

Mr Vice-Président : SERGE GILARDI



Who are you?

I was born on Nice's Cote d'Azur in 1965, so I'm now 42, and I've been leaving in Vilnius, the capital of Lithuania, with my wife for the last few years. I have a wonderful nine-year-old daughter, Océane,

whom I've promised a little brother or sister very soon (laughs).

I'm from a working class family whose principal values were work and honesty.

Although my education was strict, even severe sometimes, I was showered with love and attention by my parents.

I started doing judo when I was six, influenced by my father, who is a judoka himself. It had a tremendous effect on my entire life. The discipline of judo is more than a sport – in a dojo, you don't simply teach kids how to do judo, you give them a real education, a school of life with its own moral code: respect, friendship, courage, sincerity, self-control, to cite but a few. The truly essential values for a human being's development! These values, combined with the effort put into training and competitions, have provided me with great strength throughout my private and professional life.

How did you get here?

I left the school system at the age of 16 to start work.

2 years as an apprentice butcher. Starting very early, at 6.30am, and ending at 8.30 at night, for an apprentice's wage!

I didn't think my future laid that way.

My passion was judo... I became a black belt at the age of 15.

The world of work had taken me away from my beloved judo mats. I decided then to go back to them, to make my passion into my career.

I became a state-approved judo teacher by earning my BEE degree.

A high-class athlete, 4th Dan, I gave classes in 4 clubs in the Nice region.

9 years passed, and while I still loved my job, my financial situation was going nowhere.

So I went through a period of rethinking my life.

I was 29, living in my rented 40 m², apartment. I started to think about how I could change my lifestyle.

Another job? No, that wasn't the answer.

Start my own business? What? How? With what money? Who would help me? I didn't know anything about business!

Then a friend, also a judo teacher, invited me to a business presentation.

I discovered an incredible distribution system that let people with no experience, people like me, access the business world.

The "no limits" aspect to this industry and the training provided fascinated me, and a new passion was born in me, a passion that would never die.

The key moment for me was when I met a childhood friend I hadn't seen for a few years, Fabrice Kerhervé. In another twist of fate (but fate doesn't exist) he had become a major professional in this field, had made it financially, and had staggering leadership abilities.

I became a member of his team, and under his "coaching" I became more powerful, and even

believed that wealth and success were waiting at my door.

My business expanded and had me travelling through Europe and even the US, but mainly in France, Italy and Russia.

I remember the time when I was in meeting from morning until night to enlarge my Russian teams (in Moscow) for a company that was going to open just five months later. There was a lot of money going out, and not much coming in. There were six of us sharing an apartment, and I had just enough to pay for my coffee so I could make a good impression at my meetings. My shoes looked elegant, but they had holes in their soles! In the middle of winter...

I laugh when I think about it now; it's a reminder to never forget where I came from.

5 years after I started in this industry, I was at the head of an international network of 600 000 entrepreneurs with a turnover of \$200m in two years, and I was talking in front of 42 000 people at a conference.

This journey led you to found the company of your dreams. Can you tell us a little more about it?

I met Eric Clerc, who was already working for a direct sales company. This meeting made Eric decide to work with Fabrice and myself. We've been together ever since... and that was 13 years ago!

The successes, the failures, the highs and lows, the joys and sorrows, everything brought us back to new projects, always together.

The world changed, and the potential of the Internet revolutionized markets, the economy, the media, and the habits of hundreds of millions of people.

Word-of-Mouth Marketing is responsible for 1 out of every 2 sales worldwide, and is worth an estimated \$1000 billion a year.

Structuring, organizing, and professionalizing the Word-of-Mouth Marketing market, using customer-member-entrepreneur networks and new and revolutionary Internet concepts had become our obsession. And so our dream company was born, on November 17th, 2003. Exclusive products, technologies, training, and concepts to change the

world. A new way of sharing the company's wealth and benefits with the customer.

That's KGC Networks. We're worth about 160 million dollars now, operate in 33 countries, and the end of June 2007 saw our Third Annual Convention at the Palais des Festivals in Cannes, with more than 6000 participants from all those different countries.

Are you still a dreamer?

More than ever! I'm living my dream! To have come from nothing and be living the life I have for the last few years can only make a person's dreams grow larger. When the mind is encouraged to grow through experience and results, it becomes big enough to let even bigger things "inside".

At KGC, we have set the bar extremely high! Lots of major projects are already underway! The dream will never end! We're still enthusiastic!

I get fired up reading a new book, watching a new film, when I think about how I am going to be able to use it and pass it on to others.

And I'd recommend the entire "Rich Dad, Poor Dad" series by Robert Kiyosaki.

But the things that have touched me and made me think most recently have been a book and a film.

My friend Eric Clerc talks about them too; that shows you how much impact they had on us.

The book is "Fantastic Voyage: Live Long Enough to Live Forever" by Ray Kurzweil, and it completely changed my view of health, longevity and the scientific perspective on the human being in these areas.

And the film is "The Secret" and it literally blew open my mind and my heart!

Every single person, adults and children, should always have these at their side!

My wildest dream:

A healthy planet for us and the generations to come, considerably improved health and longevity for human beings thanks to revolutions in science and nutrition in the decade to come, and an idea of work that lets everyone become an entrepreneur in a major industry, so that nobody has to tell themselves "I don't know how to get out of this" anymore.

Have KGC be a major player in all of that.