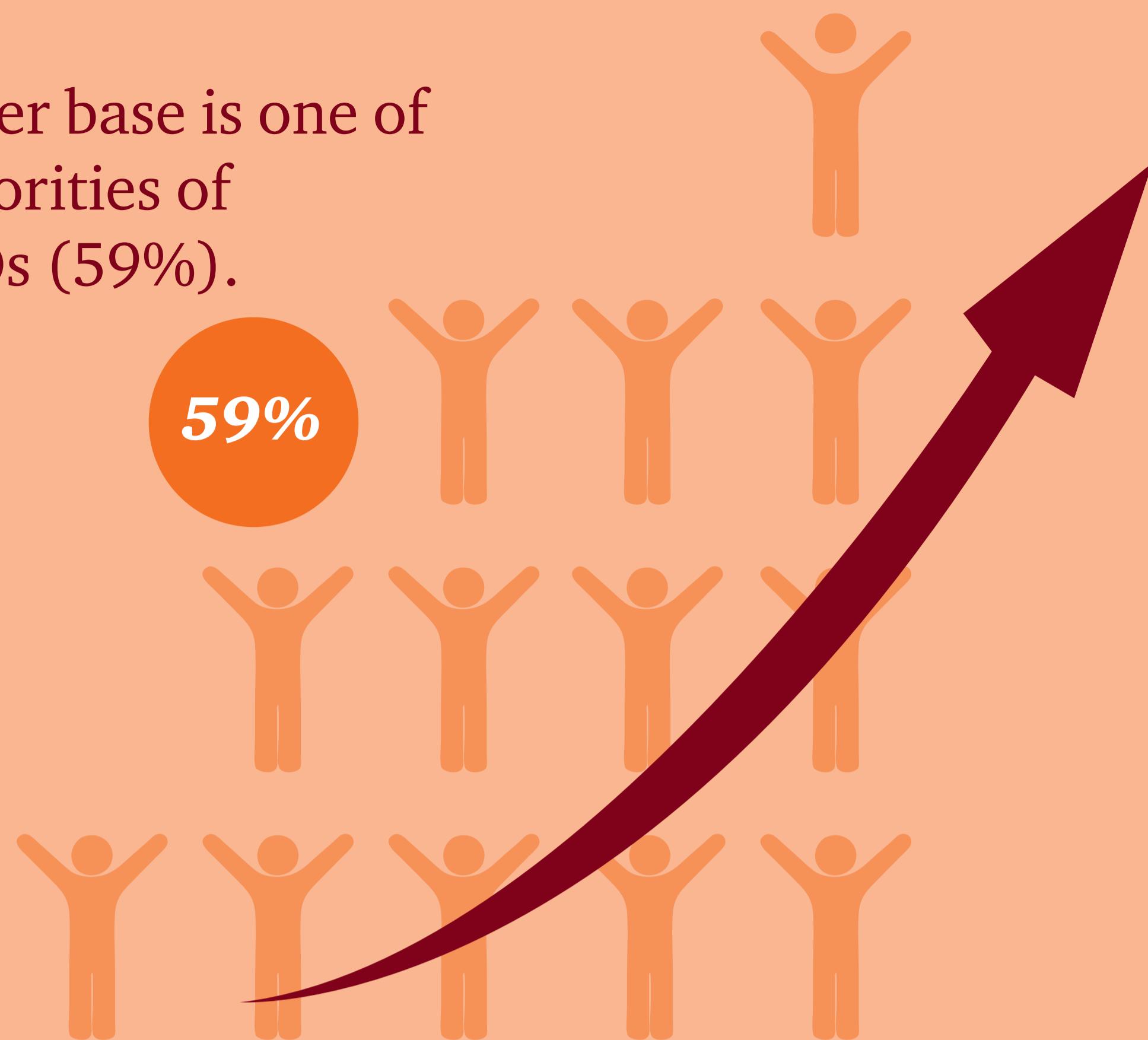


Customer focus

Customers at the heart of our growth initiatives

Growing customer base is one of the top three priorities of Middle East CEOs (59%).



New strategies to stimulate demand and foster customer loyalty play a big part in CEO's plans for the next 12 months.

88%

Time to change

88% anticipate making changes related to customer growth, retention and loyalty strategies in next 12 months.