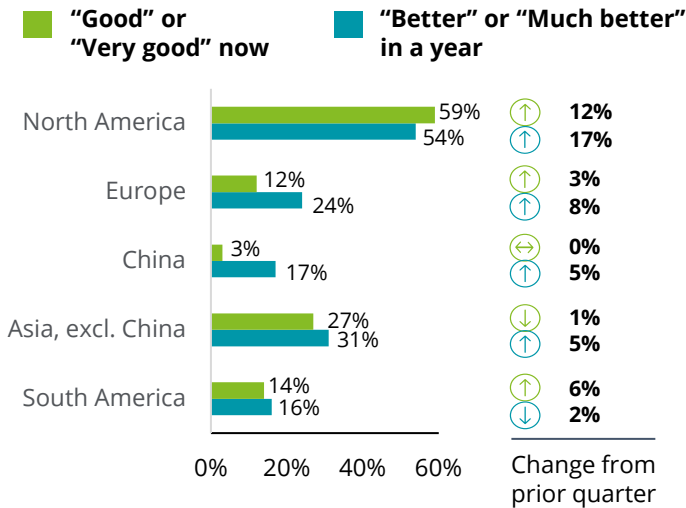


North American CFO Signals™ 1Q 2024 highlights

Regional economic assessments

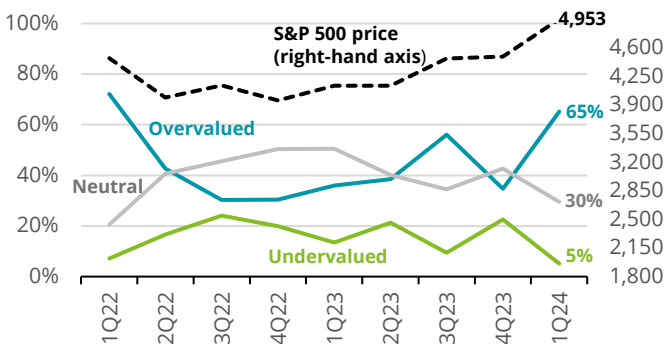
CFOs raised their assessments of current economic conditions in North America, Europe, and South America this quarter compared to 4Q23. Looking 12 months out, respondents expect improved economic conditions in all regions tracked by *CFO Signals* except South America.



Capital markets assessment

How do CFOs regard US equity market valuations? (N=115)

Percent of CFOs saying US equity markets are overvalued, undervalued, or neither. (Responses are compared to S&P 500 at survey midpoint)



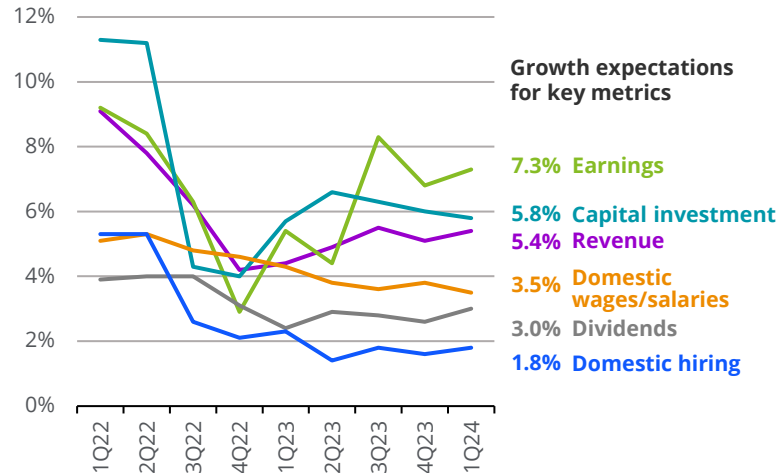
Internal risk concerns

Talent availability and retention land at the top of CFOs' most worrisome internal risks, followed by execution and efficiency, cost and capital management, innovation and growth, technology, and cybersecurity.



