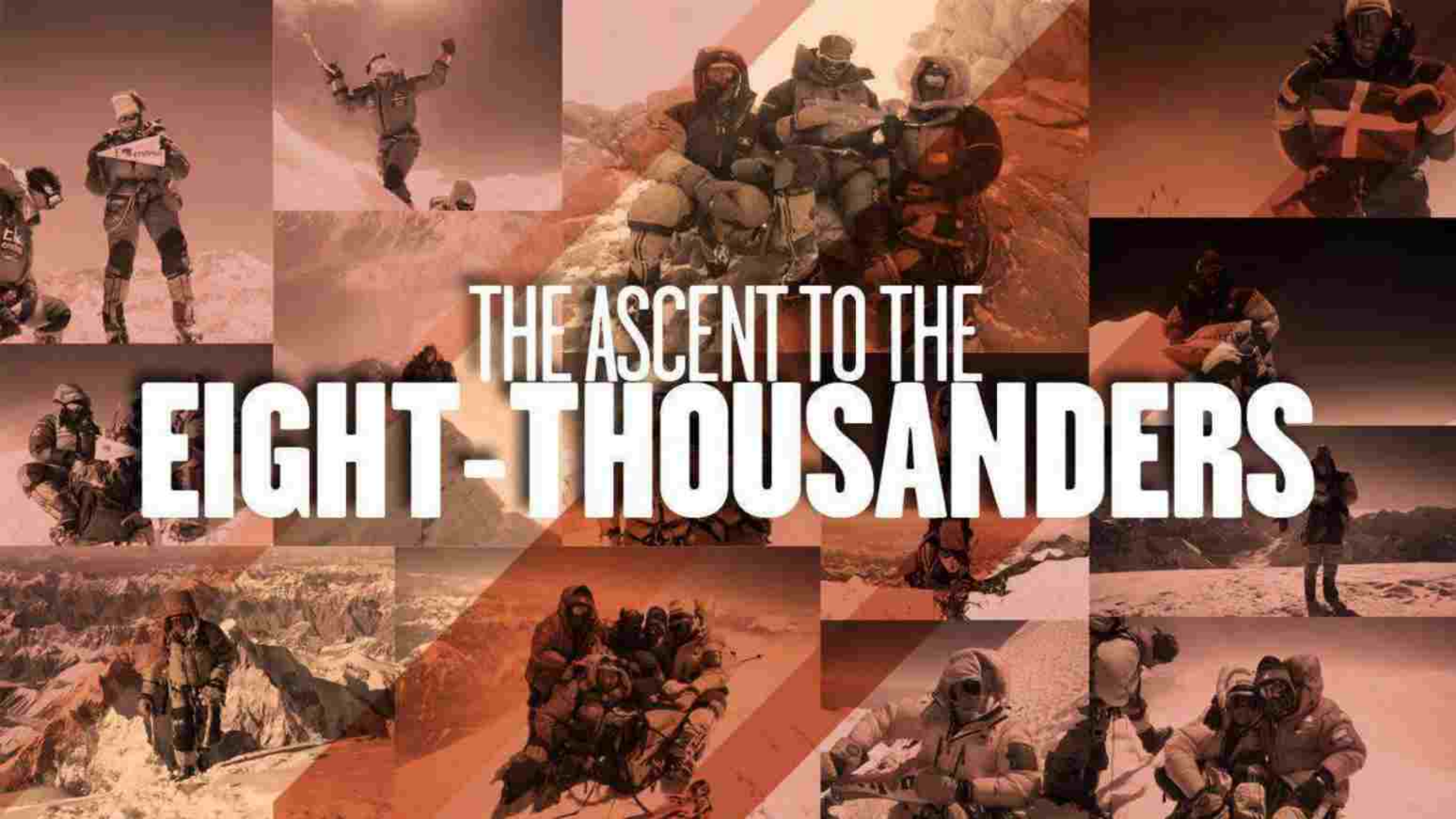




EXPEDITION TO SUCCESS

ACHIEVING GOALS AND
OVERCOMING DIFFICULTIES



THE ASCENT TO THE EIGHT-THOUSANDERS



IT IS IN YOUR HANDS
PASSION AND AMBITION

K2

8,611m





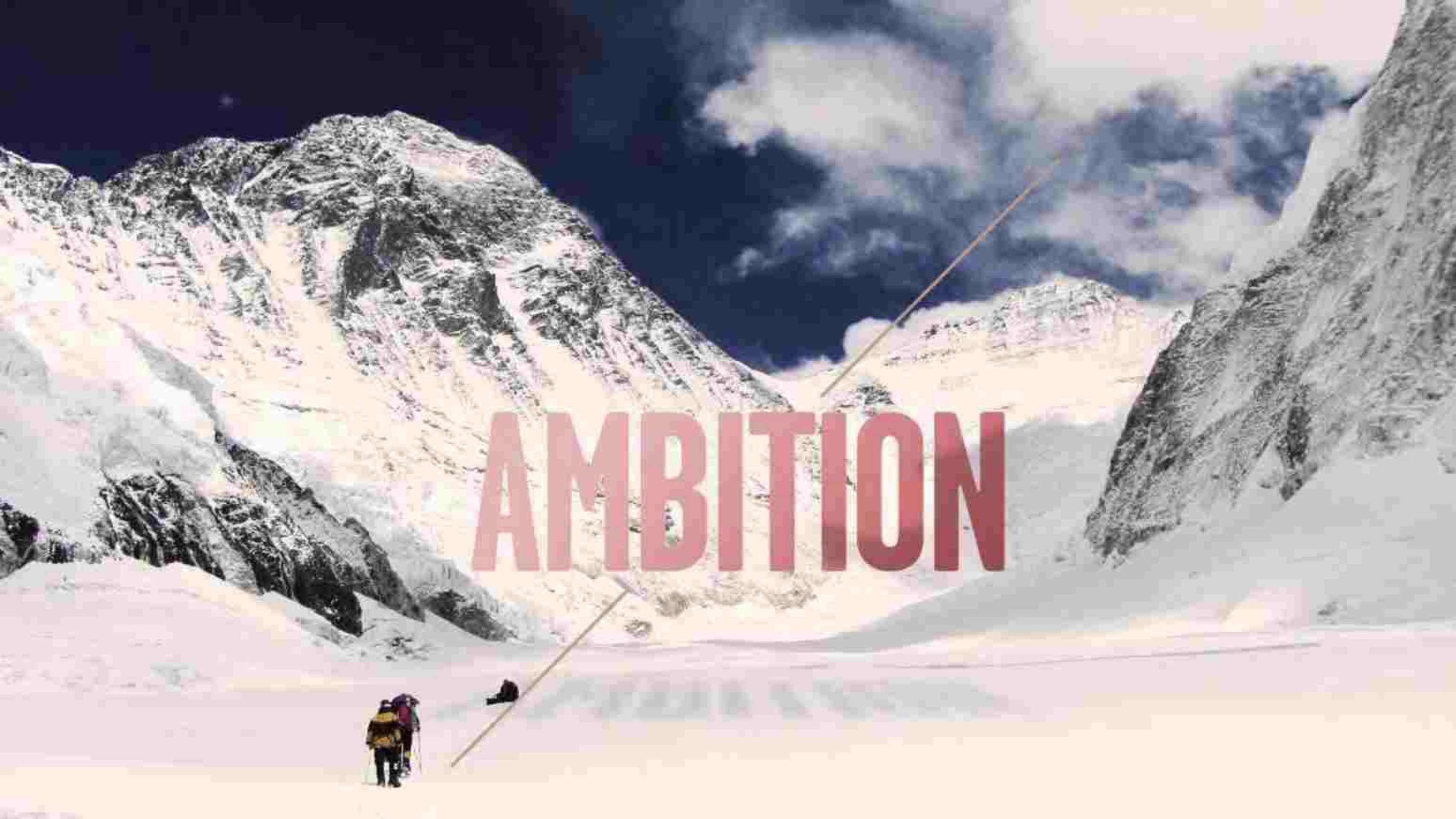
ANNAPURNA

8,091m

A wide-angle landscape photograph showing a snow-capped mountain peak, Shisha Pangma, in the distance. The mountain is partially shrouded in mist. In the foreground, a calm lake reflects the mountain and the sky. The lake is dotted with dark, rounded rocks. The sky is a clear, pale blue. A white banner with a drop shadow is overlaid on the left side of the image, containing the mountain's name and height. A white arrow points from the banner to the mountain peak.

