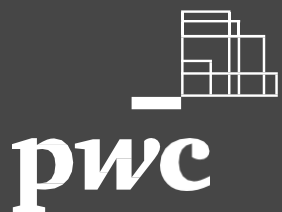




# Covid-19

# CFO Pulse Survey

PwC Denmark - June 2020





## Introduction

Since March 2020, PwC has been tracking sentiment and priorities among finance leaders about the COVID-19 outbreak. For our fifth look across the globe, we surveyed 989 CFOs from 23 countries or territories during the weeks of 1 June and 8 June.

# Finance leaders respond to the latest COVID-19 developments

It's now been a few weeks since many countries have embarked on phased reopenings, slowly permitting more commerce and other activities. As these decisions unfold, CFOs are navigating return-to-work plans, determining when and how — and to what extent — to bring employees back.

## Danish key findings

### **Potential for second wave of outbreak looms**

55% of the Danish CFOs worry about a rise in COVID-19 infections affecting returns to work.

### **Decrease in revenue and layoff are expected**

As a result of COVID-19, 56 % of the Danish CFO's now expect a decrease in revenue up to 25 %. And furthermore, 30 % expect to see layoffs in their company in the next month.

### **Changes in products and services**

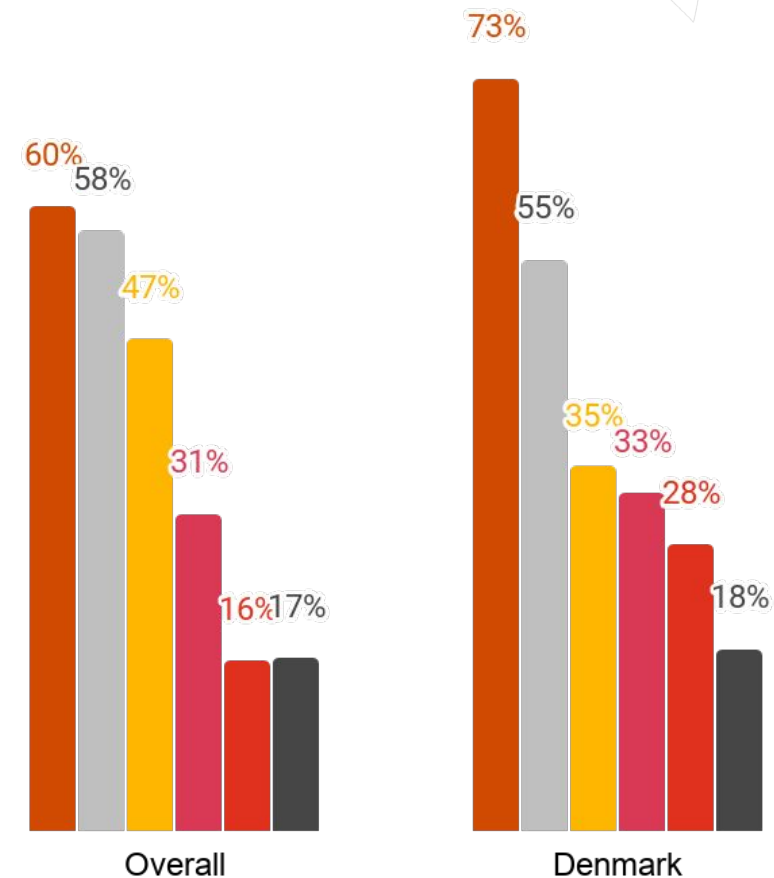
72 % of the Danish CFO cite changes in products as important in order rebuilding or enhancing their revenue streams.

# A new wave of infections and the impacts of a global economic downturn are top concerns among Danish CFOs

What are your top-three concerns with respect to returning to the workplace and operating in a changed business environment?

