

Walking a tightrope

September 2023



Global
Business
Influencers



Who are the

Global Business Influencers?

31 markets represented globally

Australia

China

Japan

Hong Kong

Indonesia

Malaysia

Philippines

Singapore

South Korea

Taiwan

Thailand

France

Germany

Italy

Spain

Switzerland

UK

USA

UAE

KSA

Qatar

Bahrain

Kuwait

India

South Africa

Nigeria

Kenya

Morocco

Ghana

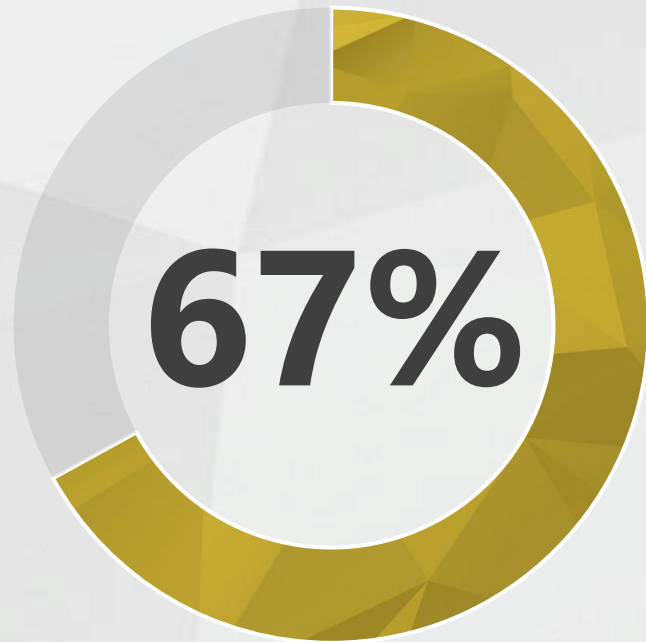
Egypt

Canada

Less than
1% of the
population
(2.8m)

14,000
business
leaders

C-suite / Owner / Partner



1,488

Company size (employees)

US\$ 1.1 trillion



Source: GBI 2023 – Total value of business decision making

US\$ 1.5m



Source: GBI 2023 – Average net worth

US\$515,700



Source: GBI 2023 – Average personal income

GBI – the industry currency for understanding key business audiences

- 1** Enhanced media usage drivers
- 2** Content access through social media
- 3** Identification of ESG responsibilities
- 4** Spotlight on sustainability
- 5** Investment intentions



