

PwC 24th Annual Global CEO Survey

A leadership agenda to take on tomorrow

March 2021



PwC's 24th Annual Global CEO Survey represents

Views of 5,000+ CEOs globally



100

**Countries
represented**
(2020: vs. 92)



5,050

CEOs
(2020: 3,501)



50%

**of the companies
at revenue of at
least \$1B**



28

**Industries
represented**

Views of 70 Finnish CEOs

We personally
interviewed
majority of them

They represent ownership of

56%

Private

37%

Publicly listed

7%

Public sector

They generate revenue of

33%

> 1\$B

60%

0.1-1\$B

7%

< 0.1\$B

They employ

51%

> 1000

20%

500 to 1000

29%

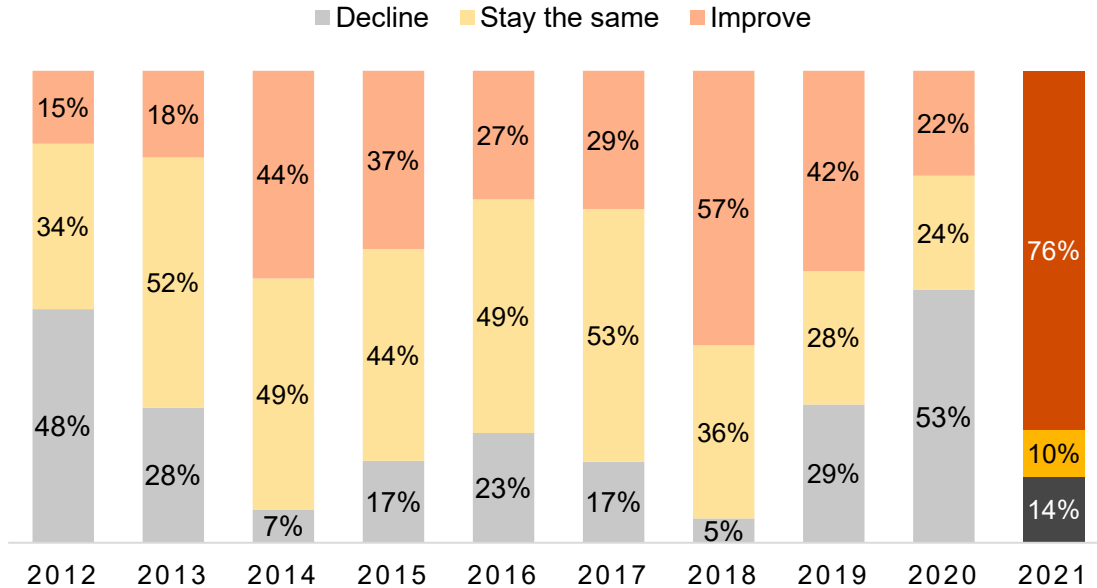
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The background features a dark grey field with several overlapping circles. Some circles are solid orange, some are solid dark grey, and some are orange with a white dotted pattern. The circles vary in size and are scattered across the frame, with a larger dotted orange circle in the top-left and bottom-right corners.

Economic growth and risks

CEOs are globally very optimistic about global economic growth

Q. Do you believe global economic growth will improve, stay the same or decline over the next 12 months?



76%

of CEOs globally told us that they believe global economic growth will improve in 2021

Likewise, Finnish CEOs show great confidence on economic growth

A share of Finnish CEOs who believe economic growth will improve

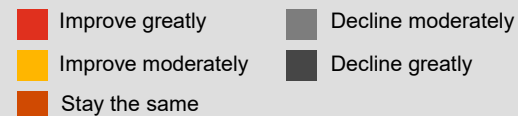
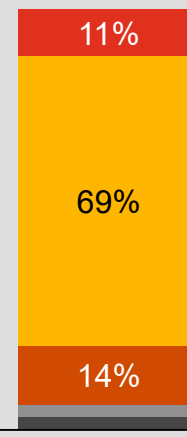
Globally

