

**Duke's Fuqua School of Business / CFO Magazine Global Business Outlook
Results for 42 African firms (own-firm changes expected during the next 12 months)**

	Mar 2019	Dec 2018	Sept 2018	Jun 2018	Mar 2018
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*		3.7%	26.6% Median=13.1%	7.1%	7.3%
Capital spending	16.4% Median=10%	4.7% Median=0%	-2.0% Median=0%	-3.3% Median=-2.2%	9.1%
Advertising and marketing spending		0.7%	2.7%	16.5% Median=9.5%	8.0%
Technology spending		7.7%	8.7% Median=2.0%	11.4% Median=1.9%	5.4%
R&D spending		1.2%	1.6%	-2.0%	2.5%
Employment – full-time	4.9% Median=2.0%	-0.5% Median=0%	-0.5% Median=0%	6.3% Median=3.6%	8.5%
Wages and Salaries	5.7% Median=6.0%	5.7% Median=5.0%	7.7% Median=8.0%	5.9% Median=5.6%	6.6%
Inflation (Chg in prices of own-firm products)		3.5%	3.5%	4.2%	4.0%
Health Care Costs		2.9%	8.2%	5.4%	5.0%
Revenue	9.8% Median=9.9%	5.4%	10.3%	6.6%	5.1%

* indicates public firms only. All other numbers are for all survey respondents (including private). The reported averages are weighted by revenue or number of employees, so that large firms are weighted more heavily.

Africa BUSINESS OPTIMISM

	Mar 2019	Dec 2018	Sept 2018	Jun 2018	Mar 2018
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 50.0% Less opt: 35.7% No chg: 14.3%	More opt: 25.0% Less opt: 40.6% No chg: 34.4%	More opt: 28.2% Less opt: 59.0% No chg: 12.8%	More opt: 59.4% Less opt: 31.3% No chg: 9.4%	More opt: 78.7% Less opt: 12.8% No chg: 8.5%
Country optimism level	54.8	50.6	43.1	55.9	60.4
Optimism about own company	More opt: 66.7% Less opt: 31.0% No chg: 2.4%	More opt: 56.3% Less opt: 18.8% No chg: 25.0%	More opt: 37.5% Less opt: 40.0% No chg: 22.5%	More opt: 59.4% Less opt: 18.8% No chg: 21.9%	More opt: 63.0% Less opt: 19.6% No chg: 17.4%
Own company optimism level	63.8	66.0	55.8	66.0	61.3

Top Concerns for African Businesses (December 2018)

- Economic uncertainty
- Government policies
- Regulatory requirements
- Currency risk
- Volatility of political situation
- Weak demand for products/service
- Access to capital
- Inflation
- Employee productivity
- Employee morale