

COVID-19

15 June 2020

# PwC's COVID-19

# CFO Pulse Survey

PwC Cyprus - round 3





## Introduction

PwC is tracking sentiment and priorities about the COVID-19 outbreak among CFOs.

During this bi-weekly survey, Cyprus participated in its third and final round with 37 CFOs who were surveyed for the round taking place between 1-11 of June.

In the graphs you can see the percentages that amount to the total number of 37 CFO responses.

989 CFOs participated in the last CFO Pulse survey round, across 23 territories: Central and Southern Africa, Brazil, Caribbean, China/HK, Cyprus, Denmark, France, Germany, Greece, Ireland, Japan, Lithuania, Malaysia, Mexico, Middle East, Netherlands, Portugal, Singapore, Sweden, Thailand, Turkey, US and Vietnam.





## Key findings

**46% of CFOs in Cyprus expect a decrease in revenue of up to 25% as a result of COVID-19,** while only 3% of them expect an increase in their revenues

**46% of the respondents believe that their company could return to 'business as usual' within three months** if the crisis were to end today whereas 16% believe that it will take more than a year.

Cyprus CFOs mostly expect their companies to have **higher demand for employee protections (54%)** and **changes in staffing (35%)** in the next month.

**97% of CFOs in Cyprus are mostly confident in tactical measures to ensure safety of customers** and **100% confident to provide a safe working environment for employees.**

**73% of CFOs in Cyprus think technology investments** will make their company better in the long run followed by **work flexibility (57%).**

