

A large red circle with a white border containing the text "PwC's 5th Hungarian CEO Survey". The background features a complex network of grey lines and small colored dots (red, yellow, black) scattered across the page.

*PwC's
5th
Hungarian
CEO Survey*

*How do CEOs define business
success?*



Globally

in Hungary

1409

155

7

industries took part in the survey.

CEOs from

Views on future growth and threats, cooperation with key stakeholders, and the relationship between people and technology on the verge of the fourth industrial revolution.



Growth



Outlook



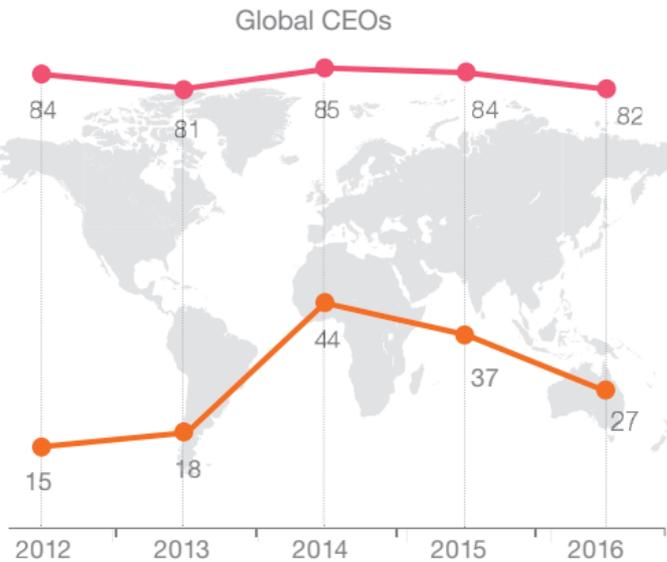
Threats



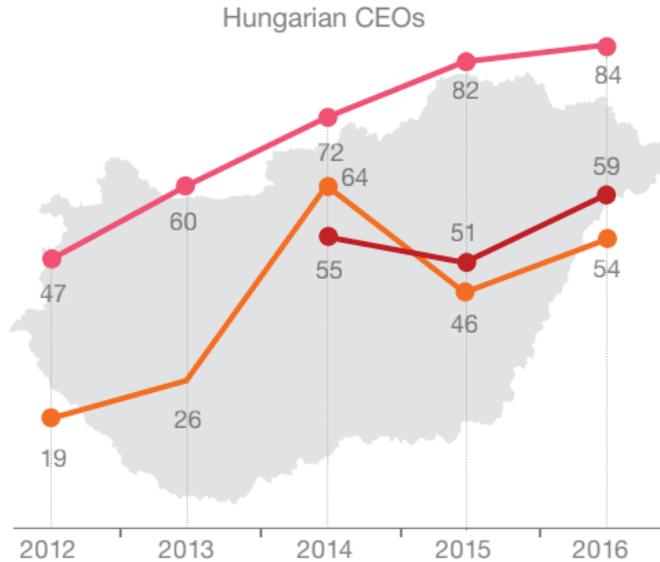
Success factors

www.pwc.com/hu/en/ceosurvey

Respondents who are confident about global and Hungarian economic growth and their own prospects for revenue growth over the next year



- Confident about own revenue growth
- Global economic growth



- Confident about own revenue growth
- Global economic growth
- Hungarian economic growth



Growth

Increasing optimism in Hungary, decreasing optimism globally.

