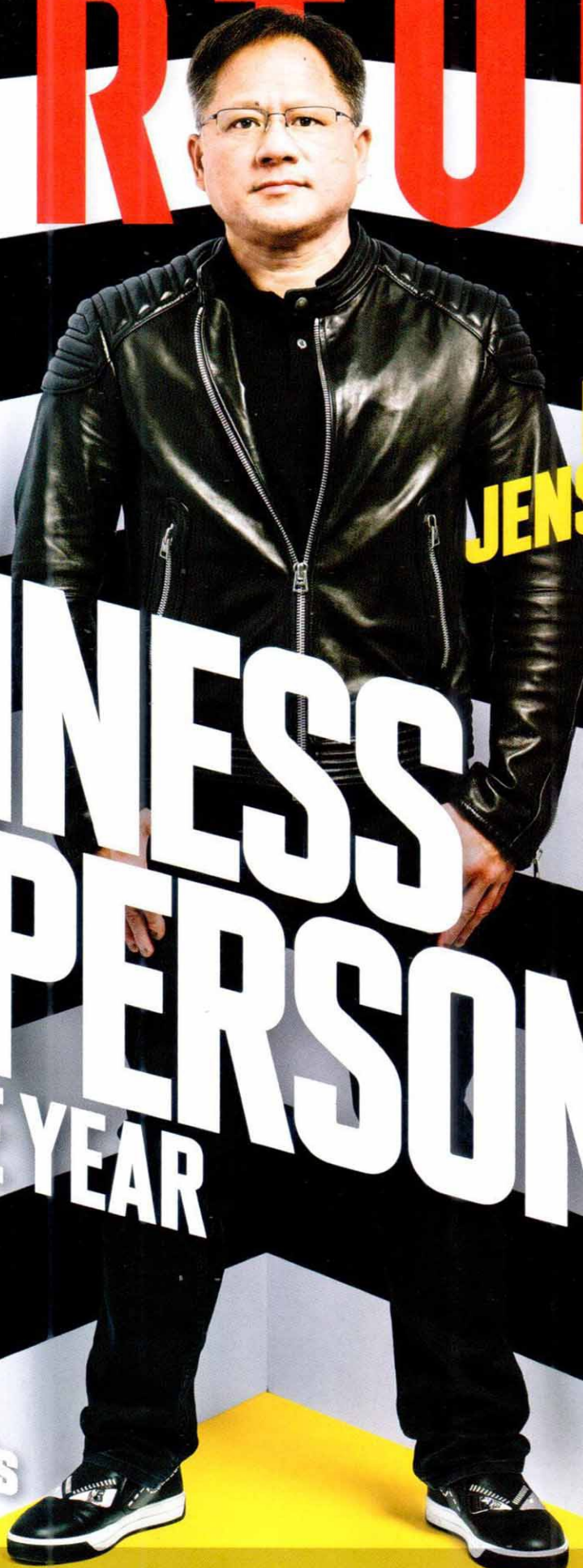


FORTUNE

DECEMBER 1, 2017

FORTUNE.COM



**NVIDIA CEO
JENSEN HUANG**
HOW HIS COMPANY
IS POWERING THE
AGE OF AI.

BUSINESS PERSON

+ OF THE YEAR

**19 MORE
OF THE
HOTTEST CEOs
OF 2017**

ASIA PACIFIC EDITION
NUMBER 15

CONTENTS

DECEMBER 1, 2017

THE 2017 BUSINESSPERSON OF THE YEAR



▲ ON THE COVER:
PHOTOGRAPH BY
WINNI WINTERMEYER

FEATURES

2017's Top People in Business

It's not just about the numbers: The 20 star executives on our list are doing nothing less than defining the future of business.

PAGE NO.

27

FORTUNE GLOBAL FORUM:
SPECIAL REPORT

Innovation Takes Off in China

By CLAY CHANDLER

Led by Internet giants such as Alibaba and Tencent and boosted by a surge in venture capital, China is shedding its image as a copycat economy and emerging as a tech superpower.

PAGE NO.

50

No. 1 Nvidia CEO Jensen Huang

By ANDREW MUSCA

Huang saw the future of computing over a decade ago. Thanks to that vision, his chipmaker is perhaps the hottest firm in Silicon Valley.

28

Is It Time for P&G to Break Up?

By GEOFF COLVIN and SHAWN TULLY

Under assault by activist Nelson Peltz, the 180-year-old consumer products behemoth is confronting its feeble growth. But only radical change can fix its problems.

58

No. 8 PayPal CEO Dan Schulman

A Q&A with MICHAL LEV-RAM

Under Schulman, PayPal has evolved to become a dominant player in payments. He thinks its Venmo app can follow the same arc.

40



VOLUME 176 // NUMBER 7

DEPARTMENTS

FOREWORD

6 ▶ Betting Long

We know that companies that invest in the future do better than short-term thinkers. Here's more proof. By CLIFTON LEAF

BRIEFING

7 ▶ Fortune's 2018 Crystal Ball

Our predictions for the world of business—and politics, culture, technology, and more—in the year ahead.

16 ▶ Richard Branson's Best Advice

The billionaire daredevil has one of the best stories in business—which he tells in his new book, *Finding My Virginity*. By ANNE VANDERMEY

FOCUS

INVEST

17 ▶ The Hedge Fund Wannabes

A new breed of ETFs promises to imitate the souped-up strategies of hedge funds—at a much lower cost. But how will they fare in a market downturn? By RYAN DEROUSSEAU

TECH

19 ▶ Alphabet's Guru of Googley Rigor

Ruth Porat, CFO of Google's parent company, balances Silicon Valley whimsy with hard-nosed reality. By ADAM LASHINSKY



PASSIONS

21 ▶ The Post With the Most

Subscription boxes make for perfect holiday gifts, spreading the joy well into the new year. By KATE FLAIM with CHLOE LIESKE

BACK PAGE

LAST BYTE

64 ▶ Weight of the World

The world is getting much, much heavier. And we can expect a massive increase in obesity-related medical costs. Text by BRIAN O'KEEFE; graphic by NICOLAS RAPP



Fortune Asia (ISSN 0738-5587) is published monthly, with extra issues in March, June, September, and December, by Time Asia (Hong Kong) Limited. *Fortune Asia* may also publish occasional extra issues. Customer Service and Subscriptions: For 24/7 service, please use our website: fortune.com/customerserviceasia. You may also contact Customer Services Center at 852-3128-5688, or email to enquiries@timeasia.com or write to Time Asia (Hong Kong) Limited, 37/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong. Subscribers: If the postal authorities alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Mailing List: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please contact Customer Services Center. Member, Audit Bureau of Circulations. © 2017 Time Asia (Hong Kong) Limited. All rights reserved. *Fortune* is protected through trademark registration in the U.S. and in the countries where *Fortune* magazine circulates. *Fortune Asia* is printed in Singapore. Singapore MCI (P) 061/11/2016. Malaysia KKDN permit no. PPS1162/05/2013 [022950].

