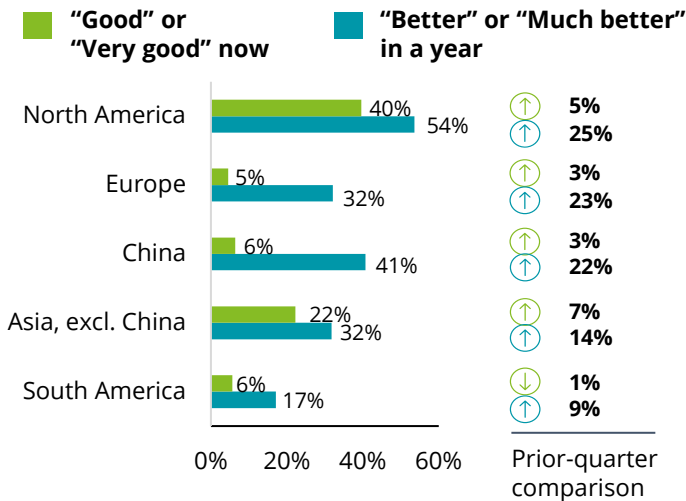


North American CFO Signals™ 1Q 2023 highlights

This quarter CFOs express more optimism for improved economic conditions a year ahead. CFOs who think there will be an economic recovery or rebound are taking various actions to prepare. A vast majority (93%) of surveyed CFOs have their finance organizations focused on planning for a mild recession.

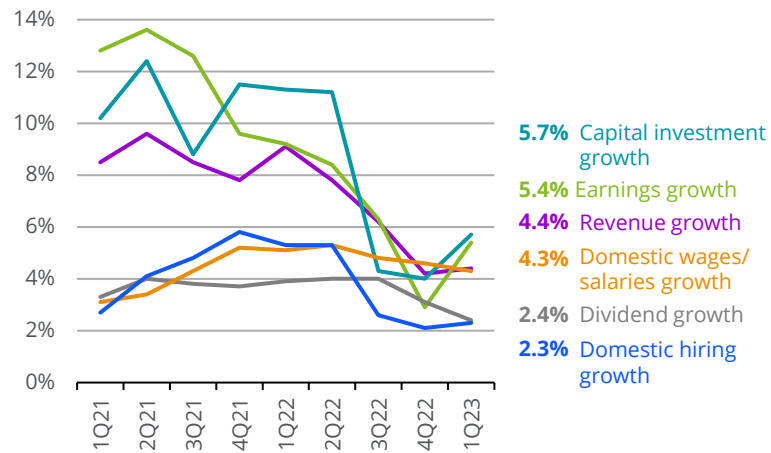
Regional economic assessments

For the most part, surveyed CFOs reveal a sunnier outlook regarding macroeconomic conditions, compared to 4Q22.



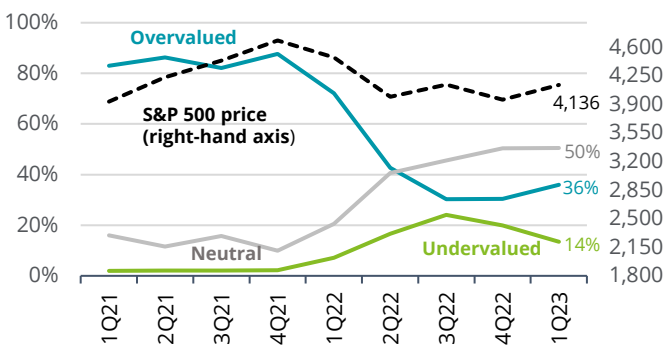
Company growth expectations

CFOs this quarter project mixed views for year-over-year growth, with earnings and capital investment expected to see the greatest increase.



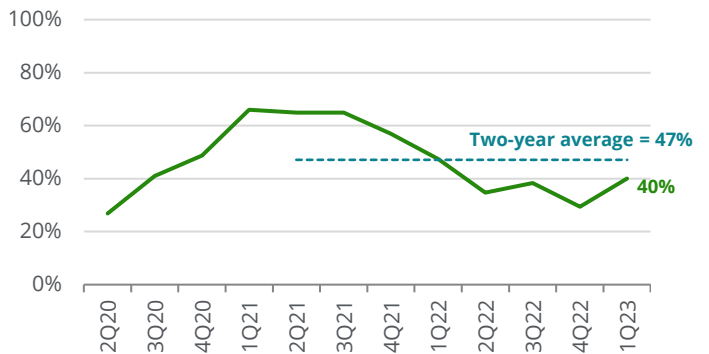
Capital markets assessment

How do CFOs regard U.S. equity market valuations? Percent of CFOs saying U.S. equity markets are overvalued, undervalued, or neither. (Responses are compared to S&P 500 at survey midpoint)



Risk appetite

Forty percent of CFOs surveyed say now is a good time to be taking greater risks, a jump from 29% last quarter, and the highest level since 1Q22, but still below the two-year average of 47%.



Internal risk concerns

Retention, talent availability, and hiring again dominate CFOs' list of internal worries. Execution and prioritization also rank high.