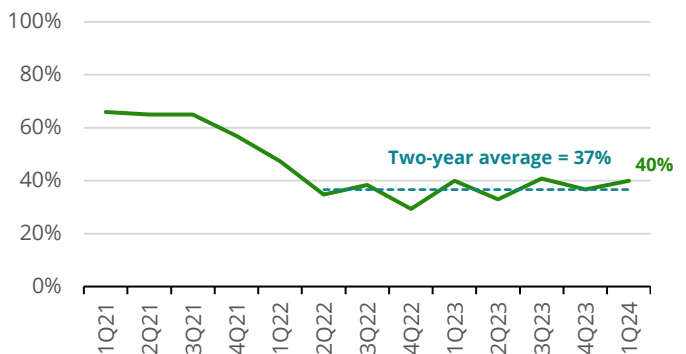
Company growth expectations

CFOs raised their year-over-year growth expectations for four of the six performance and investment metrics tracked by *CFO Signals*, compared to 4Q23. This quarter, CFOs lowered their YOY growth expectations for capital investment and domestic wages/salaries from 4Q23.



Risk appetite (N=115)

Forty percent of surveyed CFOs say now is a good time to be taking greater risks, a bump from 38% in the previous quarter and slightly above the two-year average of 37%.



External risk concerns

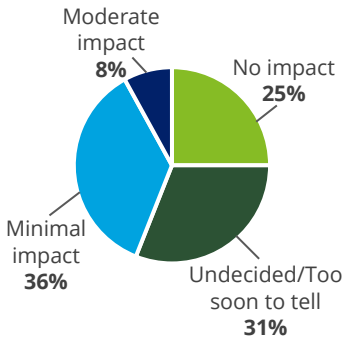
CFOs rank geopolitics and macroeconomics as their most worrisome external risks, amid a wide range of other uncertainties, including the political environment, interest rates, inflation, policies and regulations, and cyber risk.



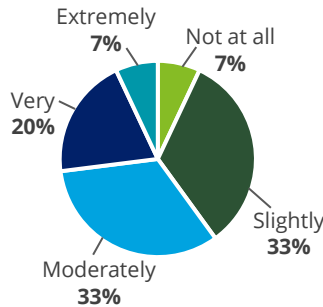
North American CFO Signals™ 1Q 2024: Special topic: Generative AI

Despite the promise of artificial intelligence—and pressure from some boards to deploy it—the technology has yet to have a measurable impact on many finance departments, according to surveyed CFOs. While many CFOs appear to be preparing to adopt GenAI based on our [3Q23 CFO Signals](#) report, our latest survey shows some aren't there yet. While the gradual start could be due to several reasons—concerns over trust and security, for example—talent appears to be another concern.

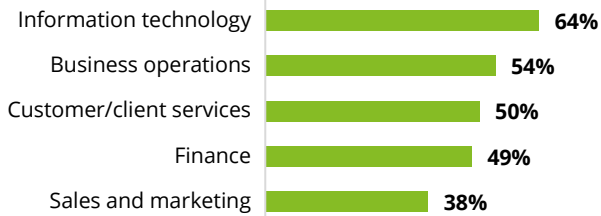
What degree of impact is GenAI having on your current finance talent model? (N=116)



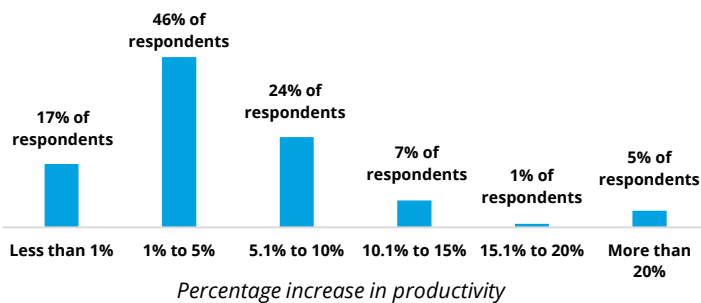
How important is bringing talent with GenAI skills into your finance organization over the next two years? (N=116)



If your enterprise is exploring the use of GenAI, for which top five functions is it encouraging the technology's adoption most? (N=107)