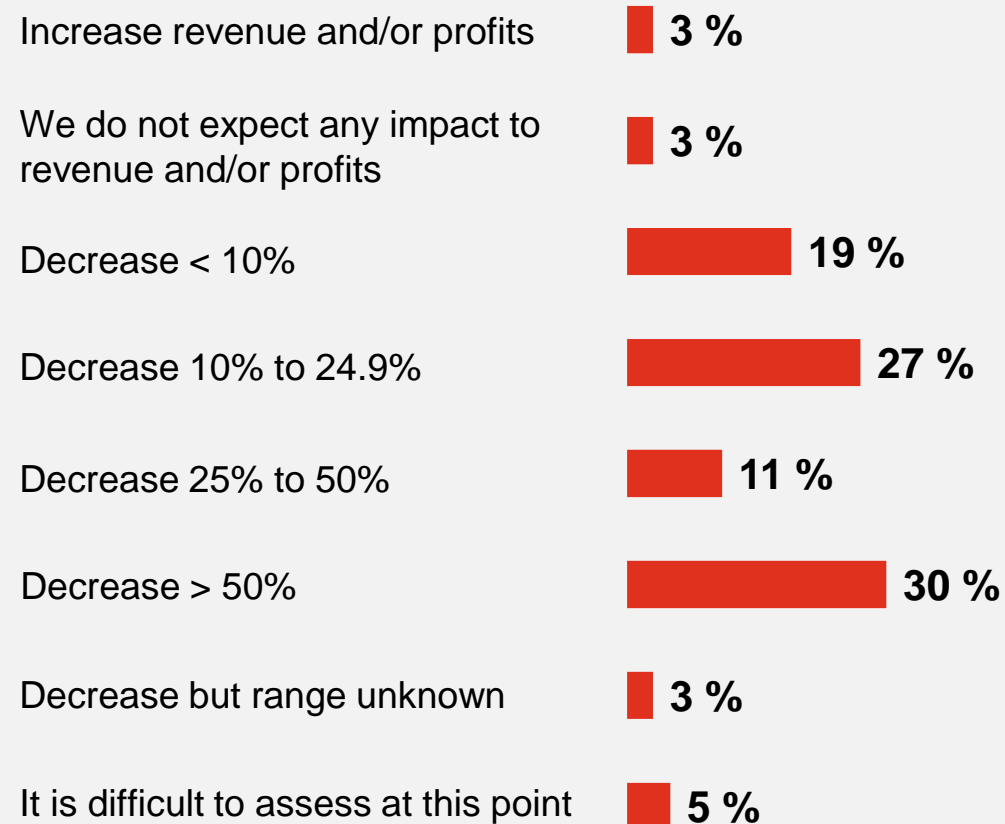




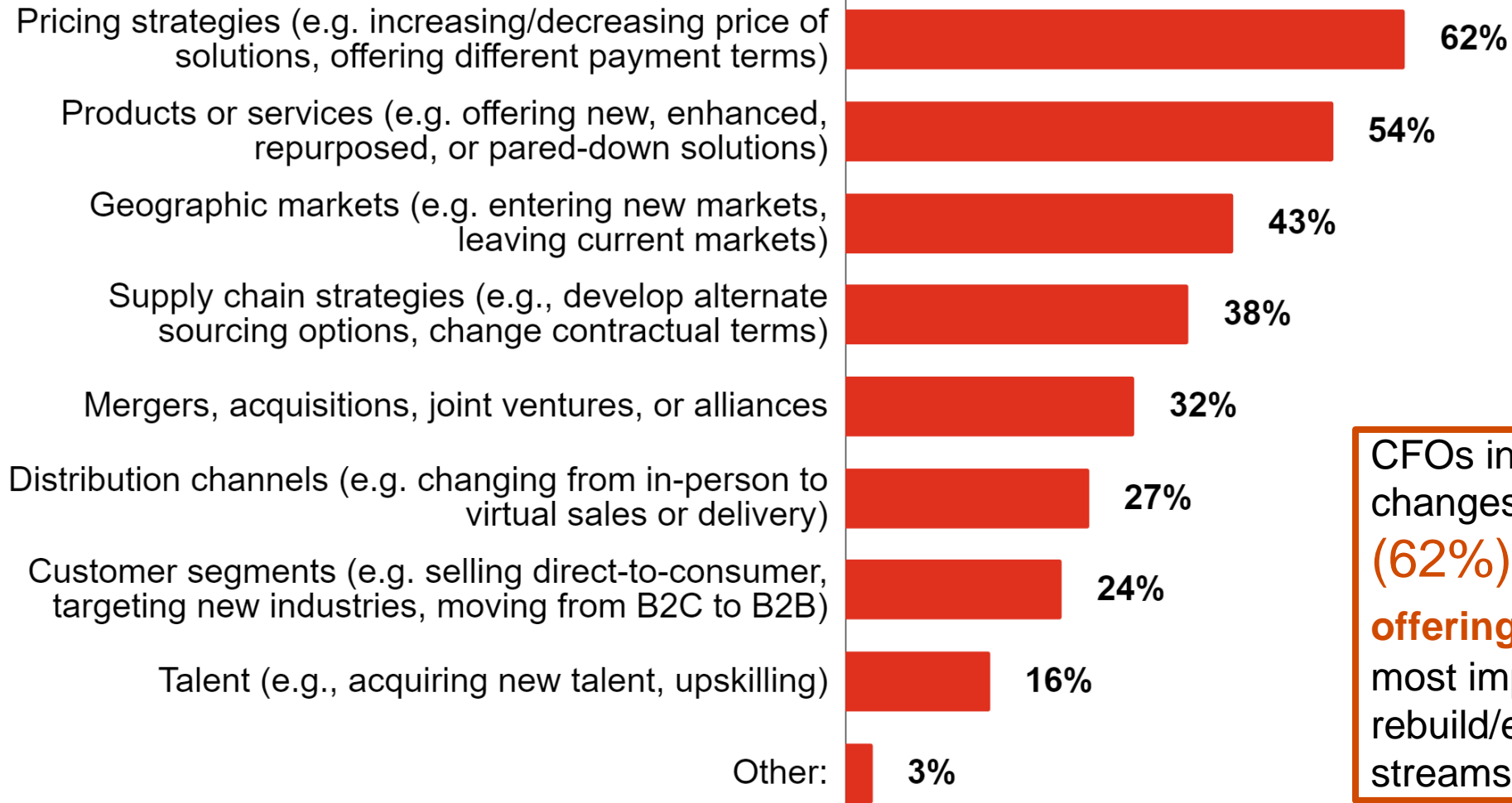
46% of CFOs in Cyprus expect a **decrease in revenue of up to 25%** as a result of COVID-19 whereas **30%** expect a **decrease of more than 50%** in revenues.

3% of CFOs in Cyprus expect an **increase in revenue** as a result of COVID-19.

### Q: What impact do you expect on your company's revenue and/or profits this year as a result of COVID-19?



**Q: Changes in which of the following will be most important to rebuilding or enhancing your revenue streams?**



CFOs in Cyprus believe that changes in **pricing strategies (62%)** and **product & service offerings (54%)** will be the most important to rebuild/enhance their revenue streams.

**Implementing cost containment (78%), changing company financing plans (57%) and cancelation/ deferral of investments (57%)** are the actions most frequently considered as a result of COVID-19,

whereas, **5%** of CFOs in Cyprus are not considering any financial actions.

