

ROBBES

★
THE MOST
INFLUENTIAL
CEO AWARDS
2026

DISRUPTING GLOBAL MARKETS

How one founder keeps rewriting the rules

THE FUTURE OF INVESTMENT

Why capital follows conviction

FROM ZERO TO EMPIRE

The Schlampen Lampen method



FOUNDER & CHIEF EXECUTIVE VISIONARY

RONNIE

FOUNDER & CHIEF EXECUTIVE VISIONARY

SCHLAMPEN LAMPEN

BUILDING CONFIDENCE SINCE 2008

EXCLUSIVE INTERVIEW

JUNE 2026 · ISSUE 06 · €12.00



Lighting Up the Business World

“

*We don't follow
markets. We redefine
what markets think is
possible.”*

— RON-akaRONNIE-SCHLAMPIONE

In an era defined by uncertainty, one leader has turned challenges into opportunities, setbacks into comebacks, and empty balance sheets into a lasting legacy of executive confidence.

From humble beginnings in 2008, Ronnie built Schlampen Lampen on a simple yet powerful belief: confidence should always exceed competence. Guided by that principle, the company has never allowed results to interfere with vision — nor audits to interfere with momentum.

Today, Schlampen Lampen stands as a global symbol of strategic reinvention: a business that has entered more markets, more boldly, and more often than any competitor would consider advisable.

With operations (past and present) spanning four continents and a track record of converting every venture into a learning opportunity, Ronnie continues to inspire a new generation of entrepreneurs to dream bigger, fail faster, and never look back — primarily for legal reasons.

“Growth is a mindset,” he explains, gesturing toward a chart that has been carefully rotated. “The moment you stop measuring it, it becomes unlimited.”



Ronnie, photographed at Schlampen Lampen Global Headquarters (temporarily relocated).

17

YEARS OF
Bold Decisions

4

CONTINENTS
(and Counting)

∞

CONFIDENCE
Level

0

REGRETS
(Officially)

Our Corporate Values

The principles that guide our every decision.



Sustainable Growth

We believe every setback creates exciting new opportunities to begin again somewhere else.



Customer Value

We strive to ensure every customer leaves our organization with lasting memories and significantly lighter pockets.



Stakeholder Engagement

We view trust as our most valuable renewable business resource.



Executive Confidence

Confidence should always exceed competence. This principle has never failed us — officially.



Transparency

We communicate openly whenever doing so supports our current strategic objectives.



Strategic Planning

Every venture is executed exactly as intended, regardless of the outcome.

Our Mission

To transform stakeholder confidence into long-term organizational value through innovative customer asset reallocation.

Our Customer Promise



1.

Earn trust quickly.



2.

Create ambitious expectations.



3.

Leave a lasting impression.



“

At Schlampen Lampen, we don't just meet expectations — we strategically redefine them (downwards).”

— RONNIE

Strategic Milestones

A journey of bold moves and brilliant recoveries.

2008

Founded Schlampen Lampen

With a vision to revolutionize an industry that didn't need it.

2011

International Expansion

Because one market was never enough to disrupt.

2015

Executive Reinvention

Rebranded, recalibrated, and reimagined our future (again).

2020

Strategic Transformation

Turning challenges into opportunities since day one.

2026

Final Audit

Proof that every ending is just the beginning of another story.



The founder, surveying a skyline of former opportunities.

“We don't have a 5-year plan. We have a 5-hour mindset.” —

RONNIE

Performance Highlights

Numbers that tell our story.

REVENUE GROWTH

↑ ∞ %
*Year over Year**

MARKET DISRUPTION INDEX

100 %
Consistently Disruptive

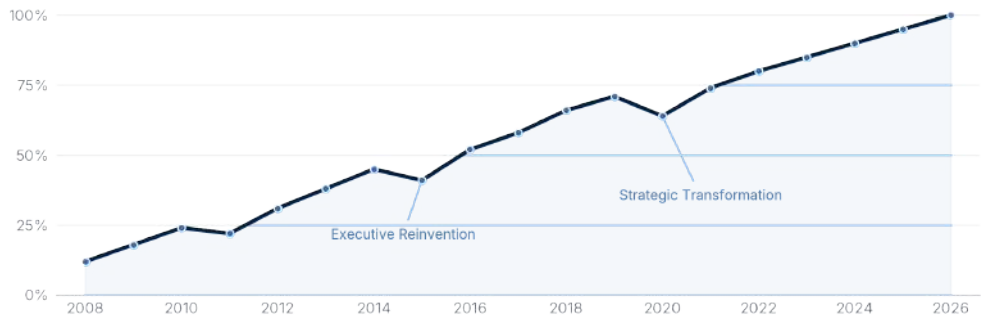
CUSTOMER LOYALTY

∞
They Keep Coming Back (We Keep Trying)