Embracing the new norm

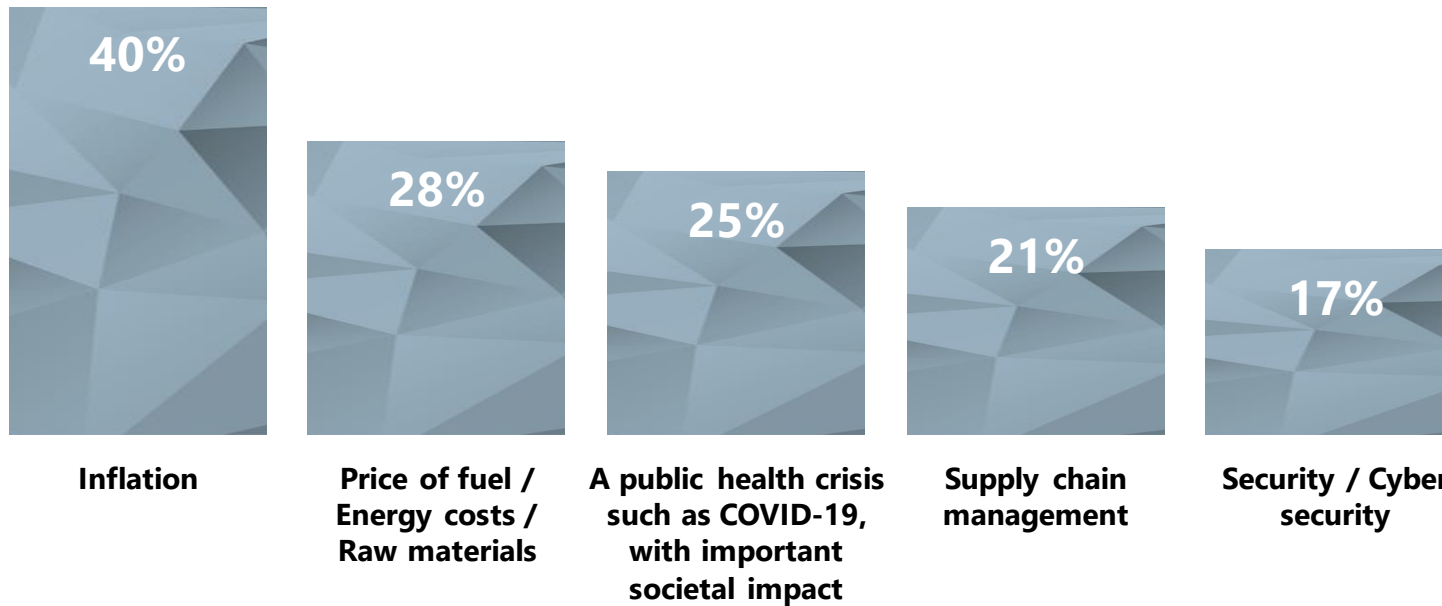
GBI

Global Business Influencers



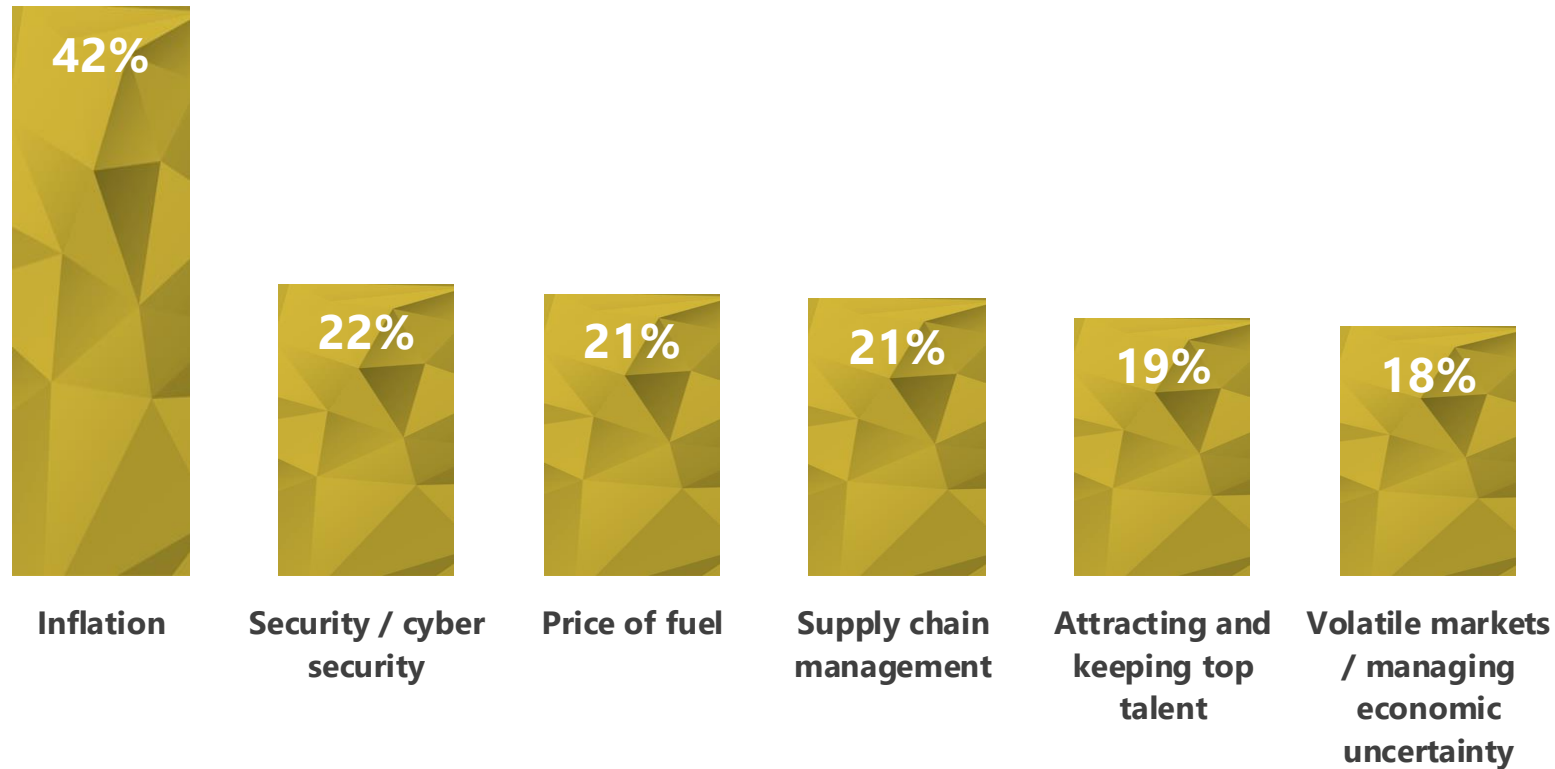
Last year's business challenges were dominated by external factors

