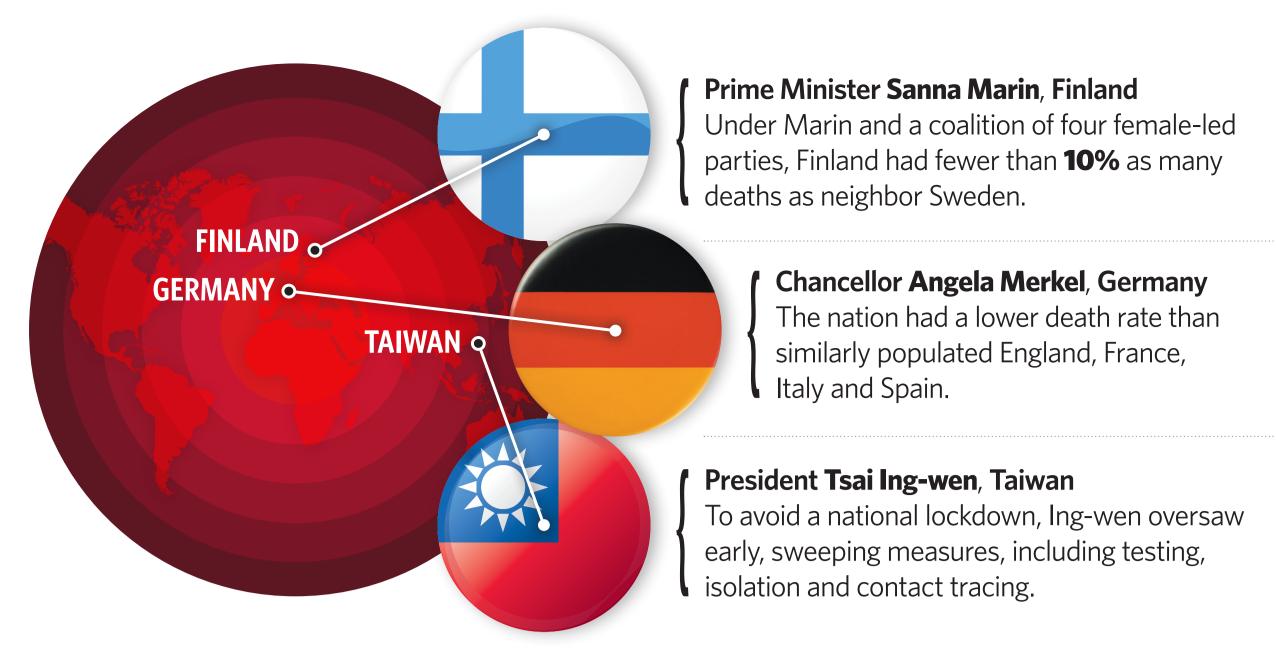
GLOBAL FEMALE LEADERSHIP

Early on, nations with female heads of state navigated the **COVID-19 era** with far better results.

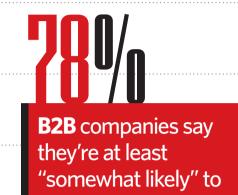


GLOBAL CORPORATE FINANCIAL DATA SINCE MAY '20

How B2B corporations and their consumers are reacting and responding in Europe:



200	nearly n /	071/.
100 GAD/		
50 ····· B2B companies	Consumers ' desire for digital	B2B companies have shifted their



GTM model to remote selling.

maintain these changes postpandemic.

FOUR WAYS CONSUMER MINDSETS HAVE CHANGED

The **COVID-19 era** has shifted the buyer's psyche. Here's how:

FROMTIER Increased screen time yields more blazed trails in the virtual world.

0

75% |

Increase in video game streaming with millennials leading the way **50%+** In digital activity across all devices **43%** Consumers purchasing digital subscriptions

they didn't have prepandemic



Consumers want all things "good" from trusted brands.

49%Want to feel informed **37%**Want to feel warm and happy **33%**Want to feel inspired



"Well-being" tops "well-paid" more than ever.

76% |

Say companies should prioritize health, even if it means being more cautious about reopening. **69%**

Prefer to risk financial difficulty than return to workplace too soon.

62% |

Say companies should offer continued healthcare benefits to those laid off due to COVID-19 pandemic.



Consumers want transparent upticks in CSR from their trusted companies.

81% |

Want companies to rehire laid-off or furloughed workers, instead of making new hires, after operations return to normal.

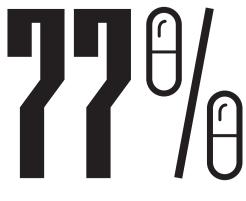
71% |

Say that companies prioritizing profits over people will sustain a permanent loss of trust.

SPOTLIGHT ON CORPORATE LEADERSHIP

Fortune 1000 female CEOs are leading the charge in corporate response and responsibility.

Contract awarded to Mary T. Barra, Jayshree Ullal, GM under Ms. Barra's **CEO, General CEO, Arista** leadership to produce **Motors Company: Networks:** 30,000 ventilators by the end of August. ·100% 89M Lynn J. Good, Percentage of company **CEO, Duke Energy:** offices closed in support In relief for Duke customers and of employee safety. energy users through the Duke Energy Foundation. **Tricia Griffith, CEO, Progressive:** Amount committed to spend **Michele Buck,** on a new manufacturing line **CEO, The Hershey** Offered by the Apron Relief just for the production of face **Company:** Program, in aid to customers, masks. The company is also donating 22,000 square feet of employees, communities and agents through premium warehouse space to support the flow of supplies from Penn State credit for auto customers Health to its providers. and coverage assistance.



Savvy and transparent leadership from **CEO Reshma Kewalramani** grew Vertex Pharmaceuticals from this time last year, spurred by new, innovative products.

VERTEX

► **\$5.3 — \$5.6 billion** Rise of revenue guidance range.



► \$895 million Amount Trikafta, a new cystic fibrosis drug,

brought in, during its first full quarter in market.