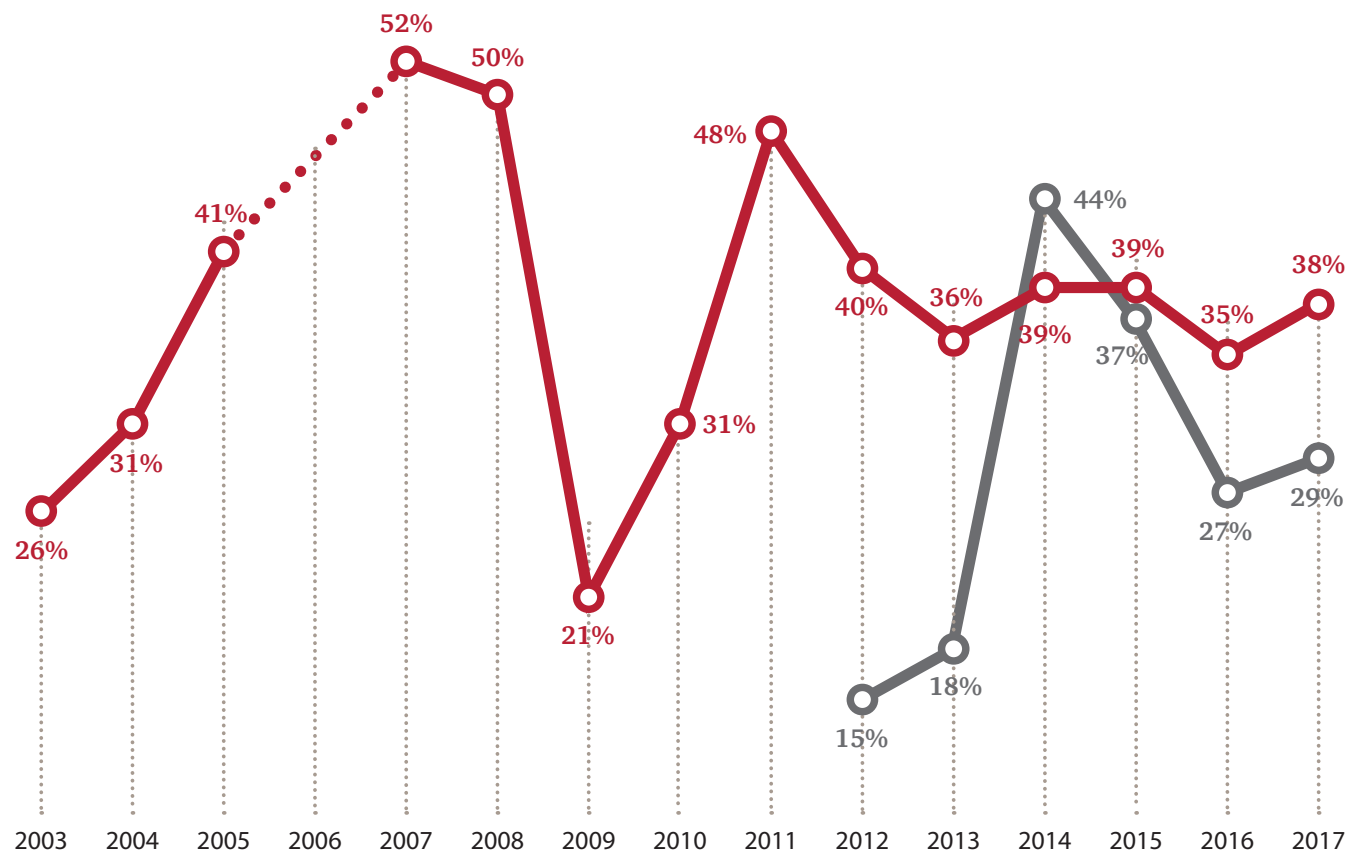


CEOs' confidence has grown over time

Q: How confident are you about your company's prospects for revenue growth over the next 12 months?