Biggest 'current' business challenges in 2022



Source: GBI Barometer2022 – Top 5 current company challenges

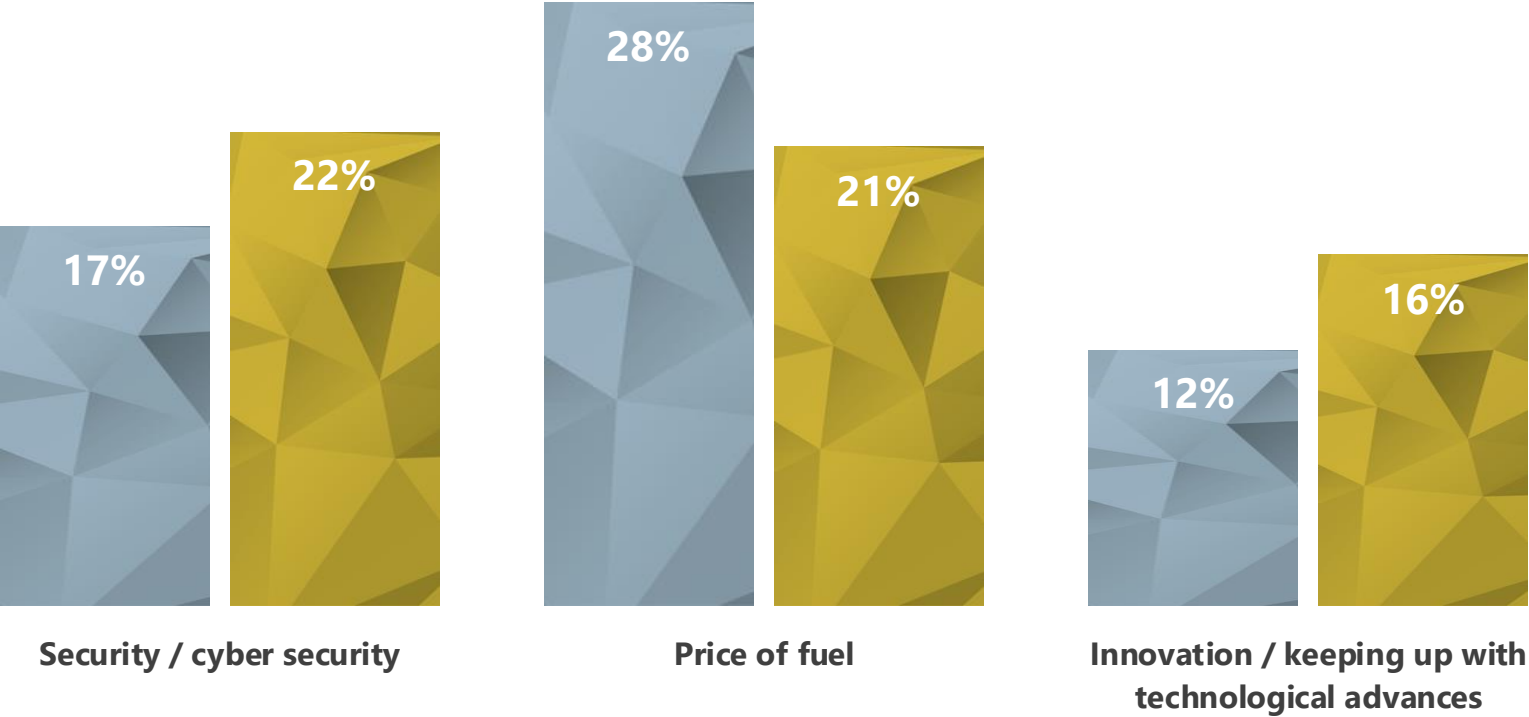
More of the same?



Source: GBI Barometer 2023 – Top 6 current company challenges

Keep calm and carry on?

