

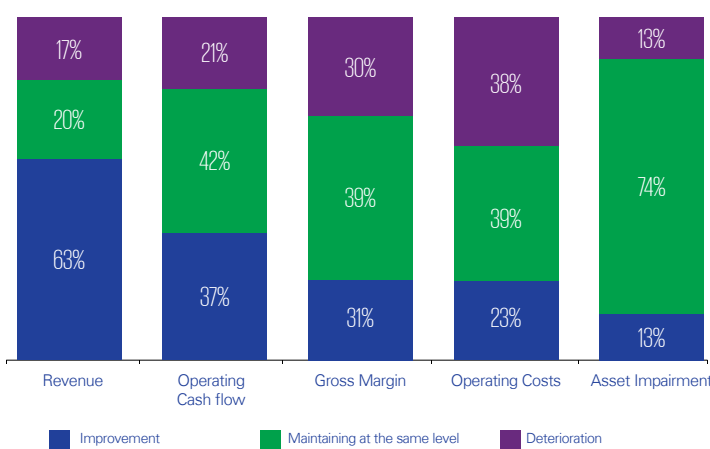
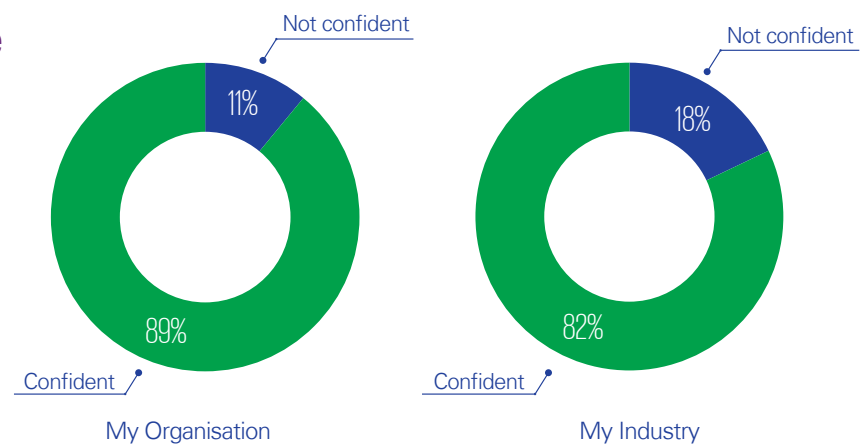
Trends and priorities for 2018

Survey of Romanian Chief Financial Officers



Chief Financial Officers are optimistic about the development of their industry and their own organization in 2018 compared to 2017.

2018 vs 2017

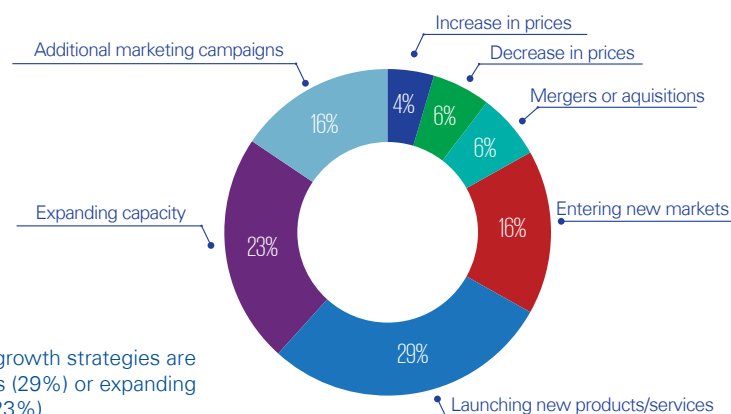


Growth through intensive and extensive strategies

A significant proportion of companies (63%) estimate a trend of revenue growth in the next 12 months.



The most common targeted growth strategies are new product/service launches (29%) or expanding current production capacity (23%).

