

Results for 55 Brazilian firms (own-firm changes expected during the next 12 months)

	Jun 2015	Jun 2015	Mar 2015	Dec 2014	Sept 2014
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*	2.5%	-2.8%	-13.1%	0.4%	-5.9%
Capital spending	-1.9%	-8.3%	0.8%	-4.4%	1.4%
Technology spending	5.1%	-5.8%	-0.1%	3.3%	3.4%
R&D spending	5.9%	-7.2%	-1.8%	3.5%	3.9%
Advertising and marketing spending	-4.9%	-7.4%	-1.0%	-0.1%	6.1%
Employment – full-time	-1.0%	-6.6%	-0.8%	0.4%	4.8%
Employment – temporary	-2.0%	-4.2%	-1.5%	0.5%	-1.3%
Outsourced Employment	-3.6%	-9.6%	-1.9%	-0.4%	1.3%
Wages and Salaries	7.3%	5.6%	7.5%	8.1%	6.8%
Productivity	1.6%	3.4%	3.0%	1.7%	1.6%
Inflation (Chg in prices of own-firm products)	9.6%	10.6%	3.3%	4.2%	3.3%
Health Care Costs	11.7%	10.4%	12.0%	10.0%	9.2%
Dividends*	-5.1%	-23.6%	-29.4%	6.1%	-5.8%
Share Repurchases*	0%	0%	0%	0%	0%
Cash on balance sheet*	-5.9%	-22.3%	-11.1%	-4.1%	-11.3%
Mergers and Acquisitions	25.9% plan to acquire; mainly for industry position improvement and consolidation.	Not asked.	9.8% plan to acquire; Foreign targets in 12.5% of acq. 11.4% plan to sell part or all of firm.	Not asked	Not asked.
Revenue	10.9%	-0.8%	2.3%	6.8%	6.5%

* 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.

Brazilian BUSINESS OPTIMISM
Duke's Fuqua School of Business / CFO Magazine Business Outlook

	Sept 2015	Jun 2015	Mar 2015	Dec 2014	Sept 2014
	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: 5.5% Less opt: 76.4% No chg: 18.2%	More opt: 15.6% Less opt: 62.5% No chg: 21.9%	More opt: 0% Less opt: 95.7% No chg: 4.3%	More opt: 16.3% Less opt: 58.1% No chg: 25.6%	More opt: 8.8% Less opt: 64.9% No chg: 26.3%
Country optimism level	36.9	35.7	40.6	50.3	46.9
Optimism about own company	More opt: 30.9% Less opt: 49.1% No chg: 20.0%	More opt: 21.9% Less opt: 53.1% No chg: 25.0%	More opt: 13.0% Less opt: 54.3% No chg: 32.6%	More opt: 32.6% Less opt: 30.2% No chg: 37.2%	More opt: 27.6% Less opt: 41.4% No chg: 31.0%
Own company optimism level	52.5	46.2	56.6	67.7	60.9

Top Concerns for Brazilian Businesses

- Economic Uncertainty
- Inflation
- Weak demand for your product/services
- Government policy
- Currency risk
- Access to capital
- Corporate tax code [domestic]
- Employee productivity
- Cost of borrowing
- Cost of benefits