■ 2022 ■ 2023



Source: GBI Barometer 2022 and 2023 – Current company challenges

Sustainability: no longer a less important challenge

■ 2020 ■ 2021 ■ 2022 ■ 2023



Rank 12



Rank 10



Rank 11



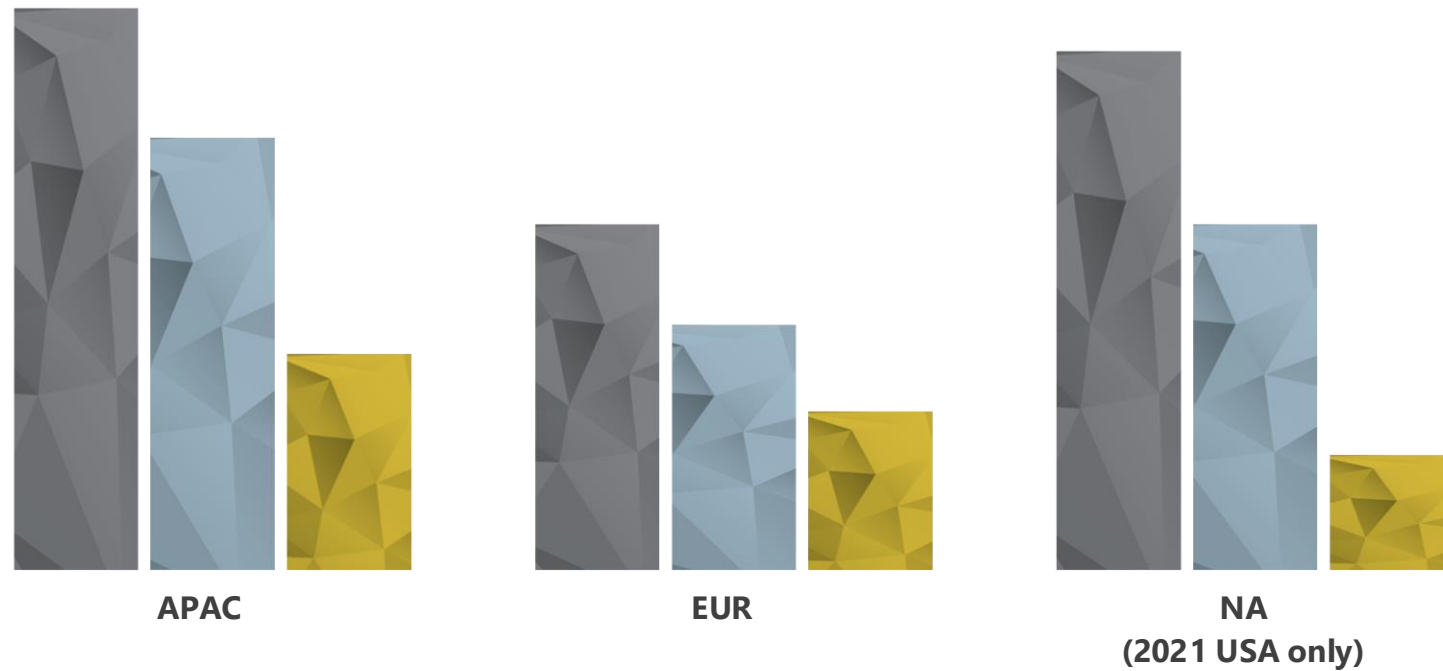
Rank 7

Source: GBI Barometer 2020, 2021, 2022, 2023 – Current company challenges

A declining impact of Covid-19 on business

Current Company Challenges – Public Health Crisis

■ 2021 ■ 2022 ■ 2023



Source: GBI Barometer 2021, 2022 and 2023 – Current company challenges



Geopolitical conflicts – the new norm?



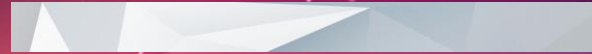
Geopolitics in 2022

9%



Geopolitics in 2023

5%



Taiwan 2023

17% index 312



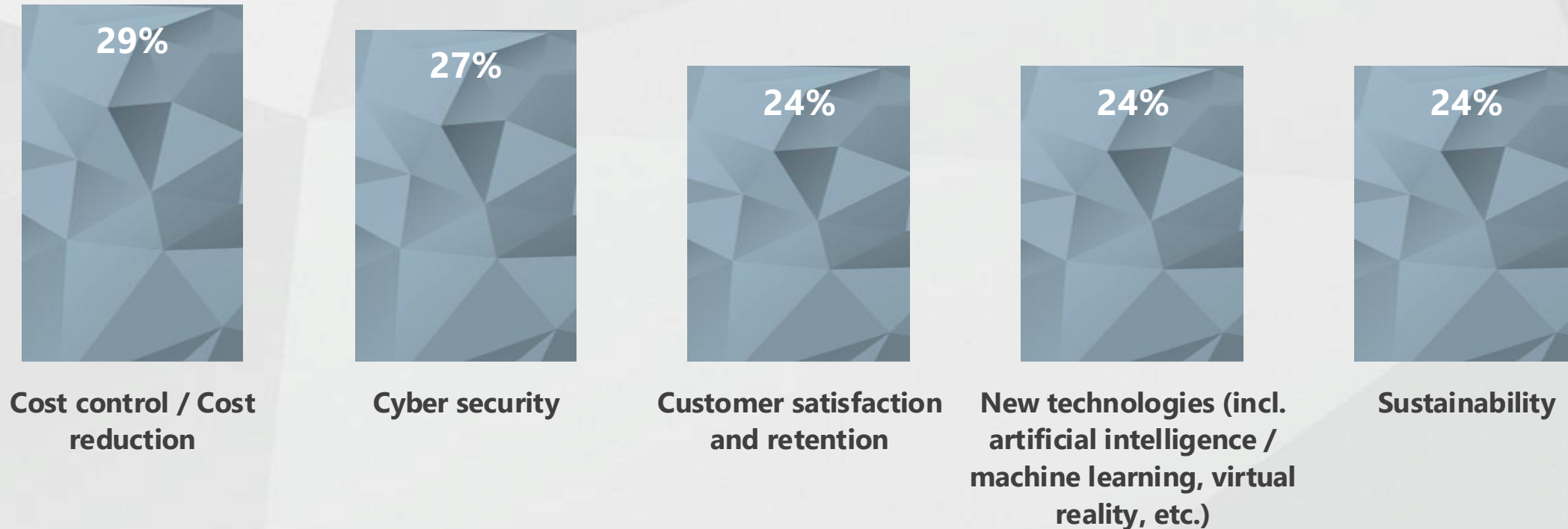
Source: GBI Barometer 2022 and 2023 – Current company challenges





