

Deloitte Global Audit Value
COVID-19 Pulse Survey
Data summary

September 2020



MAKING AN
IMPACT THAT
MATTERS
since 1845

Introduction

Between April and May 2020, Deloitte Global conducted a survey of 351 c-suite, finance and audit committee executives, investors, shareholders, and board members to shed light on a number of audit-related topics, including their concerns and responses to the COVID-19 pandemic.

The survey indicates that audits could play an increasingly important role in providing an independent perspective on the areas of risk and increased complexity in the financial ecosystem as businesses navigate complex accounting and financial reporting matters stemming from COVID-19.

Methodology



Deloitte Global and Forbes Insights surveyed **351 c-suite, finance and audit committee executives, investors, shareholders, and board members** globally across a range of industries.



All respondents were associated with organizations with **global annual revenues totaling more than US\$500 million, including 37% with US\$5 billion or more.**

The respondents came from the:

Asia Pacific (APAC)	Americas	Europe
44%	33%	23%

COVID-19 concerns

The largest concerns focused on business model, accounting and financial reporting, financial resilience, customer relationships and future demand

In responding to the current situation with COVID-19, which of the following areas are of most concern in evaluating the resilience of your business? 

The largest concerns



57%

The business model (e.g., impacts on infrastructure, logistics, technologies, ongoing operations, and go-to market strategies)



54%

Accounting and financial reporting concerns, response to complex accounting (e.g., valuations) and tax issues



47%

Financial resilience (capital stability and liquidity)