**Q: Which of the following financial actions is your company considering as a result of COVID-19?**

Implementing cost containment



Changing company financing plans



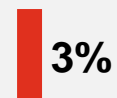
Deferring or cancelling planned investments



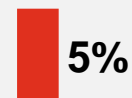
Adjusting guidance



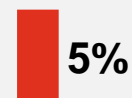
Changing M&A strategy



Other

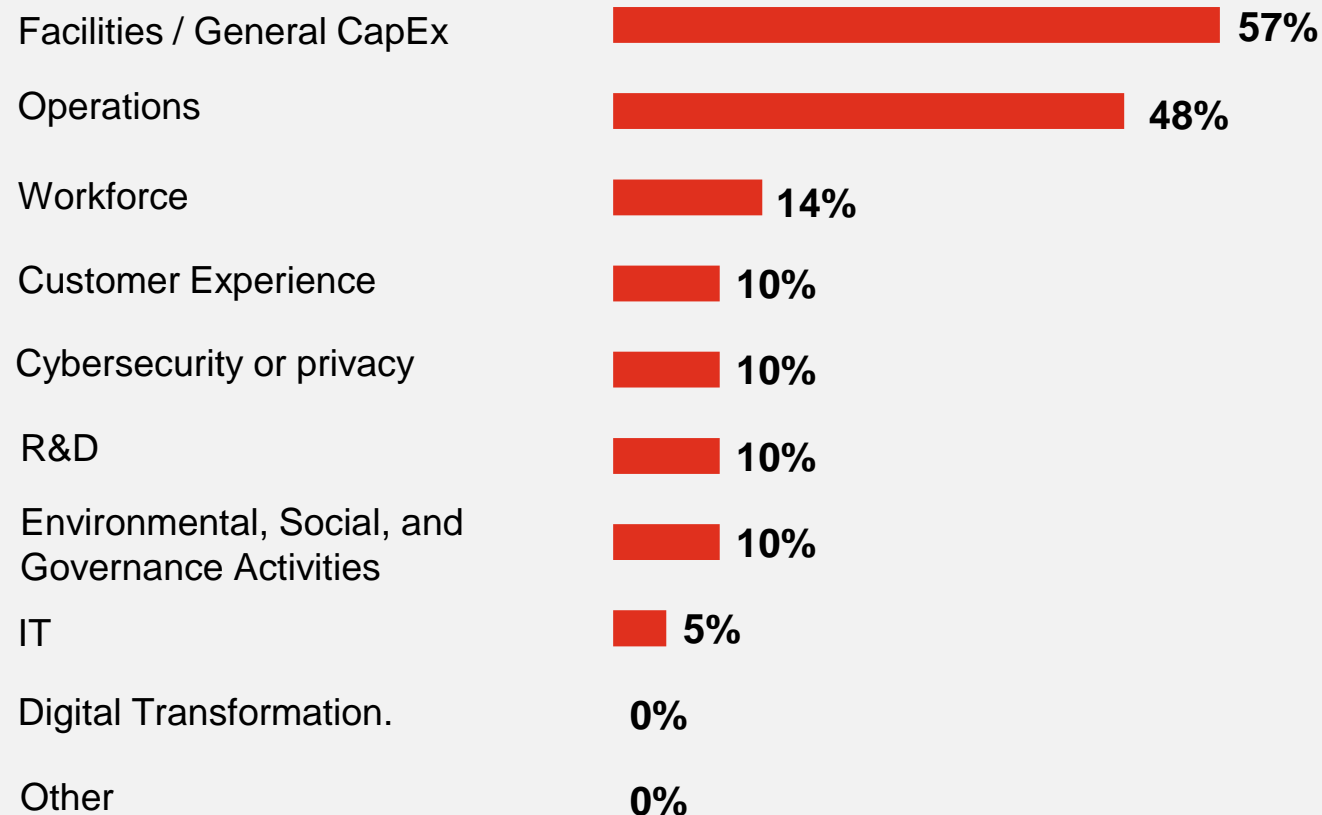


No financial actions





**Q. You mentioned your company is considering deferring or cancelling planned investments as a result of COVID-19. Which of the following investment types are being considered in that regard?**