So, what are
GBI's focussing on

Protecting the business and preparing the future



Source: GBI Barometer2023 – Current company focus

AI is the new frontier



High interest for AI but still a certain lack of practice

79%

have already
used or tried out
AI at least once

OpenAI Page Views for audience with \$70k+



Source: GBI Barometer2023 – Personal use of AI / Ipsos Iris 2023

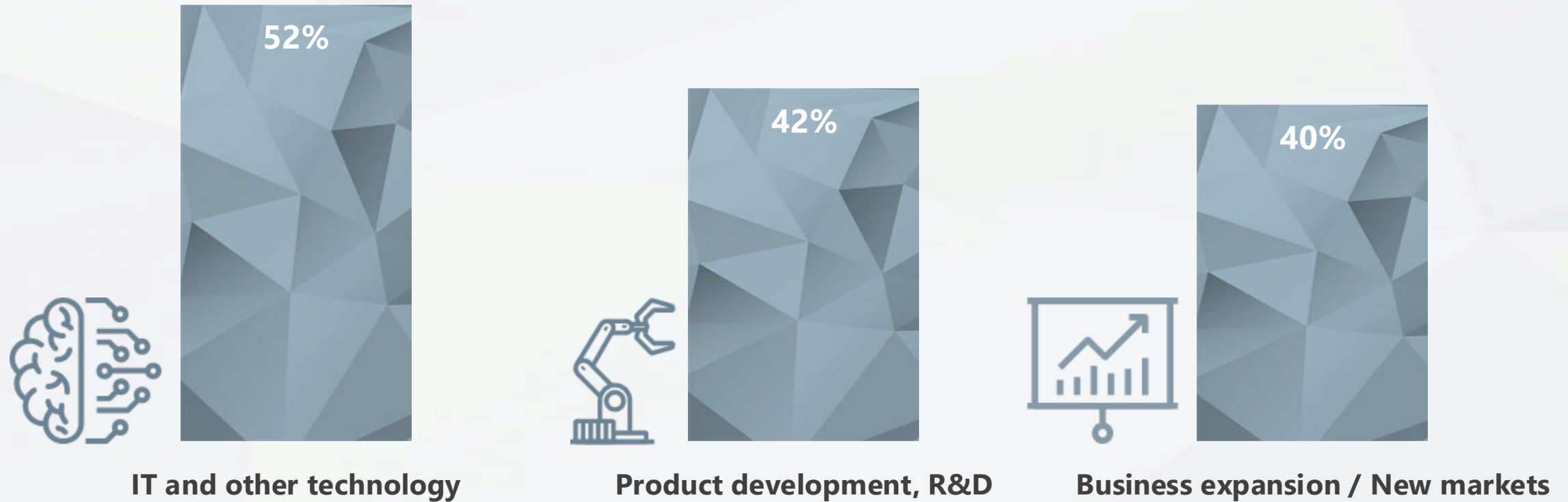
AI a rising tech priority



Source: GBI 2023 – Technology priorities

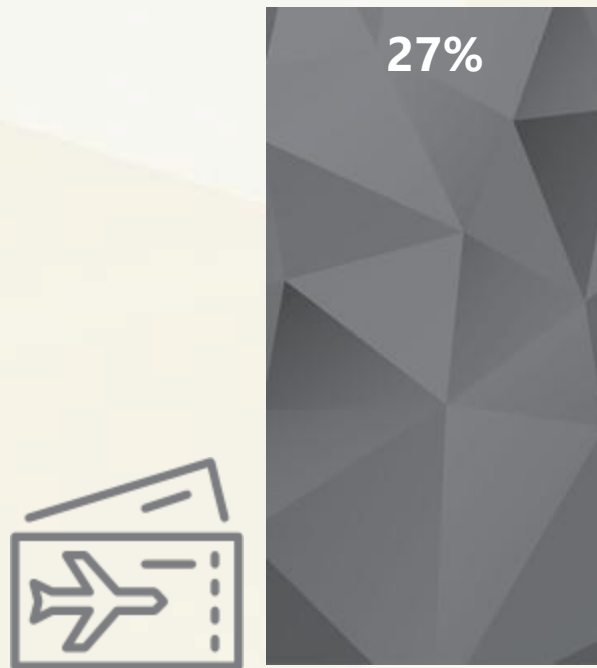
Investing for tomorrow ...

Company spending expectations reflect business focus

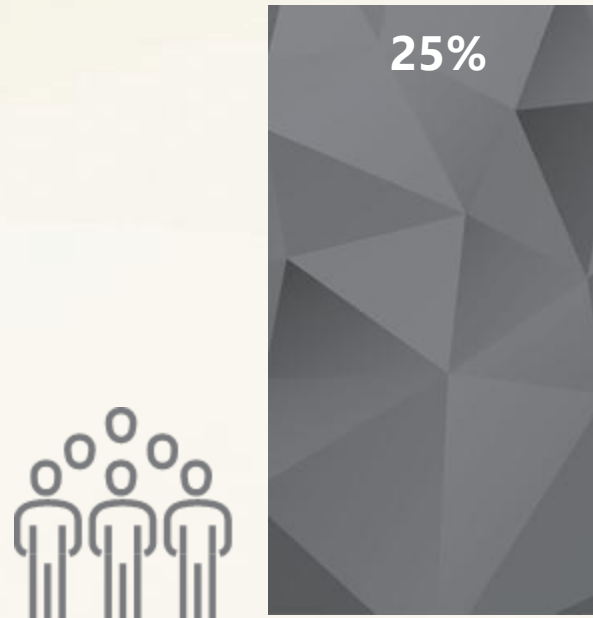


Source: GBI Barometer 2023 – Company spending in the next 12 months compared to previous 12 months [2-08/What%20Worries%20the%20World%20-%20August%20-%20Global.pdf](#)