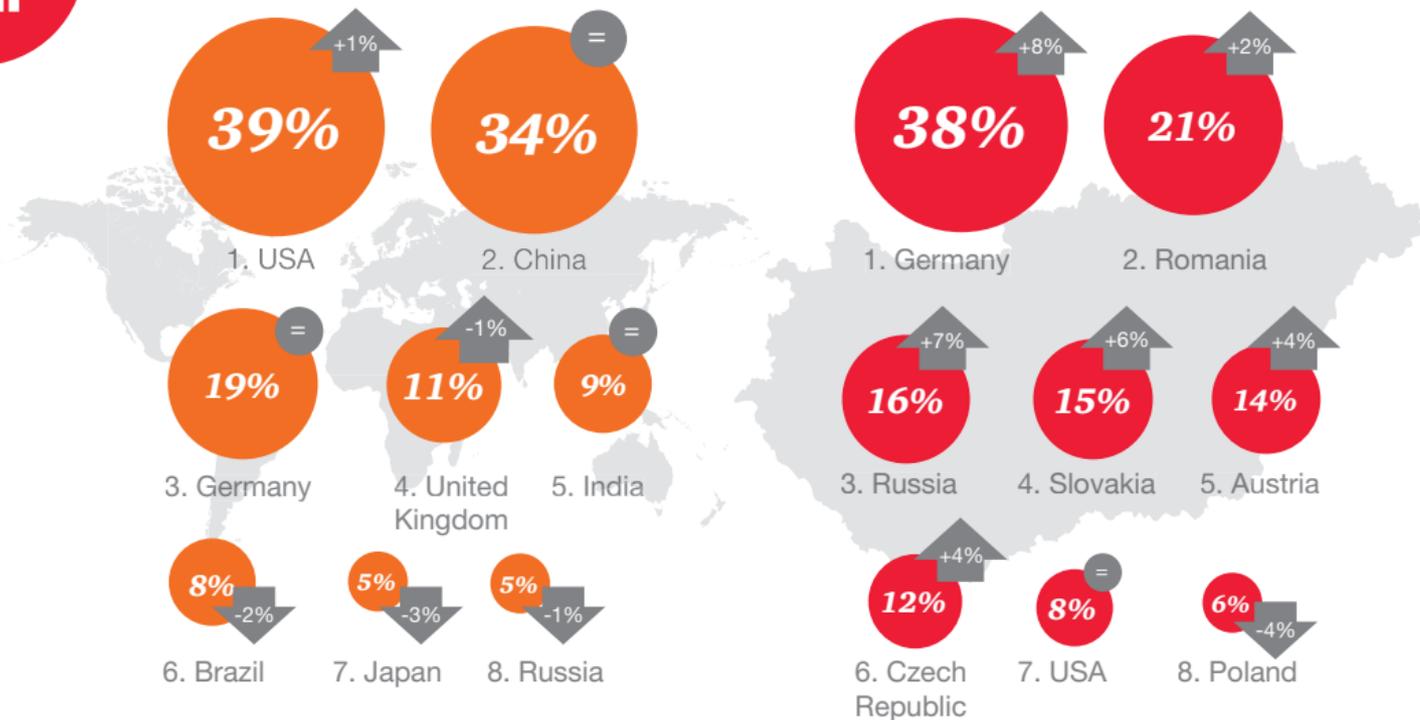


Targets for market growth

Traditional target markets remain attractive, Hungarian CEOs tend to focus increasingly on neighbouring countries.



With regard to your company's growth prospects, which countries do you think will be the most important in the next year?





The future Convergence or divergence?