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



— CEOs very confident in 12-month revenue prospects — CEOs confident global economic growth will improve ... N/A

Base: All respondents (2016=1,409; 2015=1,322; 2014=1,344; 2013=1,330; 2012=1,258; 2011=1,201; 2010=1,198; 2009=1,124; 2008=1,150; 2007=1,084; 2006 (not asked); 2005=1,324; 2004=1,386)

Please note: From 2012-2014 respondents were asked 'Do you believe the global economy will improve, stay the same or decline over the next 12 months?'

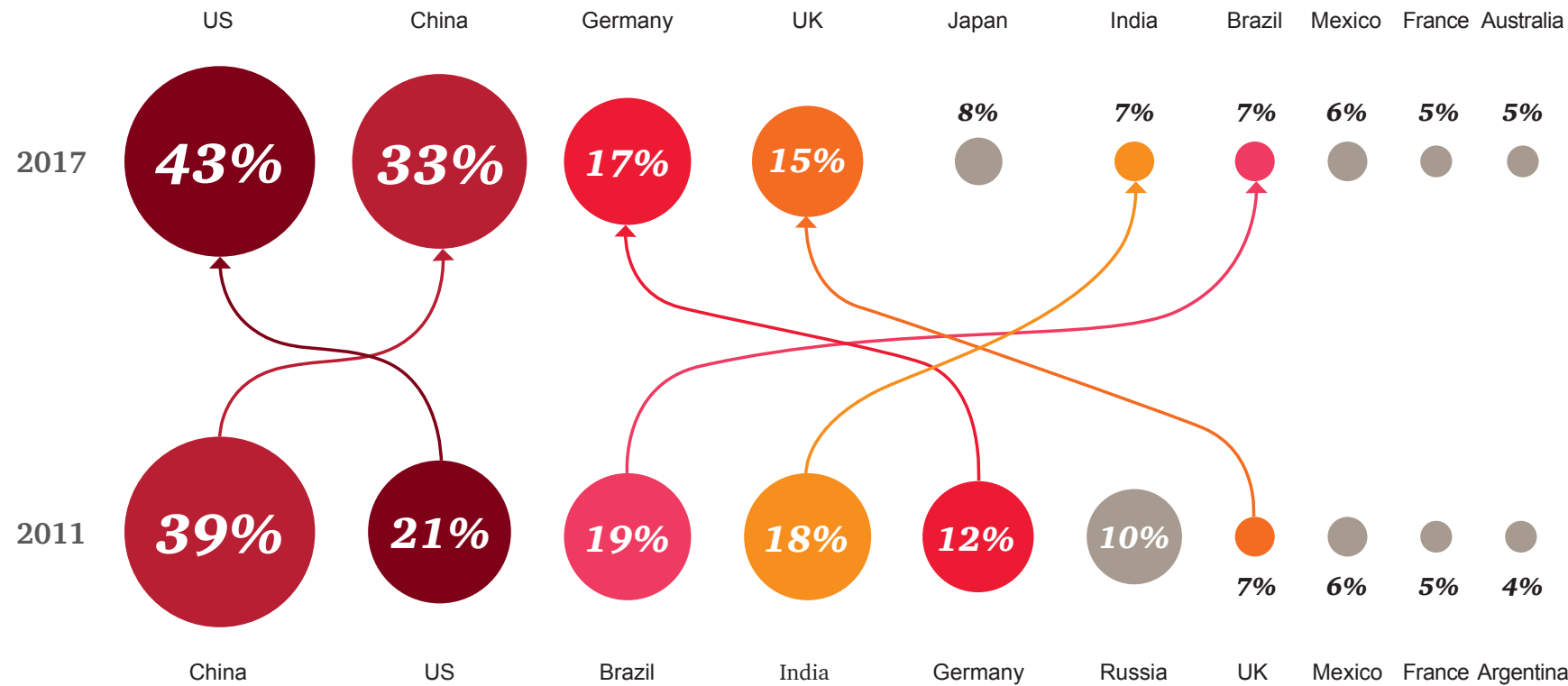


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CEOs are looking at a mix of countries for growth

Q: Which three countries, excluding the one in which you are based, do you consider most important for your organisation's overall growth prospects over the next 12 months?



