

STATSPEAK

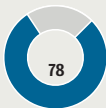
CEO OUTLOOK

A majority of CEOs globally are grappling with escalating competitive pressures. They are concerned about product relevance, customer loyalty and keeping up with new technologies, according to the KPMG CEO Outlook Study

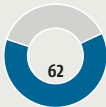
CEOs CONFIDENT ABOUT

INCREASE IN HEADCOUNT

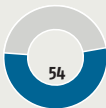
Figures in %



THE PROSPECTS FOR THE GLOBAL ECONOMY



THEIR COMPANIES' ABILITY TO GROW



This report is based on interviews with more than 1,200 CEOs offering their perspectives on a 3 year horizon
Source: KPMG CEO Outlook Study.

STATUS QUO: THE RISKIEST POSITION FOR ANY ORGANISATION

CEOs steering towards transformation say their organisation is likely to be transformed into a significantly different entity in three years



CEOs indicated that they are only 'somewhat comfortable' with their current business model, with five percent expressing that they are 'uncomfortable'



WARNING LIGHTS FOR EXECUTIVES

Decreasing customer loyalty



New entrants disrupting their market



Keeping pace with their technology



Competitors ability to steal business



Product or service still relevant in three years



Do not have developed processes for innovation