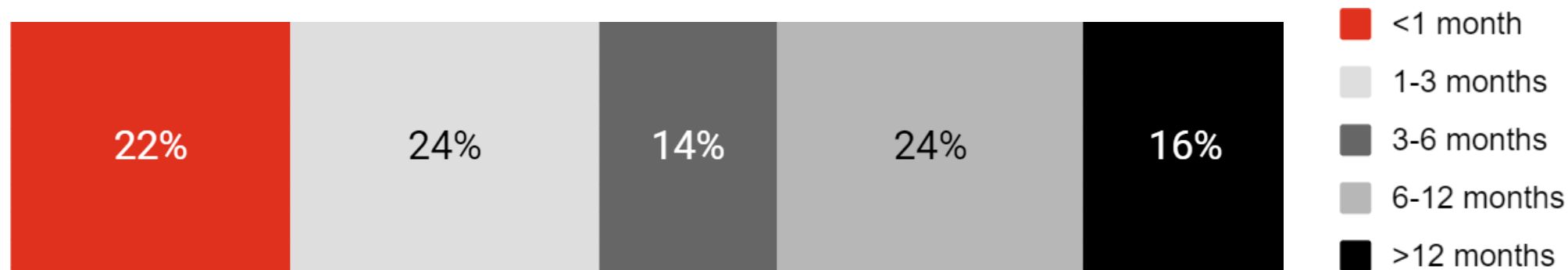
57%

of Cyprus CFOs say that **CapEx** is the most likely investment to be deferred or cancelled followed by **operations (48%)**

0%

of CFOs say they **will not cancel planned investments** in **digital transformation**

Q: If COVID-19 were to end today, how long would you estimate it would take for your company to get back to “business as usual”?



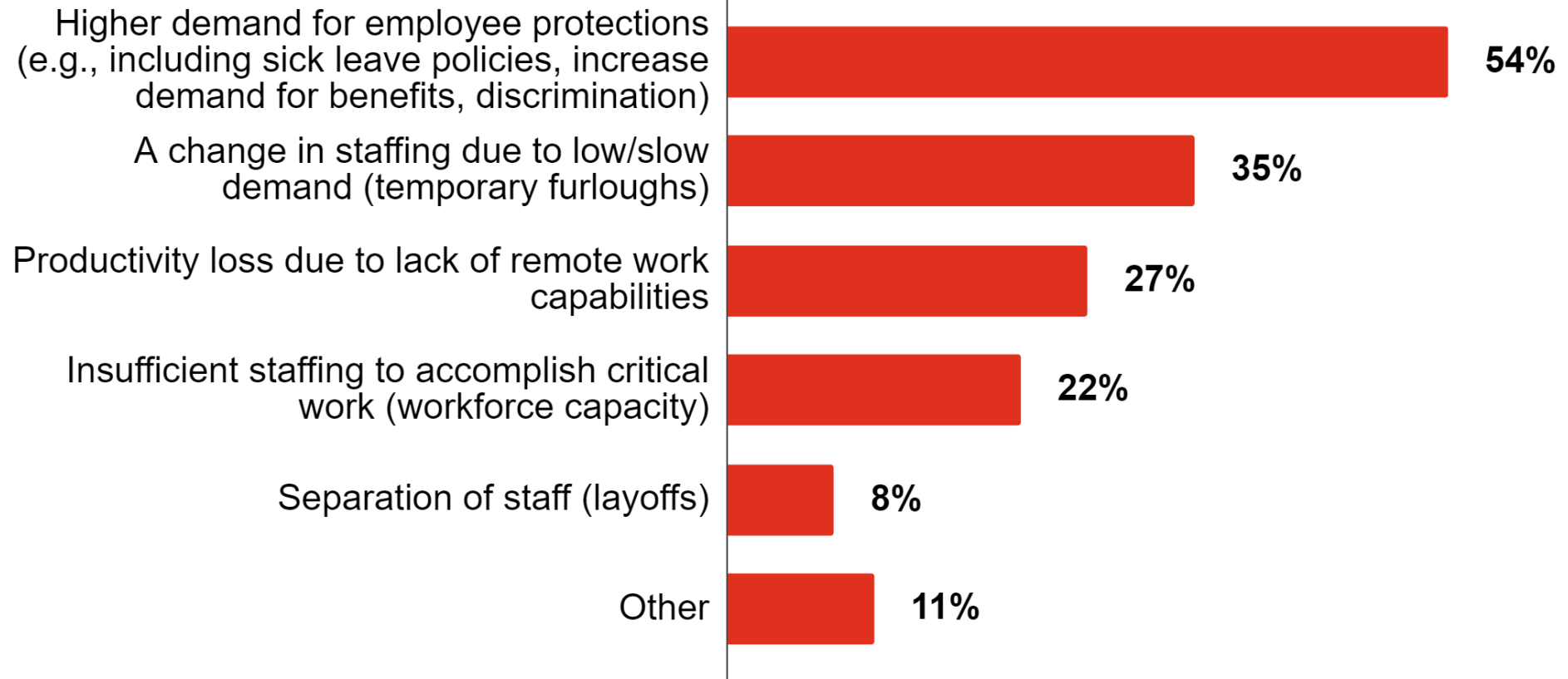
**46%** of Cyprus CFOs believe their company could get back to “business as usual” **within 3 months** if COVID-19 were to end today.

