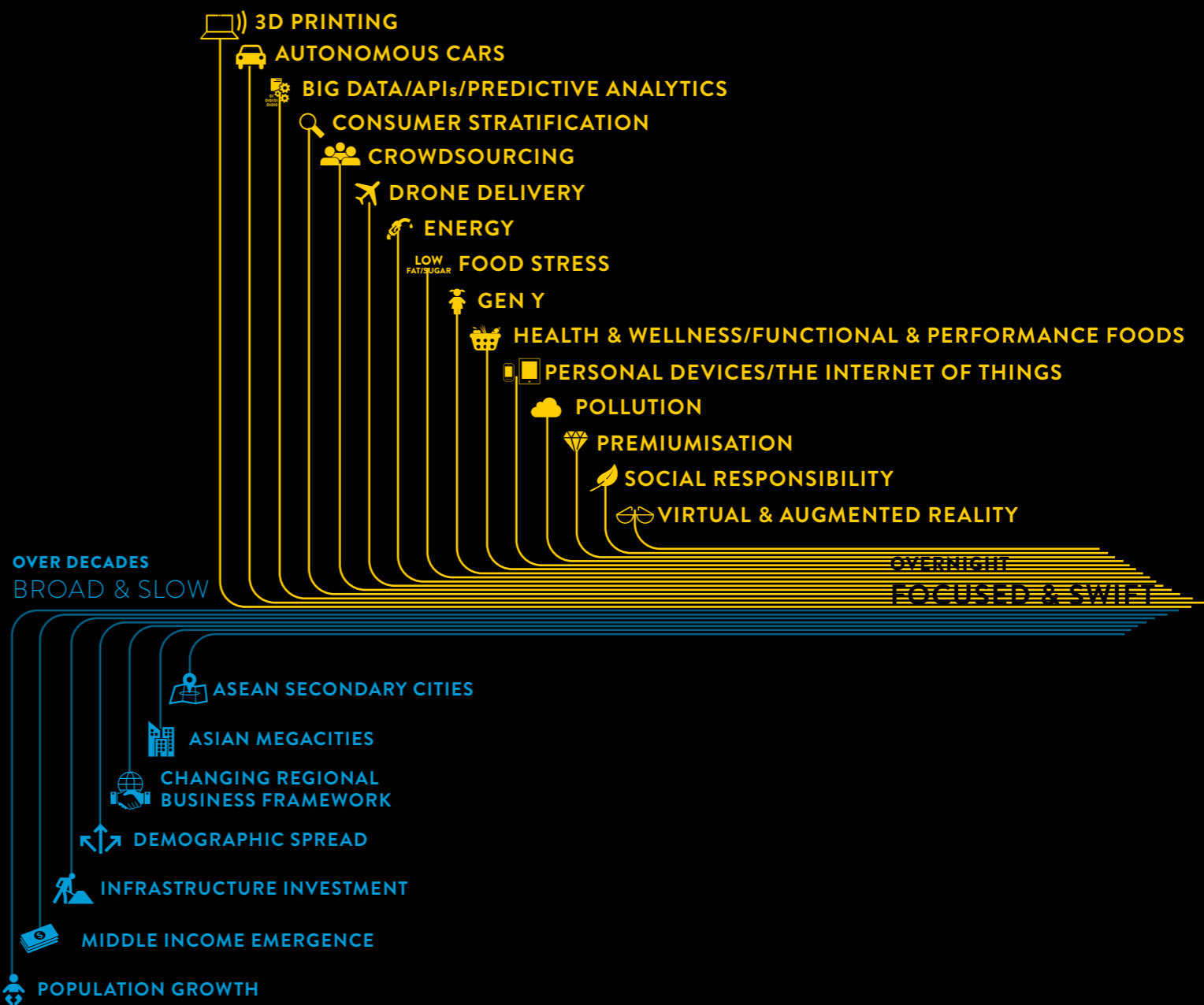


HOW DO YOU NAVIGATE CHANGE THAT IS COMPLEX, CHALLENGING AND ACCELERATING?

WHAT'S AROUND THE CORNER?

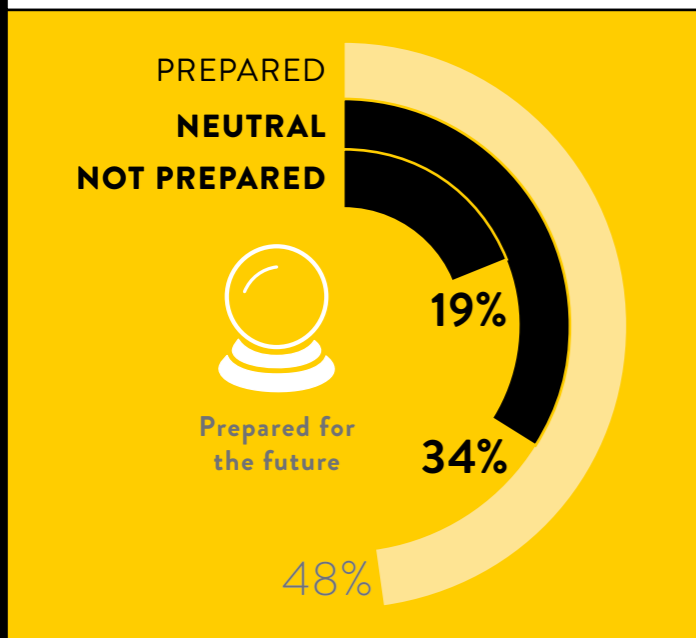


ARE YOU READY?