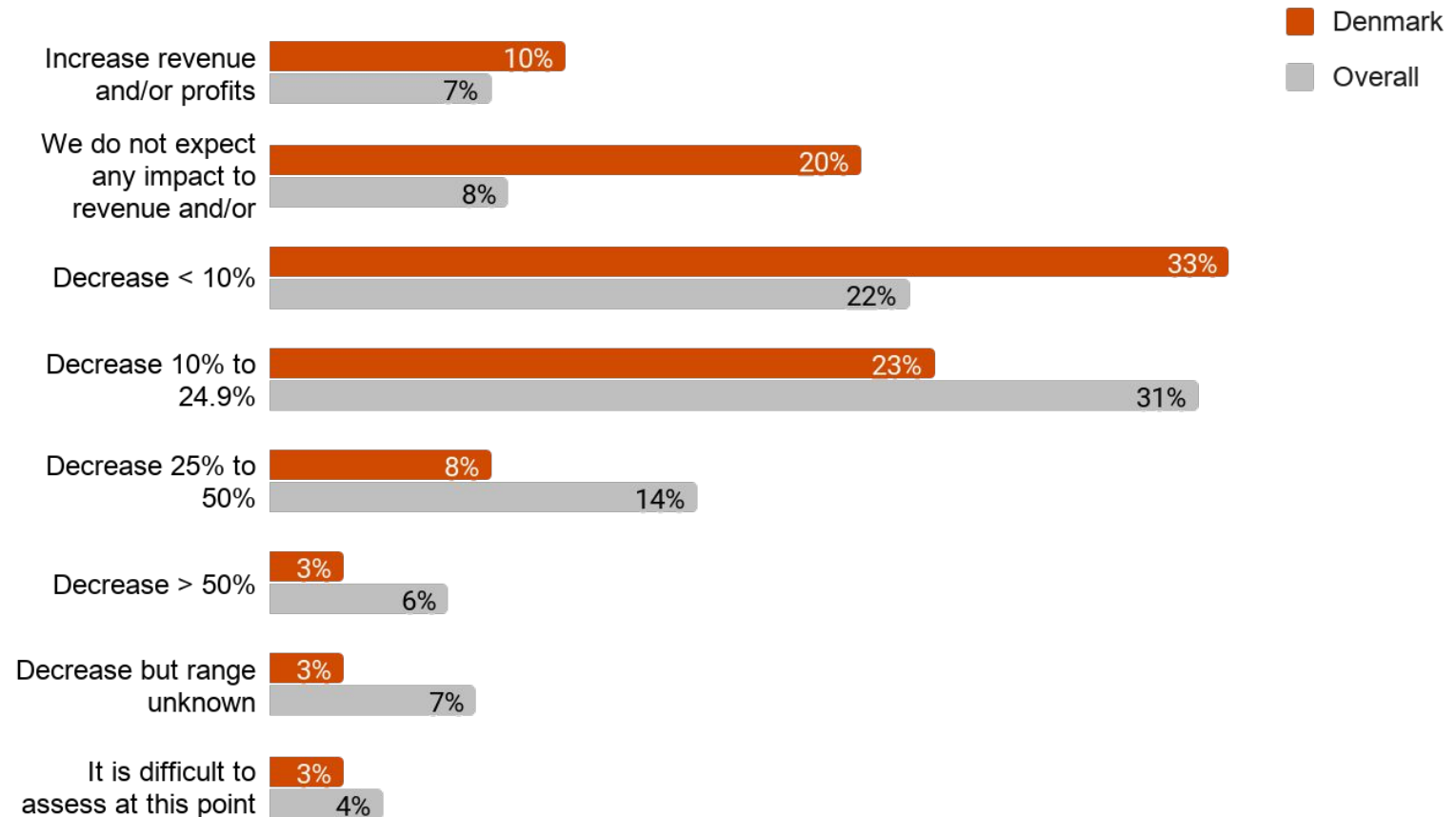
(Showing top answers)

- Impacts of global economic downturn
- A new wave of COVID-19 infections
- Financial impact, including effects on results of operations, future periods, and liquidity and capital
- Decrease in consumer confidence reducing consumption
- Cybersecurity risks
- Supply chain disruptions