90%

In Finland

80%

Economic growth in Finland over the next 12 months



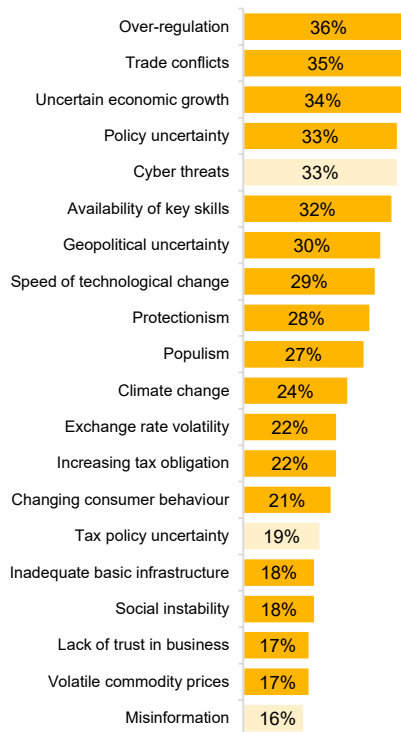
CEOs express increasing concern about cyber threats, misinformation and tax policy uncertainty

Q. How concerned are you, if at all, about each of these potential economic, policy, social, environmental and business threats to your organisation's growth prospects? (Showing only 'extremely concerned' responses)

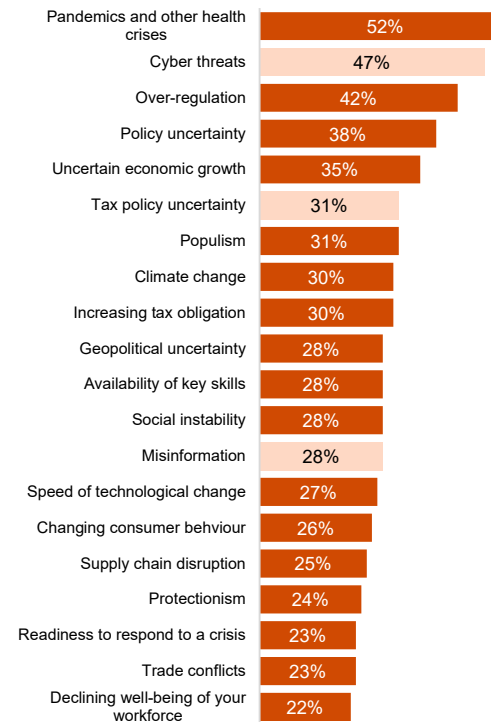
Note:

'Pandemics and other health crises' was last included as a threat in the 18th Annual Global CEO Survey

2020 top 20 threats



2021 top 20 threats

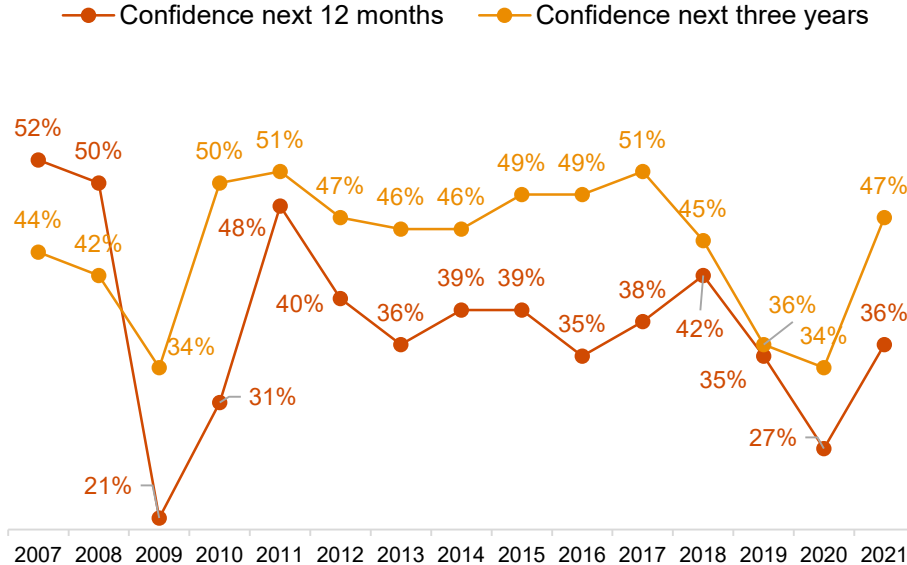


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Organisations' growth

Globally CEOs are also confident in their own organisation's growth prospects

Q. How confident are you about your organisation's prospects for revenue growth over the next 12 months/ 3 years?
Showing only 'very confident' responses



