



2022 : Is it Looking Up?

PwC CEO Survey: Global & Bulgaria





Milena Radeva

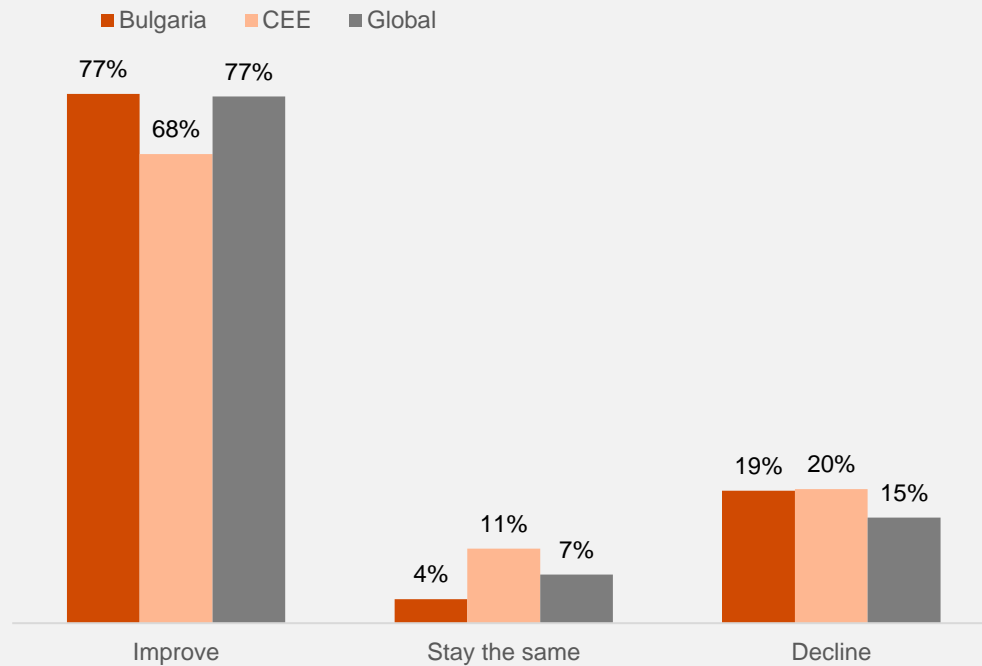
Senior Manager,
Advisory Services South-East Europe
PwC

Foreword

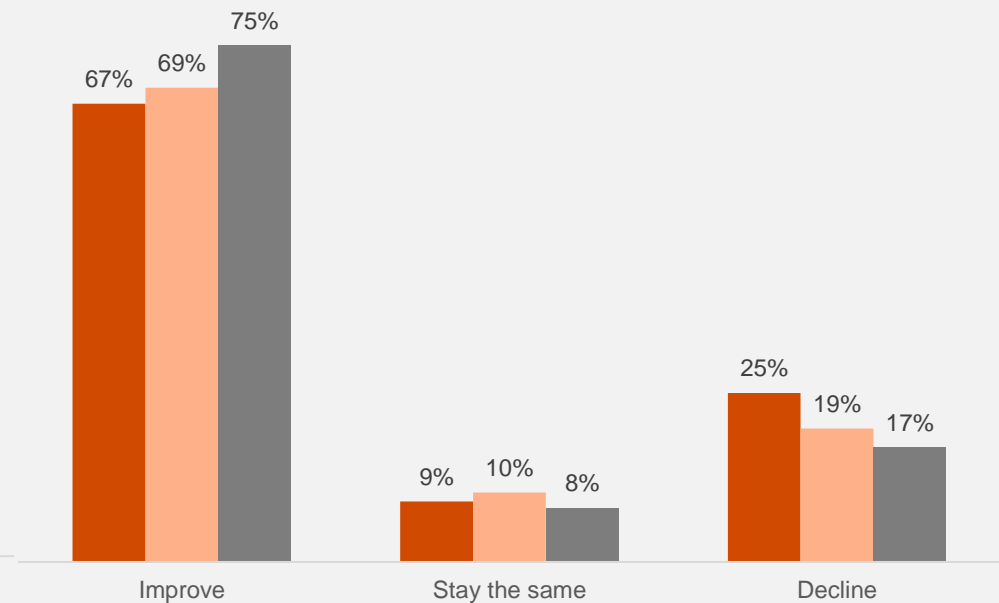
- If you are expecting growth, you should thrive for good growth. How? Through sustaining COVID-era urgency for the long run and the adoption of new sustainable value creation models (incl. ESG)
- COVID-19, geopolitical conflicts and climate change have **exposed the systemic vulnerabilities** of our economies and societies. As we tackle those threats concurrently, now is the moment to take deliberate, concerted, and timely action to build a cleaner, greener, fairer, healthier, more **resilient** global society.