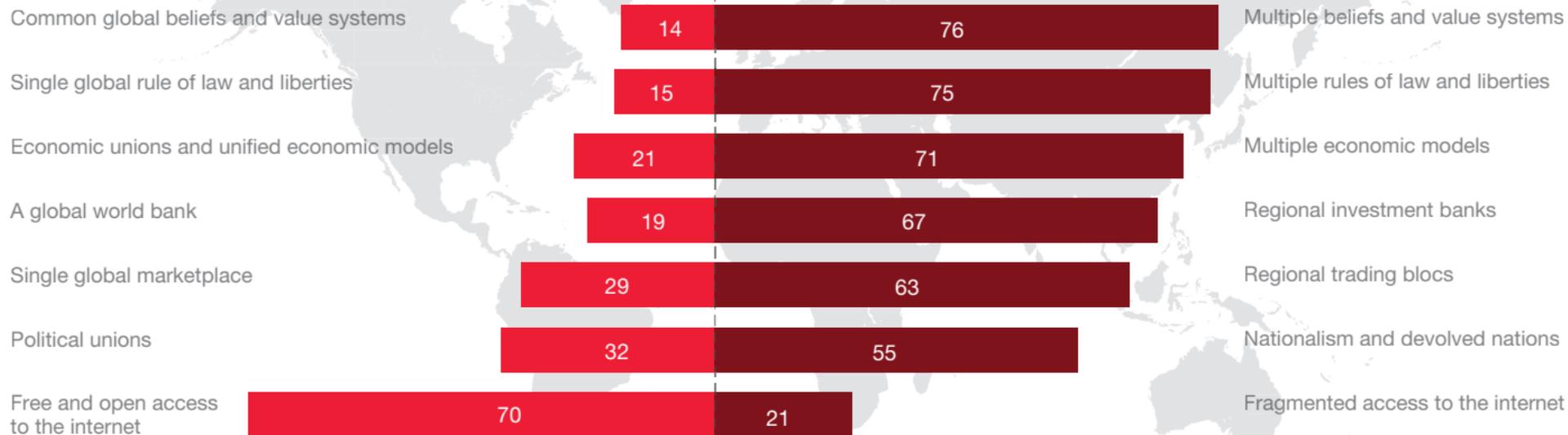
The majority of CEOs anticipate a multi-polar world rather than a globalising one: with multiple value systems, rules of law, economic and trading models.





For each alternative, please select the one that you believe the world is moving more towards.

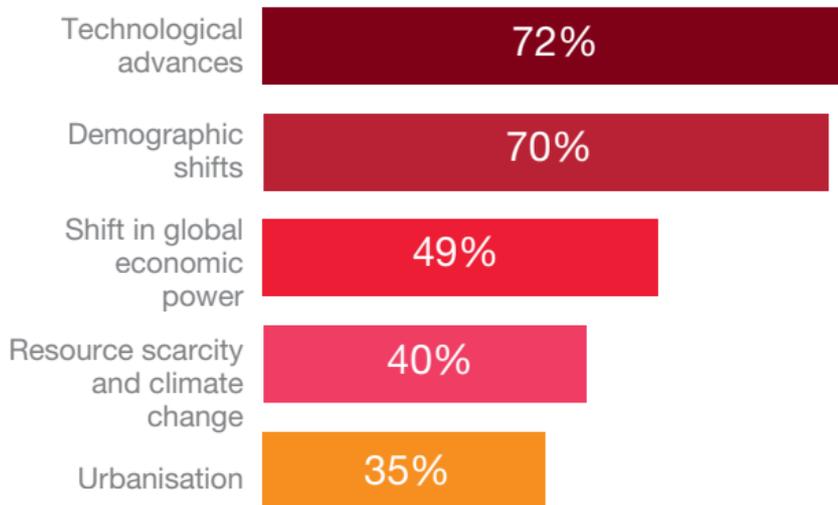
Anticipated political, economic and commercial trends



Not all figures add up to 100% due to the exclusion of "don't know" responses.



Please rank the top three global trends you believe will most likely transform stakeholder expectations of businesses within your sector over the next five years!