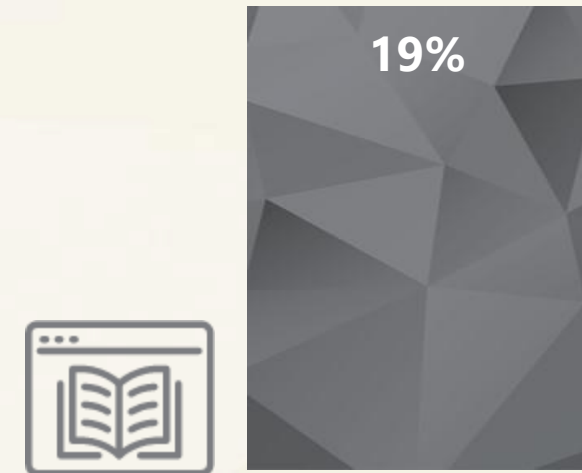
... whilst adjusting priorities



Company travel



Company events



Recruitment and training

Source: GBI Barometer 2023 – Company spending in the next 12 months compared to previous 12 months

Business travel will never return to normal.

Source: Morning Consult "Business, but not as usual" – Report February 2023

Hybrid working has become the norm

On average, GBIs
spend **66%** of their
worktime in the office

Source: GBI Barometer 2023 – Time spent in office

Show me the path to sustainability



NEWS

Home Cost of Living War in Ukraine Climate UK World Business Politics Culture T

Science & Environment

Climate records tumble, leaving Earth in uncharted territory - scientists

🕒 4 days ago

🔗 Climate change

sky news

26 Jul 22° 16°

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India, US and Japan hit by landslides, heat warnings and deadly flash floods in week of wild world weather

Extreme weather in the United States, China, India and Japan comes as the world recorded its hottest day on record last Thursday, as global average temperatures continue to climb.

Adapting to the zeitgeist or genuine sustainability concerns?



Global Trends Study

80% agree "we are heading for environmental disaster unless we change our habits quickly" (Ipsos Global Trends Study 2023)

Source: Ipsos Global Trends 2023 / GBI 2022 - Statements



Net Zero Say-Do Gap?

Company has a strategy in place

47%

Company working on it

35%

No action taken / not aware

18%

Do good and talk about it?

3 out of 4 Business leaders say
"It is important that private
companies communicate
their commitments to sustainability"

Source: GBI Barometer 2023 – Net Zero carbon strategy in company

Source: GBI Barometer 2023 – Sustainability

"European regulator sounds alarm over 'clear increase' in potential greenwashing cases"

(Investment Week 2nd June 2023)

"Study Casts Doubt on Sustainability of EU's Top ESG Funds"

(Bloomberg 3rd Nov 2022)



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ESAs put forward common understanding of greenwashing and warn on risks


ETF Hub ESG investing ✓ Added

Investors warned of 'greenwashing' risk as ESG-labelled funds double


As regulators reclassify some investments, more due diligence on methodologies is needed



Who should lead the charge?




Governments
60%



Consumers
48%



Businesses
45%

The background of the slide is a photograph of the U.S. Capitol dome at night. The dome is illuminated from within, showing its intricate architectural details and the American flag flying in front of it. The sky is dark with some clouds.

Businesses have their role to play - but they are not leading the fight

74%

Stronger government regulation is required when it comes to sustainability

Source: GBI Barometer 2023 – Statements on sustainability

ESG saved by government regulations?

“

The absence of targets and progress versus those targets means you are inevitably going to face accusations of greenwashing.

”

“

Part of the challenge is that there are no definitive objective criteria [for measurement].

”

Walking a tightrope

Profitability

Short term /
long term

The new norm

Geopolitics /
Energy costs / Inflation

Innovation

AI disruption

Climate change

Net Zero & ESG

Private finance: fresh opportunities

US\$ 1.5m



Source: GBI 2023 – Average net worth

80%

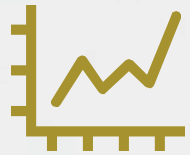
**are
optimistic about
their financial
situation**

56%

**expect
their personal
investments
to grow**

Source: GBI Barometer 2023 – Optimism regarding personal finance / expectations regarding the value of personal investments

TOP 5 financial products they plan to invest in



**Stock / Equities
in public
companies**



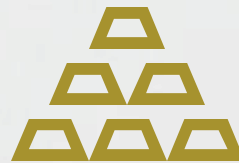
**Mutual funds /
Hedge Funds**



**Stocks / Equities
in private
companies**



Cryptocurrency



Precious metals



Finance drivers – the same for everybody ?



Source: GBI 2023 – Finance drivers

Finance drivers – the same for everybody ?