47%

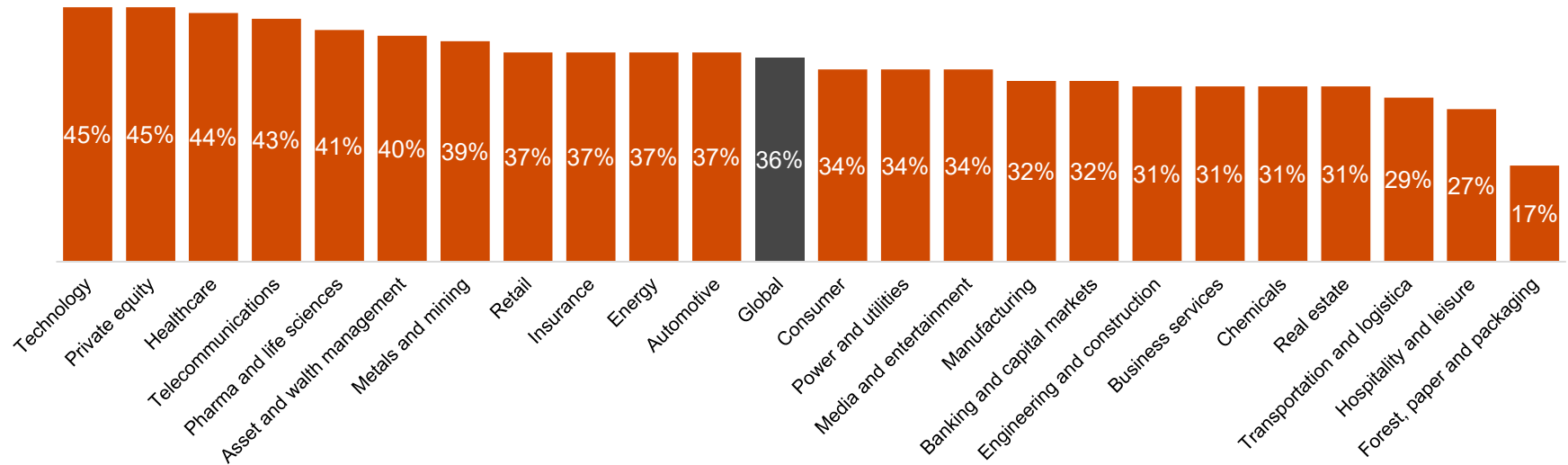
are very confident
looking ahead
three years

36%

of CEOs say they are
very confident about their
revenue growth prospects
for the **next year**