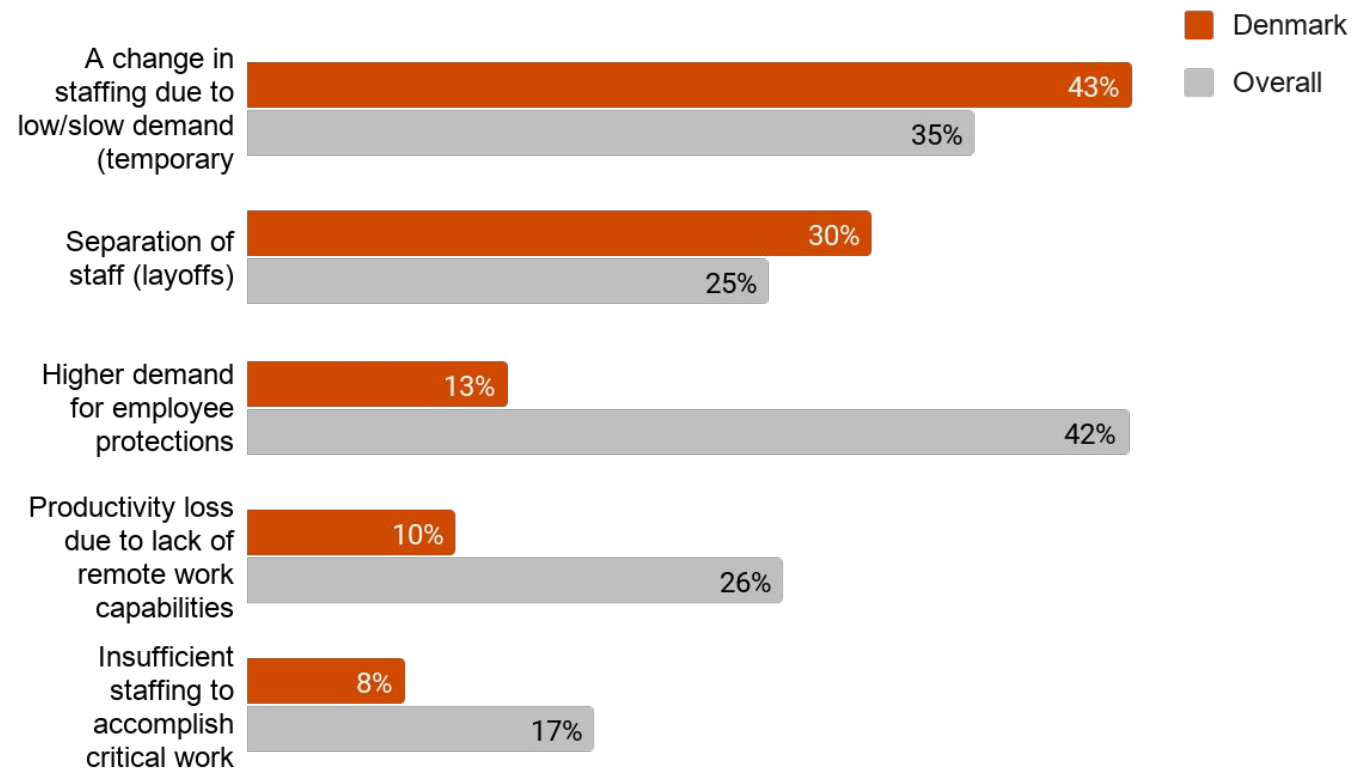
# 56% of the Danish CFOs expect a decrease in revenue of up to 25% as a result of COVID-19

What impact do you expect on your company's revenue and/or profits this year as a result of COVID-19?



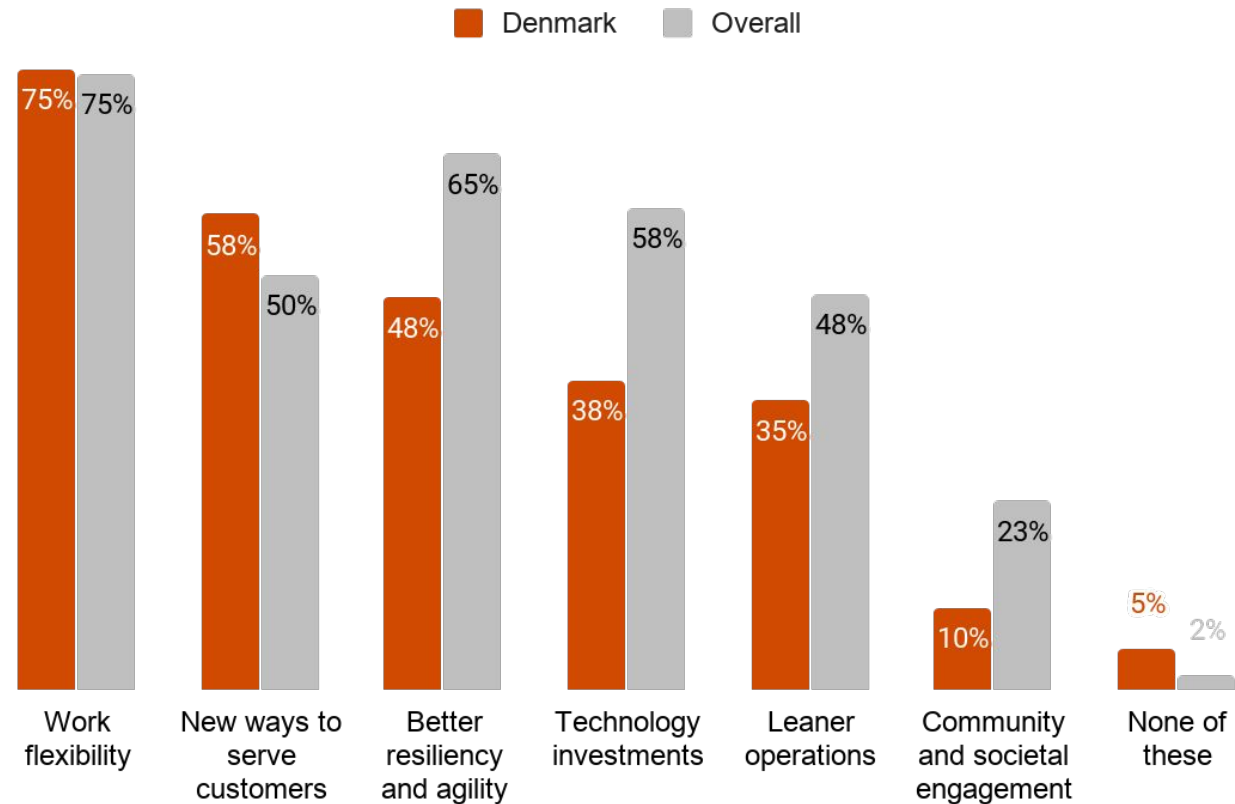
# Layoffs and change in staffing are still likely to be expected by Danish CFOs