Most important factors when investing money (ALL GBI)

Save money

Maximise returns

Protecting my money from inflation

Earn regular income

Additional factors when investing money (High Net Worth Individuals)

Keep up with the economy in general

Have a positive impact on environment or society

Support a specific venture / venture capital

Get a thrill from gambling

They have clear idea where to spend their money



43%
Personal
Investments



36%
Learning/
Education



30%
Leisure travel

The richest also have the capacity to invest in luxury products

Purchase intentions

75%

claim that luxury products and services play an important part in their life

80%

tend to go for premium rather than standard goods/services

62%

Watch



58%

Art & antiques

64%

Jewellery



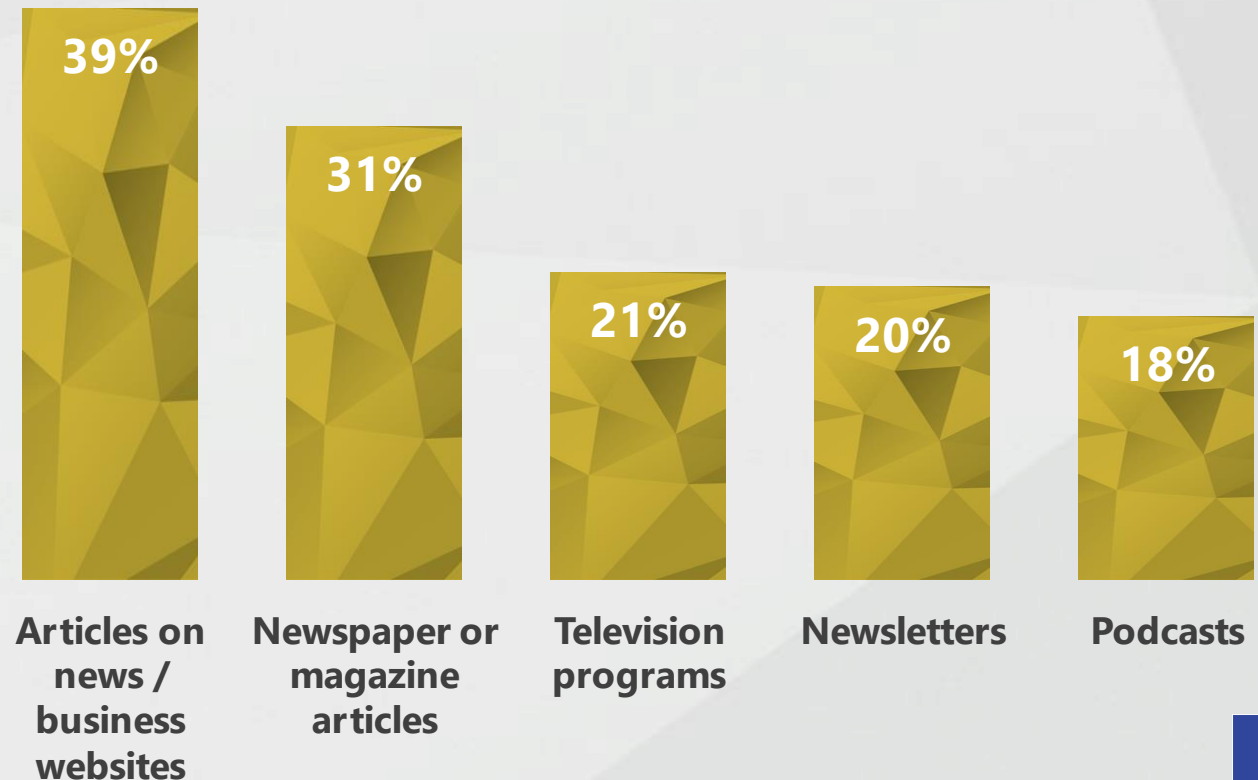
Media The Thin Line

There is a broad range of media formats available when it comes to investing ...