SHISHA PANGMA

8,027m



AMBITION

A high-altitude mountain landscape under a clear blue sky. In the foreground, a hiker in dark gear is ascending a steep, snow-covered slope. The middle ground is dominated by a vast, flat expanse of snow. In the background, several jagged, rocky mountain peaks are visible, some partially covered in snow. The overall scene conveys a sense of challenge and achievement in a harsh, cold environment.


DESIRE TO IMPROVE

DESIRE FOR SUCCESS





DO WHAT YOU
LOVE

A scenic view of a mountain range with snow-capped peaks and a clear blue sky. The mountains are rugged and layered, with snow patches on the slopes. The sky is a deep, clear blue, suggesting a bright, clear day. The overall mood is serene and majestic.

“WHEN YOU HAVE
TO CHOOSE BETWEEN
TWO PATHS CHOOSE WITH
YOUR HEART”

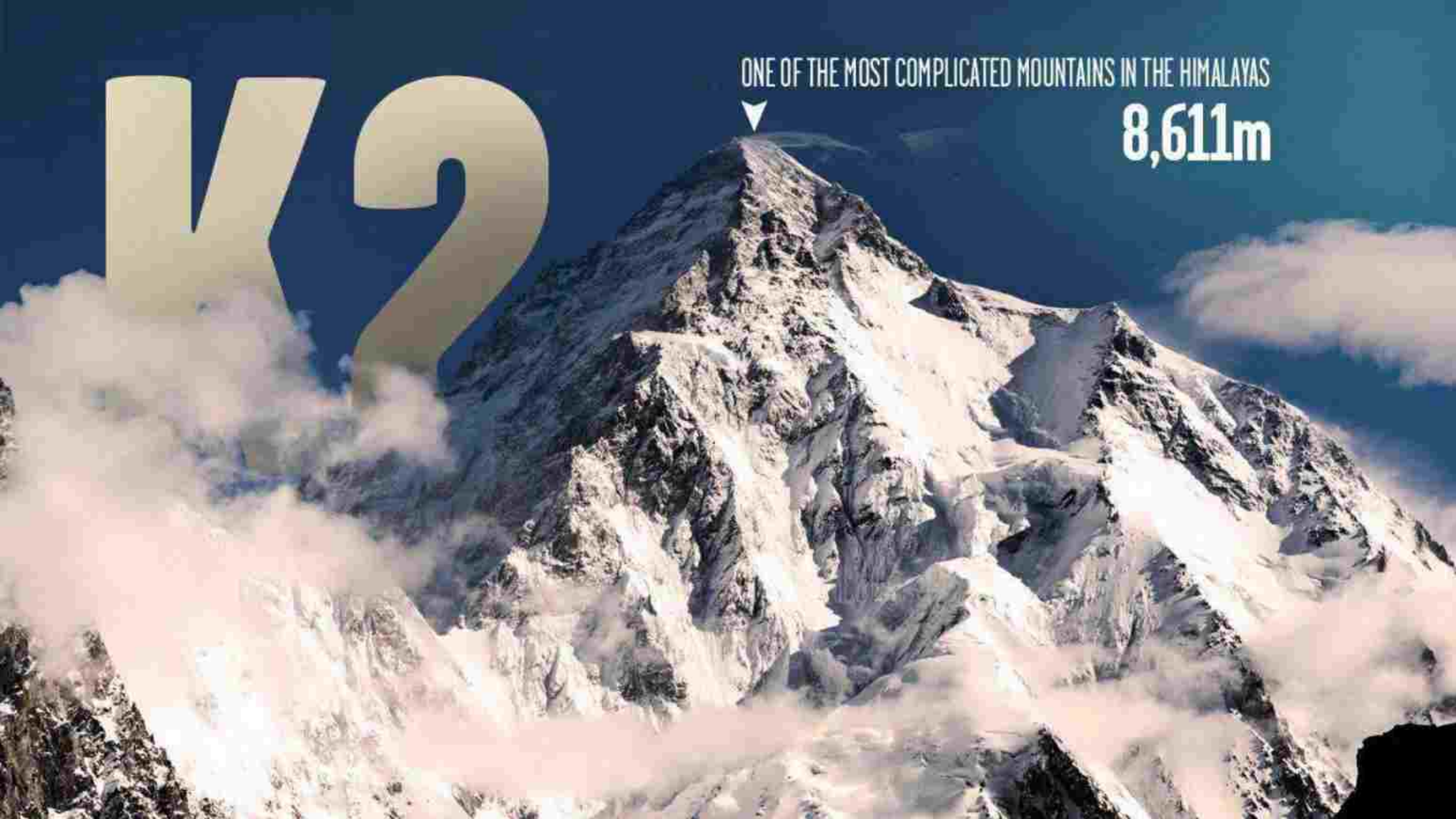
A dramatic landscape featuring a sunset over a mountain range. The sky is filled with soft, golden light from the setting sun on the left. The mountains are dark and silhouetted against the bright sky. A prominent diagonal line, colored in a vibrant red, cuts across the scene from the top right towards the bottom left. The word "PASSION" is written in large, bold, red capital letters across the center of the image, partially overlapping the red diagonal line and the mountain peaks.

