

COVID-19 Business Impact Survey

South-Eastern Europe Region



ManpowerGroup South-Eastern Europe conducted a survey to better acknowledge the business impacts of the COVID-19 epidemic as well as the companies' priority concerns in adjusting to this new normal.

Based on the replies of a sample of 1.138 respondents from Management roles in our clients database, who answered to a set of 11 questions - both multiple choice and rating scale, we share their vision which is crucial for us to understand and adapt to help your business succeed.

The data was collected between May 13th and June 30th 2020, via digital tools, in Bulgaria, Croatia, Czech Republic, Hungary, Romania, Serbia, Slovakia, Slovenia and Turkey.

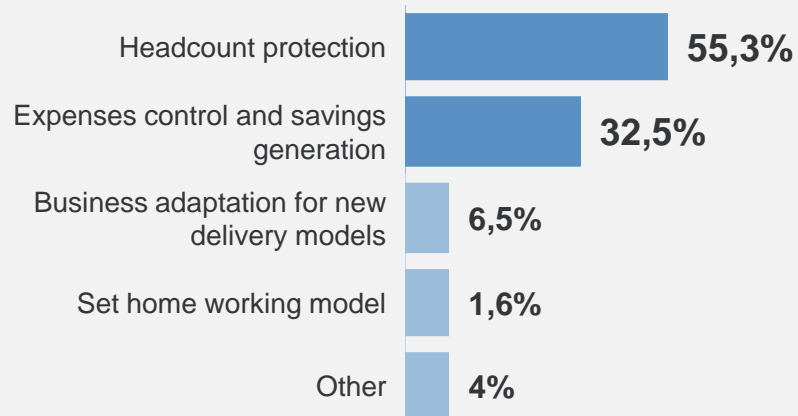
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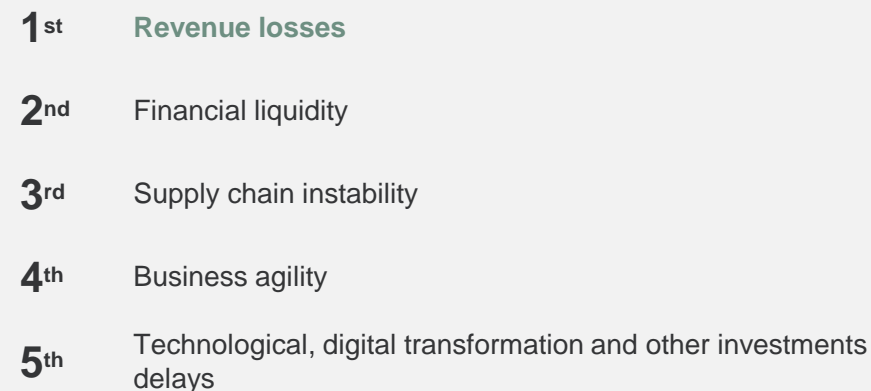
Most companies inquired considers to implement actions to protect the headcount (55,3%) and control expenses (32,5%), as they mostly anticipate revenue losses and reduction of financial liquidity.

Also, the companies with less than 10 employees or 50 to 249 employees and Global or Regional presence demonstrate the trend to be impacted with these direct consequences. Considering the COVID-19 implications, companies are focused in limiting their headcount, either through postponing or cancelling new hirings (50%).

Q1. What actions did your company implement, or considers to implement, to face the COVID-19 epidemic?



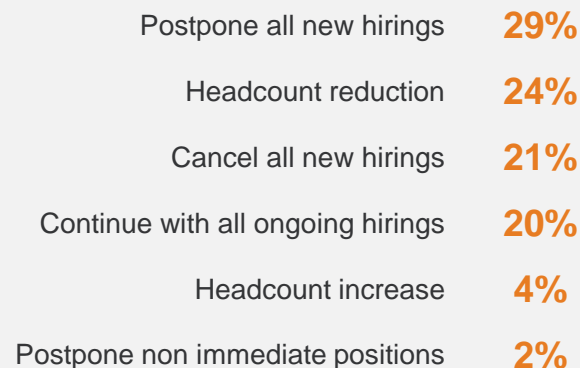
Q2. What level of impact will the COVID-19 epidemic have on your company?



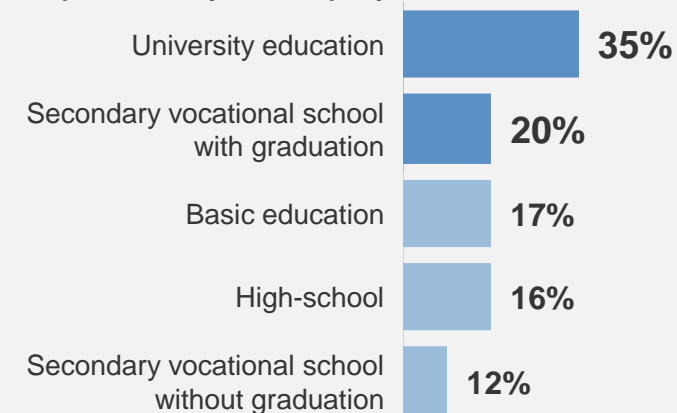
Q2. What level of impact will the COVID-19 epidemic have on your company? (Most impacted by category)



Q3. What is the immediate impact that COVID-19 epidemic will have on your total company's headcount?



Q4. What is the headcount specialization, by education level, that is more impacted by the COVID-19 epidemic on your company?



To stay competitive, the trend will be to reduce costs and review and adapt the business models, mainly taking short-term measures in order to bridge the most critical period.