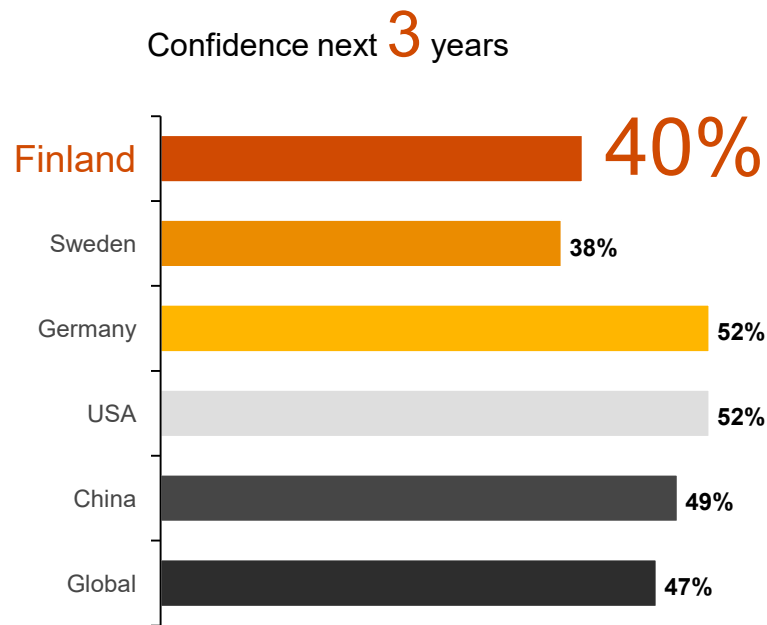
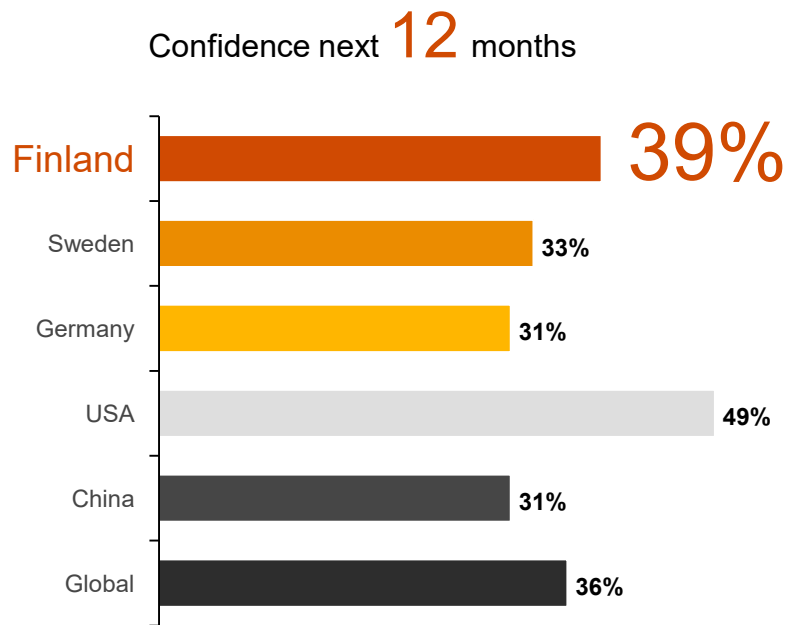
CEOs in the tech, private equity and healthcare sectors are the most confident in short-term growth

Q. How confident are you about your organisation's prospects for revenue growth over the next 12 months?
Showing only 'very confident' responses



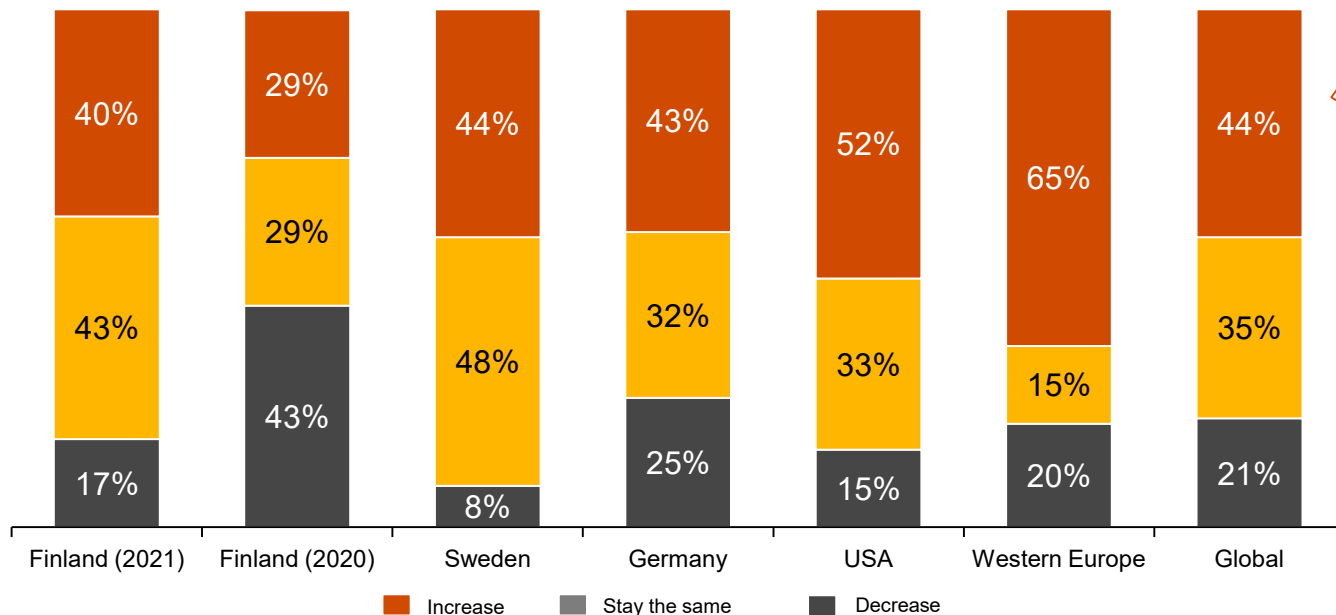
The confidence of growth is also at place in Finland. 44% of CEOs in Finland consider M&A within 12 next months