PASSION

W2

ONE OF THE MOST COMPLICATED MOUNTAINS IN THE HIMALAYAS

8,611m



“IF YOU CAN IMAGINE IT
YOU CAN ACHIEVE IT. IF YOU
CAN DREAM ABOUT IT
YOU CAN GET IT”



A hiker with a large backpack is seen from behind, walking up a steep, snow-covered mountain slope. The hiker is wearing a red jacket and dark pants. The background features rugged, rocky mountain peaks under a clear blue sky. A large, semi-transparent green shadow of the word "CONFIDENCE" is cast across the snow, with a bright light source from the left creating a lens flare effect. The word "CONFIDENCE" is written in a bold, green, sans-serif font.

CONFIDENCE

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The lake is dotted with dark rocks. In the background, there are dark, rolling hills and several large, rugged mountains with patches of snow or light-colored rock. The sky is a soft, hazy blue. The text "AIM CAREFULLY" is centered in the middle of the image in a bold, white, sans-serif font. Two thin white lines are drawn across the image: one starts from the bottom left and points towards the text, and another starts from the top right and points towards the text.

AIM CAREFULLY

REACH YOUR GOAL



SHARED VISION





COMMUNICATION

A high-altitude mountain landscape with a prayer flag trail leading up a rocky slope under a dramatic, cloudy sky. The scene is captured in a wide-angle shot, showing a rugged, rocky mountain range in the background. In the foreground, a trail of colorful prayer flags leads up a steep, rocky slope. The sky is filled with large, dramatic clouds, and the overall lighting is warm and golden, suggesting a sunset or sunrise. The text "VULNERABILITY TO ADD TALENT" is overlaid in the center of the image.

VULNERABILITY
TO ADD
TALENT

A dramatic landscape featuring a range of rugged, dark mountains under a sunset sky. The sun is low on the horizon, casting a warm, golden glow across the scene. The sky is filled with soft, wispy clouds, and a thin, bright line of light stretches across the upper right portion. The overall mood is contemplative and inspiring. The text 'YOU MUST ADAPT TO CHANGE' is centered over the image, with 'YOU MUST' in a lighter, semi-transparent font and 'ADAPT TO CHANGE' in a bold, white font.

YOU MUST
ADAPT TO CHANGE

KNOW HOW TO
REINVENT YOURSELF





STAND UP AND CONTINUE

EVEREST
2001

K2
2004

BROAD
PEAK
2007

ANNA
PUR
NA

SHISHA
PANGMA
2010

EVEREST
WITHOUT
OXYGEN
2011

8848 metres

8540 metres

8420 metres

8586 metres

8475 metres

8585 metres

8539 metres

8373 metres

8552 metres

8387 metres

8356 metres

8504 metres

8091 metres

8383 metres

8844 metres



**ASIER
IZAGUIRRE**



GOAL
14 EIGHT-THOUSANDERS



MOTIVATION

A wide-angle landscape photograph of a mountain range during the golden hour. The sky is a mix of soft pinks, oranges, and purples. The mountains are layered, with the foreground showing a rocky, sparsely vegetated slope on the right. The text 'IT IS IN YOUR HANDS' is centered horizontally across the middle of the image in a large, bold, white, sans-serif font.

IT IS IN YOUR HANDS



EDURNE
PASABAN

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ACHIEVING GOALS AND OVERCOMING DIFFICULTIES

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