CEOs anticipate a good business year

Q: How do you believe economic growth (i.e., GDP) will change, if at all, over the next 12 months in: the global economy?

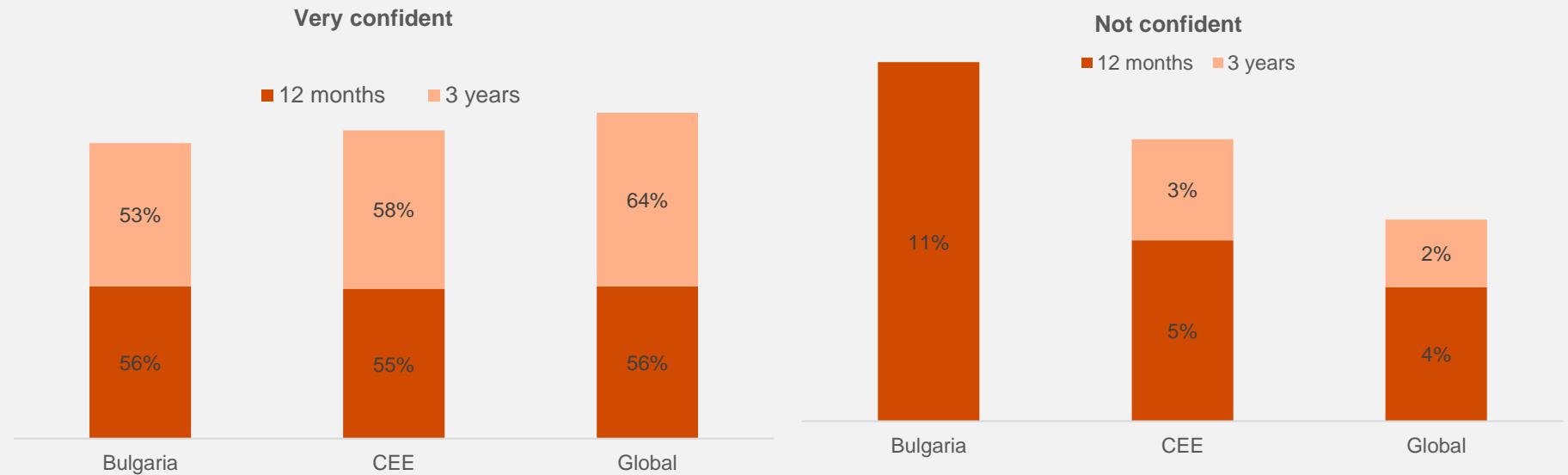


Q: How do you believe economic growth (i.e., GDP) will change, if at all, over the next 12 months in: your territory?