Q. How confident are you about your organisation's prospects for revenue growth over the next 12 months / 3 years?
Showing only 'very confident' responses



Finnish CEOs have become more confident about headcount increase over the next 12 months

Q: Do you expect headcount at your organisation to increase, decrease or stay the same over the next 12 months?



4 out of 5 CEOs expect their organisation's headcount to either stay the same or increase in the following 12 months, whilst the corresponding number in previous fiscal year was 3 out of 5

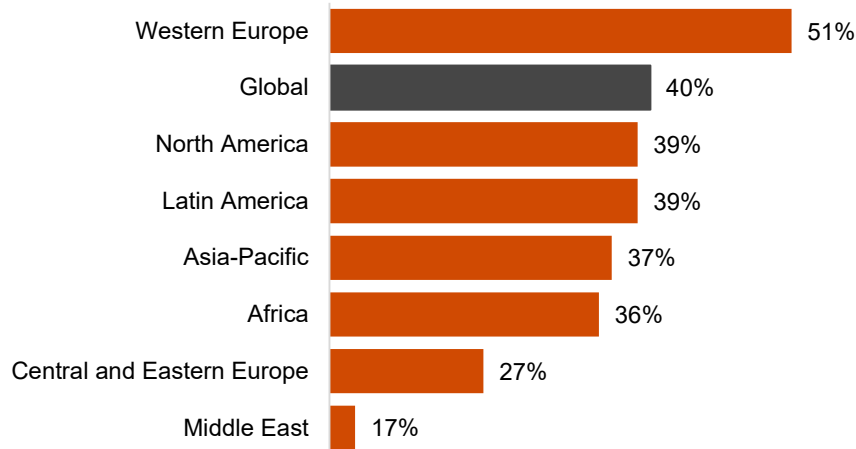
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The climate change challenge

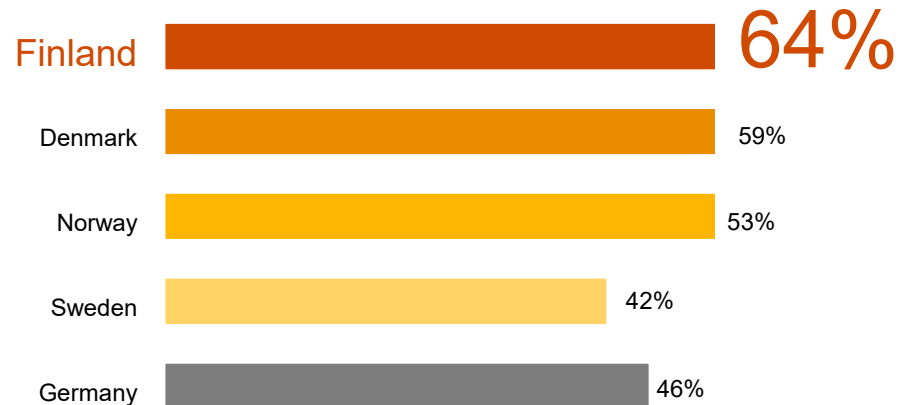
Only 40% of CEOs have factored climate change into their strategic risk management activities globally, Nordic reaches 54%

