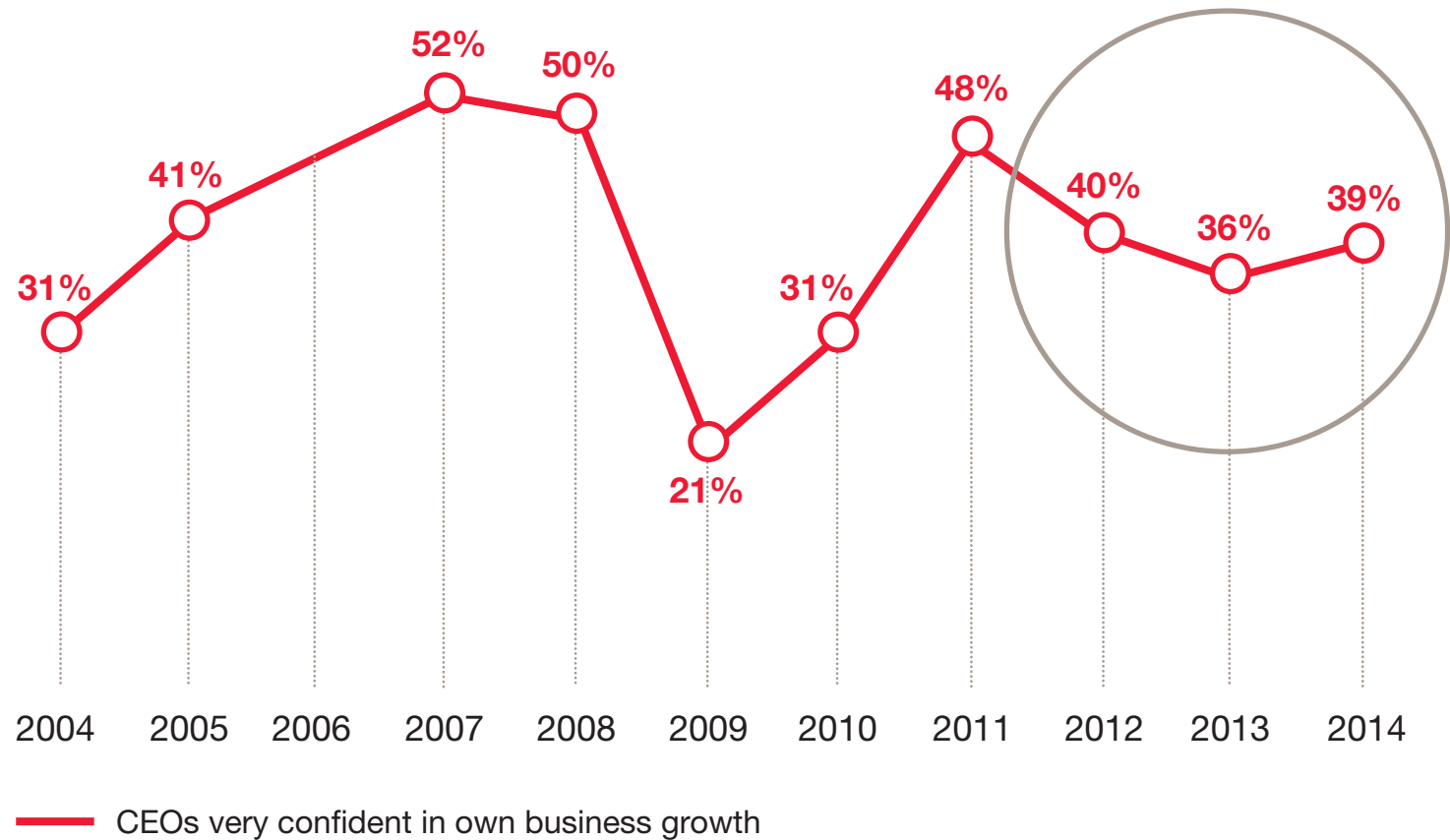


**CEO
confidence
in their
company's
growth
prospects
rises by
three points**

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



Base: All respondents (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)