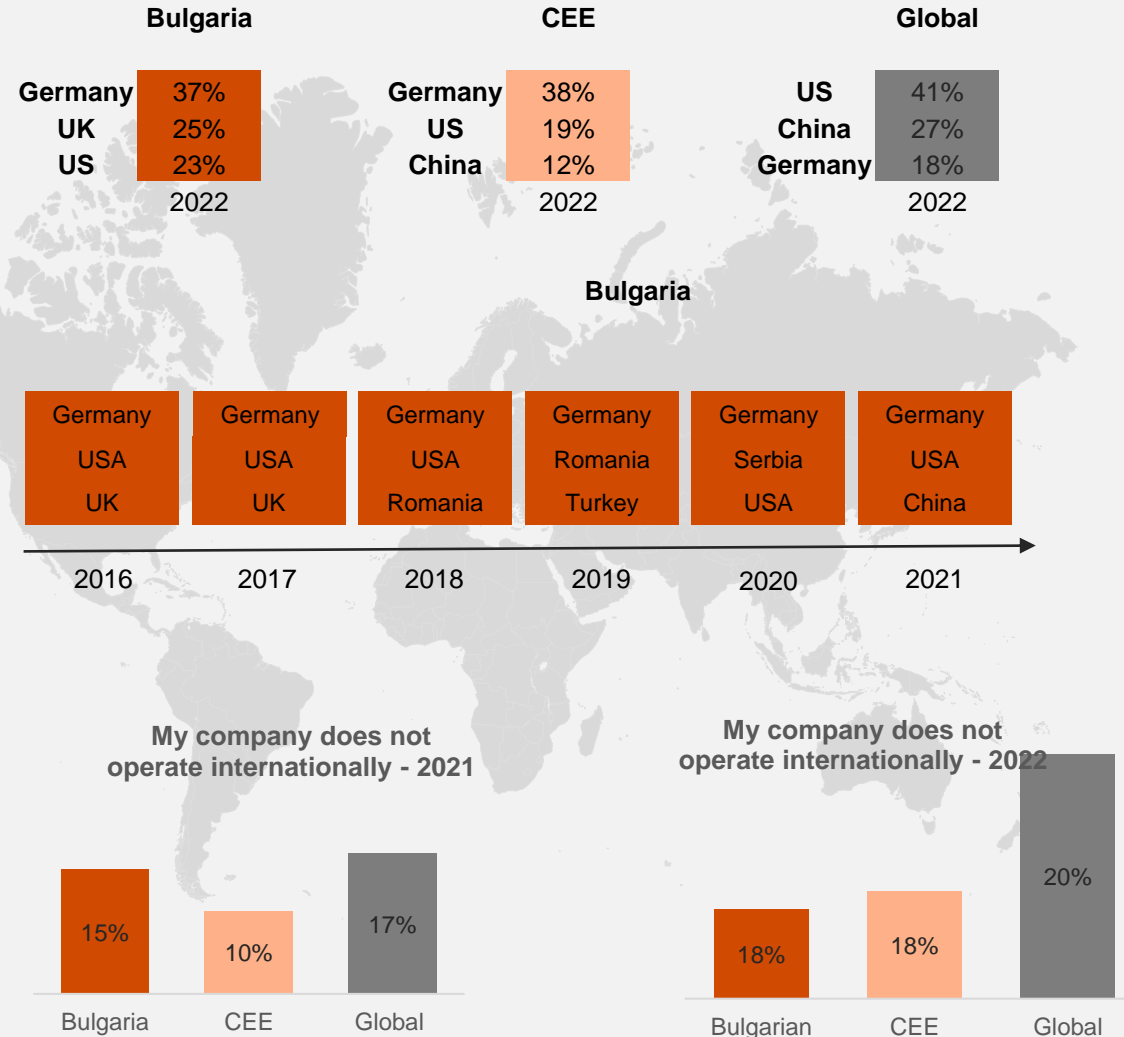
CEOs on guard about revenue growth

Q: How confident are you about your company's prospects for revenue growth over the next 12 months / 3 years?



Germany
remains the
most
important
foreign
trade
partner

Q: Which three countries/territories, excluding the country/territory in which you are based, do you consider most important for your company's prospects for revenue growth over the next 12 months?



Note: Not all figures add up to 100% as result of rounding percentages and excluding 'neither/nor' and 'don't know' responses.