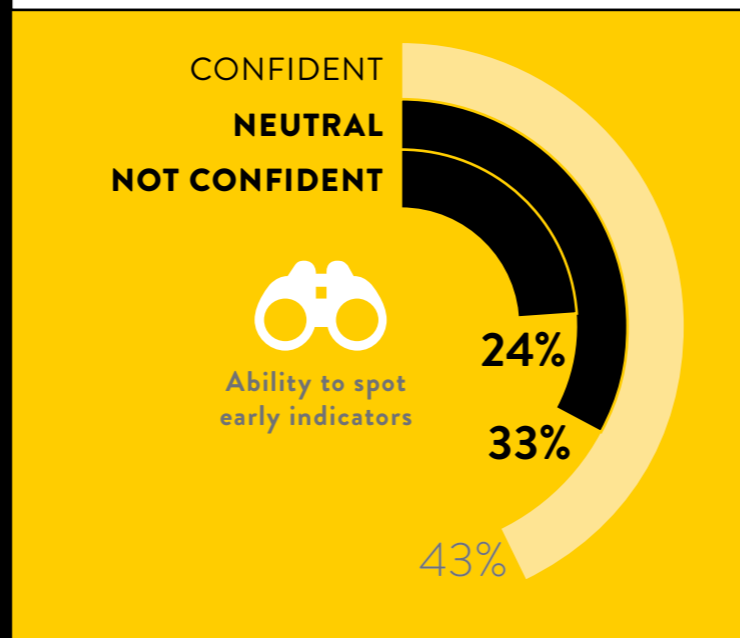


MAJORITY OF ASIA PACIFIC BUSINESS LEADERS...

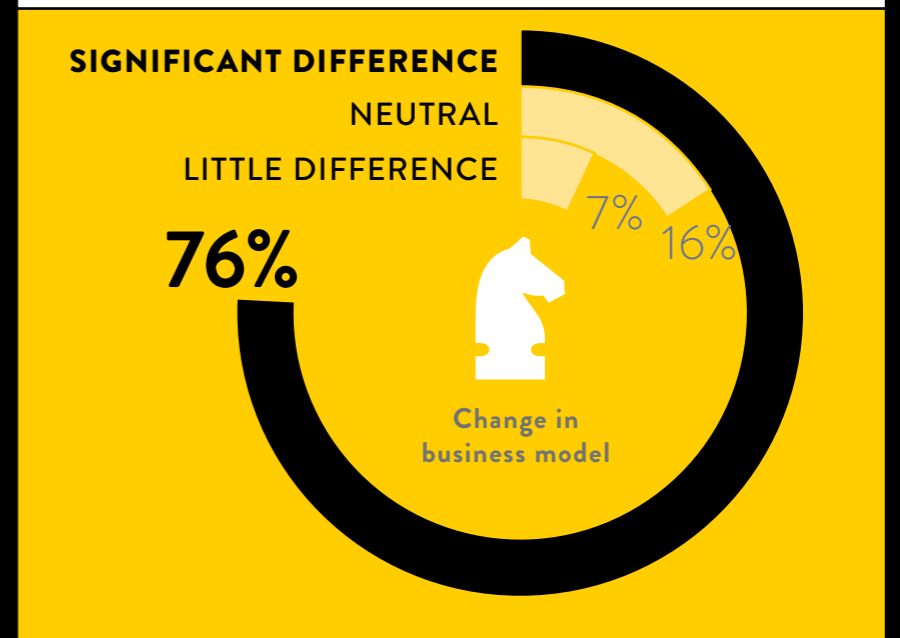
... ARE NOT PREPARED FOR THE FUTURE



... ARE NOT ABLE TO SPOT EARLY INDICATORS



... BELIEVE THEIR BUSINESS MODEL WILL CHANGE



WHAT'S ON THE MINDS OF BUSINESS LEADERS IN ASIA PACIFIC?

1 E-COMMERCE

31% believe e-commerce will account for 30% or more of their organisation's growth in next 5 years.

FROM MASS-MARKETING TO INDIVIDUAL FOCUS

2 CONNECTED CONSUMER

3 STRATEGIES FOR TOMORROW

- INNOVATION
- DIGITAL
- BIG DATA & PREDICTIVE ANALYTICS
- SUPPLY CHAIN IMPROVEMENT

Source: Nielsen Future Business Sentiment Survey

For more information on Nielsen's report on

ASIA 2020

PROGRESSING, PREPARED OR PESSIMISTIC?

Contact Regan Leggett at Regan.Leggett@nielsen.com