**16%** of Cyprus CFOs believe that it will take **more than a year** for their company to get back to “business as usual” if COVID-19 were to end today.

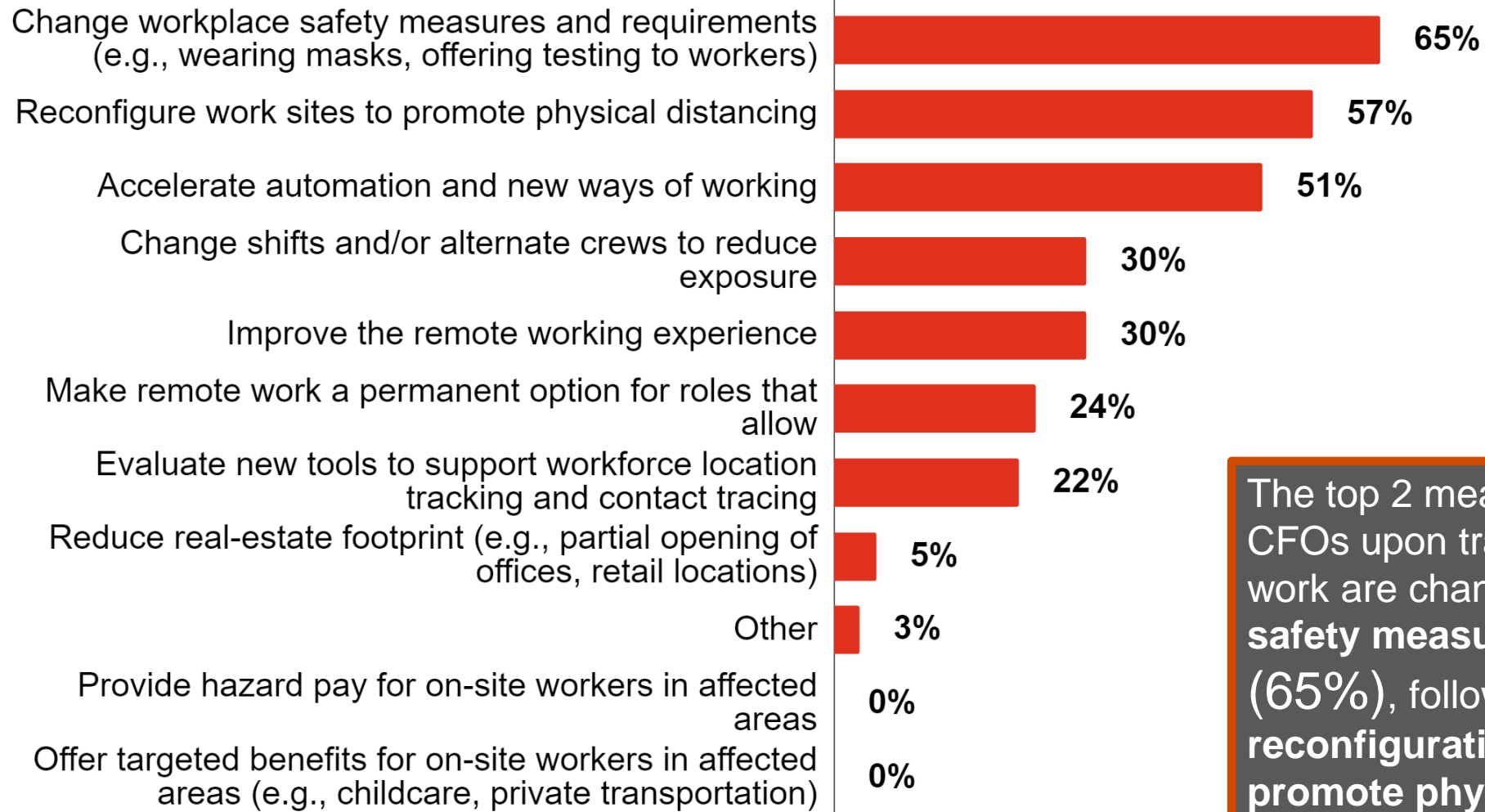


Q: As a result of COVID-19, which of the following does your company expect to occur in the next month?