46%

Customer relationships and future demand

Additional concerns



45%

Brand and reputation of the business



44%

Health and well-being of employees



34%

Robustness of supply chain



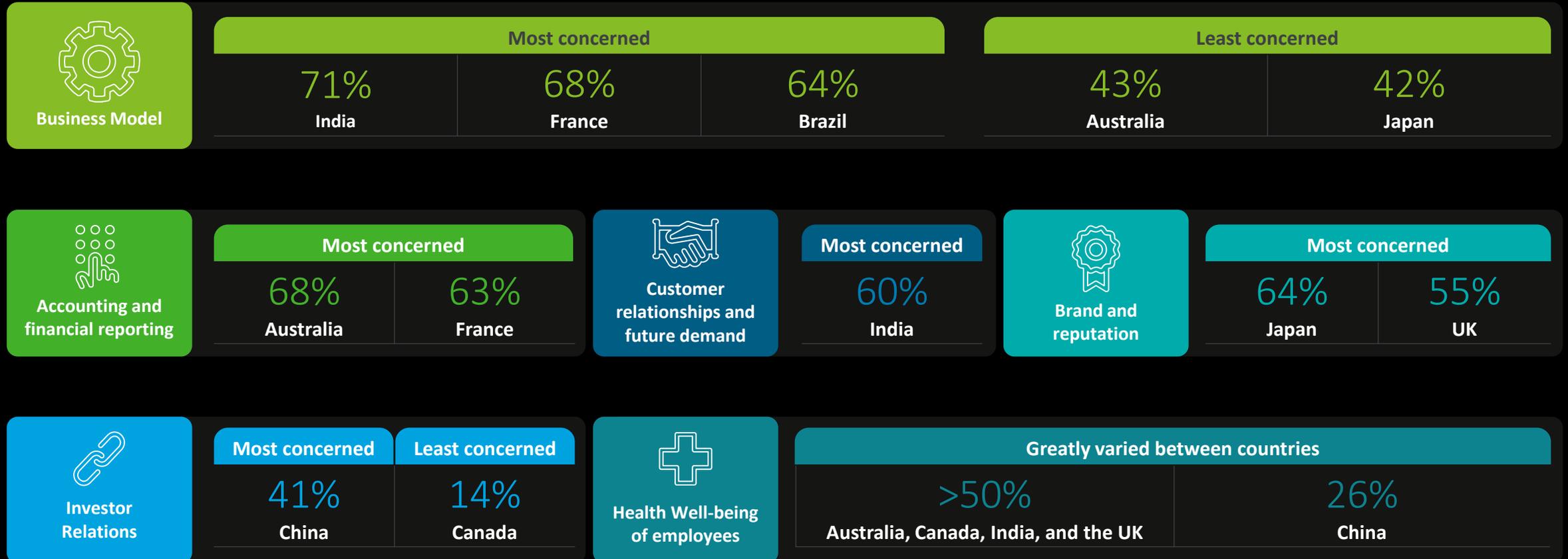
26%

Investor relations

RESPOND

Geography impact on COVID-19 concerns

Business model and accounting & financial reporting concerns were top of mind globally, however specific countries did focus on different priority concerns



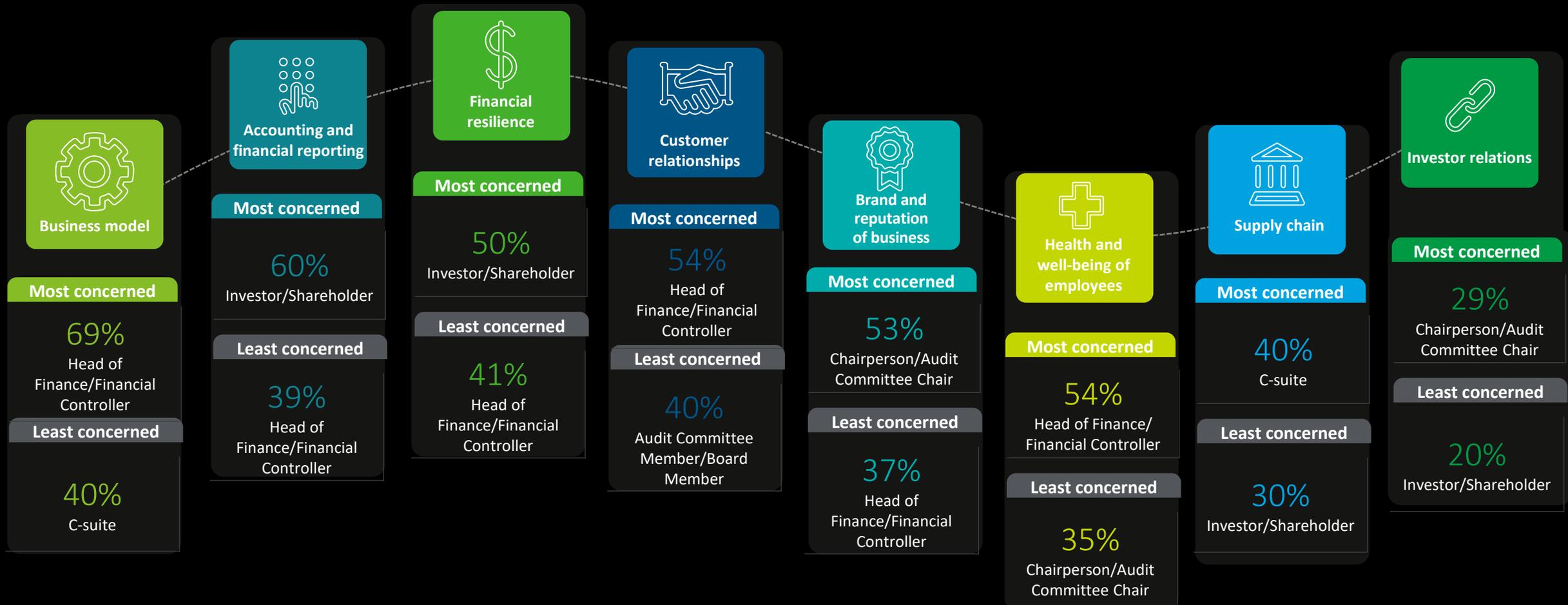
Industry impact on COVID-19 concerns

Again, business model and accounting & financial reporting were the most important concerns across every industry surveyed with the following exceptions