Q. Is climate change and environmental damage explicitly factored into your strategic risk management activities?

Regions



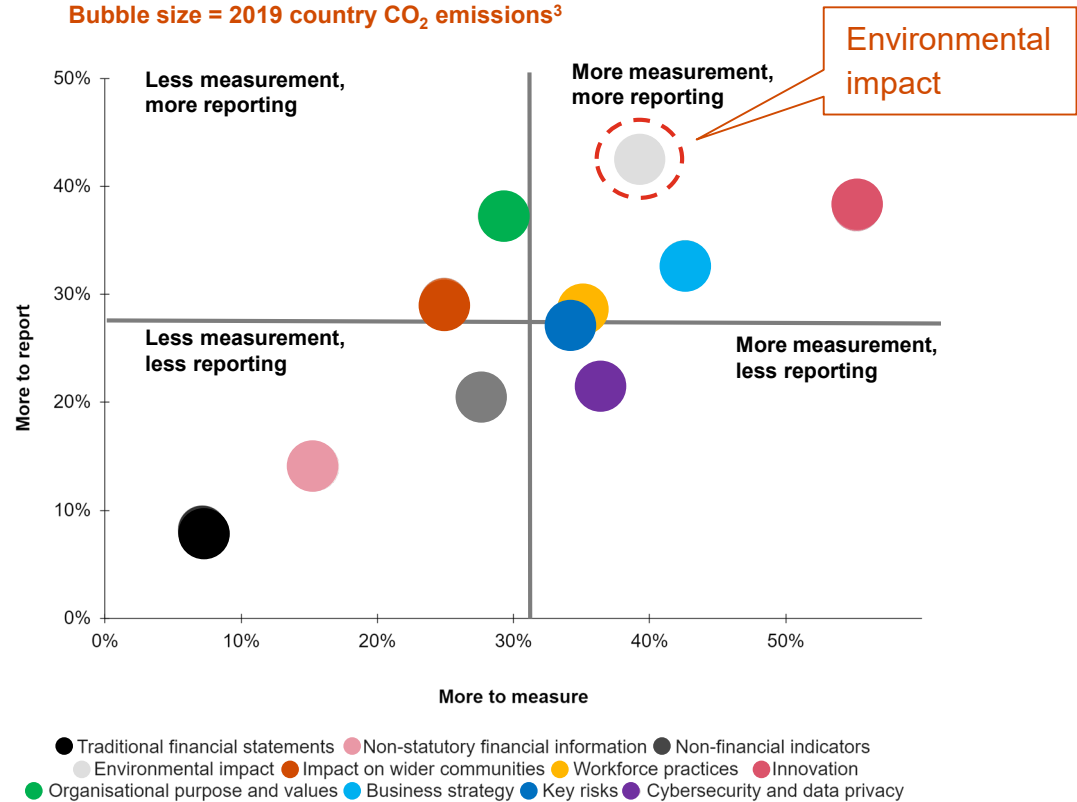
Countries



CEOs believe their organisations need to do more to 'measure' and especially more to 'report' on their environmental impact

In which of the following key areas of impact and value do you believe your organisation should be doing:

