

2022 Corporate Leaders Sentiment Snapshot

CEO Barometer

Summary

1. Objective

The objective of the survey was to find out how Russian business leaders perceive the current state and future prospects of the companies they manage, and understand what priorities and challenges will play the key role over the next six months

2. Respondents

Survey questionnaires were completed by 115 managers of companies from all key branches of the Russian economy, including Banking, IT & Telecom, Retail, E-Commerce, Consumer Goods, Metallurgy, Oil & Gas, Mining, Agriculture, Chemical Industry, Engineering, and Energy. Invitations were sent out to managers of companies with RUB 1+ bn annual turnovers

3. Optimism

Half of all Russian business leaders noted that the position of their companies had improved over the last six months

Less than a quarter of Russian business leaders claimed that the situation in their companies had deteriorated, which may indicate that the general sentiment in the Russian economy is picking up after a spate of sanctions

4. Prospects

Speaking about the prospects of their companies for the next six months, more than 75% of respondents said they were certain the current position would improve or remain unchanged. Representatives of Banking and IT & Telecom gave the most positive responses, while managers from the mining and manufacturing industries displayed a more negative mood

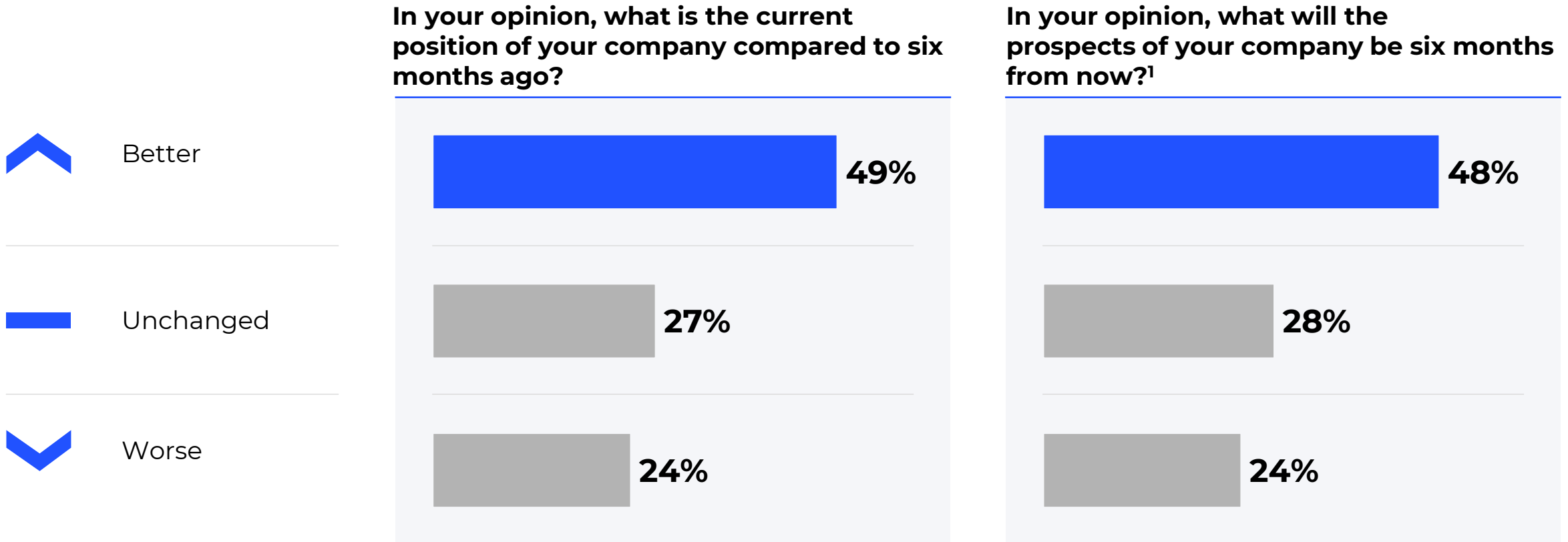
5. Challenges

The overwhelming majority of respondents (63%) said that foreign trade bans and possible expansion of sanctions were the most critical challenges. Business representatives were the least concerned about the erosion of domestic purchasing power, inflation, and climate change

6. Priorities

Even though reduction of costs and adaptation of supply chains were named as priorities by more than one third of all respondents, the leaders had not entirely lost their business appetite. Many company leaders said that in the next six months they would prioritize further growth of production of goods and services, expansion into new geographic markets, and launch of new investment projects

Half of the Russian business leaders noted that the position of their companies had improved over the last six months, with more than 75% saying they were certain the current position would improve or remain unchanged



The most optimistic views on the current position of their companies were expressed by representatives of Banking and IT & Telecom, while 36% of respondents from the mining and manufacturing industries claimed the situation had become worse

■ Better ■ Unchanged ■ Worse

In your opinion, what is the current position of your company compared to six months ago?

Banking & Finance,
IT & Telecom



Retail, E-Commerce,
Consumer Goods



Mining & Manufacturing
Industries



Energy, etc.



In your opinion, what will the prospects of your company be six months from now?¹



1. Percentage of total number of respondents in the relevant group of industries

Source: Yakov & Partners CEO Barometer, December 2022

 YakovPartners yakov.partners yakov-partners

CEO Barometer:

2022 Corporate Leaders Sentiment Snapshot

Elena Kuznetsova, Partner

Vlada Bogdanova, Associate Partner

Sergey Kuznetsov, Production Editor

Anna Mitroshkina, Designer

Yakov & Partners sustains and promotes best practices in strategy consulting established in Russia back in 1993. After the company was renamed in 2022, former LLC McKinsey & Company CIS has been managed by a team of former Russian Big Three partners who offer a wealth of expertise across all key industries of the Russian economy. We serve companies in Metals & Mining, Construction, Oil & Gas, Engineering, Energy, Agriculture, and Manufacturing industries, as well as the Public Sector. In the services sector, we support leading banks and fintech companies, logistics and transportation corporations, telecom and retail players, and tourism companies. Our team includes executives with extensive experience of managing companies, creating new businesses, and restructuring distressed assets, as well as world-class industry experts. In total, Yakov & Partners employs more than 200 people.

For additional information and reprint permissions, write to media@yakov.partners.

To view our other research papers and publications, visit the yakov.partners web site

© Yakov & Partners 2022. All rights reserved.