Cyprus CFOs mostly expect their companies to have **higher demand for employee protections (54%)** and **changes in staffing (35%)** in the next month.



**Q: Which of the following is your company planning to implement once you start to transition back to on-site work?**

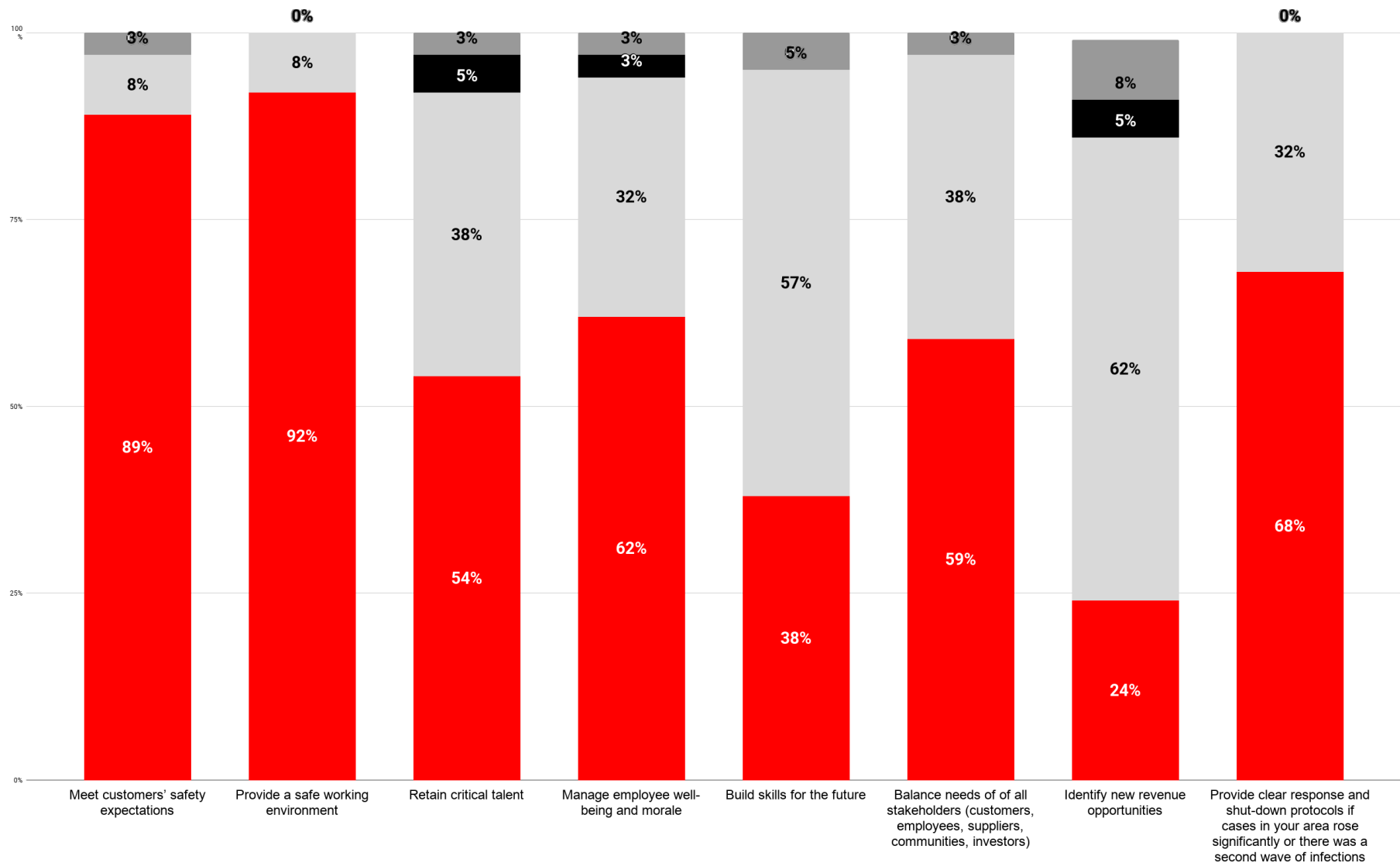


The top 2 measures considered by CFOs upon transitioning to on-site work are changing tactical **workplace safety measures** to protect staff (65%), followed by the **reconfiguration of work sites to promote physical distancing** (57%).

