

THE CLIMMIT THE SUMMIT IN SIGHT IN SIGHT!

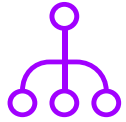
How Swiss companies are fighting
their way back to the top



Learning from a pandemic crisis



After a year of Covid-19 impact, where do Swiss companies stand in comparison to their European competitors?



What are the common characteristics of the most successful companies during the pandemic?



How can companies in all industries prepare themselves for the upcoming years?

Accenture has explored these questions and more in its analysis of the Swiss Top500 companies.

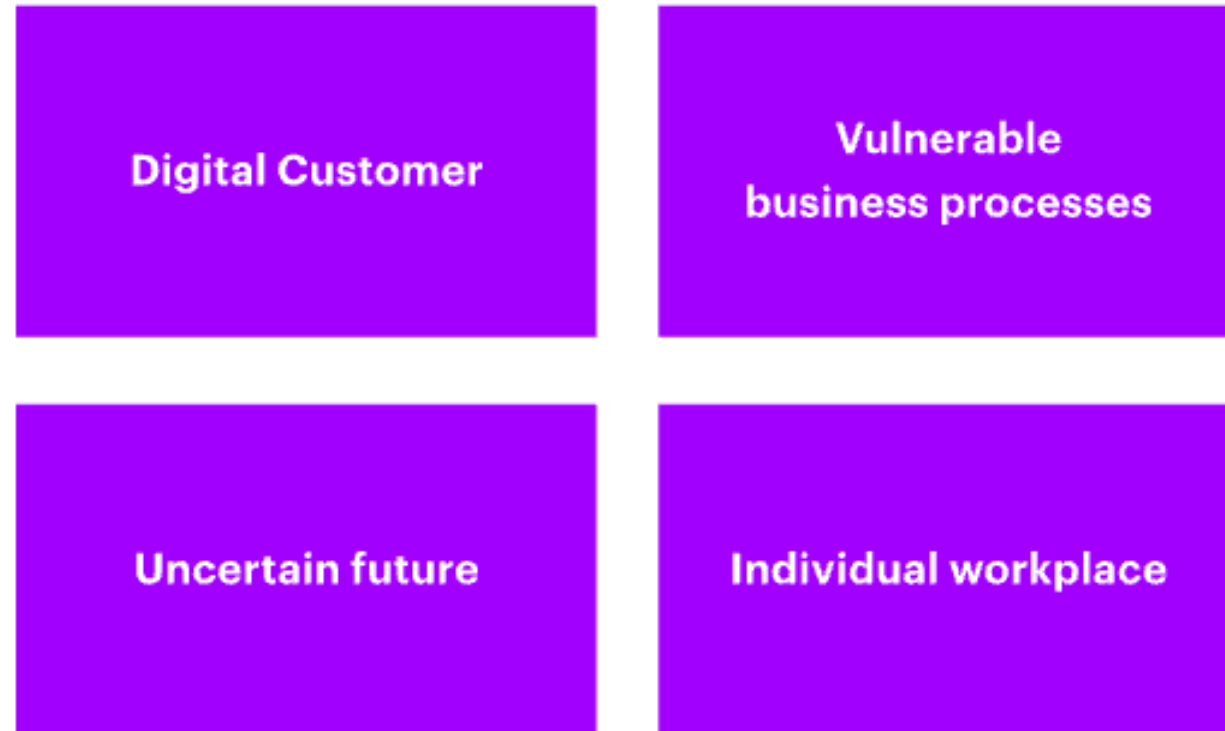
Some Swiss companies came through the crisis better than everyone else. This study reveals findings that map the path of success into the post-pandemic world.