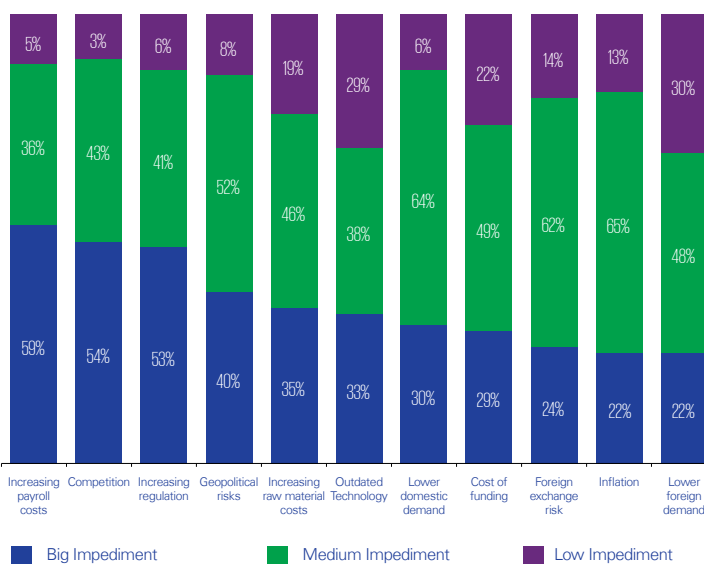


4 priorities for Chief Financial Officers



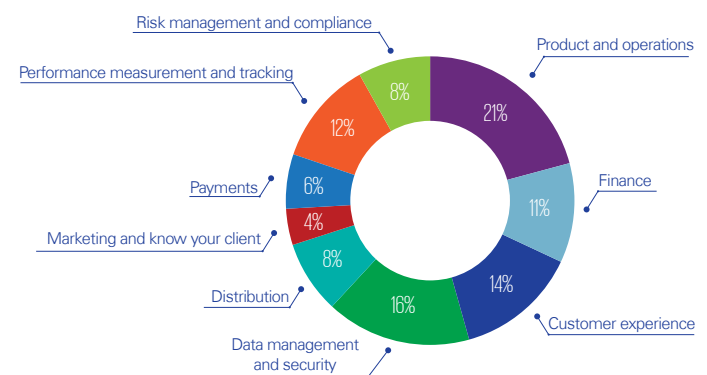
Maintaining profitability 25%

The main risk factors for increasing profitability are the increase in salary (59%), competition (54%) and the increase in the number of regulations



Efficiency improvement through automation 22%

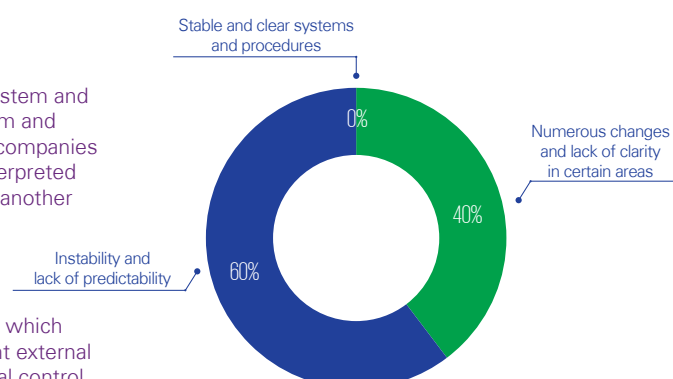
For 68% of respondents, improving efficiency through automation is a priority on the 2018 agenda. 71% of respondents see obsolete technology as a hindrance to growth and profitability, and nearly 9 out of 10 Chief Financial Officers estimate higher technology costs. Approximately 63% of respondents have invested up to EUR 500,000 in technology, the rest reporting investments in technology that exceed this amount. The main areas targeted for investment in new technologies are the operational area, data management and security and customer experience.



20% Tax developments

There is a lack of predictability in the tax system and the desire for greater stability in the medium and long term. More than half of the surveyed companies consider that tax legislation is arbitrarily interpreted and procedures are difficult to apply, while another 40% complain about lack of dialogue and unpredictability in relations with the tax administration.

There are a number of compliance risks for which companies are interested in an independent external review: tax risk, effectiveness of the internal control system of the financial reporting process, regulatory compliance, and benchmarking of key performance indicators.



16% Battle for talent - an ongoing concern

Recruitment and retention of staff is a high priority in the opinion of 16% of respondents, while 66% of them consider it a priority on the 2018 agenda. Moreover, 40% of respondents estimate a major increase in salary costs over the next 3 years. The increase in salary costs is, in the opinion of 59% of the respondents, a major impediment to increasing the profitability of the organization over the next 3 years.