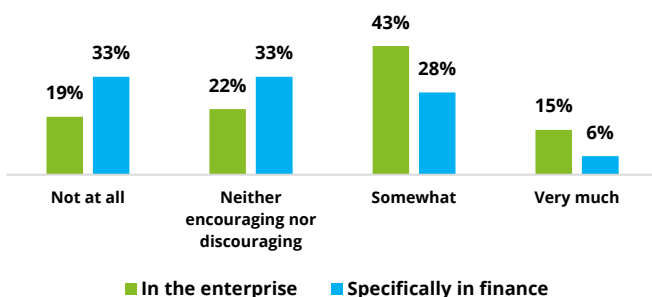


How much of an increase in your enterprise's productivity do you expect from using GenAI? (N=111)

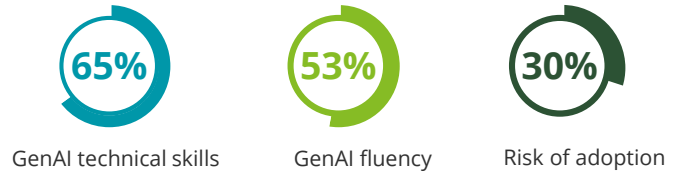


To what degree is your board encouraging your organization to adopt GenAI in the enterprise? (N=113)

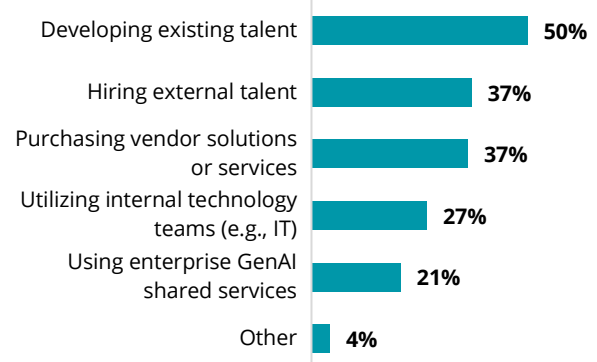
To what degree is your board encouraging your organization to adopt GenAI specifically in finance? (N=112)



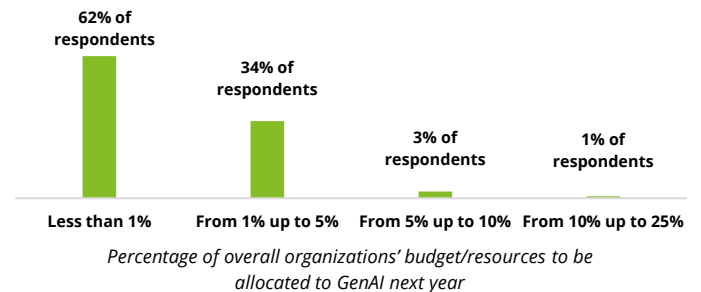
What are your three biggest concerns related to enabling your finance team to use GenAI? (N=116)



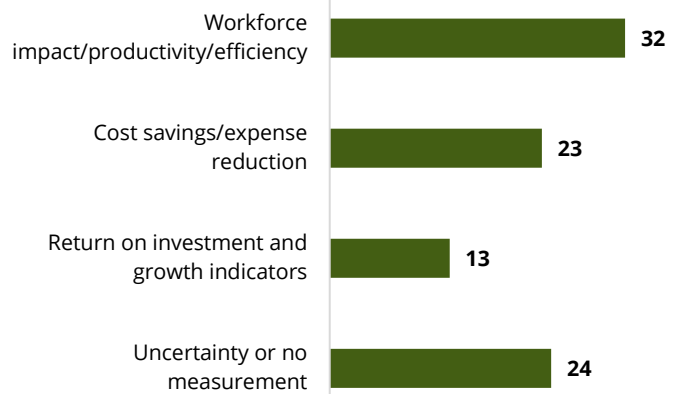
How do you anticipate accessing the skills you will need to incorporate GenAI into your organization? (N=115)



What percentage of your overall organization's budget/resources do you expect to be allocated to GenAI next year? (N=113)



How do you intend to measure the value from your organization's investment in GenAI? (N=80)



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