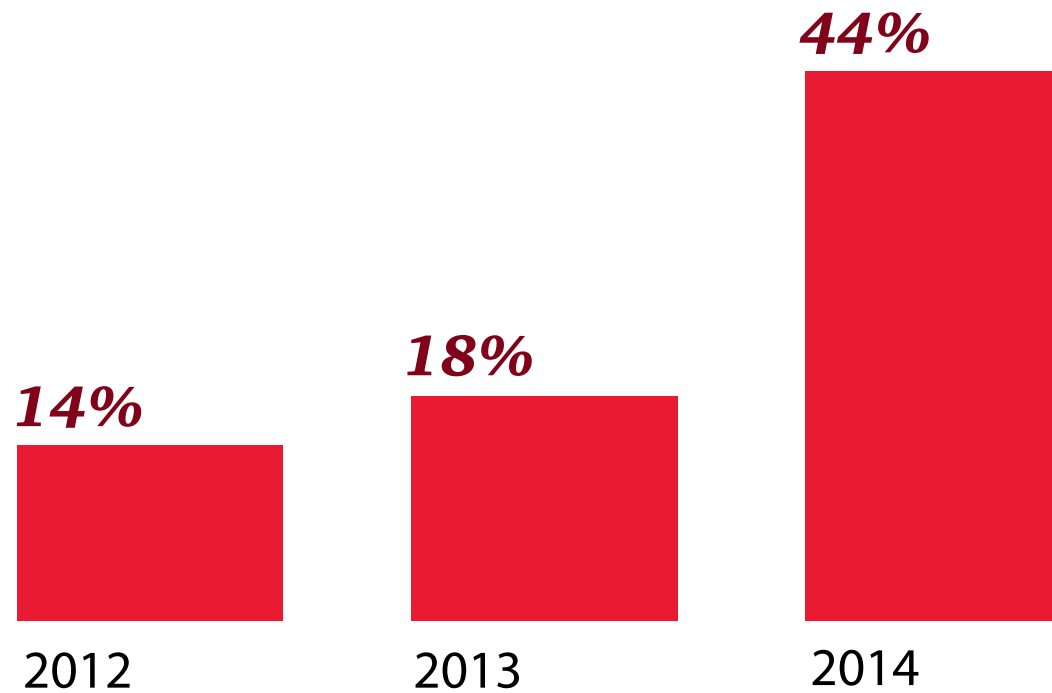
Source: PwC 17th Annual Global CEO Survey

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Twice as many CEOs are more positive about the global economy than they were last year

Q: Do you believe the global economy will improve over the next 12 months?

Respondents who stated the global economy will improve (%)



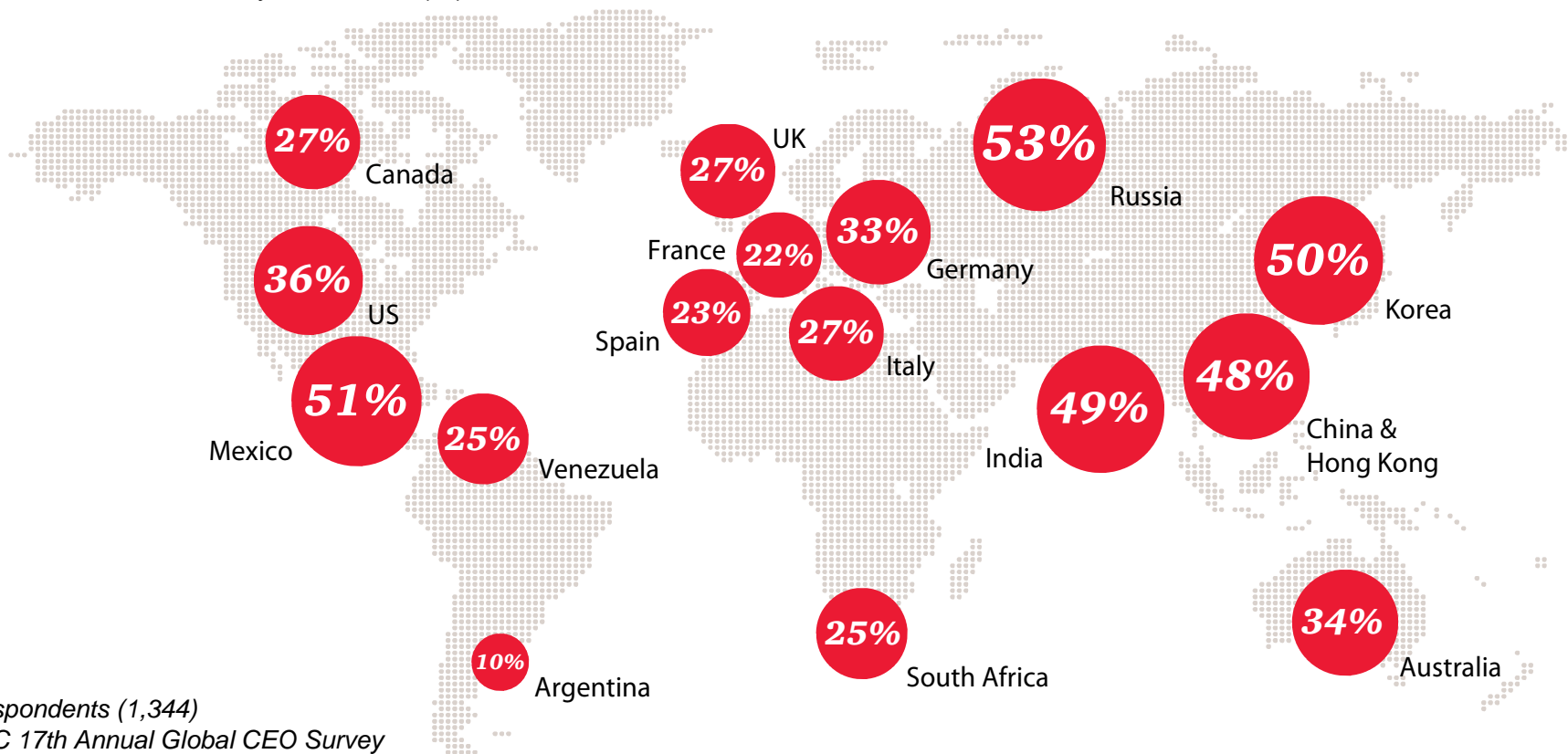
Base: All respondents (2014=1,344; 2013=1,330; 2012=1,258)