7

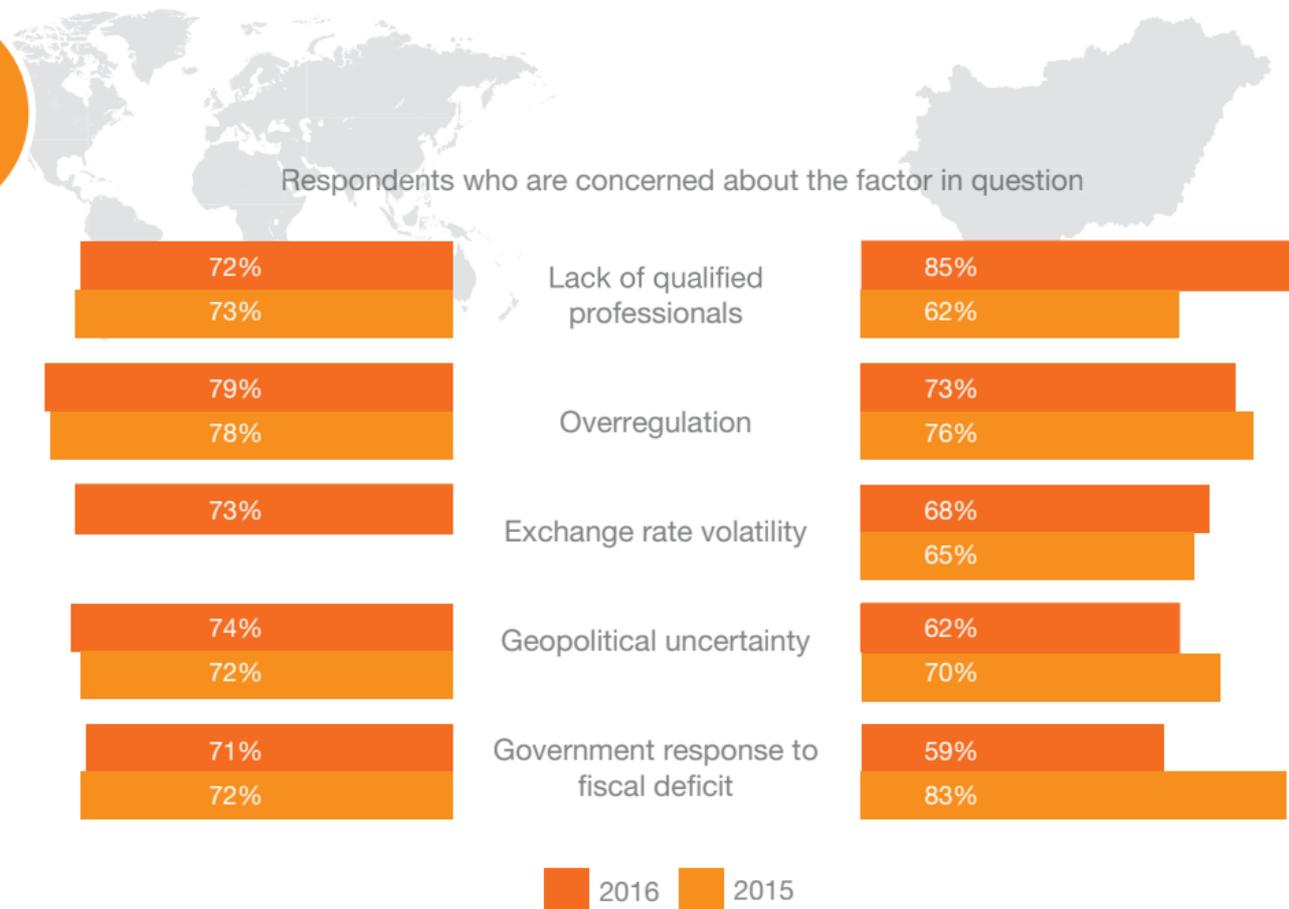
Outlook

The two trends that CEOs see as having the highest impact on their business operations are technological advances and demographic changes.



Threats

CEOs remain very concerned about overregulation, but in addition to local challenges global currents are also among the top concerns. The lack of qualified professionals is a major problem in Hungary.





What impact do the following stakeholder groups have on your organisation's strategy?



Customers and clients



Competitors



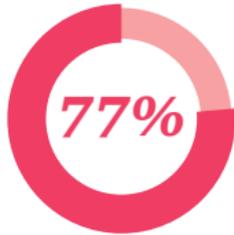
Employees



Government and regulators



Supply chain partners



Providers of capital



General public



Media

Success factors Stakeholders

Companies continue to concentrate on stakeholder groups that have the greatest impact on their strategy, with a renewed focus on employees.

