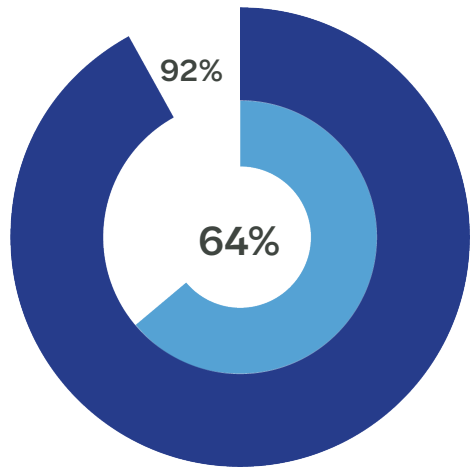


Key findings



■ Global ■ Korea

C-suite executives have a positive growth outlook for their organisation in 2026.

Confidence index

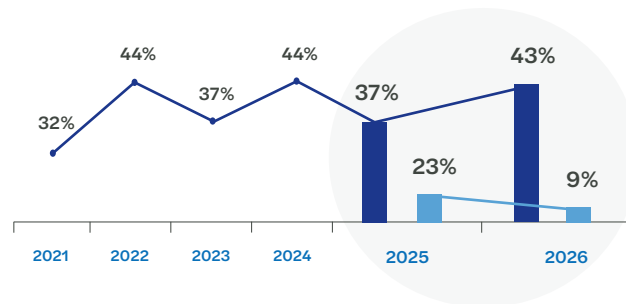
Global

2021	2022	2023	2024	2025	2026
32%	44%	37%	44%	37%	43%

Korea

2021	2022	2023	2024	2025	2026
-	-	-	-	23%	9%

Average % “very confident” their organisation is prepared across all relevant trends



Investment index

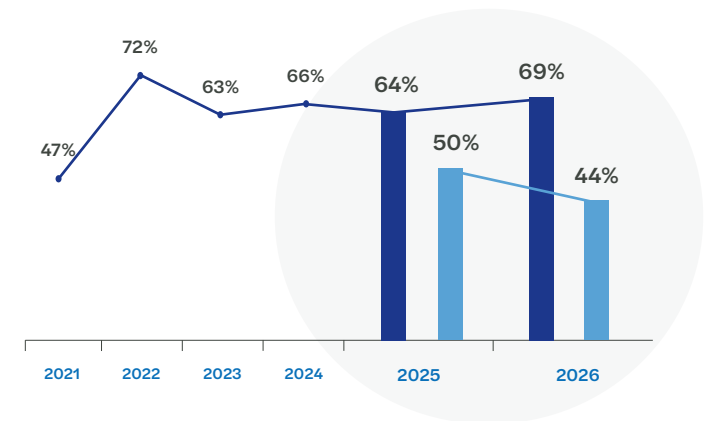
Global

2021	2022	2023	2024	2025	2026
47%	72%	63%	66%	64%	69%

Korea

2021	2022	2023	2024	2025	2026
-	-	-	-	50%	44%

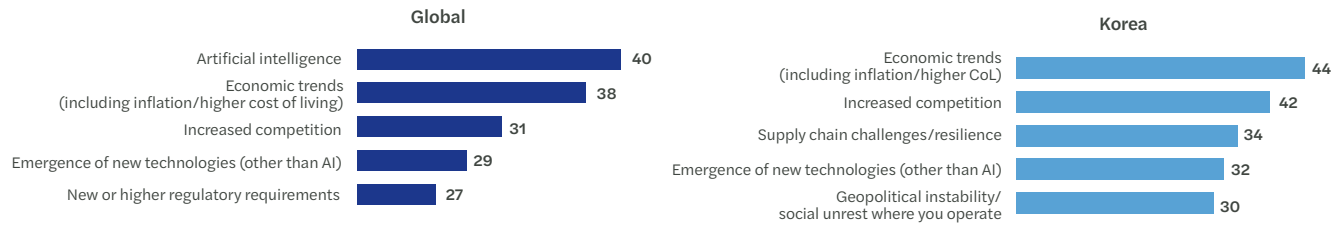
Average % increasing investment across all fields



