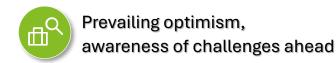
CEO Business Barometer 2025



Key Findings



- Innovation at the core of efficiency enhancement
- Reduced emphasis on ESG and climate issues
- Artificial Intelligence (AI) as a catalyst for business transformation
- Leadership focus on strategic alignment, corporate culture and digital skills

1. Economic Outlook & Strategic Orientation

Business & Economy Outlook

Question: What is your personal outlook toward the following areas over the next 12 months?

The Greek economy



58%

Optimistic







35% Neutral Pessimistic The overall growth prospects of your industry/sector



Optimistic



Neutral



30% 8% Pessimistic

The expected performance of your company







4%

84% 12%

Optimistic Neutral Pessimistic



Question: What external issues do you expect to disrupt your business strategy within the next 12 months?

68% Geopolitical instability



45% Labor/skills shortage



38% Artificial Intelligence



38% Regulatory framework

CEO Business Barometer 2025



2. Al Readiness



Question: To what extent is your organization currently planning to implement Generative AI to improve how you do business?

56% 35%

Data analysis & decision support

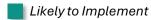
51% 44%

Automate business processes

42% 18%

Discover new ideas / insights

Already Implementing





Question: What are the primary business outcomes your organization aims to achieve using Generative AI?

(😭) 88%

Improve efficiency/ productivity and reduce costs



61%

Increase speed and/or ease of developing new systems /software



56%

Shift employees from lower to higher-value tasks

3. Leadership & Business Model

🔝 Stakeholder Management

Question: What stakeholder management approaches have you changed the most over the past year?

53%

ர்**71%**

Increased engagement with employees



Enhanced collaboration with the Executive Team

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Strengthened relationships with key customers

51%

(iii) Leadership Challenges

Question: What is the most critical leadership challenge your organization is currently facing in 2025?

((3) 35%

Aligning leadership and teams with strategy **(4)**

26% Leading cultural transformation



18% Attracting

Attracting and retaining digital talent