PwC Australia's 25th CEO Survey

Onwards and upwards:

The most important problems Australia's CEOs are solving for growth today and tomorrow

Top 3 threats to growth*

Health

(incl. COVID-19)

Climate change

Cybersecurity risk

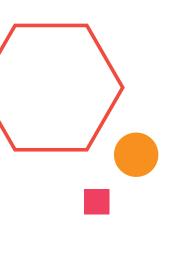
For 25 years we have asked CEOs in Australia to share their perspectives on the opportunities, challenges and important problems they are trying to solve. Our latest survey was conducted during Oct and Nov 2021 and received responses from 50 CEOs of Australia's biggest companies.

Very concerned

35%

53%

22%





CEOs positive about underlying economic growth

88% of CEOs in Australia expect growth in the Australian economy in 2022, while 98% are confident about revenue growth prospects for their company in the year ahead.*

US increases lead over China for trade growth

Top 4 markets for growth*

Contact:

Jeremy Thorpe

Chief Economist

33%

Moderately concerned

31%

| | US | China | NZ | UK |
|------|-------------|-------------|-----|-----|
| 2021 | 48% | 33% | 11% | 16% |
| 2022 | 51 % | 31 % | 22% | 18% |





Cybersecurity risk is No.1 threat to growth for

Not concerned

10%

10%

Slightly concerned

22%

27%

third year in a row - beating COVID-19

2%

Extremely concerned

18%

20%

14%

Onwards and upwards:

The most important problems Australia's CEOs are solving for growth today and tomorrow

Cyber risks hold back innovation and growth

52% of CEOs are concerned cybersecurity risks will inhibit their ability to innovate through technology or processes.

Top 3 factors shaping cybersecurity strategies*

Increasing complexity of cyber threats



69%

69%

Cybersecurity and data privacy regulations

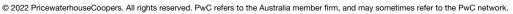
Vulnerabilities in supply chains and of business partners

Solution: Consider cybersecurity as an investment in business growth as cyber risks become more complex, affect the whole supply chain and require hard-to-find talent.



Rick Crethar Chief Risk Officer and Cyber & Digital Trust Leader

*PwC Australia's 25th CEO Survey



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Contact:

Flow-on COVID-19 impacts to workforces

Two-thirds of CEOs are worried about the impact of pandemic-related risks on their ability to attract and retain key skills/talent.

CEOs say health risks (incl. COVID-19) could inhibit their company's ability to...*

74%

...sell products/ services



...attract and retain key skills/talent

Solution: Retraining and upskilling employees needs to be a top priority for CEOs to attract and retain key skills both now and into the future.

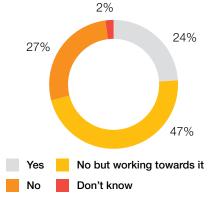
Dr Ben Hamer Lead, Future of Work

Catherine Walsh Head of People & Culture

Most companies set climate change targets...

...but only 35% have greenhouse gas emissions targets in their long-term corporate strategy and 14% in their personal bonus or remuneration plan.

Does your company currently have a net zero commitment?*



Solution: Shift from talking about meaningful change to creating measurable value by including science-based targets in long-term corporate strategies and CEO pay.

Contact:

Liza Maimone COO and ESG Executive

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