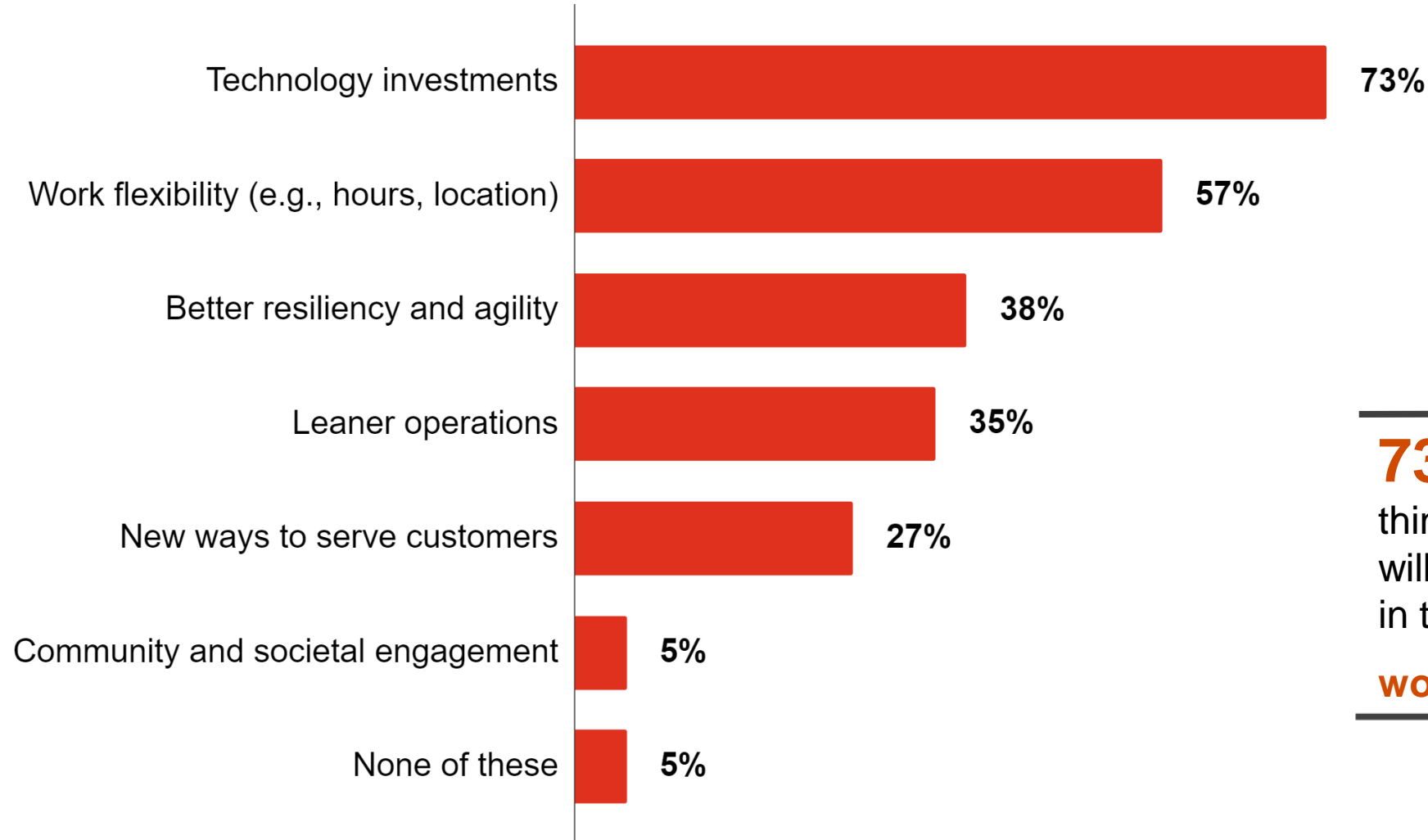


Q: In returning to the workplace, how confident are you in your company's ability to do the following?

97% of CFOs in Cyprus are mostly confident in tactical measures to ensure safety of customers and 100% confident to provide a safe working environment for employees.