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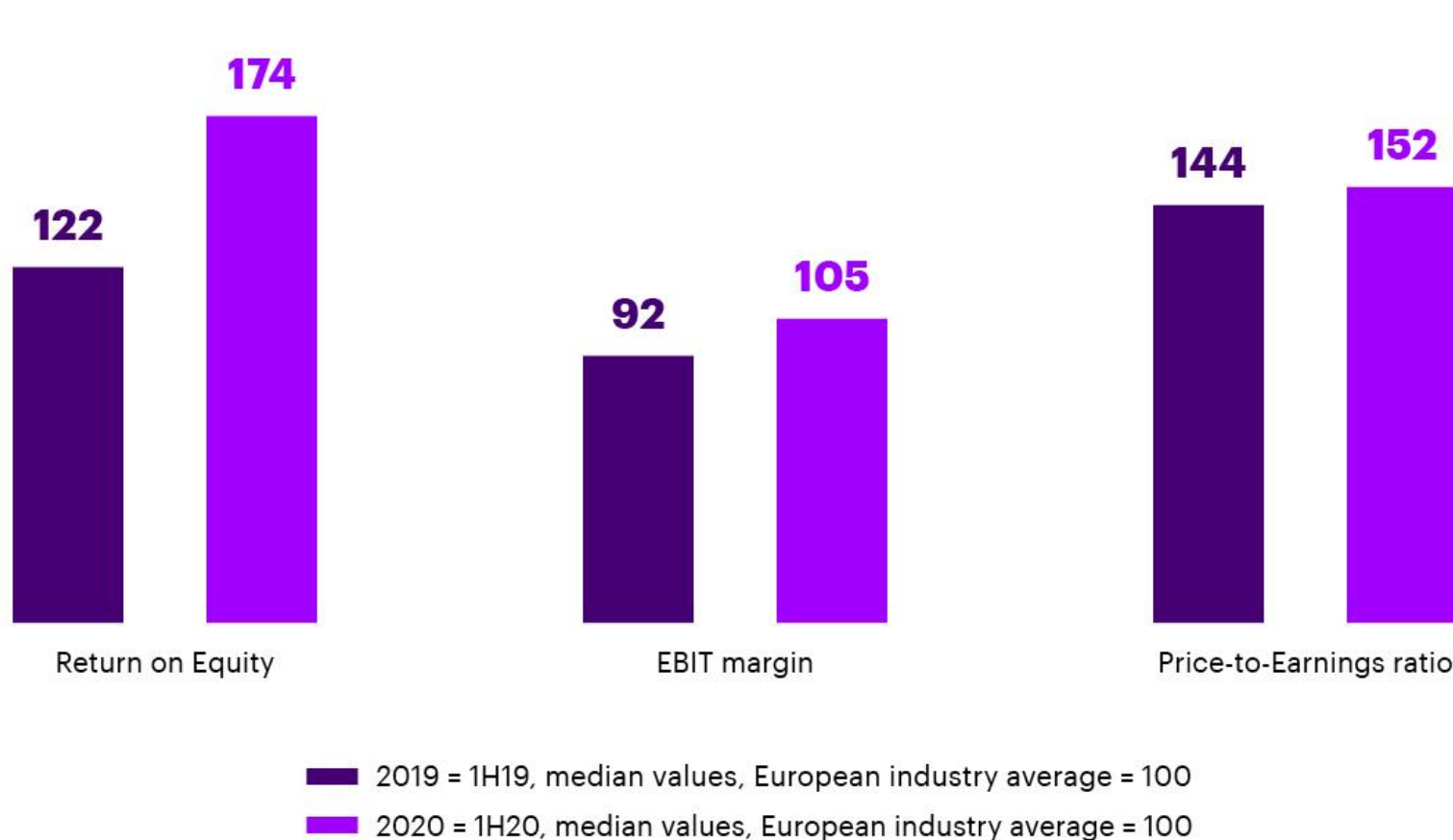
Reacting to the crisis

Growth Champions of 2019 remained in top position

COVID-19 affects the macroeconomy



During the crisis, Swiss companies further increased their edge over their EU counterparts



Strong performing industries:

- Consumer Goods & Services
- Chemicals
- Industrial Equipment

Challenged industries:

- Retail
- Infrastructure & Transportation

→ Companies that went into the crisis strongly, have emerged stronger. Companies that went into the crisis from a weak position, have emerged weaker.

* Annualized values, ** December 2019, *** 3. October 2020;

Analysis based on 114 Swiss companies and 98 European companies based in Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Spain and UK

Source: Accenture Research; S&P Capital IQ



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Characteristics of success

Three traits shared by the most resilient Swiss companies

**Companies with
a culture of
innovation were
more resilient
against collapsing
markets and
disrupted supply
chains.**



Companies with agile operations could rapidly adapt the way they do business to new market demands.



**Companies with
strategic flexibility
combined stabilizing
their core business
with substantial
investments in crisis-
resistant
opportunities.**



