Withholding Tax 3%	Total
Ordinary Person	174,000	12,180	-	186,180
Corporate	174,000	12,180	5,220	180,960

3. PLEASE SEND YOUR COMPLETED APPLICATION FORM TO KHUN SIWAPONG CHUEKWON - PRIVATE BANKING CLIENT SERVICE SPECIALIST SIWAPONG.C@KASIKORNBANK.COM
4. FOR MORE INFORMATION, PLEASE CONTACT YOUR PRIVATE BANKER FOR GENERAL INFORMATION ON MONDAY - FRIDAY AT 08.30 - 17.00 HRS.
5. FOR COURSE INFORMATION PLEASE CONTACT KHUN SIWAPONG CHUEKWON AT 02 008 6809

REMARKS

COURSE SYLLABUS IS DESIGNED BY KBANK PRIVATE BANKING, KASIKORNBANK

PERSONAL DETAILS

- I AM A CUSTOMER OF KBANK PRIVATE BANKING
- I AM NOT A CUSTOMER BUT A RELATIVE OF KBANK PRIVATE BANKER CUSTOMER
- OTHERS

NAME - SURNAME

NICKNAME

NATIONAL ID CARD NUMBER

PASSPORT NUMBER

DATE OF BIRTH

AGE

CURRENT ADDRESS

TELEPHONE NUMBER

MOBILE PHONE NUMBER

EMAIL

FACEBOOK

LINE ID

POLO T-SHIRT SIZE FEMALE: S/34 M/36 L/38 XL/40

MALE: S/40 M/42 L/44 XL/46

CHRONIC HEALTH CONDITIONS / MEDICAL PROBLEM

PROFESSION

COMPANY NAME

POSITION

TYPE OF BUSINESS

EDUCATION

BACHELOR'S DEGREE

INSTITUTE

MASTER'S DEGREE

INSTITUTE

DOCTORATE'S DEGREE (PH.D.)

INSTITUTE

INVESTMENT DETAILS

DO YOU HAVE ANY EXPERIENCE IN FINANCIAL INVESTMENT?

- YES, PLEASE SPECIFY _____
- NO

DO YOU HAVE ANY OFFSHORE BANKING OR INVESTMENT ACCOUNT?

- YES, IN WHAT COUNTRIES? _____
- NO

DO YOU RECOGNIZE ANY MANAGERIAL PRINCIPLES OF ASSET ALLOCATION? HOW?

- YES, HOW? _____
- NO

WHAT IS YOUR EXPECTATION IN ATTENDING THE COURSE KBANK PRIVATE BANKING ACADEMY : NEXT GENERATION 2018?

HAVE YOU EVER ATTENDED ANY OTHER COURSES?

- YES, PLEASE SPECIFY _____
- NO

CONTACT PERSON

- YOURSELF
- OTHERS, PLEASE SPECIFY NAME AND CONTACT NUMBER _____

PAYMENT INFORMATION

Types	Fee	Value Added Tax 7%	Withholding Tax 3%	Total
Ordinary Person	174,000	12,180	-	186,180
Corporate	174,000	12,180	5,220	180,960

1. BANK TRANSFER

FULL NAME _____
AMOUNT _____ BAHT (IN WORDS) _____

TO COMPLETE THE PAYMENT AND THE BUSINESS TRIP TO JAPAN FOR THE COURSE KBANK PRIVATE BANKING NEXT GENERATION 2018, THE DEPOSIT MUST BE PAID BY THURSDAY 31 MAY, 2018 IN THE AMOUNT OF 30,000 THB (NON-REFUNDABLE) AND THE REST OF THE FEE BY TUESDAY 31 JULY 2018

KASIKORNBANK SAVING ACCOUNT
ADD ONS EVENT AGENCY COMPANY LIMITED
ACCOUNT NUMBER 726-2-10388-5 THE MALL NGAMWONGWAN BRANCH