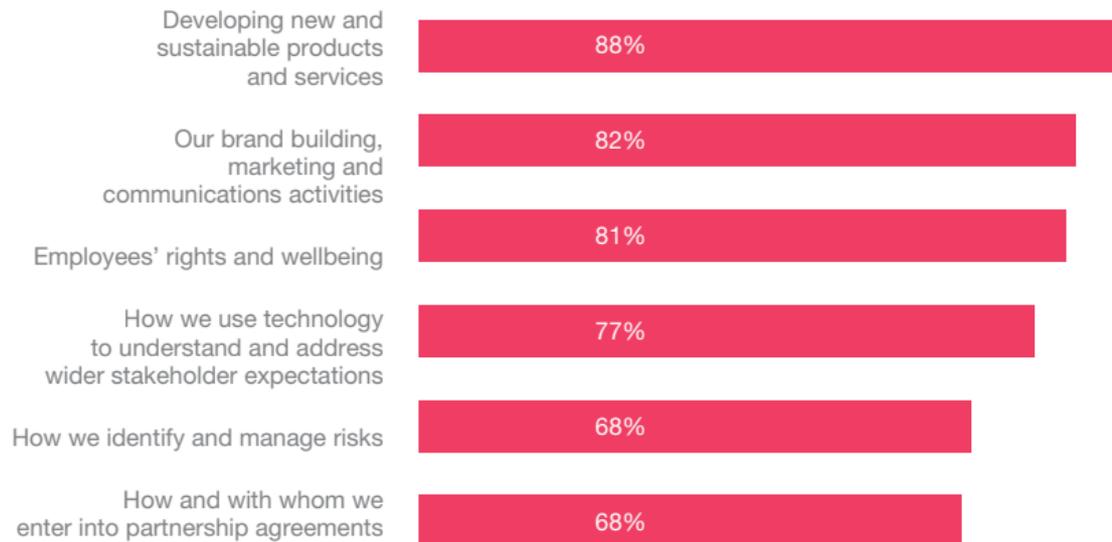


Success factors Change

Product development, communication, employee wellbeing programmes, and technology are the most important areas of change.



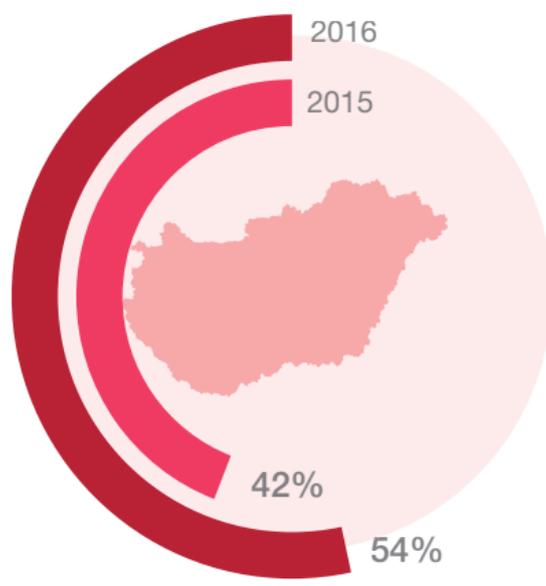
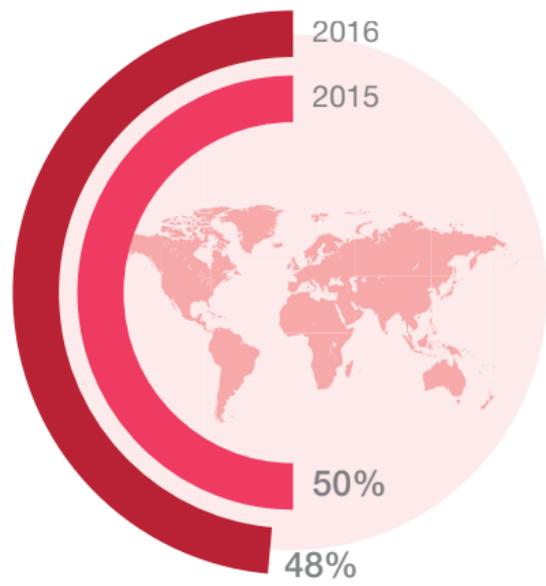
To what extent are you making changes in the following areas in response to changing stakeholder expectations?