- A) More to measure
- B) More to report

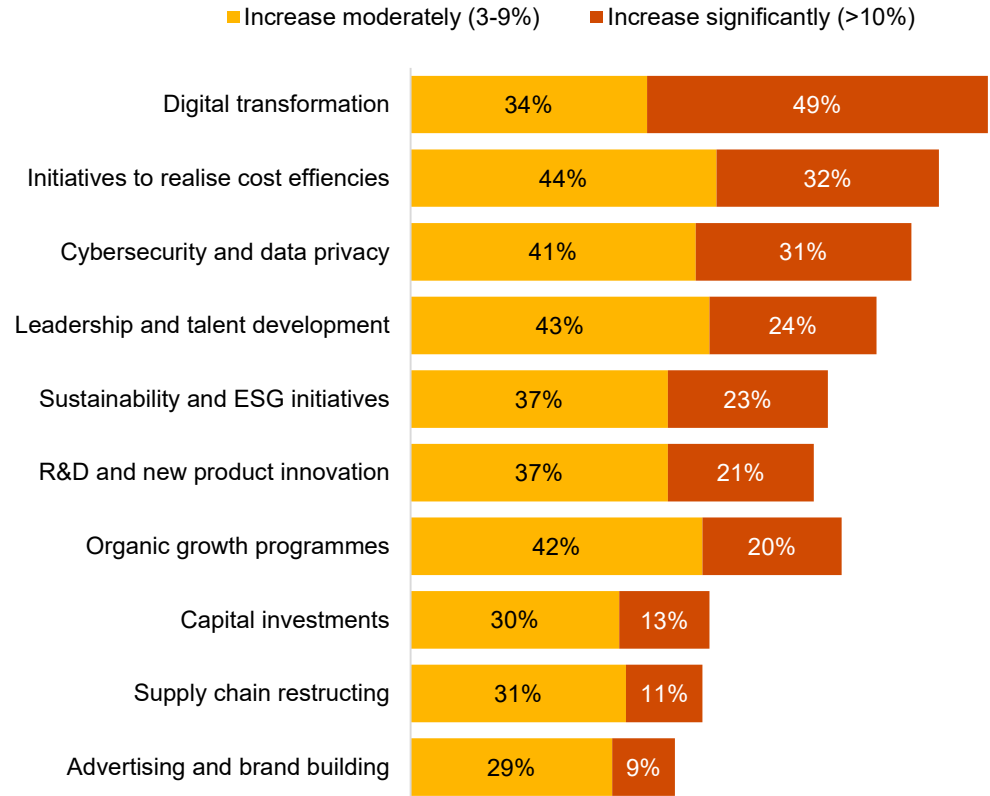


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Growth Digitalisation

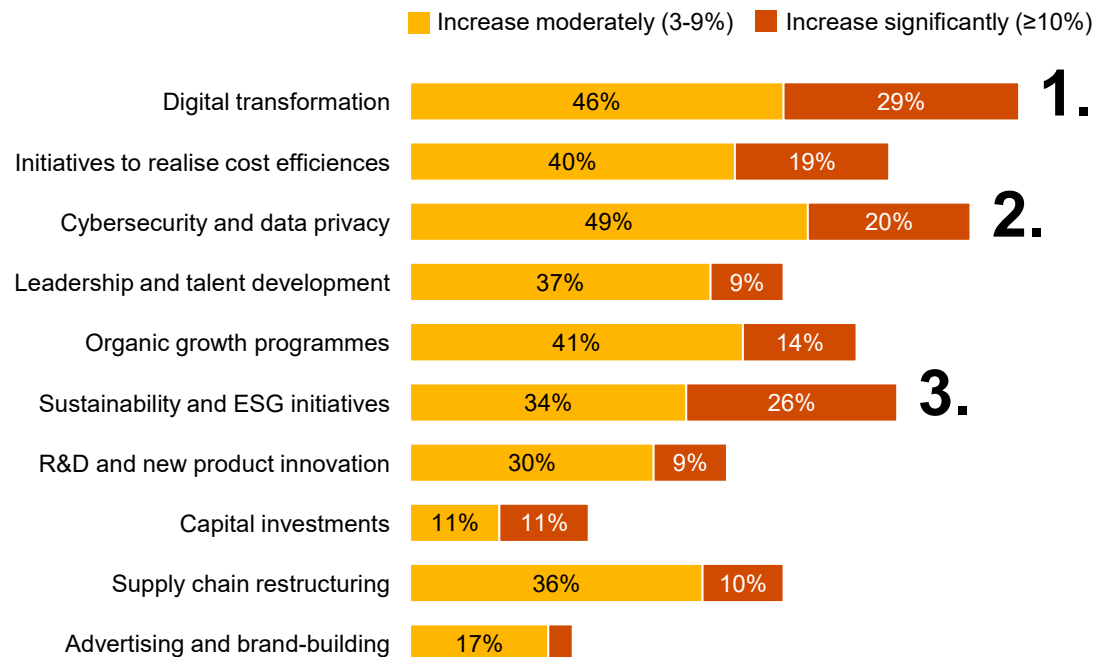
Nearly half of CEOs globally plan to increase their rate of digital investment by 10% or more

Q. How do you plan to change your long-term investments in the following areas over the next three years, as a result of the COVID-19 crisis?



