

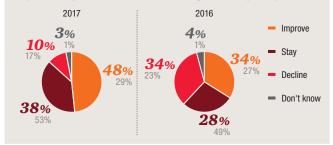
PwC Global CEO Survey 2017 Switzerland highlights



Business growth prospects In the short term, more Swiss CEOs are very confident compared to last year. 12 months 36 months 14% CEOs verv confident 24% 34% in business arowth 4% 38% prospects 51% 2017 CEOs confident in business growth **52%** 41% prospects 41% CEOs not very confident/not 18% **16%** at all confident 34% in business arowth prospects 2016 49% 50% 44% 42% 47%

Global economic growth prospects

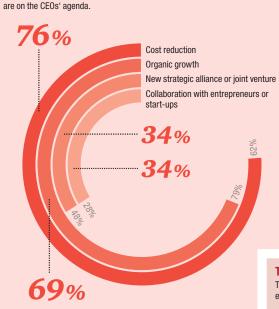
Compared to last year, more Swiss CEOs believe that global economy will improve.



Growth opportunities

When Swiss CEOs were asked to name the countries most important to them for their growth in the next 12 months, 62% said Germany, 52% the USA, and 34% China.





In order to drive corporate growth or profitability, the following activities

Skills at work

Trends for business success

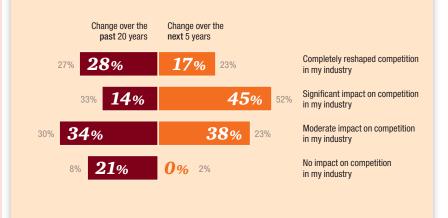
All of Swiss CEOs believe, besides the technical business expertise, that problem-solving is the most important talent for the organisation.





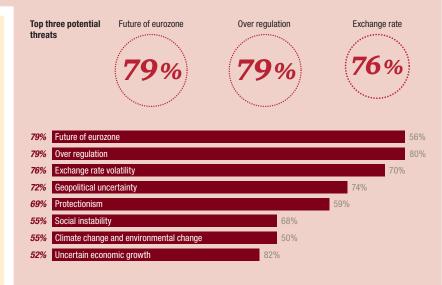
Impact of digital technologies

New technologies changed most industries over the last decade. Most CEOs think that the digital change will have significant impact on industries in the next five years.



Threats

The top three potential economic, policy, social and environmental threats highlighted by Swiss CEOs: future of eurozone, over-regulation, and exchange rate volatility.



Source: PwC 20th Annual Global CEO Survey

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