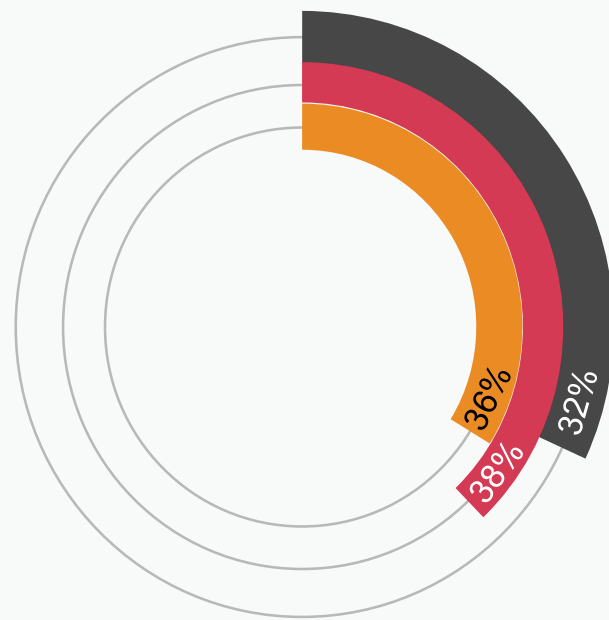


Q: To what extent do you agree with the following statements about generative AI?

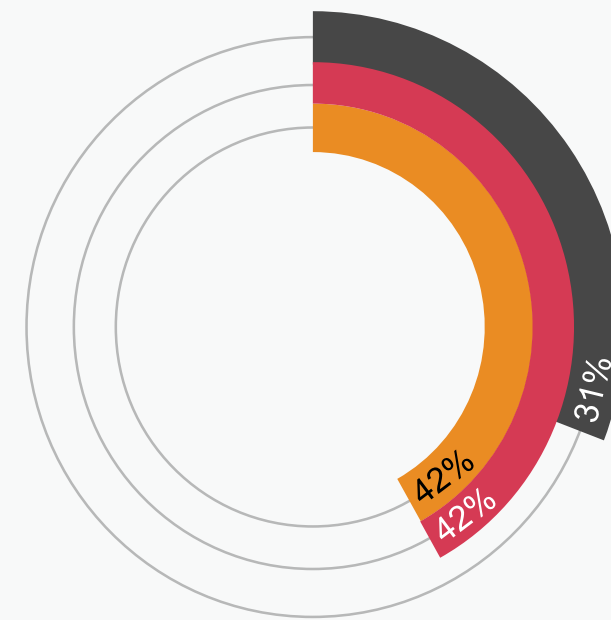
Last 12 months

Next 12 months

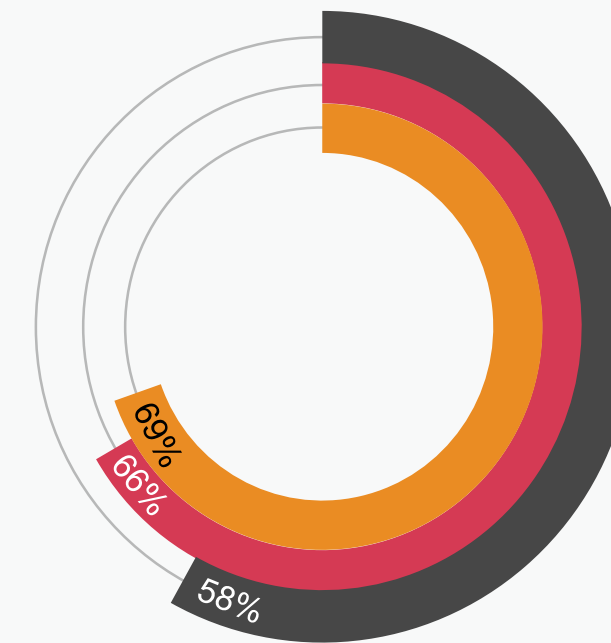
It has been adopted across my company



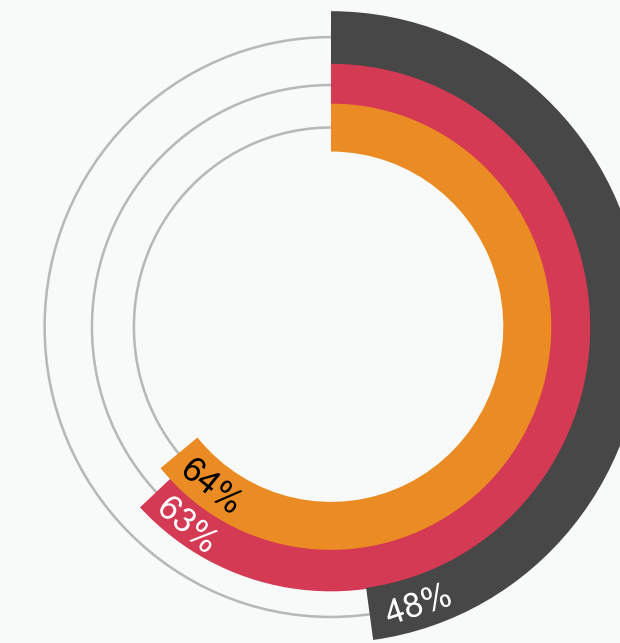
My company has changed its technology strategy because of generative AI



It will improve the quality of my company's products or services



It will enhance my company's ability to build trust with stakeholders



Global Middle East GCC

** Sum of responses indicating large & very large extent of driving factors