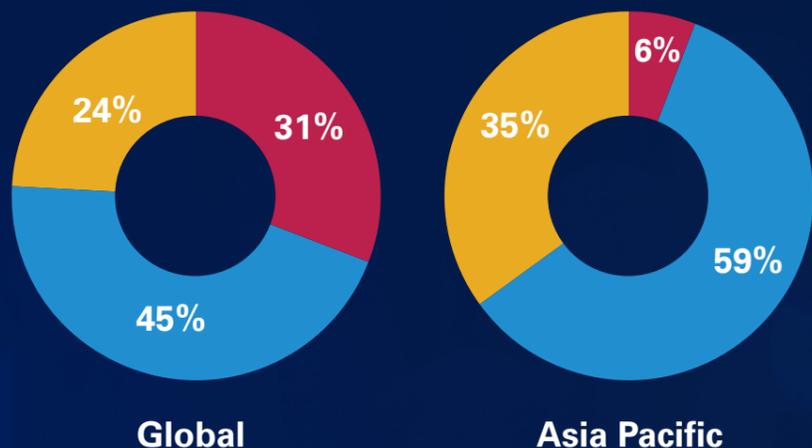


2021 KPMG CEO Outlook Pulse Survey

Pandemic Response

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

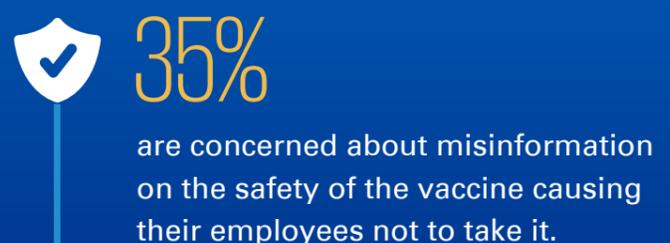
Global vs Asia Pacific



9 out of 10

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

CEO's impetus to return to 'normal' (Asia Pacific)



Perspective from leaders in Asia Pacific

8 in 10 CEOs believe that public-private partnerships in upgrading of infrastructure around digital and innovation is critical for business continuity.

CEOs are planning to invest more in technologies such as



Trust & purpose

99% said the pandemic has caused their focus to shift towards the social component of their ESG program

99% feel a stronger emotional connection to their purpose since the crisis began

98% want to lock in the sustainability and climate change gains made as a result of the crisis

95% consider that their purpose has helped them understand what they need to do to meet the needs of stakeholders: employees, communities, customers, partners and investors



The COVID-19 vaccine rollout is providing leaders with a dose of optimism as they prepare for a new reality. Unsurprisingly, CEOs want to be confident that their workforce is protected against this virus before making major business decisions. They're also tested in their ability to anticipate what the new reality looks like and its long-term impact on their business.



Datuk Johan Idris,
Managing Partner, KPMG in Malaysia

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