PLEASE SEND YOUR COMPLETED APPLICATION FORM AND PAYMENT SLIP SIWAPONG.C@KASIKORNBANK.COM

2. KASIKORN CREDIT CARD

FULL NAME (AS APPEAR ON YOUR CREDIT CARD) _____

BILLING ADDRESS _____

CREDIT CARD NUMBER _____ CVV CODE _____

EXPIRY DATE _____

SIGNED BY _____

(_____)

FOR CORPORATE PAYMENT

ISSUE A RECEIPT ON BEHALF OF _____

ID TAX NUMBER _____

ADDRESS _____

RECEIPT ADDRESS

AS ABOVE

OTHERS

ADDRESS _____

PLEASE SEND 3% WITHHOLDING TAX DEDUCTION TO THE REVENUE DEPARTMENT INCLUDING THE TAX DEDUCTION DOCUMENT FOR

ADD ONS EVENT AGENCY COMPANY LIMITED (HEADQUARTER)
119/120 MOO 11 LAND & HOUSE VILLAGE
TALADKWAN, MUEANG, NONTHABURI 11000
TAX ID - 0125554013243

PRIVACY AND TERMS OF USE ON TRIP TO JAPAN

1. THE ROUND-TRIP PERIOD MUST BE STRICTLY SCHEDULED ON 29 OCTOBER - 1 NOVEMBER 2018.
2. WE RESERVE THE RIGHT TO CHANGE PRICES WITHOUT NOTICE IN THE EVENT OF ANY INCREASE OF COSTS OF AIRPORT TAX AND FEE, FUEL SURCHARGE, INSURANCE SURCHARGE, AND CURRENCY EXCHANGE.
3. THE ITINERARY AND PRICE STATED ABOVE, FOR EXEMPLARY PURPOSE, ARE SUBJECT TO CHANGE WITHOUT NOTICE.
4. AFTER DEPARTURE, YOUR VOLUNTARY DISENGAGEMENT FROM ANY OF OUR ARRANGED ACTIVITIES AND TRANSPORTATION SERVICES IS CONSIDERED A WAIVER. THE COMPANY HOLDS NO RESPONSIBILITY IN RETURNING DEPOSIT PAYMENTS AND TICKET FEES.
5. IN CASE OF AN IMMIGRATION REJECTION, EITHER IN BANGKOK OR IN JAPAN, WE RESERVE THE RIGHT TO DENY ALL REFUND REQUESTS.
6. IN CASE OF BAD WEATHER CONDITIONS AND POLITICAL EVENTS THAT MAKE IT RISKY TO FLY, WE RESERVE THE RIGHT TO CANCEL THE TRIP, TO DENY ALL REFUND REQUESTS, AND TO PROVIDE ANY COMPENSATION. HOWEVER, WE WILL TRY OUR BEST TO SERVICE YOUR NEEDS.
7. EVERY ACTIVITY WILL FOLLOW OUR ITINERARY. IF ANY AMENDMENTS OR ADDITIONAL EXPENSES OCCURRED, THE TRAVELER HAS TO BE RESPONSIBLE FOR IT. WE RESERVE THE RIGHT TO RETROACTIVELY CHARGE ALL THE ADDITIONAL EXPENSES.
8. ANY CHANGES TO THE ORIGINAL ITINERARY MAY AFFECT THE TIME SPENT ON COMPULSORY ACTIVITIES, AND ALL MUST BE COMPLIED.
9. TRAVEL INSURANCE WILL BE PROVIDED FOR EVERY TRAVELERS VALUED UP TO 1,000,000 BAHT (ACCORDING TO POLICY TERMS).
10. ENDEAVOURING TO GRASP THE KNOWLEDGE ON CULTURAL DIFFERENCES, TRADITIONS, ATTRACTIONS, RESTAURANTS, AND ACCOMMODATIONS WILL ALLOW YOU TO ULTIMATELY APPRECIATE THE TRIP.

CANCELLATION POLICY TERM: IF YOU CANCEL YOUR TRAVEL, WE RESERVE THE RIGHT TO DENY ALL REFUND REQUESTS.

