

# KPMG 2021 CEO Outlook Pulse Survey Financial Services

**A survey of 150 financial services CEOs in 11 key markets, our 2021 Pulse Survey provides a timely snapshot of CEOs' views on business growth resumption, their views on vaccine distribution, their top-of-mind organizational risks, and business transformation priorities going forward.**



## Pandemic response

When do CEOs envision that their company will return to a normal course of business?



9 out of 10

CEOs are keen to ensure **staff safety** by asking employees to notify the business when they have been **vaccinated**.

58%

of financial services leaders are concerned not all employees will have access to a **COVID-19 vaccine**, jeopardizing their operations and competitive advantage.

What do bank CEOs think it will take to return to 'normal'



**A successful COVID-19 vaccine roll-out** (at least 50% vaccinated)



**Governments** in key markets encouraging business to return to 'normal'



**A significant drop in COVID-19 infection rates** in key markets



## Perspectives from financial services leaders

Economic confidence



► Confidence over the 3 year horizon is up for **company, industry and country**. However, prospects for the **global economy** are **lower** than last year.

70%

of financial services CEOs have an appetite for **M&A**.

- 1
- 2
- 3

### Top drivers for investment

On-board new **digital technology** to transform the **customer experience/value proposition**

Develop **disruptive technologies** that have potential to transform their **operating model**

Increase **market share**

Source: KPMG 2021 CEO Outlook Pulse

[home.kpmg/ceooutlook](http://home.kpmg/ceooutlook)

©2021 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit [home.kpmg/governance](http://home.kpmg/governance).

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



## Digital acceleration priorities

CEOs are planning to invest more in technologies such as



Customer and technology are key focus areas for financial services

Long-term impact of the pandemic on financial services companies



Said **next-generation operating model with digitized operations** has accelerated by a matter months (up from 21 percent in August 2020).



Believe **customer engagement** will be done predominantly via **virtual platforms**.



Will build on the use of **digital collaboration** and **communications tools**.



## Trust and reputation

Continued focus on environment and climate risk



89%

Of financial services CEOs are looking to lock in the **sustainability** and **climate** change gains made during the crisis.

Heightened focus on "S" component of ESG



Financial services leaders are shifting their focus to the **social** component of their ESG program up from August 2020.

Top DEI and workforce agenda issues for financial services CEOs



58%

Of financial services leaders believe progress has moved **too slowly** on **diversity and inclusion**.



88%

Agree there is still much to do to build **gender diversity** on boards.



51%

will be increasing HR resources to **managing employee well-being** and **mental health**

Source: KPMG 2021 CEO Outlook Pulse

[home.kpmg/ceooutlook](http://home.kpmg/ceooutlook)

©2021 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit [home.kpmg/governance](http://home.kpmg/governance).

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