... and those linked to media play an essential role

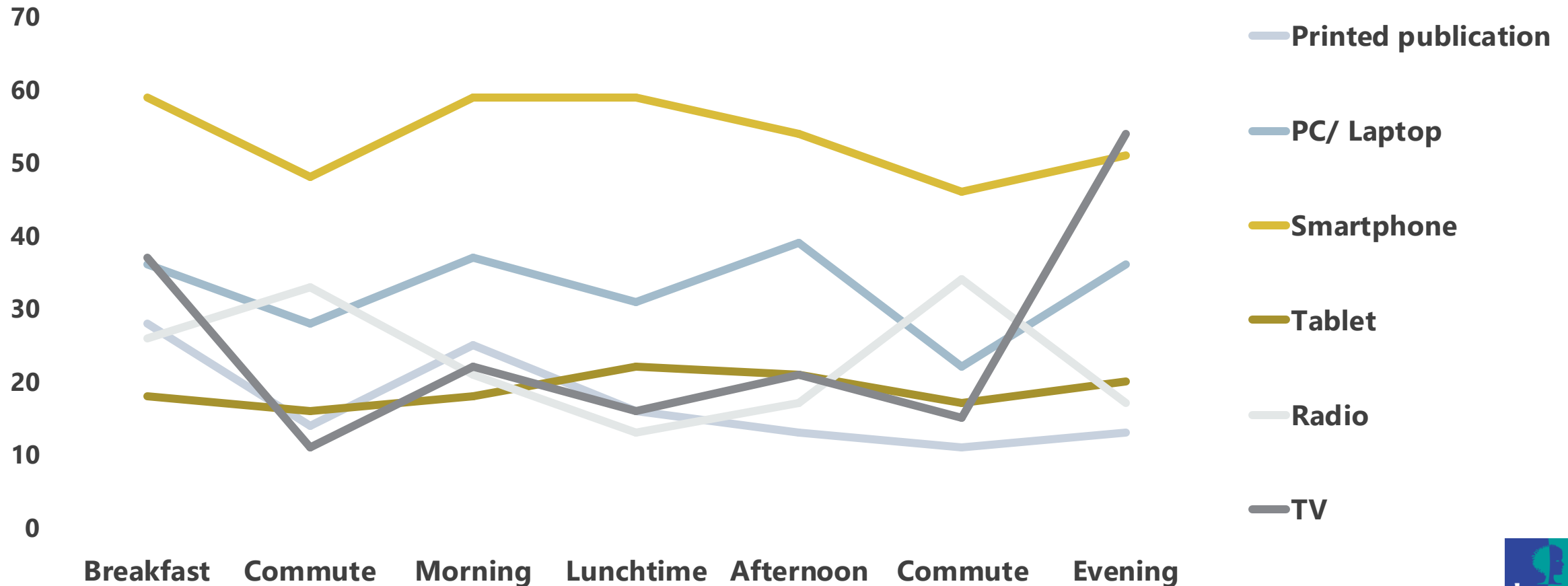
75%

Net media related



Source: GBI Barometer2023 – Information sources used for personal financial decisions

GBI access media through all available platforms and devices

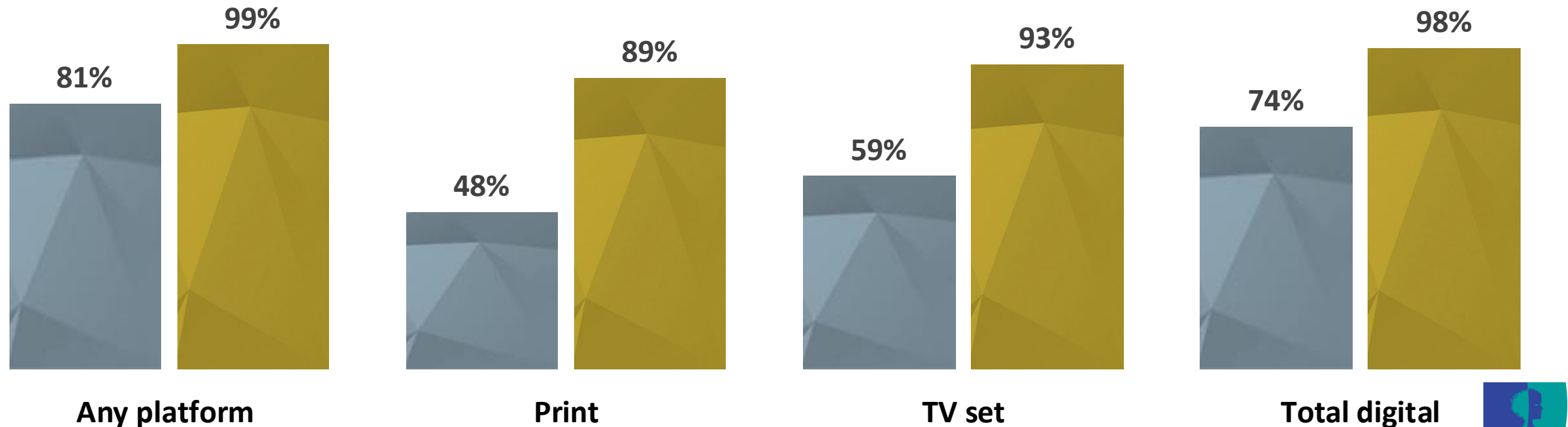


Source: GBI Barometer2023 – Media consumption on a typical day

GBI access content through a range of platforms

Reach across platforms

■ Yesterday reach ■ Past 30 days reach



Source: GBI 2023 – Net reach by platform used

Social media is largely used to access content from other media brands

7 in **10** GBIs have seen content published through Social Media

Publishing content through social media is especially attractive for:

- Younger age groups
- HNWI
- Luxury enthusiasts

Source: GBI 2023 – Social media platforms used to access content from other media brands

Podcast continues to be highly popular...

77% listen to Podcasts
(stable vs 2022)

40% daily listening



...and attract GBIs through a range of themes



Business



Science & Tech



Sports



News



Travel



Source: GBI 2023 – Podcast types listened to regularly

And trustworthiness of media sources is the grail

Most important criteria

General news brands

Trustworthy

Breaking news, as it happens

Keep me aware of international events

News reported accurately / non-biased

Global perspective



And trustworthiness of media sources is the grail

Most important criteria

Business news brands

Trustworthy

International business

Business related to sector / industry

Expert opinions

Business related to wider business world



Three key take-outs

▶ **Focus on tech & innovation**

▶ **Companies need guidance on sustainability and ESG**

▶ **Multi-channel is key**
how you reach them



Questions?



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Thank you

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