Do you expect headcount at your company to increase, decrease or stay the same over the next 12 months?

Percentage of respondents expecting an increase



Success factors Qualified professionals

The lack of qualified professionals is already a major challenge, compounded by the fact that most CEOs expect to hire over the next year.

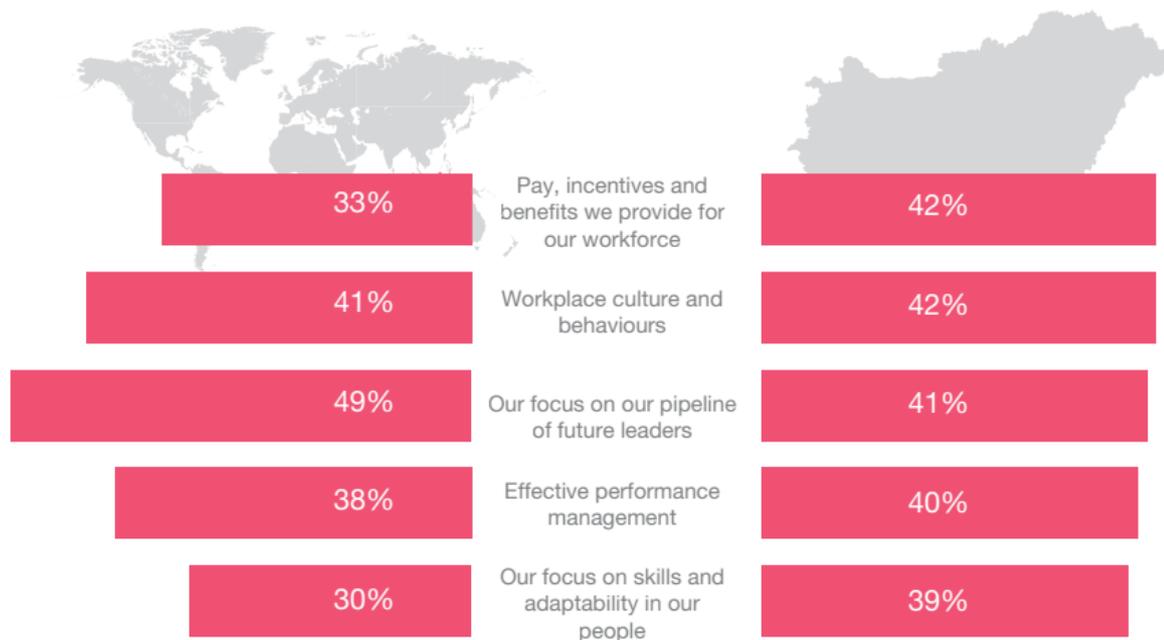


Success factors Qualified professionals

Corporate talent strategies have also diversified: in addition to pay and financial incentives, training, strategic succession planning, and shaping the workplace culture are also part of talent management.