**Q: What about the current situation will make your company better in the long run?**



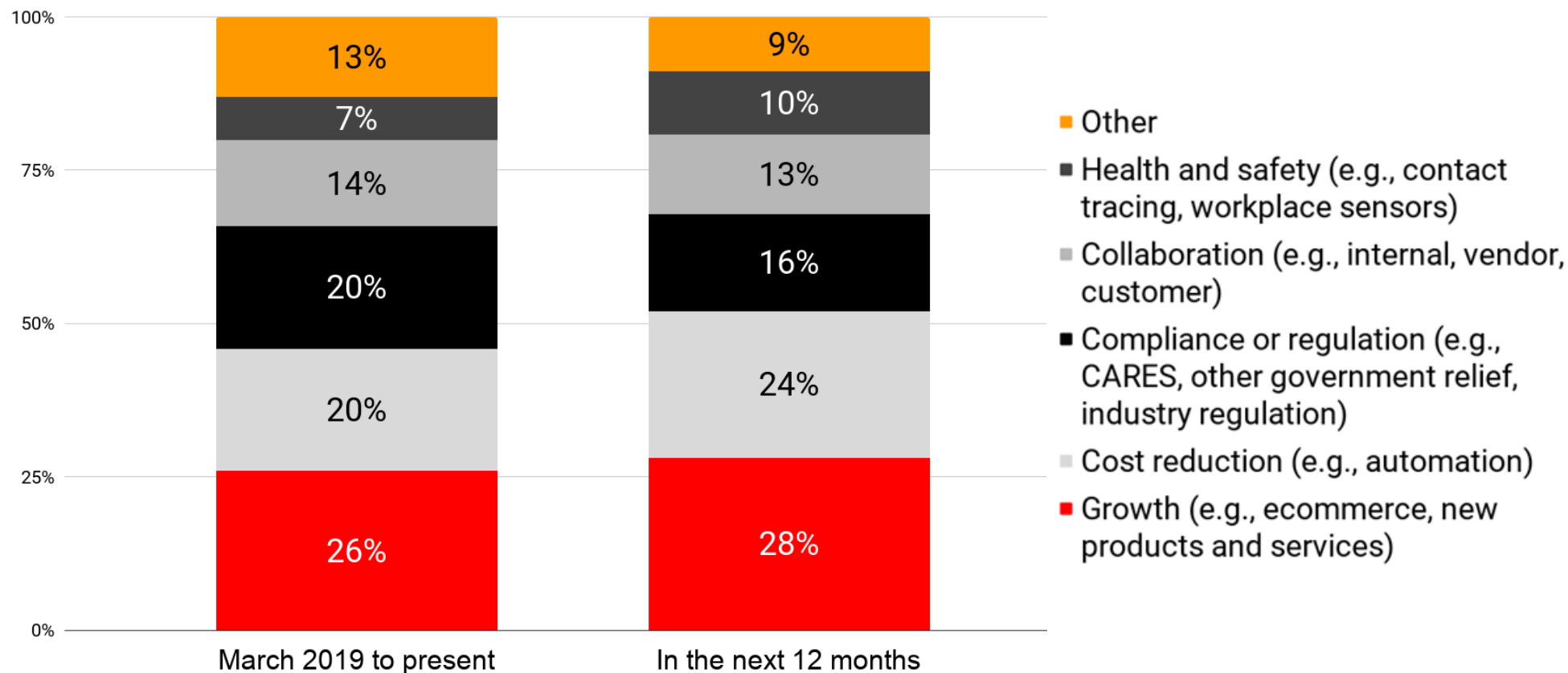
**73%** of CFOs in Cyprus think **technology investments** will make their company better in the long run followed by **work flexibility (57%)**.



## Q: What percent of your technology-related spend is driven by the following factors?

In particular, tech-related spend (in the past year and the next one) is driven by **growth, cost reduction, and compliance/ regulation**.

Cyprus CFOs are more likely to mention growth as a spend driver followed by cost reduction (both looking at the past 12 months and next 12 months).



**Q: What are your top-three concerns with respect to returning to the workplace and operating in a changed business environment?**



The top-three concerns with respect to returning to the workplace and operating in a changed business environment for CFOs in Cyprus are:

1. **Financial impact (81%)**
2. **A new wave of COVID-19 infections (68%)**
3. **Impacts of global economic downturn (62%)**



## About this survey

To help identify the business and economic impact of COVID-19, PwC is conducting a global, biweekly survey of finance leaders.

The PwC Cyprus territory results were comprised from 37 CFO responses in Cyprus.

For more information please visit:  
[pwc.com.cy](https://pwc.com.cy)

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