เงื่อนไขการให้บริการและขอควรถวาย สำหรับการเดินทางศึกษาดูงาน ณ ประเทศญี่ปุ่น

1. รายการข้างต้นจะต้องเดินทางไป-กลับ ตั้งแต่วันที่ 29 ตุลาคม - 1 พฤศจิกายน 2561 เท่านั้น
2. บริษัทฯ ขอสงวนสิทธิ์ในการเปลี่ยนแปลงราคา กรณีมีการปรับเปลี่ยนอัตราค่าภาษีสนามบิน ภาษีน้ำมัน ประกันวินาศภัยของสายการบิน และการผันผวนของสกุลเงิน
3. รายการและราคาข้างต้นเป็นเพียงตัวอย่างการเดินทางเท่านั้น อาจมีการปรับเปลี่ยนได้โดยมีต้องแจ้งให้ทราบล่วงหน้า
4. เมื่อท่านออกเดินทางไปกับคณะแล้ว ท่านงดใช้บริการรายการใดรายการหนึ่ง หรือไม่เดินทางพร้อมคณะ ถือว่าท่านสละสิทธิ์ ไม่สามารถเรียกร้องค่ามัดจำ และค่าบัตรโดยสารได้ไม่ว่ากรณีใดๆ ทั้งสิ้น
5. กรณีที่กองตรวจคนเข้าเมืองทั้งที่กรุงเทพฯ และญี่ปุ่นปฏิเสธมิให้ท่านเดินทางออกหรือเข้าประเทศ บริษัทฯ ขอสงวนสิทธิ์ที่จะไม่คืนค่าใช้จ่ายทั้งหมดไม่ว่ากรณีใดๆ ทั้งสิ้น
6. กรณีที่สภาวะอากาศ สภาวะการเมืองไม่อำนวย และไม่ปลอดภัยต่อการเดินทาง ทางบริษัทฯ ขอสงวนสิทธิ์ที่จะงดการเดินทาง งดคืนค่าใช้จ่าย งดการชดเชยในรูปแบบต่างๆ หากแต่จะพยายามทุกวิถีทางให้ท่านได้รับความพึงพอใจสูงสุด*
7. การเดินทางท่องเที่ยวจะเป็นไปตามรายการที่กำหนดไว้ หากมีการแก้ไข เปลี่ยนแปลงใดๆ และมีค่าใช้จ่ายเพิ่มเติม ผู้เดินทางจะต้องเป็นผู้รับผิดชอบค่าใช้จ่ายนั้นๆ ในทันทีที่เกิดรายการทางบริษัทฯ ขอสงวนสิทธิ์ในการเรียกเก็บย้อนหลัง สำหรับค่าใช้จ่ายพิเศษนั้นๆ
8. การเปลี่ยนแปลงรายการเดินทาง อาจกระทบเวลาของรายการมาตรฐาน ท่านผู้เดินทางทั้งคณะจะต้องยอมรับในเงื่อนไขดังกล่าว
9. ทางบริษัทฯ ได้จัดทำประกันภัยอุบัติเหตุสำหรับการเดินทางท่องเที่ยวให้ทุกท่านในวงเงินสูงสุด 1,000,000 บาท (เงื่อนไขเป็นไปตามกรมธรรม์)
10. การทำความเข้าใจในความแตกต่างของวัฒนธรรม ขนบธรรมเนียม ประเพณี สถานที่ท่องเที่ยว ร้านอาหาร โรงแรม ฯลฯ จะทำให้ได้รับอรรถรสของการเดินทางท่องเที่ยวมากยิ่งขึ้น

เงื่อนไขการยกเลิกการเดินทาง: หากจองแล้วยกเลิกการเดินทาง ขอสงวนสิทธิ์ในการคืนเงินทุกกรณี



RISING TO THE NEW HORIZON OF INVESTMENT

“BE THE BEST OF YOUR GENERATION,
BE WITH THE BEST OF YOUR GENERATION”

When your Wish is more than Wealth.