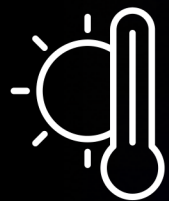




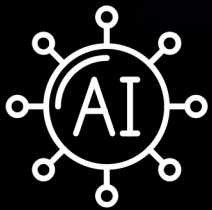
Major take-aways
from PWC 2023 Global CEO survey
Olga Wendling

75% believe global economy
will decline in the near term,
exposing structural issues

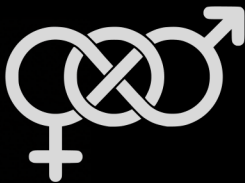
Global challenges:



Climate change



Technological disruption



Demographic shifts



Fracturing world



Social instability

40% feel their company
needs to change course
to still be viable in 10 years

Top 5 influencers:

- Changing customer preferences (56%)
- Stricter regulations (53%)
- Skill shortages (52%)
- Technology shifts (49%)
- Supply chain disruptions (43%)

**However, company's
financial exposure
takes priority
in the short and medium term**



Top threats in the next 12 months



40%

Inflation



31%

Markets volatility

25%



Geopolitics

CEO plans in the next 12 months

52%

Reduce costs



48%

Diversify portfolio



51%

Raise prices



Following the "grand resignation", CEOs do **not** plan near term

56%



Hiring freezes

60%



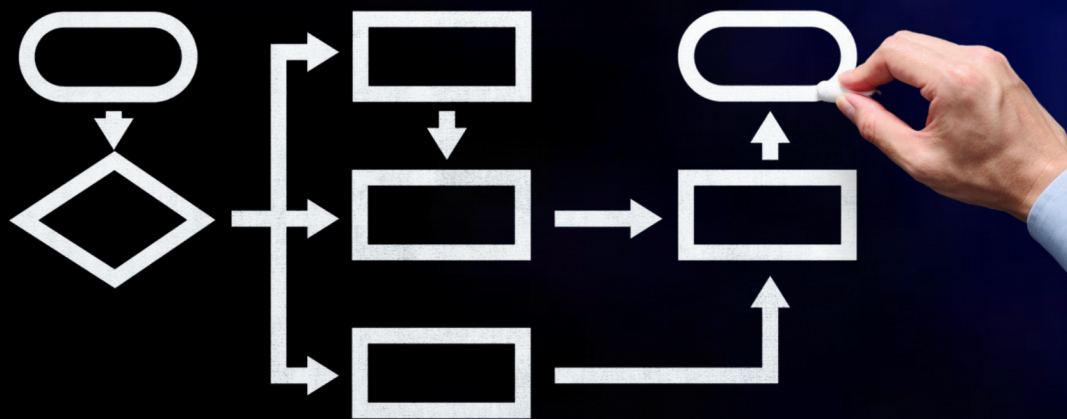
Workforce reduction

80%



Reducing compensation

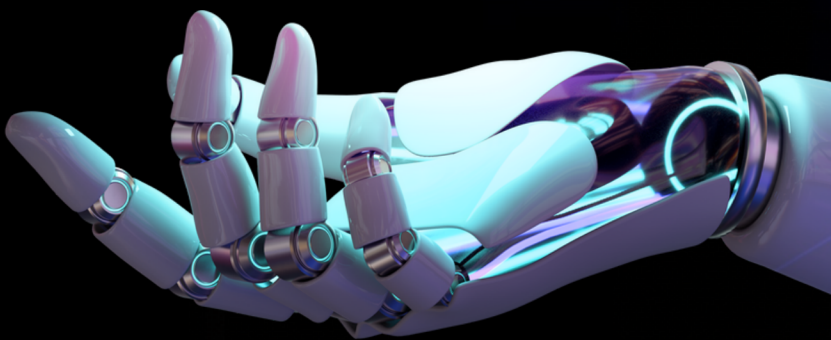
2023 investment priorities



76% Automating processes



72% Upskilling workforce

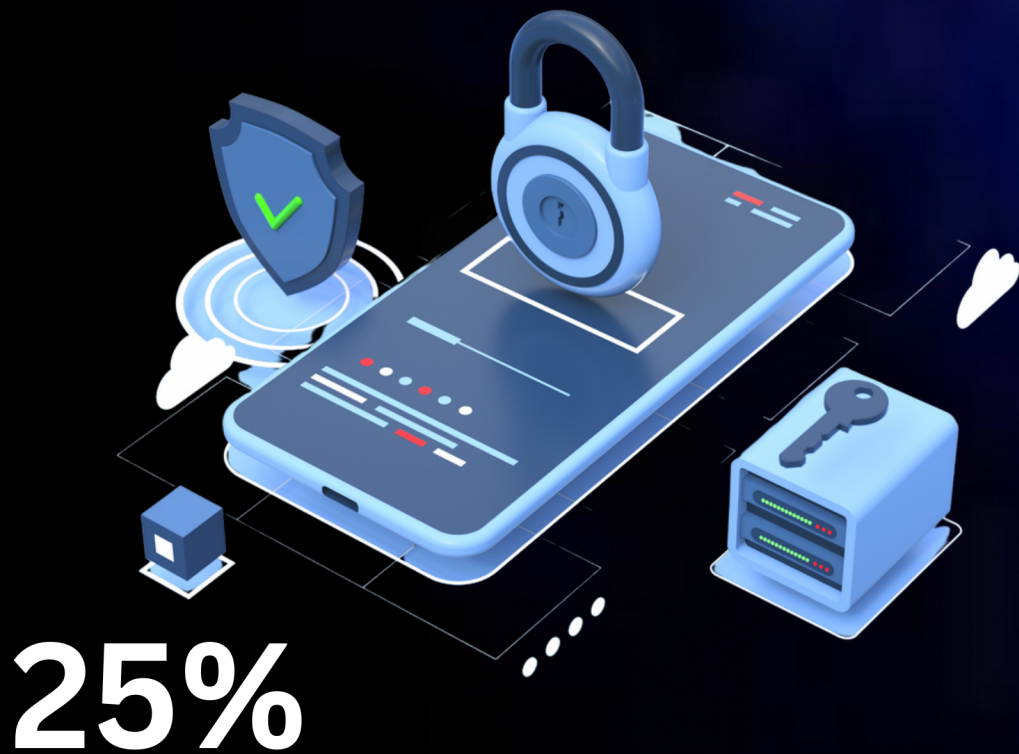


69% Deploying technology



41% Adjusting supply chain

Growing threats within next 5 years



Cyber risks



Climate change

However, 87% of investors in the 2022 PWC Global Investor Survey believe that companies make unsubstantiated claims on sustainability ("greenwashing")

Partnerships will shape the future of business...

To which extent is your company collaborating with other groups to create new sources of value:?

26%
Established
companies

16%
Academic
institutions



19%
Governmental
bodies

10%
NGOs and
non-profit

20%
Start-ups

... but stakeholders in the society are yet to focus on the common future

To which extent is your company collaborating with other groups to address societal issues:

13%
Established companies

12%
Academic institutions



18%
Governmental bodies

14%
NGOs and non-profit

10%
Start-ups