As a result of COVID-19, which of the following does your company expect to occur in the next month?



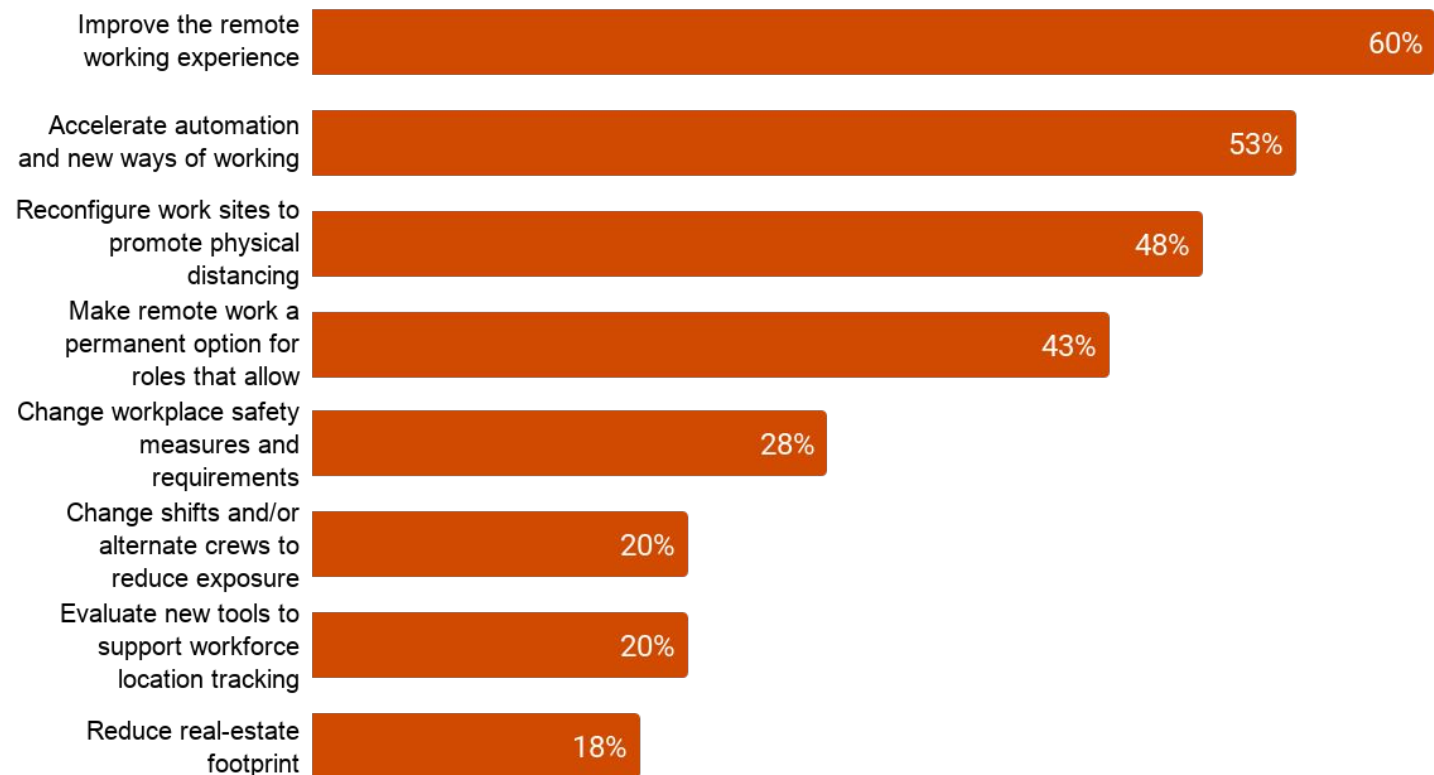
# Work flexibility and new ways to serve customers will make their company better in the long run, state CFOs

What about the current situation will make your company better in the long run? Please select all that apply.



