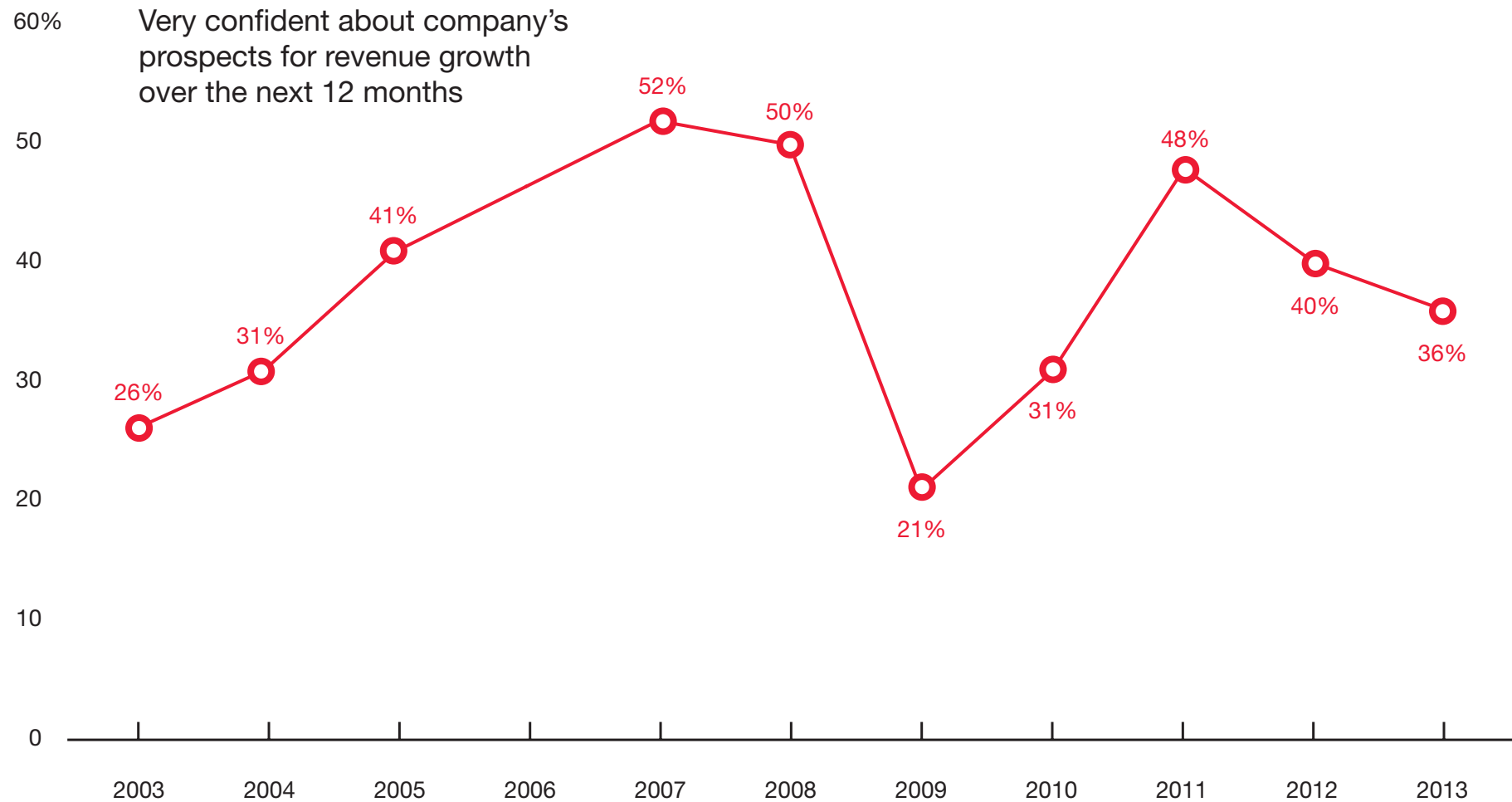


CEO confidence has gone up and down sharply over the past decade

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

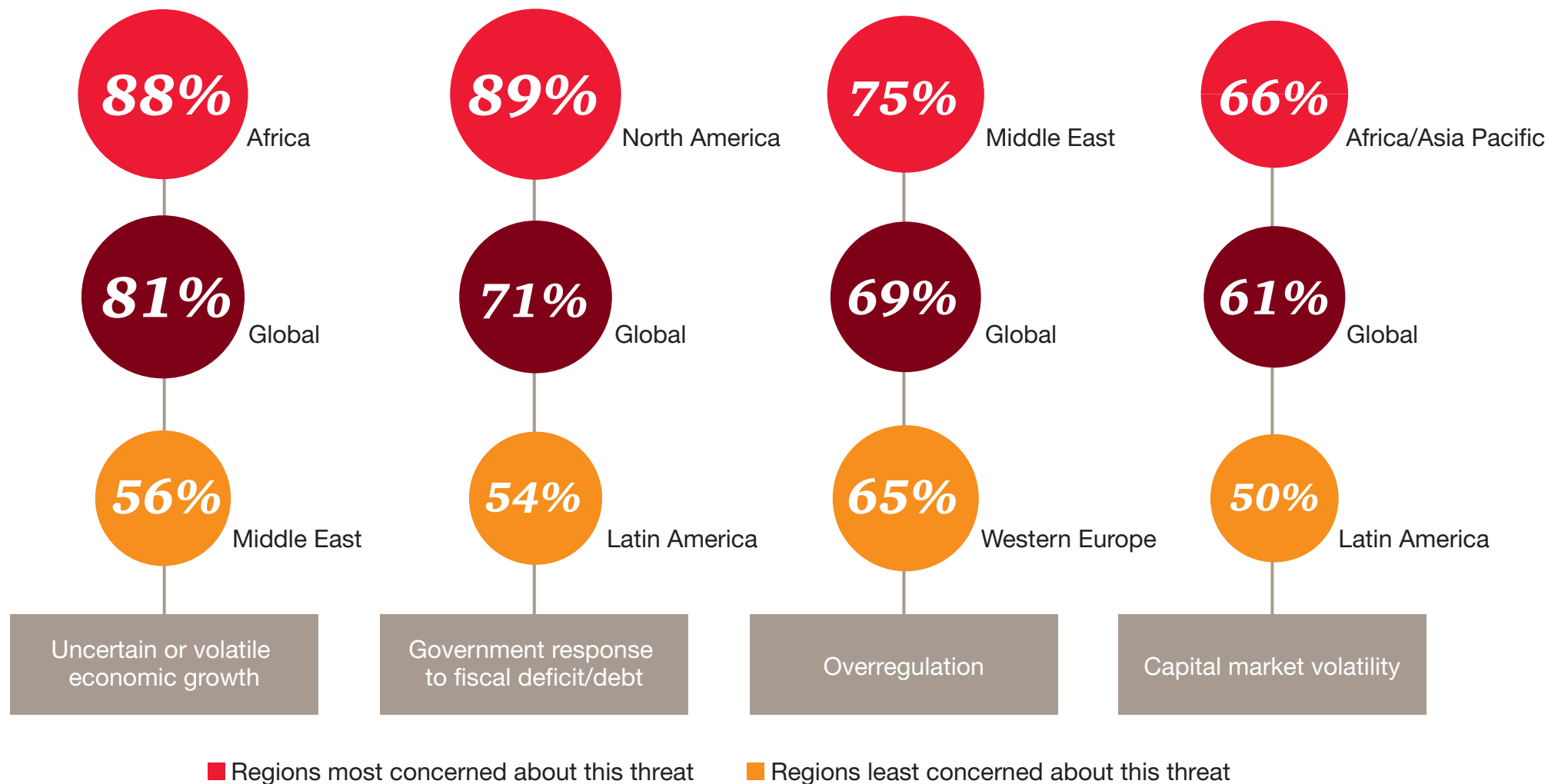


Base: All respondents (2013=1,330; 2012=1,258; 2011=1,201; 2010=1,198; 2009=1,124; 2008=1,150; 2007=1,084; 2006 (not asked); 2005=1,324; 2004=1,386; 2003=989)

Source: PwC 16th Annual Global CEO Survey

Volatile conditions top the list of economic and political threats, but concerns vary by where CEOs are located