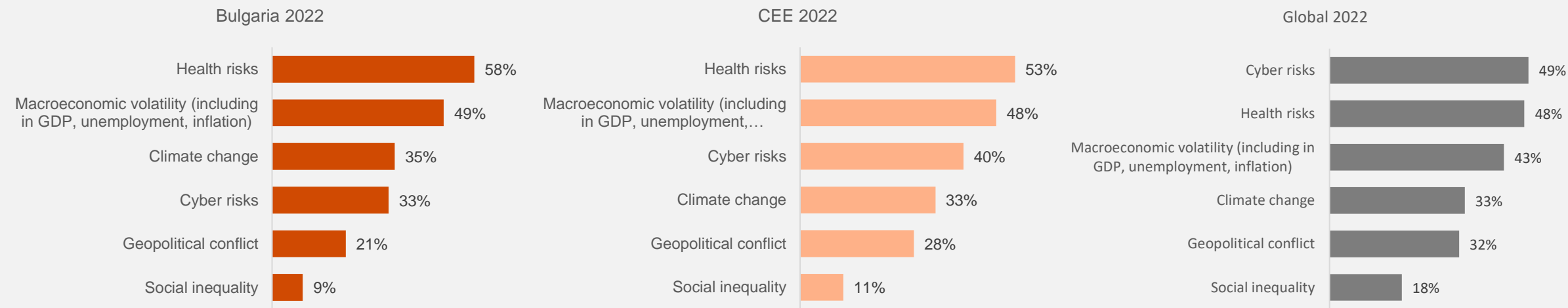
58%

of Bulgarian CEOs rank health risks as
the top threat to growth

Threats

Health risks **remain the greatest concern** for the Bulgarian CEOs for a second year in a row

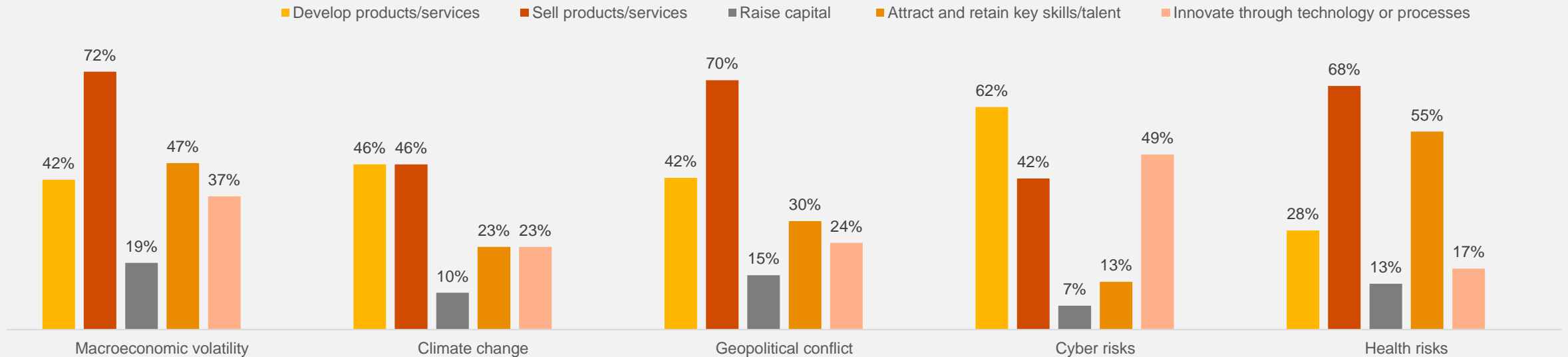
Q: How concerned are you about the following global threats negatively impacting your company over the next 12 months?



Macroeconomic volatility, geopolitical conflicts & health risks will affect Bulgarian companies' ability to sell products at most

Q: How do you anticipate your company could be impacted by these threats over the next 12 months?

'It could inhibit our ability to...'