By role

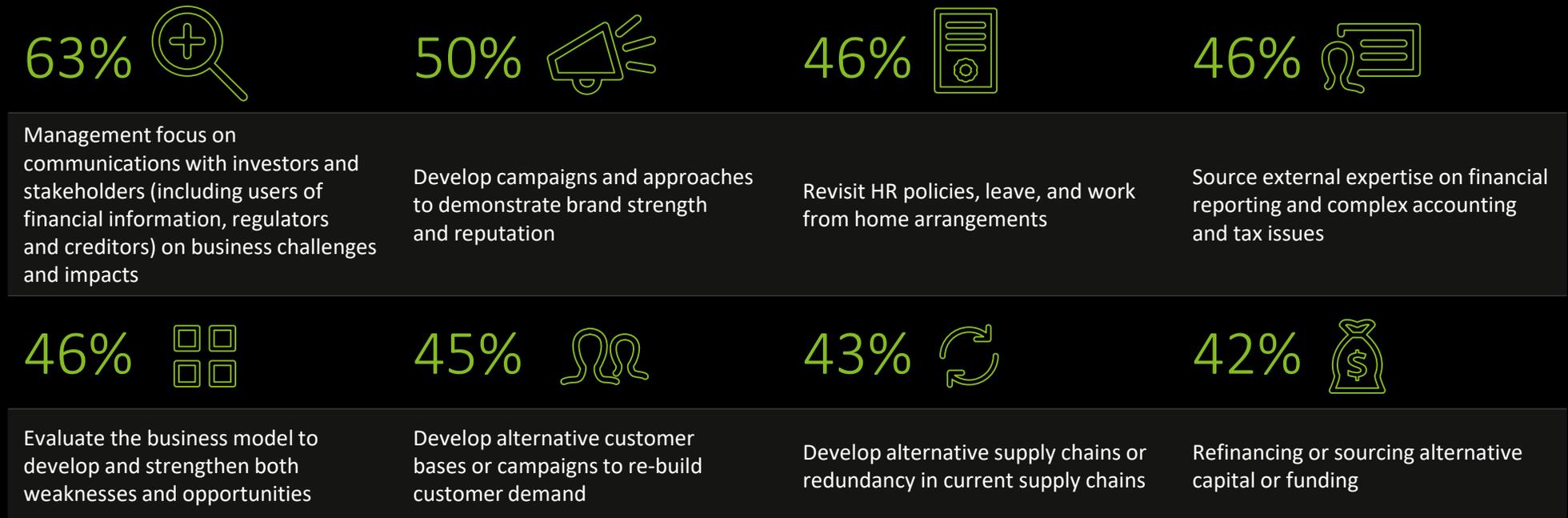
Business model and accounting and financial reporting ranked as top concerns across all roles but with some variances



Response to COVID-19 challenges

The majority of respondents will have management focus on communications with investors and stakeholders (63%) and develop campaigns and approaches to demonstrate brand strength and reputation (50%) to respond to COVID-19 challenges

How are you proposing to respond to the challenges (as identified in previous question)? (Select all that apply) 



Geography impact on COVID-19 response

Communications was the top response by region and by country, with Japan being the only exception. Other regional and country priorities varied

Response to challenges	Asia Pacific	Americas	Europe
Management focus on communications with investors and stakeholders	65%	61%	63%
Develop campaigns and approaches to demonstrate brand strength	49%	50%	50%
Revisit HR policies, leave, and work from home arrangements	45%	44%	54%
Source external expertise on financial reporting and complex accounting and tax issues	47%	46%	45%
Evaluate the business model to develop and strengthen both weaknesses and opportunities	48%	38%	54%
Develop alternative customer bases or campaigns to re-build customer demand	46%	44%	44%
Develop alternative supply chains or redundancy in current supply chains	42%	38%	50%
Refinancing or sourcing alternative capital or funding	45%	39%	43%



The US was significantly more likely to prioritize developing campaigns and approaches to demonstrate brand strength and reputation than any other geography



France placed the greatest emphasis on re-visiting HR policies, leave, and working from home

