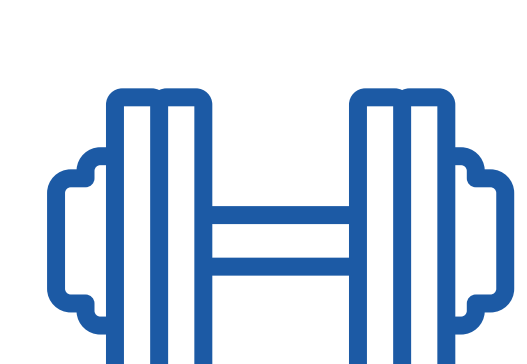


Charting the Future: Global CEOs' Top Concerns and Investments

Navigating the Chaos: What Matters in a World of Constant Change

- CEOs prioritize **growth (49%)**, **technology (34%)**, and **workforce (32%)** as their top strategic priorities for their businesses in 2023 and 2024.¹
- According to **40%** of CEOs worldwide, if their company remains on its current path, it won't be economically resilient in ten years.²



Catalysts

- Technology advancements
- Market competition
- Changing customer preferences

- Increased revenue
- Improved customer satisfaction
- Better competitive position



Outcomes

- **65%** of CEOs globally agree that AI can help improve business efficiency, which eventually results in positive outcomes for society, such as innovations in healthcare.³
- **27%** of CEOs worldwide utilize AI in transactions, including M&A and divestments, and **44%** are piloting potential solutions using AI.³

Strategies



- Digital transformation
- Innovation initiatives
- Strategic partnerships

- Lack of resources
- Resistance to change
- Regulatory hurdles

Challenges



CEO-Led Business Reinvention

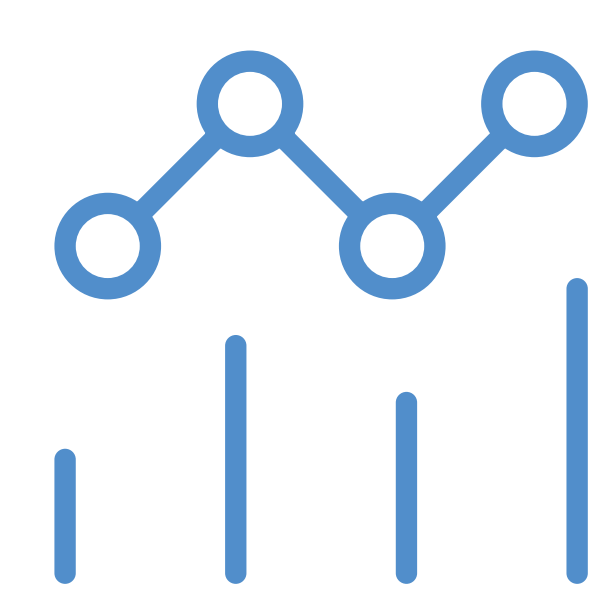
Capital Allocation: Key Priorities

- **29%** of global CEOs prioritize cash reserves, and **26%** focus on M&A while allocating capital.³
- **43%** of CEOs globally have fully integrated AI into their capital allocation process and are backing AI-driven innovation. **45%** plan to invest significantly in AI in 2023-2024.³
- **38%** of global CEOs (**38%**) focus on sustainability considerations when making capital allocation decisions, whereas **34%** do not. **28%** of global CEOs assign sustainability concerns the same value as other business considerations.³

From Budgets to Scenarios: A Shift in Planning

Strategic Capital Allocation Through Data Insights

- A data-driven, consistent, and enterprise-wide approach to capital allocation is crucial.
- This approach emphasizes both qualitative and quantitative metrics to ensure objective investment decisions.
- This approach allows CEOs to navigate disruptions and foster long-term value creation.



Resilience Matters

- CEOs identify financial vulnerability to inflation, economic volatility, and geopolitical risks.
- To stay resilient, companies should proactively address potential issues using tools like predictive maintenance through analytics.
- They should also shift from traditional budget-based to scenario-based planning to better prepare for possible disruptions.



Agility in Investment

- Effective capital allocation also requires balancing long-term growth with short-term shareholder returns and stakeholder confidence.
- Leading CEOs are removing barriers to dynamic investing to enhance their company's competitive position.



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