Key findings

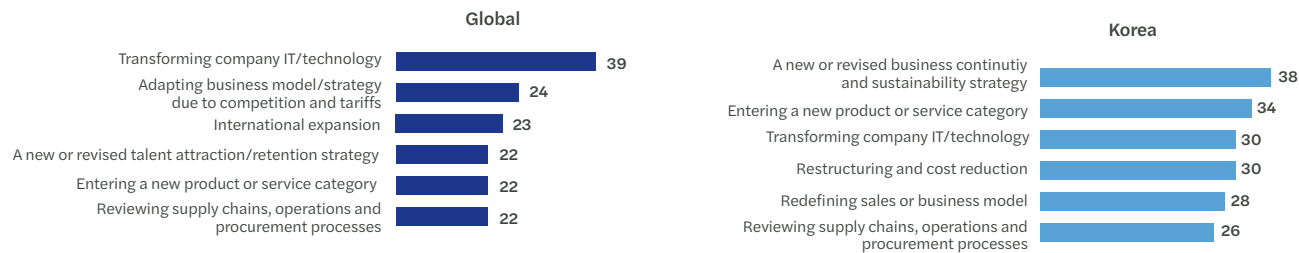
External trends expected to have the biggest impact on business in the next 12 months

Percent of respondents



Strategic priorities on the executive agenda in the next 3-5 years

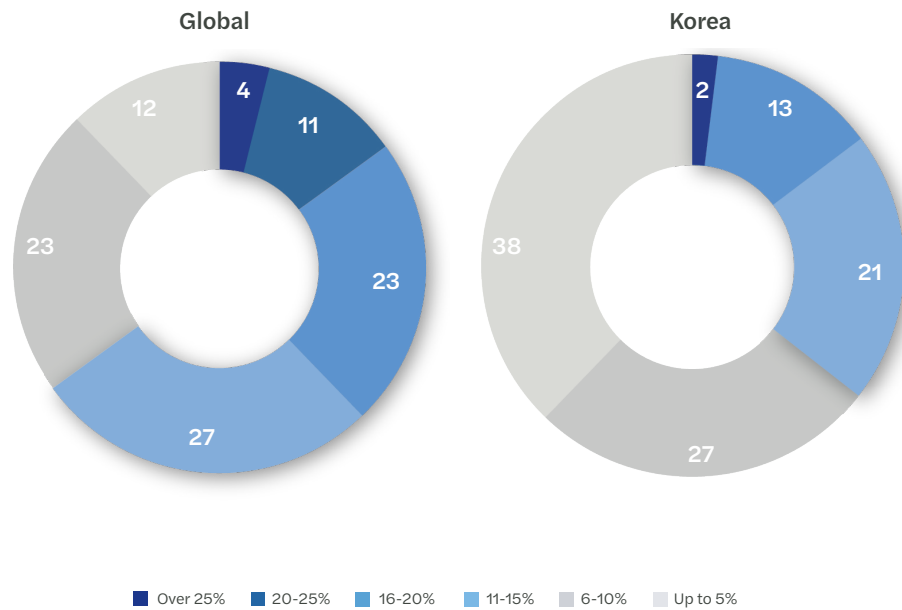
Percent of respondents



Key findings

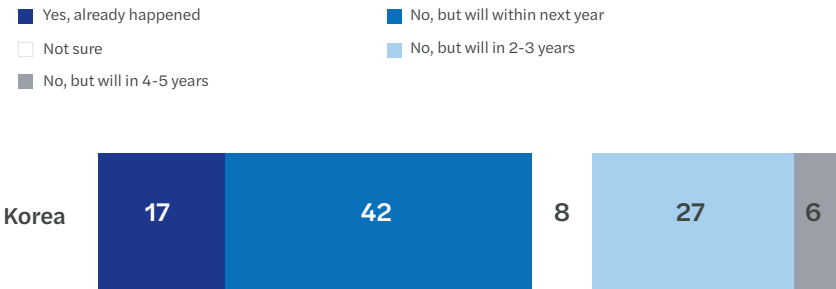
Proportion of budget invested in AI

Percent among business using AI



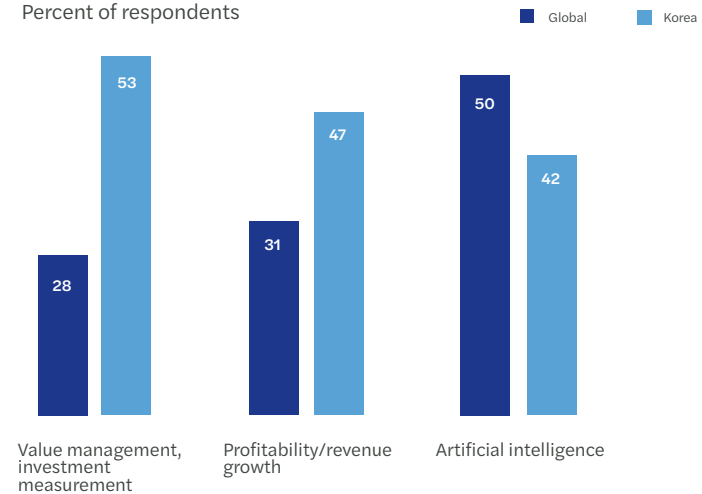
Has AI replaced jobs in business

Percent of Korean respondents whose business uses some AI



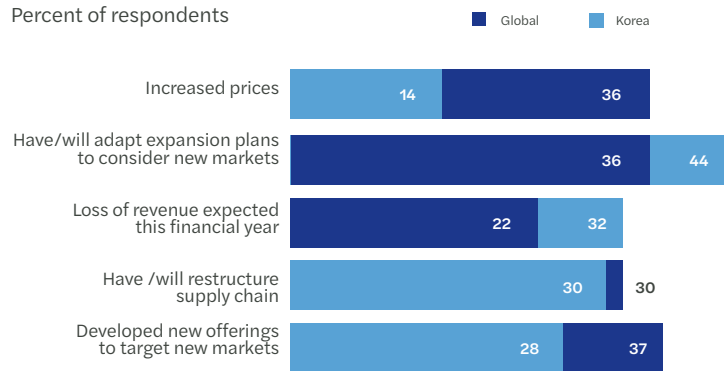
What affects tech transformation success

Percent of respondents

