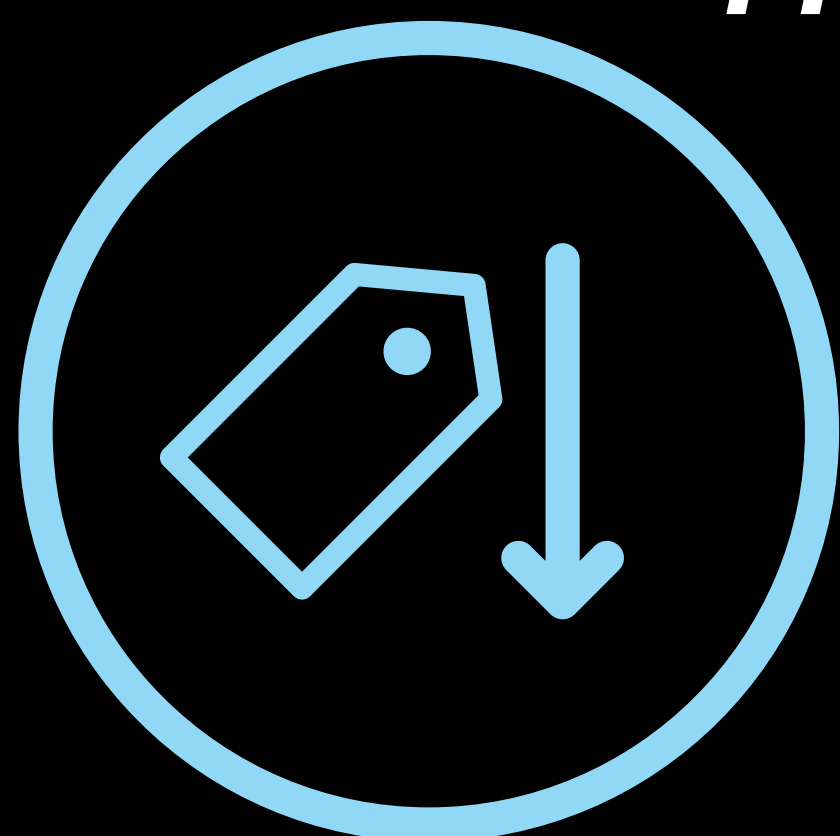




56%

OF UK RESPONDENTS REALISED POSITIVE REVENUE GROWTH OVER THE PAST 24 MONTHS (67% across Europe)

THE TOP THREE STRATEGIC PRIORITIES IN THE UK



COST REDUCTION
29%



SALES GROWTH
23%



PRODUCT PROFITABILITY
19%

36%

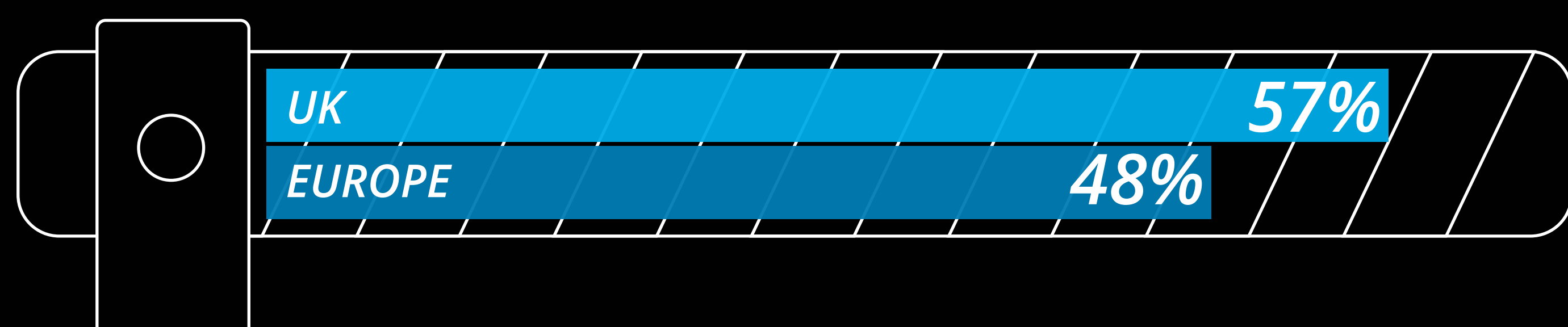
of UK respondents cited **BREXIT AS A TOP EXTERNAL RISK** compared to **0-10% ACROSS EUROPE**

ONLY 5% OF UK RESPONDENTS CITED DIGITAL DISRUPTION AS A TOP EXTERNAL RISK (6% across Europe), compared to 19% in the US



COST TARGETS BETWEEN 10-20% ARE MORE COMMON IN THE UK relative to other European countries, despite **consistent failure rates (57%)**

IMPLEMENTATION CHALLENGES ARE VIEWED AS THE MAIN BARRIER TO COST MANAGEMENT



78%

OF UK RESPONDENTS ARE LIKELY TO PURSUE COST REDUCTION INITIATIVES IN THE NEXT 24 MONTHS

ONLY

9%

OF UK RESPONDENTS ARE LIKELY TO USE ZBB IN THE NEXT 24 MONTHS (8% ACROSS EUROPE)

THE MOST FREQUENTLY CITED COST ACTIONS ARE TACTICAL IN NATURE:

40%
STREAMLINE ORGANISATION STRUCTURE

36%
REDUCE EXTERNAL SPEND

36%
STREAMLINING BUSINESS PROCESSES