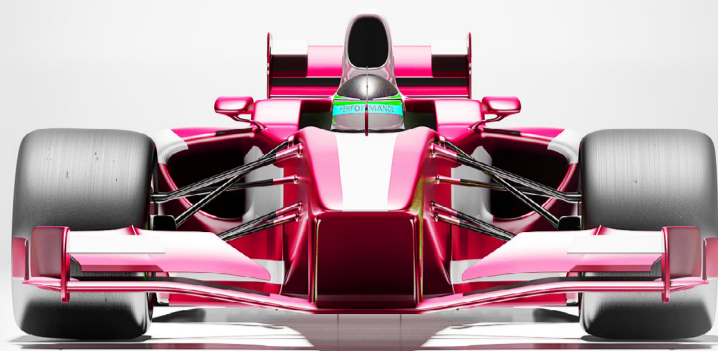


FORMULA WON:



A NEW WAY TO MEASURE CORPORATE COMPETITIVENESS

With digital, the game has changed. But business strategies haven't evolved at pace.

In the future, leading competitors will focus simultaneously on growth, profitability, sustainability and trust.

Companies that continue to focus primarily on chasing growth risk falling behind.

CALCULATING COMPETITIVENESS

The **Competitive Agility Index** is a first-of-its-kind measurement that paints a comprehensive picture of future competitiveness. Scores are based on data from:



ANALYZING 5,200 DATA POINTS



FROM OVER 350 COMPANIES



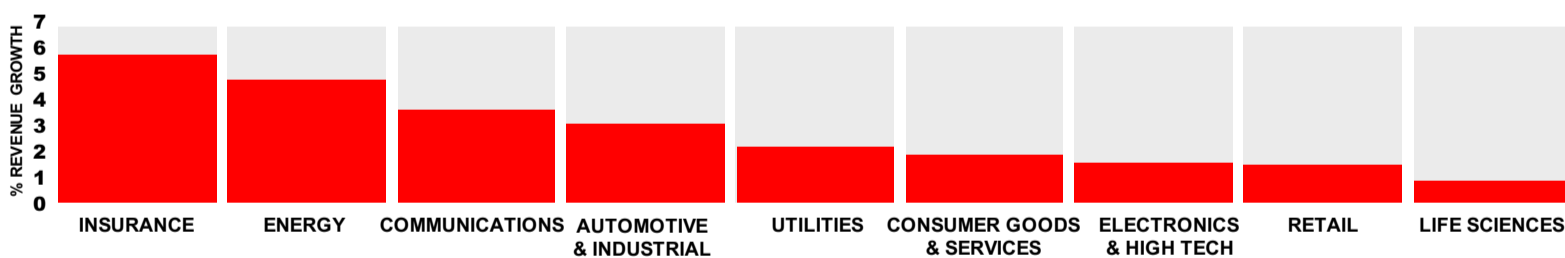
ACROSS 9 INDUSTRIES

THE VALUE AT STAKE IS SIGNIFICANT

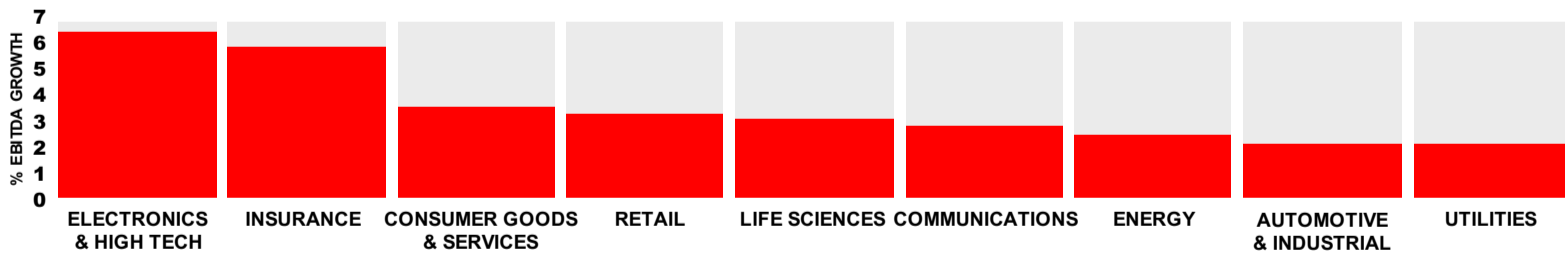
Companies that focus on growth, profitability, and sustainability and trust simultaneously have the potential to yield far greater results on revenue improvement and EBITDA.

Competitive Agility Index scores were analyzed to determine the impact of a 1-point improvement on revenue and EBITDA growth

Revenue increase expected from a 1-point improvement in the index



EBITDA increase from a 1-point improvement in the index



A \$30 billion automotive and industrial company that improves its Competitive Agility Index score by one point, would see its revenues rise 3 percent or almost \$1 billion.



Learn more about how to create your own plan for future competitiveness with our full report: accenture.com/formula-won