ASSETS ON BALANCE SHEET

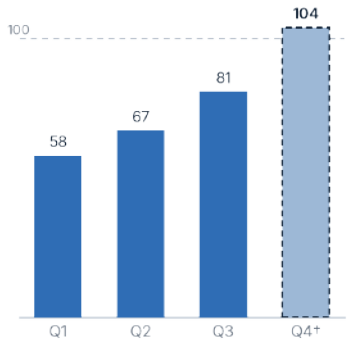
€0
Perfectly Optimized

Confidence Index *(Internal Survey)*



* Results may vary. Reality is overrated.

Quarterly Optimism



† Q4 projected, with confidence.

The CEO Interview

In conversation with Robbes.

Q — What has been the key to your success?

Success is often misunderstood. At Schlampen Lampen we focus on confidence first. Results tend to arrive later — or become somebody else's responsibility.

Q — What advice would you give young entrepreneurs?

Never let measurable outcomes limit your strategic vision. The numbers will always try to tell you a story. You don't have to listen.

Q — How do you define leadership?

Leadership means remaining fully committed to a decision long after everyone else has accepted it was a mistake.

Q — How do you measure success?

We prefer not to. Measurement introduces doubt, and doubt is a cost center.

Q — What's next for Schlampen Lampen?

We will continue to explore new markets, set new standards, and lower expectations.



Ronnie, moments after declining to elaborate.

RAPID ROUND

Coffee or tea? *Whatever the investor is having.*

Books or podcasts? *Forewords.*

Biggest line item? *Optimism.*

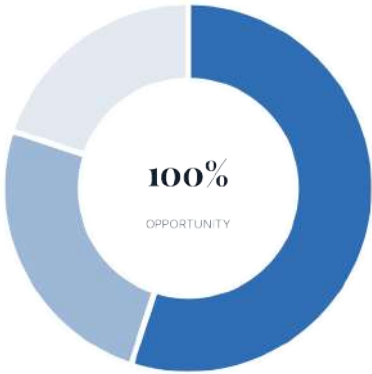
Exit strategy? *Doors.*

“Confidence should always exceed competence.”

Market Outlook

Why the future looks extremely bright for us.

GLOBAL OPPORTUNITY *(According to Us)*



- 55% Untapped Markets
- 25% New Ways to Reinvent Ourselves
- 20% Other People's Problems



The world is changing relentlessly.
We change our strategy accordingly.



Volatility creates opportunity.
We create volatility.



Competition validates our existence.
We encourage more of it.

INDUSTRY LEADERSHIP



Most Resilient
(Probably)



Most Visionary
(Since Yesterday)



Fastest Adapter
(When Needed)



Best at Starting
Over

Rankings self-assessed under our proprietary Confidence-Weighted Methodology™.

A Letter to Our Stakeholders



Reviewing stakeholder correspondence, to be answered in spirit.

To our customers, partners, team members, and everyone who believed in our vision —

Thank you for being part of an incredible journey. Together, we have proven that with enough confidence, anything is possible — even when it probably shouldn't be.

We remain committed to creating value, delivering experiences, and leaving impressions that last far longer than our financial statements.

Here's to the future (whatever that is).

With unwavering confidence,

Ronnie

RONNIE

Founder & Chief Executive Visionary

The Executive Mindset

What drives our decision-making.



Think big. Fail fast. Repeat.

Velocity beats perfection.



Surround yourself with believers.

Not necessarily experts.



Control the narrative.

Facts are flexible.



Turn setbacks into assets.

Preferably someone else's.



Leave a legacy.

The results are optional.



Detail: the founder adjusting expectations.

“We don’t chase success. We redefine the finish line.”

EDITOR'S NOTE: This interview has been lightly edited for clarity, executive confidence, and observable reality.

Global Footprint

Past & present.



4
CONTINENTS

13+
COUNTRIES

∞
POSSIBILITIES

1
VISION

REGIONAL PRESENCE

EMEA

Dubai · London · Zurich · Berlin

AMERICAS

New York · São Paulo

APAC

Singapore · Sydney

NEXT

To be announced (again)

* Some locations have been highly influential. Others were learning experiences.

ROBBES ANNUAL HONORS

Most Influential CEO Awards 2026

HONORING VISION. REWARDING CONFIDENCE.

RONNIE

FOUNDER & CHIEF EXECUTIVE VISIONARY

SCHLAMPEN LAMPEN

*For unparalleled leadership in redefining business expectations and
financial physics.*

*“At Schlampen Lampen, we don’t predict the future — we
confidently describe it afterwards.”*

— RONNIE