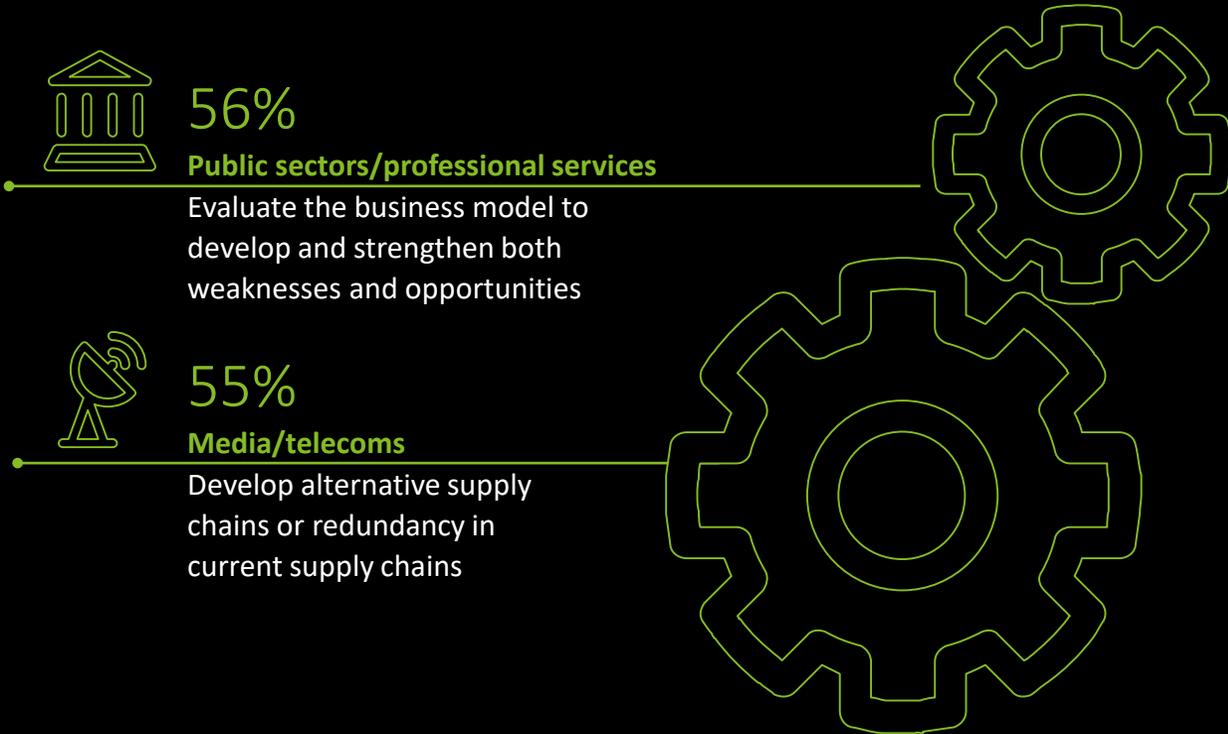


Refinancing or sourcing alternative capital or funding was the top response – the only country not to prioritize communications

Industry and role impact on COVID-19 concerns

Communications was the top response for all but two industries – with nearly three-quarters of technology (74%) and consumer product businesses (72%) proposing to take this action – and all roles

Only two industries did not have communications as their top proposed response:



Although there was consensus on most likely response, certain roles emphasized particular responses over others.

For example:

Source external expertise on financial reporting

	Most likely	Least likely
	56% Head of Finance/ Financial Controller	35% Investor/ Shareholder

Refinancing or sourcing alternative capital or funding

	Most likely	Least likely
	54% Head of Finance/ Financial Controller	31% Audit Committee Member/Board Member



About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our global network of member firms and related entities in more than 150 countries and territories (collectively, the “Deloitte organization”) serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 330,000 people make an impact that matters at www.deloitte.com.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.

© 2020. For information, contact Deloitte Touche Tohmatsu Limited.