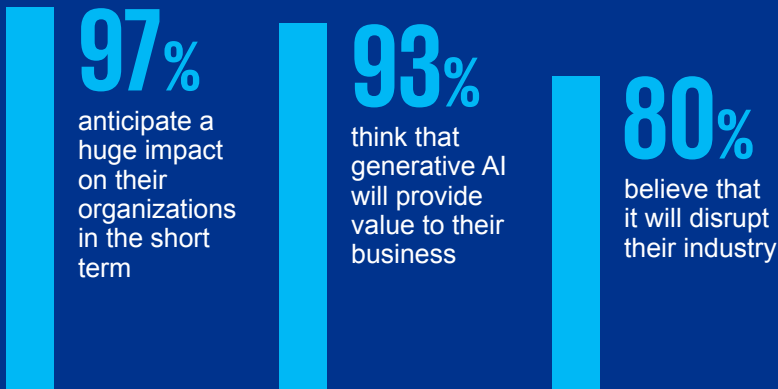




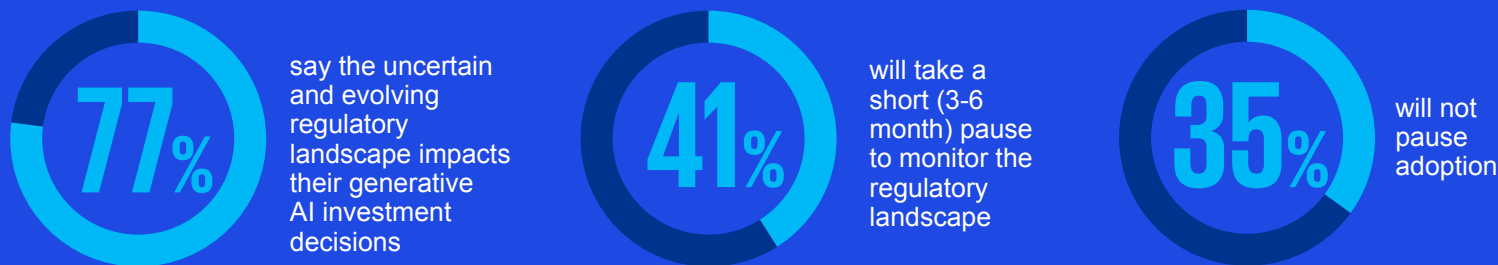
US executives embrace generative AI as a game-changing technology

KPMG surveyed 200 senior US business leaders in June about generative AI and the transformational impact this emerging technology will have on business.

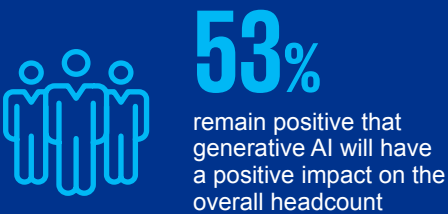
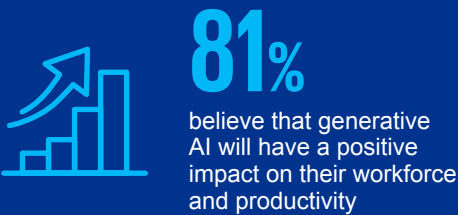
Generative AI to have a transformational impact on business



Uncertainty in generative AI regulation impacts investment decisions, but it's not slowing adoption



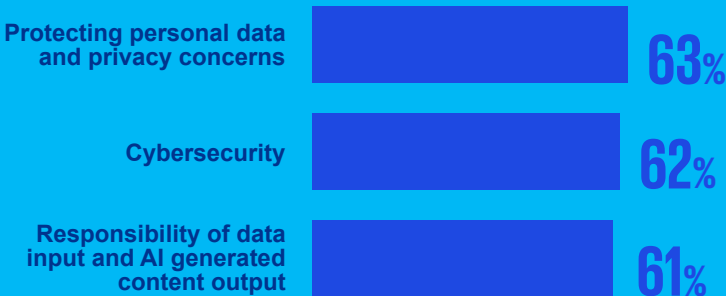
Generative AI to have significant upside for the workforce/decreased concerns



Increase in confidence in their ability to mitigate generative AI risks



Accelerated rise in risk management prioritization



Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates and related entities.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.