

Duke's Fuqua School of Business / CFO Magazine Business Outlook

Results for Asian firms (own-firm changes expected during the next 12 months)

	Feb 2010	Dec 2009	Sep 2009	May 2009	Feb 2009
<b>Weighted Averages for Earnings growth*</b>	<b>Expected growth in next 12 months</b>	<b>Expected growth in next 12 months</b>	<b>Expected growth in next 12 months</b>	<b>Expected growth in next 12 months</b>	<b>Expected growth in next 12 months</b>
	14.2%	24.3%	1.4%	3.3%	-8.5%
<b>Capital spending</b>	15.9%	16.0%	0.7%	-3.4%	-9.4%
<b>Technology spending</b>	8.6%	8.0%	1.1%	0.7%	-5.7%
<b>R&amp;D spending</b>	6.5%	5.7%	1.7%	2.0%	Not asked.
<b>Advertising and marketing spending</b>	9.5%	6.4%	0.1%	-3.7%	-7.6%
<b>Employment</b>	6.8%	4.9%	0.1%	-1.4%	-3.2%
<b>Outsourced Employment</b>	7.6%	7.5%	-0.2%	0.8%	-8.0%
<b>Wages and Salaries</b>	7.7%	6.4%	5.2%	3.0%	1.7%
<b>Productivity</b>	7.0%	6.3%	2.2%	1.4%	1.1%
<b>Inflation (Chg in prices of own-firm products)</b>	4.5%	2.6%	-0.4%	-0.9%	-3.9%
<b>Health Care Costs</b>	5.2%	5.5%	3.9%	1.1%	4.6%
<b>Dividends*</b>	9.5%	17.8%	5.2%	-2.2%	-12.5%
<b>Share Repurchases*</b>	0.9%	0.0%	0.0%	0.1%	0.4%
<b>Cash on balance sheet*</b>	9.5%	0.2%	2.2%	7.2%	1.2%
<b>Mergers and Acquisitions</b>	28.9% plan to acquire. 9.9% plan to sell part or all of firm.	Not asked.	Not asked.	Not asked.	15.3% plan to acquire. 10.6% plan to sell part or all of firm.

\* indicates public firms only. All other numbers for all survey respondents (including private)

## ASIA BUSINESS OPTIMISM

Duke's Fuqua School of Business / CFO Magazine Business Outlook

	Feb 2010	Dec 2009	Sep 2009	May 2009	Feb 2009
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
<b>Optimism about the country's economy</b>	More optimistic: 77.3% Less optimistic: 9.9% No change: 12.7%	More optimistic: 74.0% Less optimistic: 13.8% No change: 12.3%	More optimistic: 74.7% Less optimistic: 9.8% No change: 15.5%	More optimistic: 62.5% Less optimistic: 21.8% No change: 15.7%	More optimistic: 14.0% Less optimistic: 73.1% No change: 12.8%
<b>Optimism about own company</b>	More optimistic: 75.2% Less optimistic: 12.7% No change: 12.1%	More optimistic: 72.4% Less optimistic: 17.7% No change: 9.9%	More optimistic: 68.9% Less optimistic: 14.0% No change: 17.1%	More optimistic: 56.3% Less optimistic: 23.5% No change: 20.2%	More optimistic: 16.9% Less optimistic: 62.8% No change: 20.2%

### Top Concerns for Asian Businesses

#### MACRO CONCERNS

- Price Pressure from Competitors
- Consumer Demand
- Domestic Competition
- Government Policy

#### INTERNAL TO OWN FIRM

- Margin Maintenance
- Attracting and Retaining Qualified Employees
- Ability to Forecast Results
- Maintaining Morale / Productivity