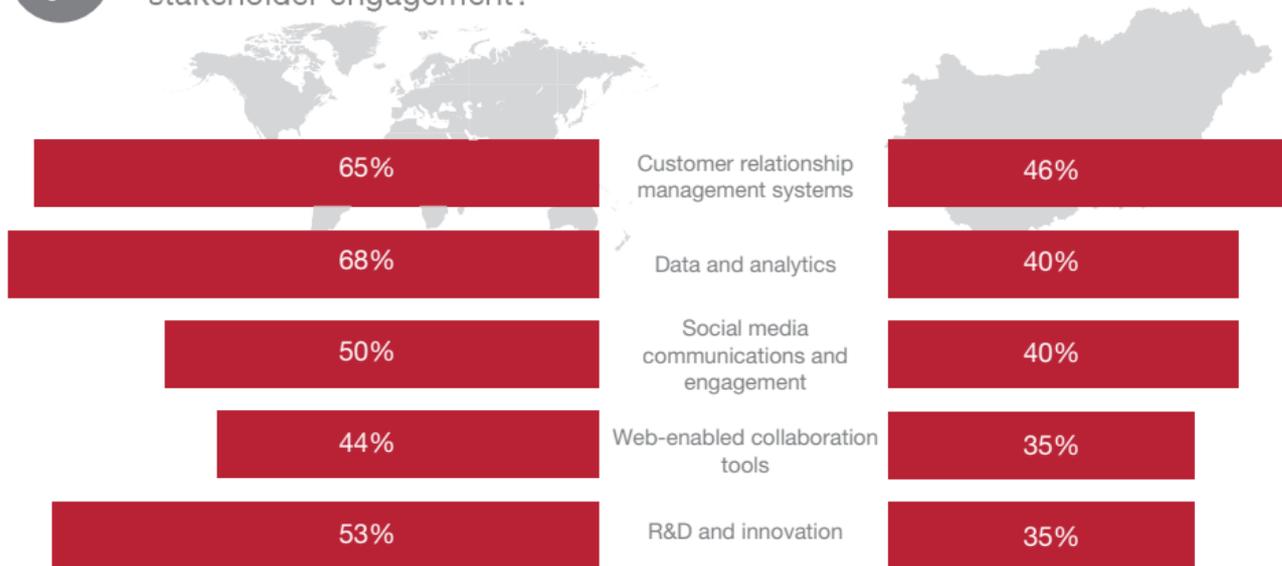


What aspects of your talent strategy are you focusing on the most?





What technologies do you think generate the greatest return in terms of stakeholder engagement?



Success factors Technology

In Hungary, CRM systems and social media are cited as the technologies that yield the highest stakeholder engagement. Globally, CEOs are more forward-looking: they favour data analytics and innovation.

Success factors

Indicators of success



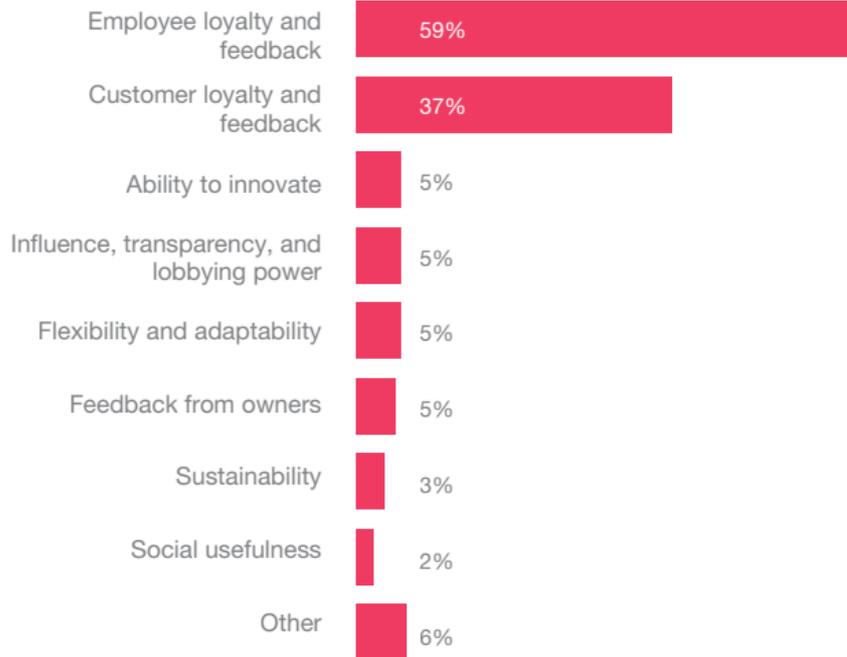
59% of CEOs use non-financial indicators such as feedback from employees to measure their success.