Sustainable strategy

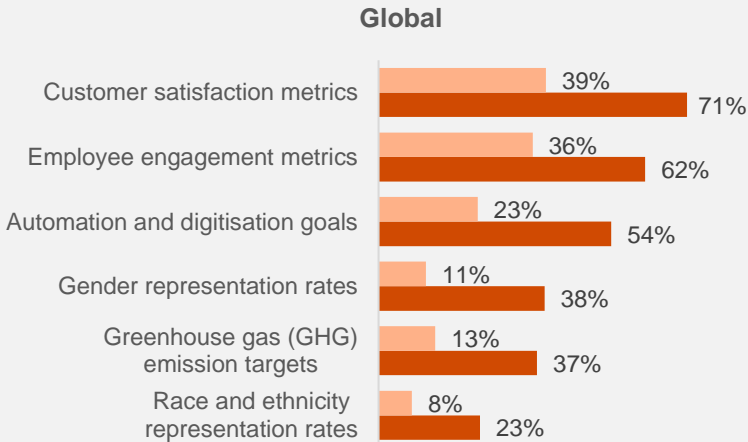
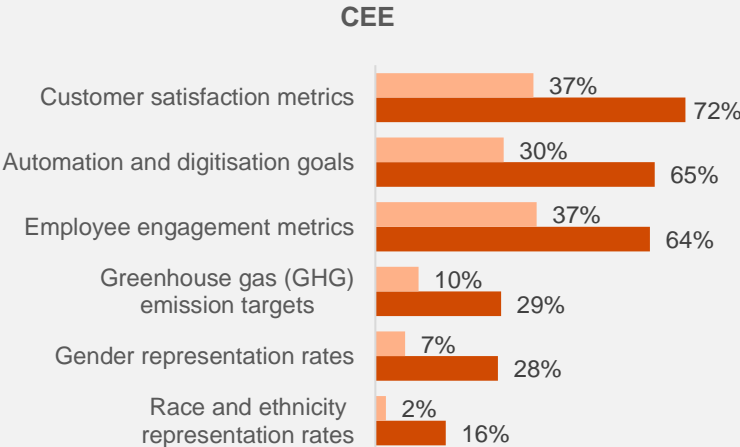
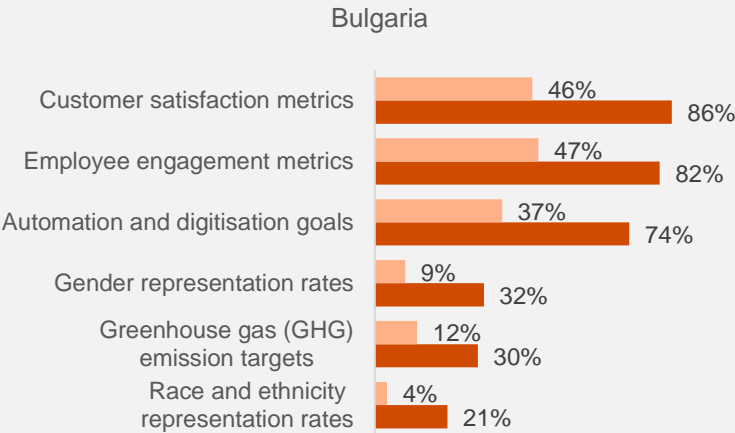
86%

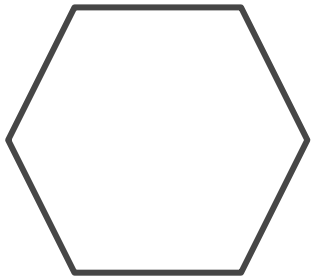
of the Bulgarian CEOs said customer satisfaction metrics are included in their company`s long-term strategy

Bulgarian CEOs outstrip CEE & global in adding business-minded non-financial outcomes to their strategies and long-term incentives

Q: Are the following non-financial-related outcomes included in your:

- Personal annual bonus or long-term incentive plan
- Company's long-term corporate strategy





Thank you!