Q: How concerned are you about the following potential economic and policy threats to your business growth prospects?
(top four threats global CEOs named)

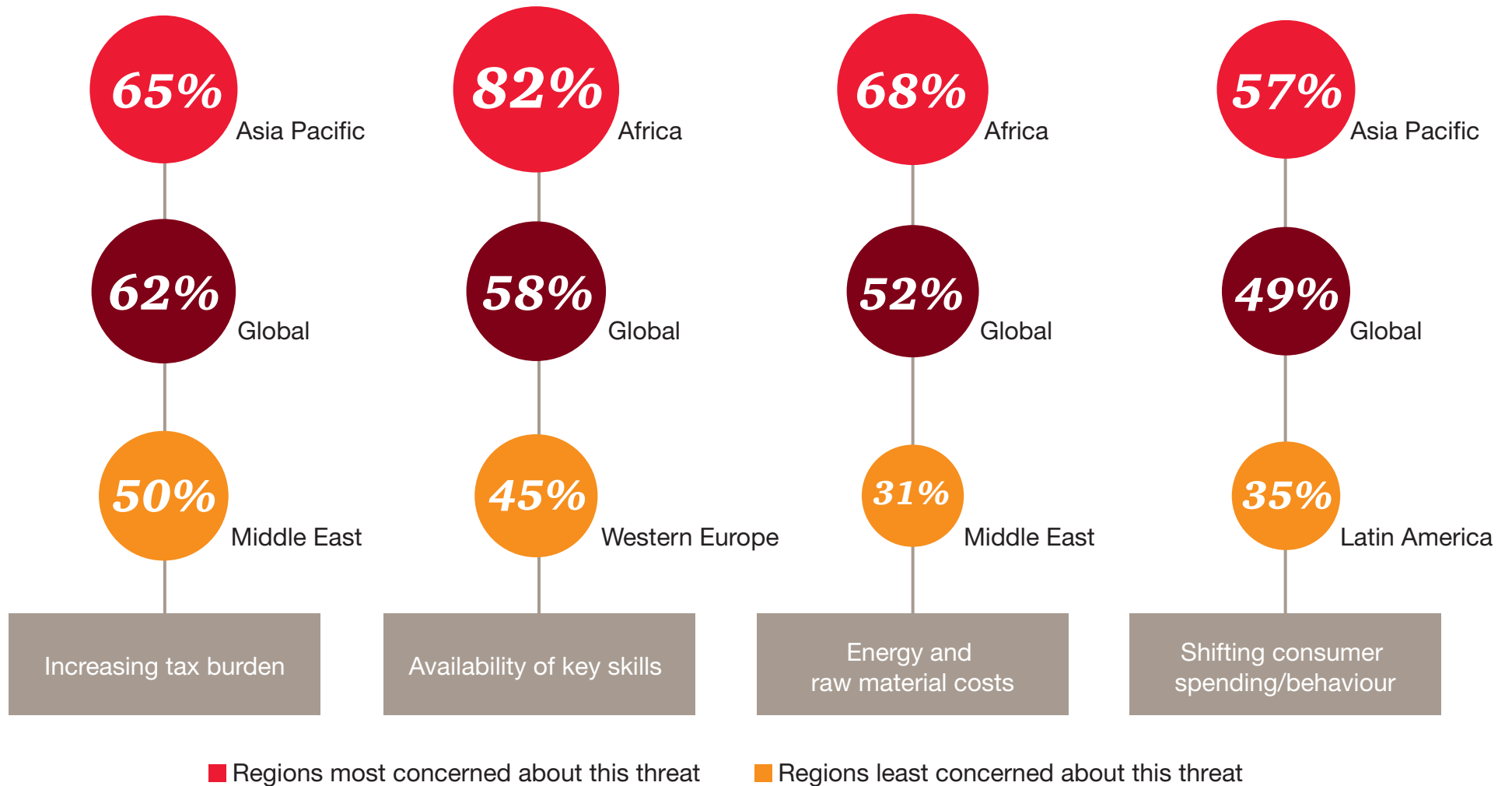


Base: All respondents (North America=227; Western Europe=312; Asia Pacific=449; Latin America=165; Middle East=32; Africa=50)