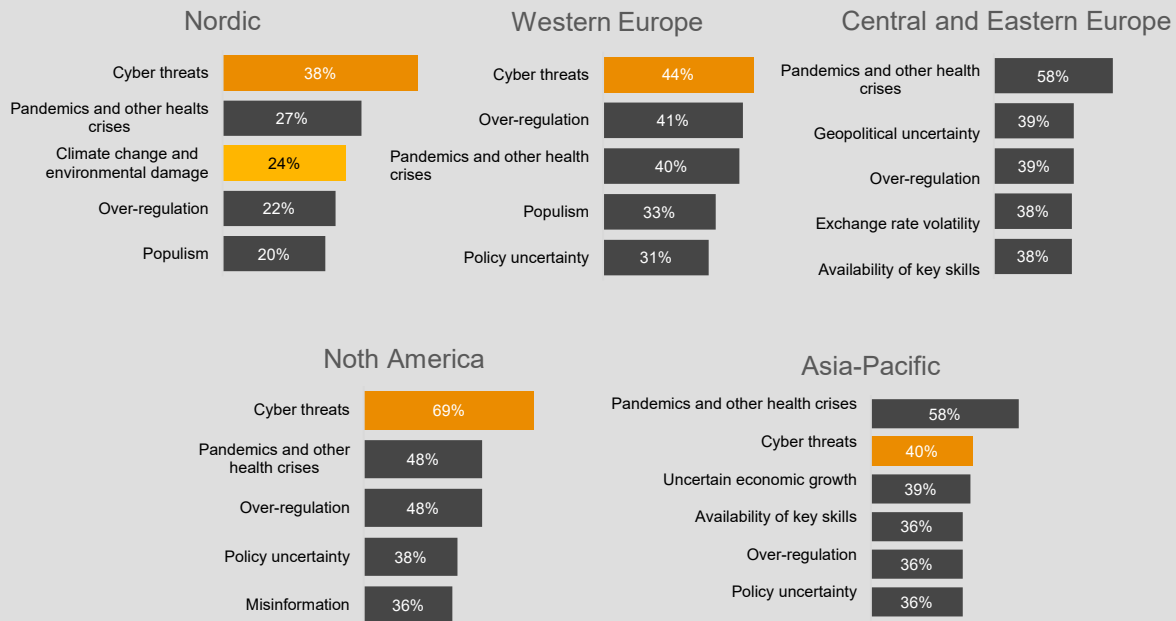
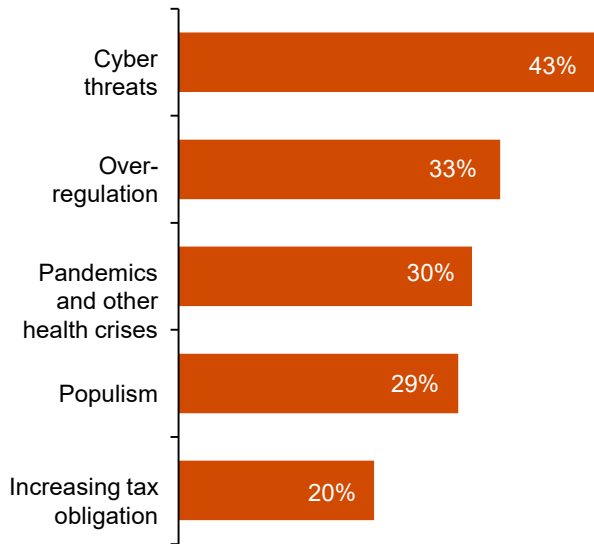
Digital and cyber investments are top of the list in Finland. Sustainability and ESG rank 3rd (globally 6th)

Q. How do you plan to change your long-term investments in the following areas over the next three years, as a result of the COVID-19 crisis?



Finland follows Western Europe in risks. Nordic countries see climate change and environmental threats as one of the top challenges.

Finland



24th Annual Global CEO Survey

Key takeaways

- **Economic growth.**
Great optimism after a severe decline.
- **Organisations' growth.**
Confidence is there, however it is fragile. What is the trajectory?
- **The climate change challenge.**
Slight improvement, lagging stakeholders targets.
- **Growth investments.**
Digital acceleration.
- **Threats to watch.**
Pandemics and cyber lead the list.



Your contacts at PwC Finland



Mikko Nieminen
CEO, PwC Finland
+358 20 787 7257
mikko.nieminen@pwc.com



Enel Sintonen
Partner, PwC Finland
+358 20 787 7225
enel.sintonen@pwc.com



Hannu Suonio
Client & Markets Leader, PwC Finland
+358 20 787 8552
hannu.suonio@pwc.com