External risk concerns

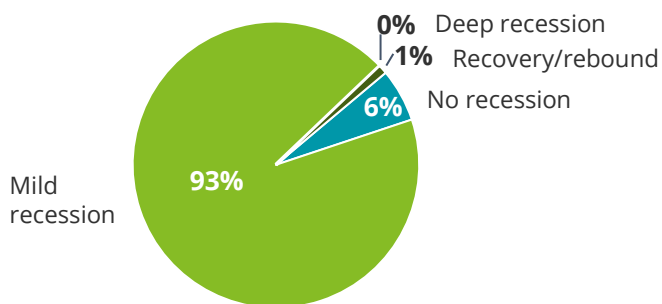
Inflation and geopolitics continue to be CFOs' top external risks while policies and regulations and recession concerns remain prominent as well.



CFO Signals™ 1Q 2023: Special topics

Economic scenarios, inflation, and data and insights for decision-making

In 2023, my finance organization in North America is primarily focused on planning for the following: economic scenarios: (N=111)



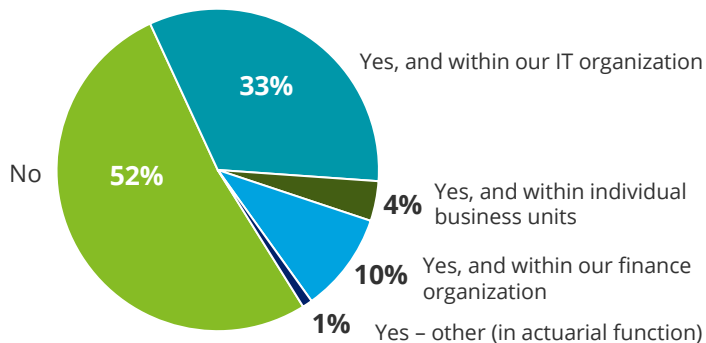
If you think there will be an economic recovery or rebound, what top three actions are you taking to prepare for it? (N=78)



Where do you think the rate of inflation will likely be by the end of 2023 in the following countries?

Rate	U.S. (N=111)	Canada (N=103)	Mexico (N=101)
Less than 4%	31%	35%	2%
Between 4% and 6%	65%	55%	16%
6% or greater	4%	10%	82%

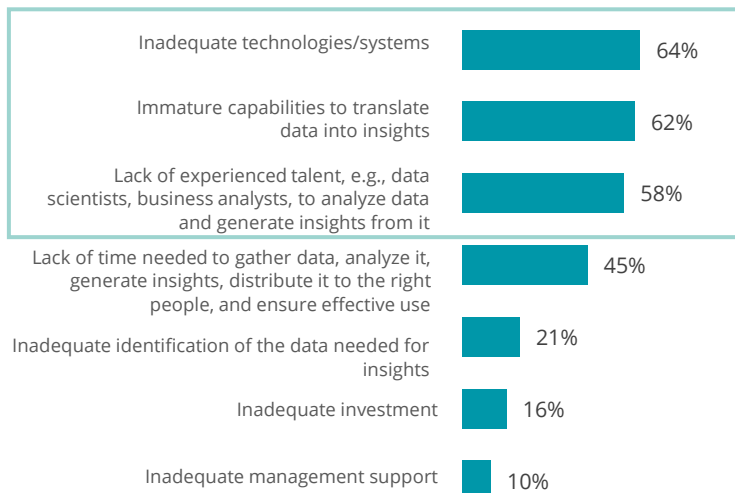
Does your organization have a Chief Data Officer (CDO) or equivalent? (N=111)



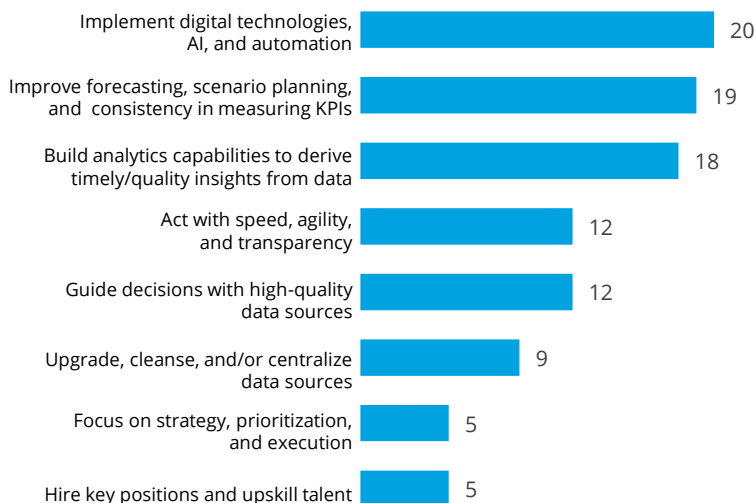
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As you plan for the remainder of 2023 and 2024, what are your three greatest challenges to driving data to insights? (N=107)



As CFO what improvements, if any, would you suggest to enhance your company's decision-making in planning for the remainder of 2023 and 2024? (N=82)



What's the most effective thing you've done to improve the data and insights your finance team provides to the business? (N=86)

Top 5 most frequently cited comments are shown below.

- 1 Invested in new systems & automation/upgraded existing systems (20)
- 2 Implemented talent/organizational changes (14)
- 3 Streamlined data structures and evaluated processes and controls (14)
- 4 Enhanced data analysis and use of data analytics (12)
- 5 Improved FP&A and scenario analysis (11)