Source: PwC 16th Annual Global CEO Survey

Volatile conditions top the list of business threats, but concerns vary by where CEOs are located

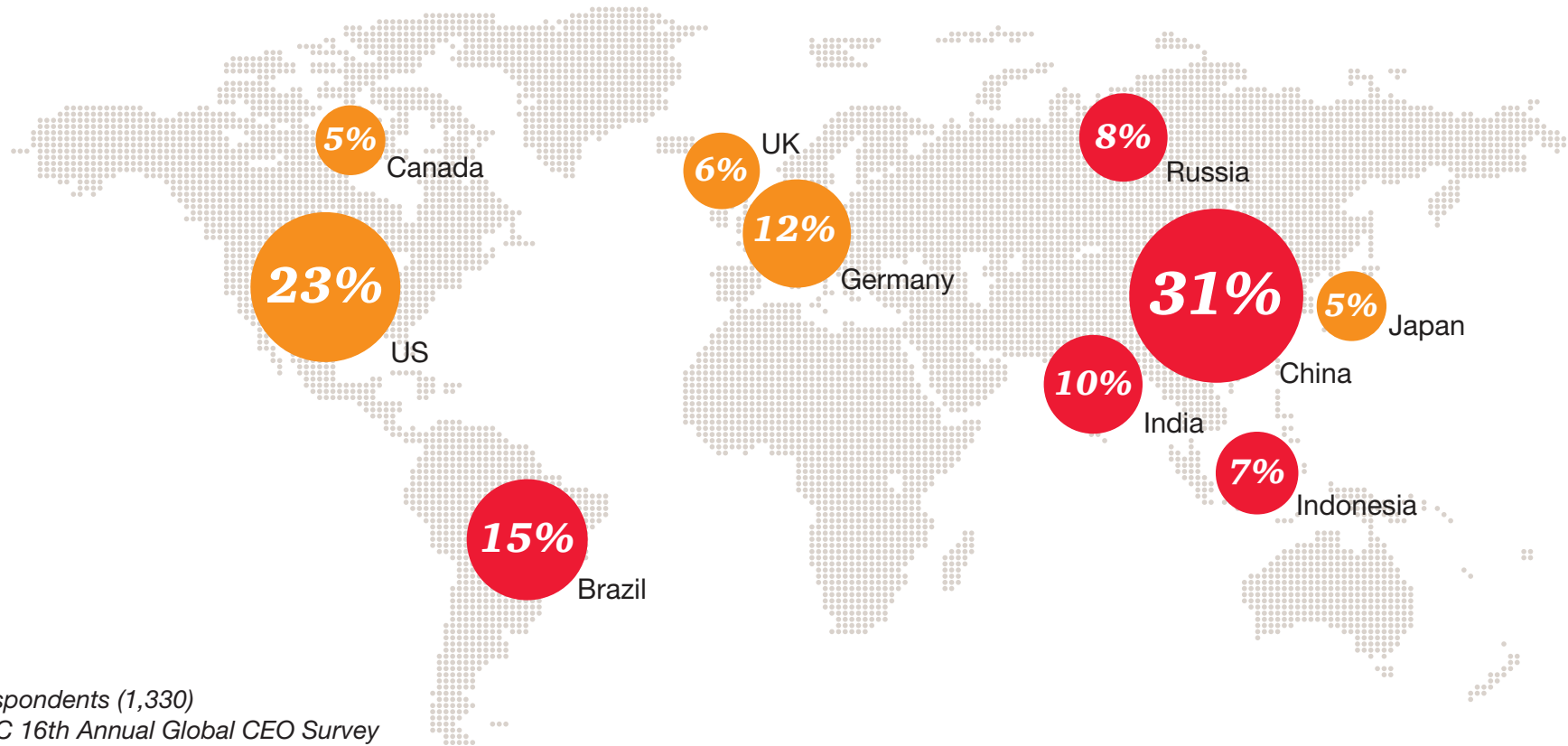
Q: How concerned are you about the following potential business threats to your growth prospects?
(top four threats global CEOs named)



Base: All respondents (Western Europe=312; Asia Pacific=449; Latin America=165; Middle East=32; Africa=50)
Source: PwC 16th Annual Global CEO Survey

