

nething bigger than t of something

0.0%

Avoid staff

IN THE FACE OF UNAVOIDABLE RECESSION, WHAT SHOULD YOUR **COMPANY PRIORITIZE?**



Support

employee well-being

Support Reducing Reduce C-level communities environmental compensation footprint

Reduce C-level

Collaborate

with Government to

implement policy solutions

Advocate for

issues

Increase

payouts to

shareholders

■ Q3 2022 **■** Q4 2022

The looming recession isn't on burner for stakeholders. both consumers and employees, want to know that their wallets and wellbeing are on your mind.

Maintain prices Go to market

of products with new lowe cost products

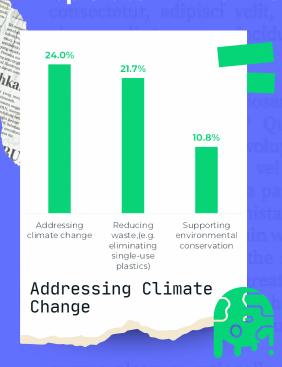
Company priorities during a recession by region-Q4 2022 **Priority areas** 25.0% 21.4% 19.9% 20.0% 14.2% 15.0% 10.0% 5.0% 0.0% Maintain prices Go to market Avoid staff of products with new lower layoffs cost products

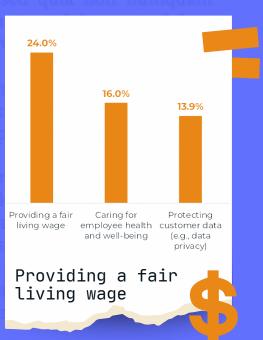
■Global ■ EMEA ■ APAC ■ Americas

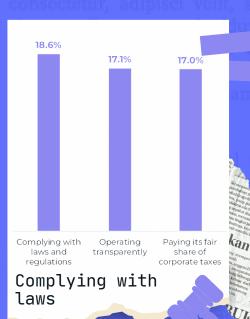
Retaining staff is the topmost priority across all regions except in the Americas. In the Americas, avoiding price increases takes precedence during a recession.



Top Global Environmental, Social, and Governance issues-Q4 2022







We're now looking at 2023 head you'll need to know where to nurture your reputation in order to come out of this unscathed. Remember, recession *in*action this action. And climate, your in stakeholders are paying close attention.