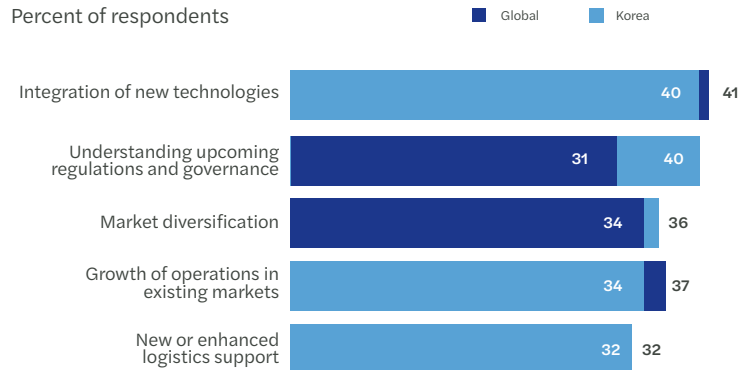


Key findings

How tariff changes have affected businesses



Supply chain investment priorities



Changes to international expansion plans

Findings in Korea from the global survey

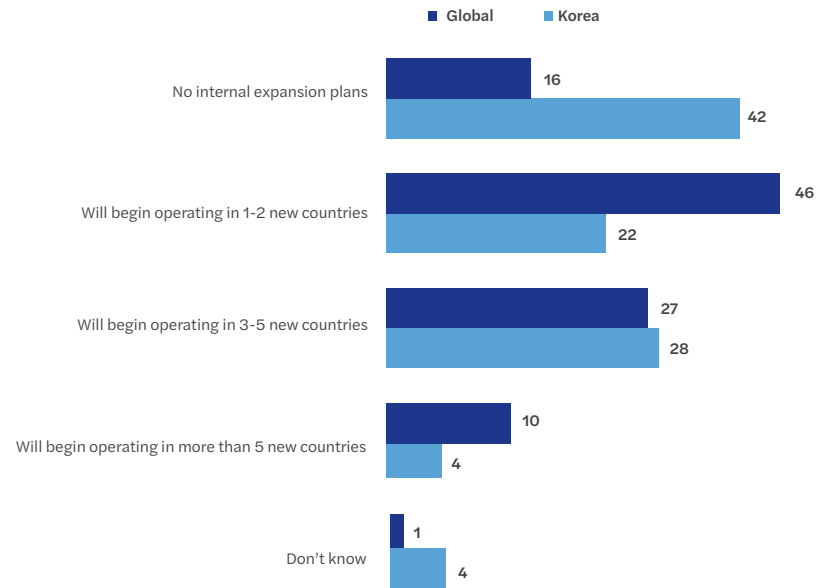
- 28%** Added extra target countries for expansion
- 24%** Changed target countries/regions for expansion
- 14%** Reduced countries/regions originally targeted for expansion
- 12%** Cancelled all plans for international expansion
- 32%** None of the above



Key findings

International expansion plans

Percent of respondents



Biggest challenges faced in setting up operations in new countries

Percent of respondents