Source: PwC 17th Annual Global CEO Survey

CEO confidence in their company's growth prospects varies widely by country

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

Respondents who stated 'very confident' (%)



Base: All respondents (1,344)

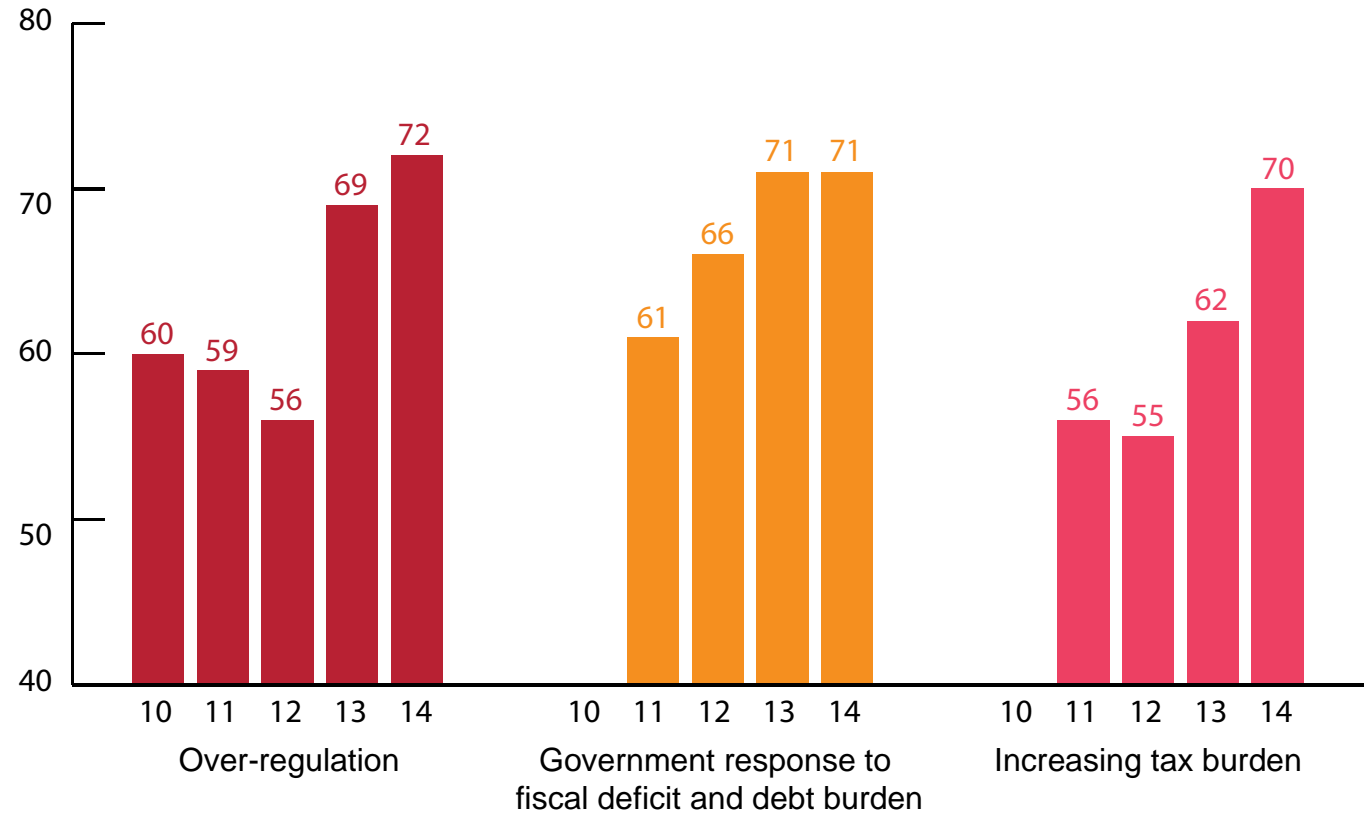
Source: PwC 17th Annual Global CEO Survey



Government action, or the lack of it, tops the list of CEO worries

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

Respondents who stated 'extremely' or 'somewhat concerned' (%)



Base: All respondents (2014=1,344; 2013=1,330; 2012=1,258; 2011=1,201; 2010=1,198)

Source: PwC 17th Annual Global CEO Survey