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Learnings for tomorrow

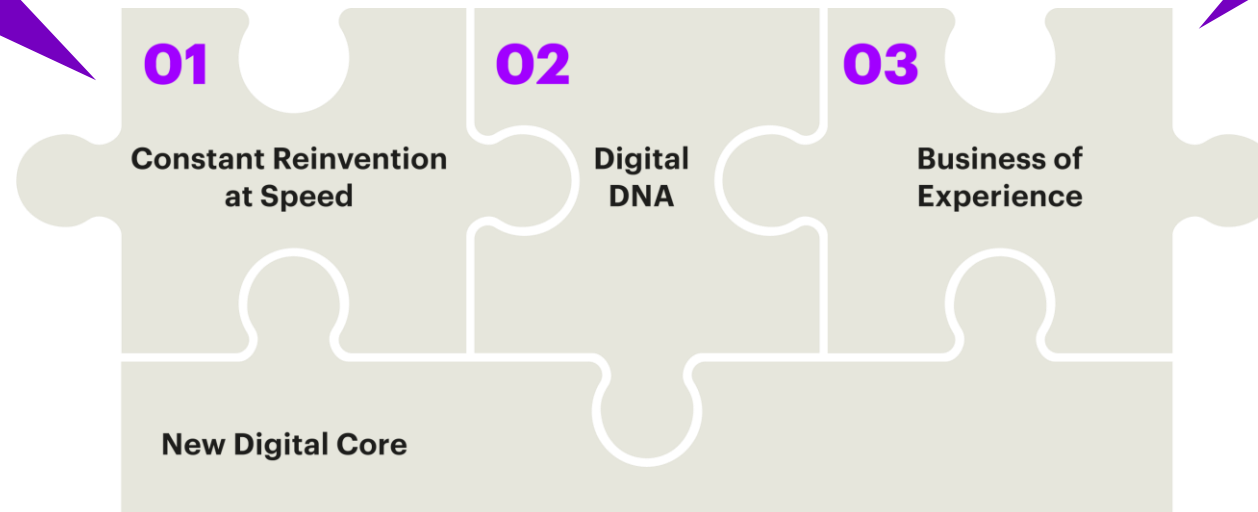
Pragmatic approaches
for the post-COVID-
19 world

Essentials to unlocking hidden value and delivering new value propositions

- Create transparency
- Build a culture of innovation
- Strengthen your resilience

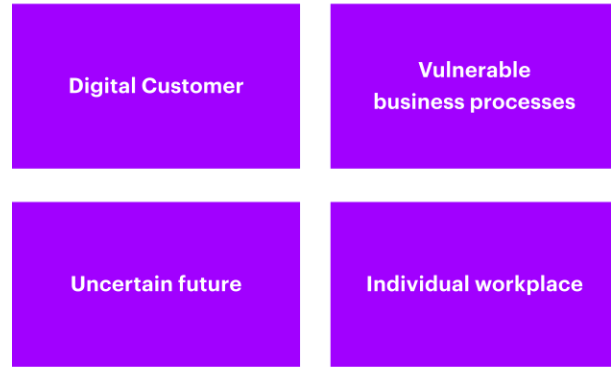
- Create digital foundations
- Build digital operations
- Look for a digital workforce

- Understand the customer
- Innovate CX constantly
- Make tech an accomplice

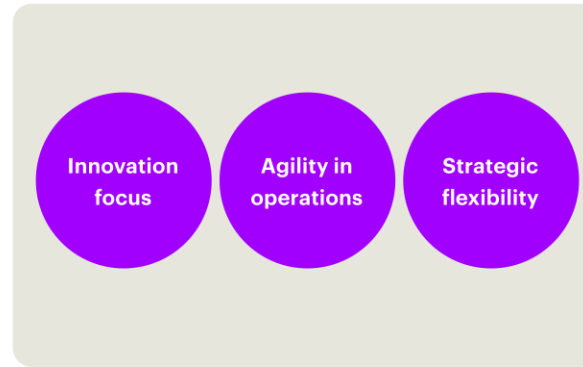


Overview: Three approaches to take on

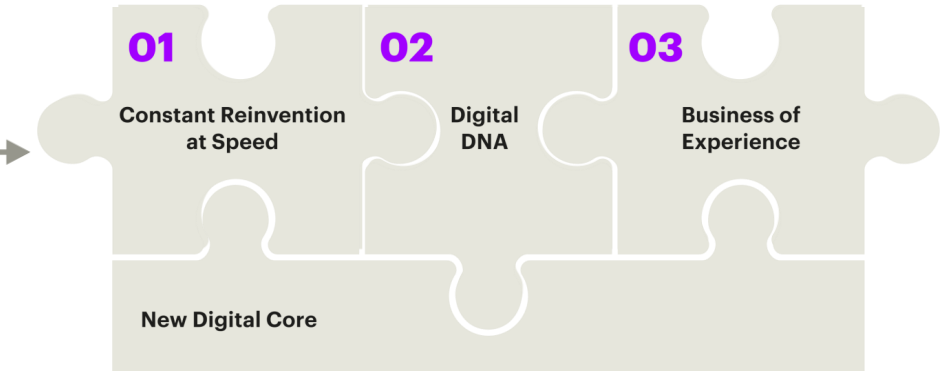
COVID-19 Effects



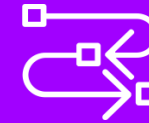
Success factors



... achieved via pragmatic approaches in the post-COVID-19 world



The pandemic will leave a long-lasting effect. Nonetheless, some companies managed to capture new market positions – even during the 2020 downturns. Focusing on innovation alongside operational and strategic agility will guide entrepreneurial success in the post-pandemic world.



To permanently anchor these characteristics of success in a company and ingrain them at every level, we suggest a number of pragmatic approaches.

Thank You