Source: PwC, 14th Annual Global CEO Survey and 20th CEO Survey. Base: All respondents (2017=1,379; 2011=1,201)



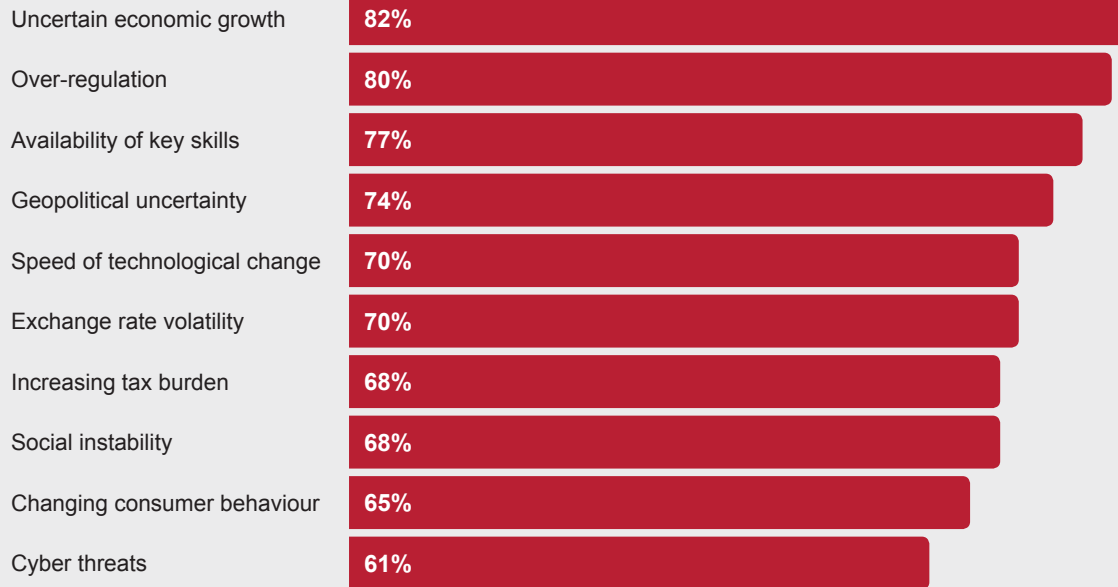
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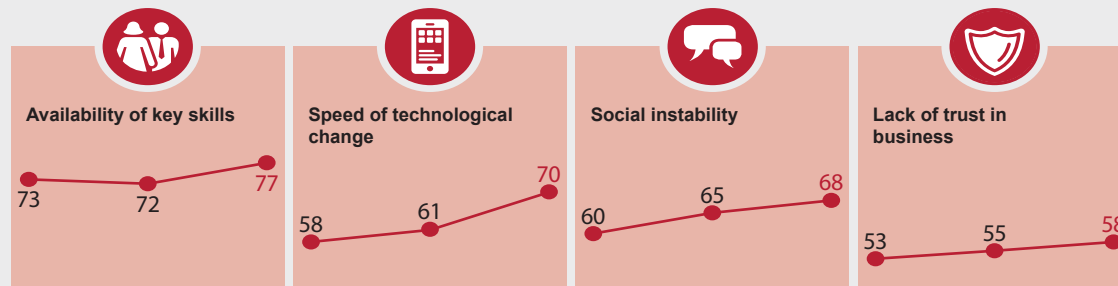
Uncertain economic growth and over-regulation are top concerns for CEOs

Q: How concerned are you about the following economic, policy, social, environmental and business threats to your organisation's growth prospects?

Top ten threats



Top four risers since 2015



■ —●— Respondents who answered somewhat or extremely concerned

Base: All respondents (2017=1,379; 2016=1,409; 2015=1,322; 2014=1,344; 2013=1,330)

CEOs recognise both the benefits and downsides of globalisation

Q: To what extent has globalisation helped with the following areas?