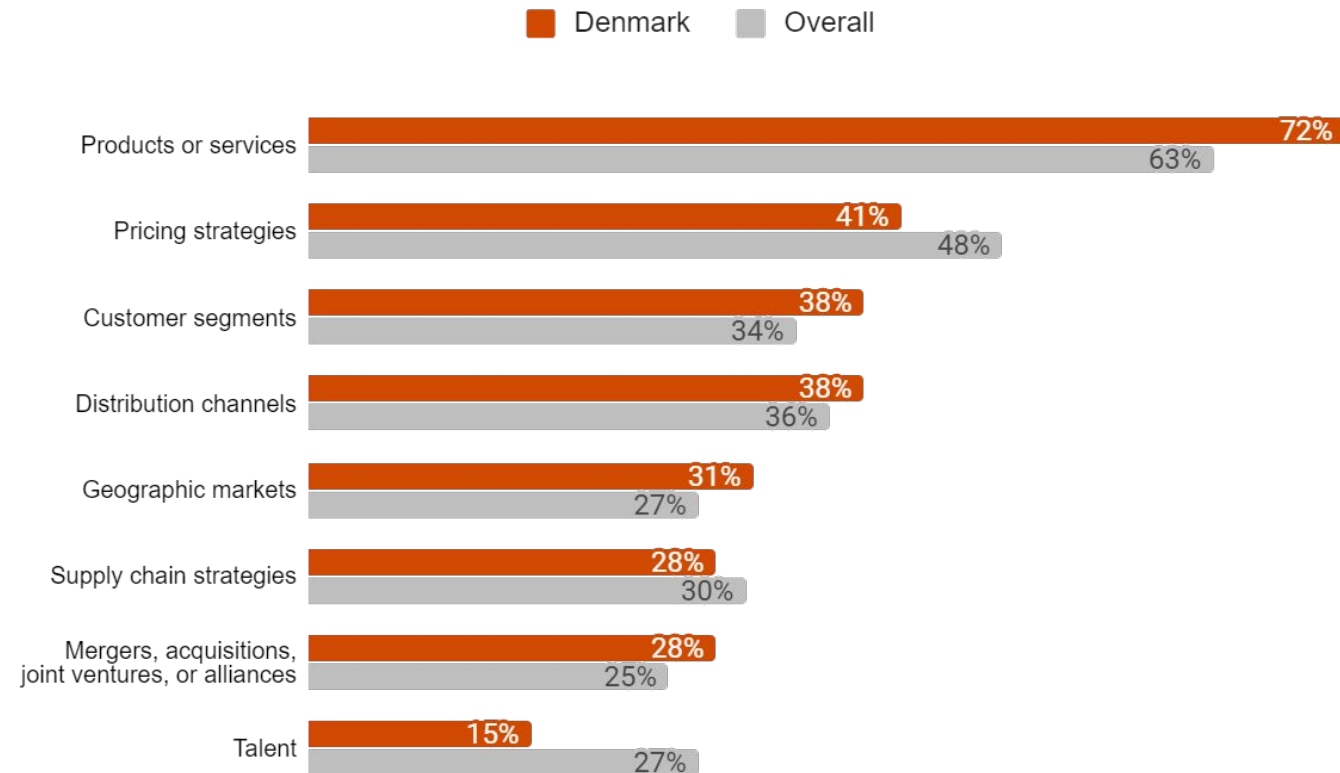
# Remote work and automation will be accelerated by Danish CFOs when returning to on-site work

Which of the following is your company planning to implement once you start to transition back to on-site work?



# 72 % of Danish CFOs cite changes in products as the main lever to rebuild revenues

Changes in which of the following will be most important to rebuilding or enhancing your revenue streams?





## About the Survey

To help identify the business and economic impact of COVID-19, PwC is conducting a global, biweekly survey of finance leaders. Of the 989 surveyed for the global report during the week of June 1 and 8 2020, 40 were CFOs and finance leaders from Danish top 1000 companies



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