Half of CEOs' top ten countries are growth markets

Q: Which three countries, excluding the country in which you are based, do you consider most important for your overall growth prospects over the next 12 months? (maximum of 3 responses)

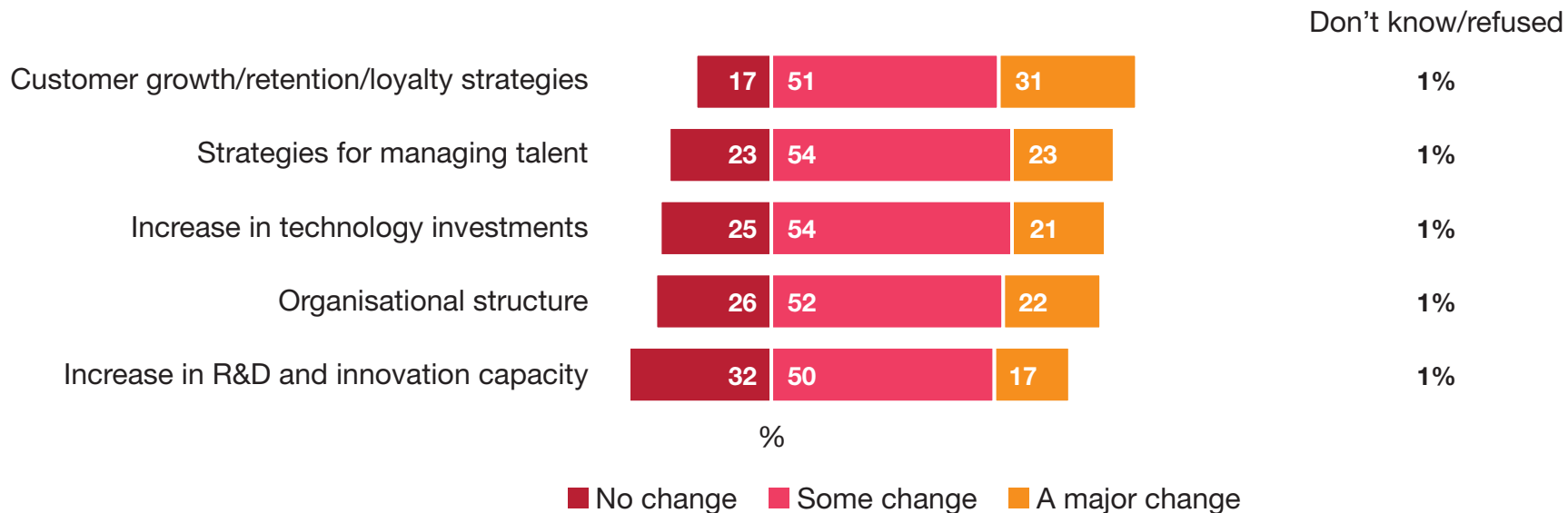


Base: All respondents (1,330)

Source: PwC 16th Annual Global CEO Survey

Attracting – and keeping – more customers is a key priority

Q: To what extent do you anticipate changes at your company over the next 12 months?



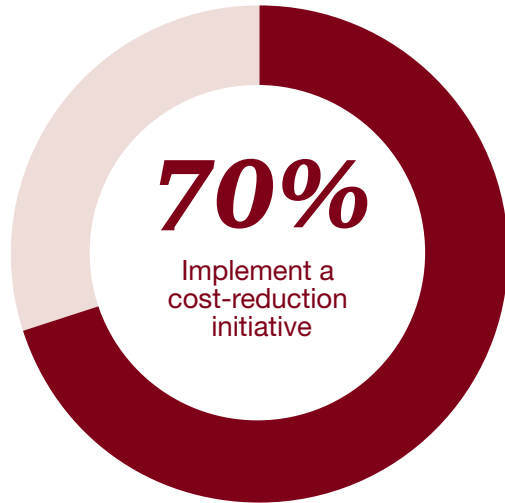
Base: All respondents (1,330)

Source: PwC 16th Annual Global CEO Survey



Cost-cutting tops the list of restructuring activities CEOs plan to put in place in 2013

Q: Which, if any, of the following restructuring activities do you plan to initiate in the coming 12 months?