Companies with less than 10 employees and Global presence consider most critical the cost reduction actions, the business model review and adaptation actions are mostly considered by companies with both 10 to 49 employees and/or 250 or more employees and a Regional presence.

Q5. What actions is your company focusing on to stay competitive? (Most impacted by category)

	1st Cost reduction	2nd Business model review and adaptation	
By activity sector	Agriculture, Hunting, Forestry & Fishing / Electricity, Gas & Water / Restaurants & Hotels	Agriculture, Hunting, Forestry & Fishing / Restaurants & Hotels / Finance, Insurance, Real Estate & Business Services	3rd Cost adjustment with Government policies
By dimension	Less than 10 employees	10 to 49 employees / 250 or more employees	4th Refocus in new segments
By presence	Global	Regional	5th Reskill and upskill talent

Q6. What impacts do you consider that the COVID-19 epidemic will have on your business? (Most impacted by category)

	1st Keep home office for a significant number of headcount	2nd Increase automation and develop digital sales and delivery channels	
By activity sector	Electricity, Gas & Water / Finance, Insurance, Real Estate & Business Services / Restaurants & Hotels	Agriculture, Hunting, Forestry & Fishing / Restaurants & Hotels	3rd Keep home office only for a few specific number of headcount
By dimension	Less than 10 employees	10 to 49 employees	4th Insource services
By presence	Local / Country	Local / Country	5th Outsource services

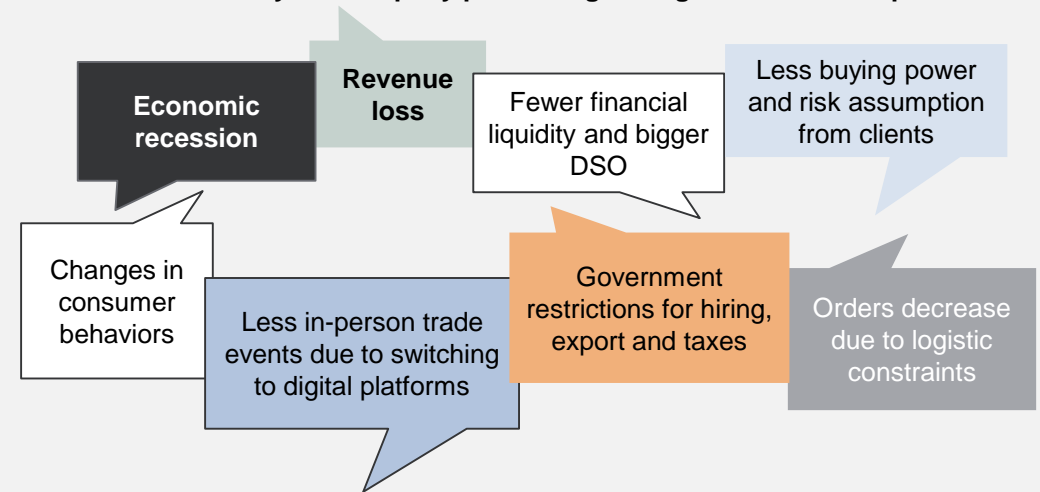
33% of the respondents consider the timeframe of 6 to 12 months for businesses to return and resume normality after the epidemic and when asked about the leadership traits.

65,9% of the respondents consider leadership needs to be mainly strategic to drive companies and succeed after the epidemic

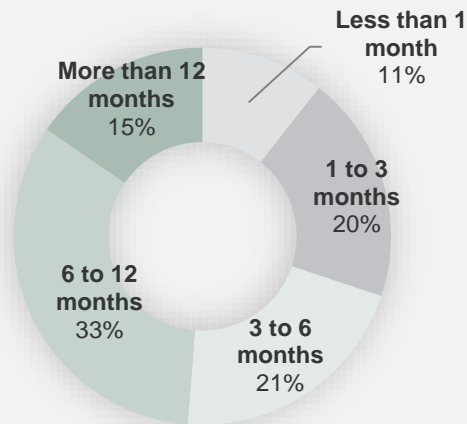
Q7. What concerns is your company prioritizing during the COVID-19 epidemic?

Care for people	Communication	Leadership competency
	Job security	Company policies compliance

Q10. What concerns is your company prioritizing during the COVID-19 epidemic?



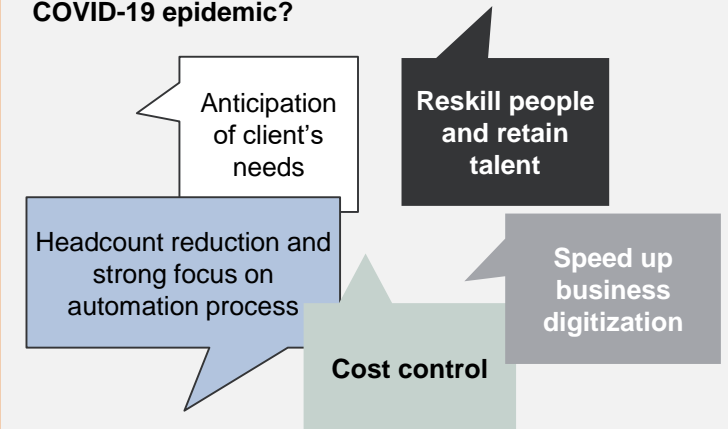
Q8. How long do you think your company will need to return to business normality after the COVID-19 epidemic?



Q9. Which attributes do you consider leaders must show to face the period after the COVID-19 epidemic?

- 65,9%** Strategist
- 13,8%** Digital mindset
- 4,9%** Innovative
- 4,9%** Caring and demonstrating true values
- 10,5%** Other

Q11. Would you like to share with us any actions that your company will take to face the period after the COVID-19 epidemic?





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