68% agree that the metrics of success will change in the future.



Other than financial indicators, how do you measure your own success as CEO?





“Reducing employee turnover. Meeting deadlines, and increasing innovation. Improving brand awareness.”

“Employee satisfaction and engagement, recognition for non-financial achievements in Hungary.”

“Prestige is more important than profit, and so are a creative work environment and a positive atmosphere.”

“Satisfied, returning customers. Satisfied employees. Availability of the necessary resources.”

“Market reputation, brand attraction, and lower than average employee attrition.”

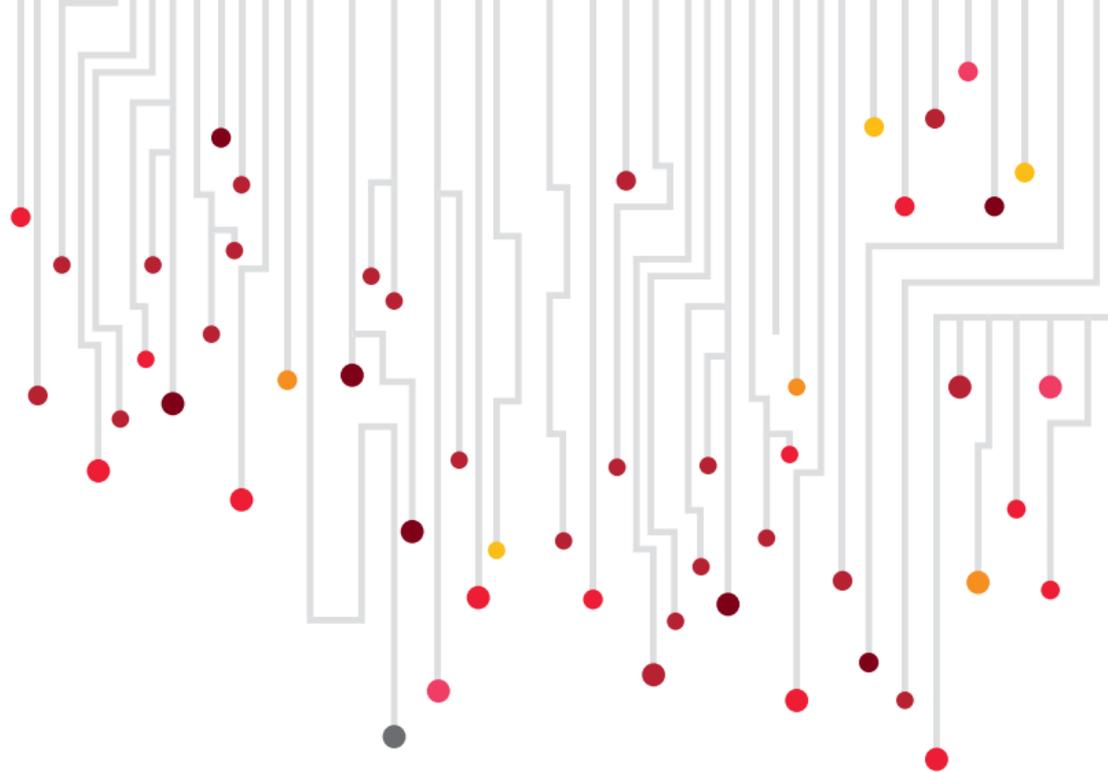


Beyond financial indicators

How do CEOs measure their own success?



Our cooperating
partner:



www.pwc.com/hu/en/ceosurvey