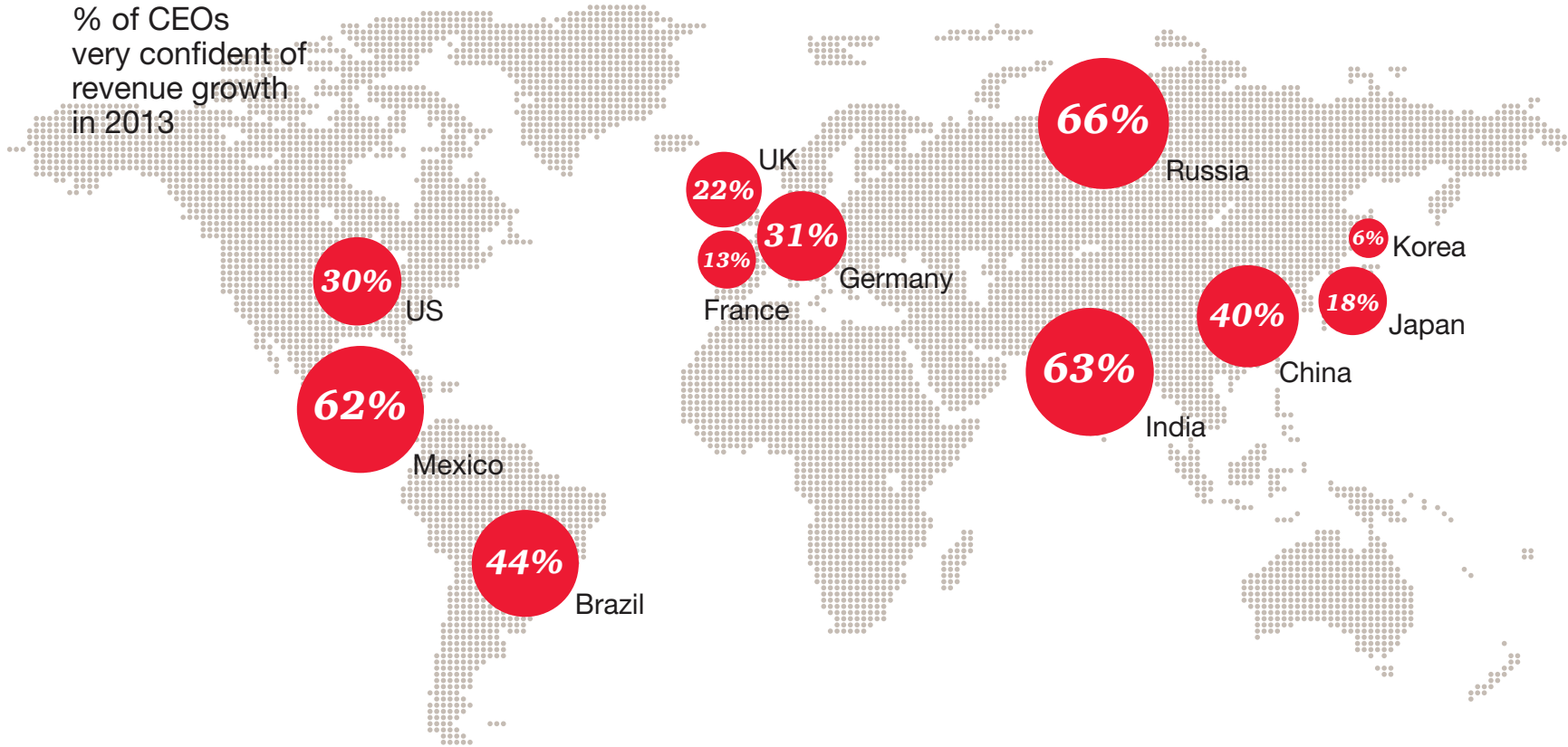


Base: All respondents (1,330)

Source: PwC 16th Annual Global CEO Survey

CEOs' growth prospects

% of CEOs
very confident of
revenue growth
in 2013



Base: All respondents (1,330)

Source: PwC 16th Annual Global CEO Survey