

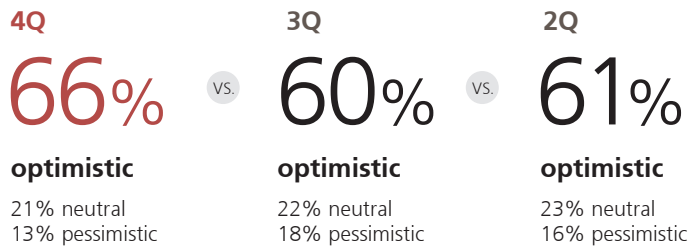
UBS Investor Sentiment

Business owner 4Q19

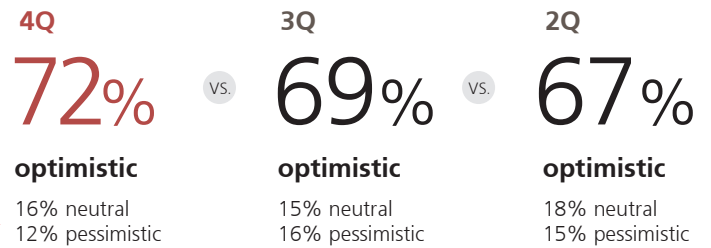
Ramping up

Hiring and investing plans **bounce back** from 3Q

Business owner optimism grows on the global economy ...



... and on their own region's economy



Economic optimism by region

Asian business owners



European business owners (except Switzerland)



Swiss business owners



US business owners



Latin American business owners



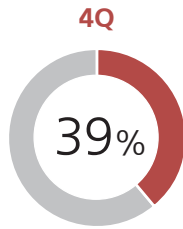
Owners even more optimistic about their business



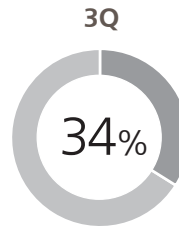
73%

optimistic

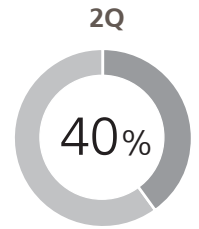
↑ 5%
19% neutral
8% pessimistic



VS.



VS.



"I plan to **invest more** in my business."

Hiring plans up

Global



4Q
38% hiring

51% keeping workforce same
11% downsizing

VS.

3Q
34% hiring

56% keeping workforce same
10% downsizing

VS.

2Q
39% hiring

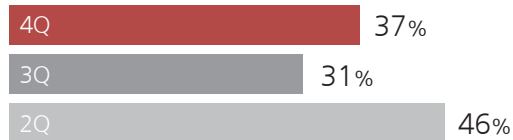
53% keeping workforce same
8% downsizing

Hiring plans by region

Asian business owners



US business owners



European business owners (except Switzerland)



Latin American business owners



Swiss business owners



Business owners see progress in US-China trade conflict ...



85%

“The ‘Phase 1’ agreement **signals progress** in trade relations.”

... and they think the “Phase 1” agreement is good for both countries

Impact on US economy

65%

positive

19% neutral
16% negative

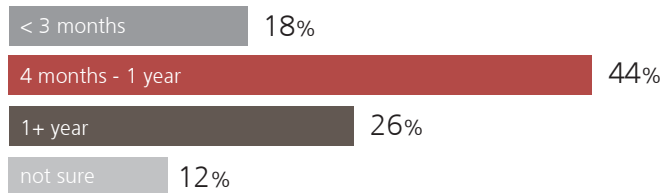
Impact on Chinese economy

59%

positive

21% neutral
20% negative

Most see trade relations improving on a moderate timeline



Overall, business owners expect US-China tensions to increase over next 5 years

42% **More** confrontation

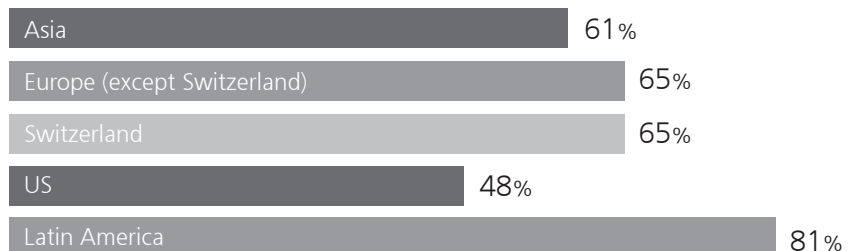
25% **Same** level of confrontation

33% **Less** confrontation

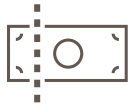


Most see China overtaking the US as a superpower

62% “By 2030, China will replace the US as the world’s **biggest superpower**.”



Top business concerns globally



47%

Taxes

↑ 2%



45%

Rising material costs

↑ 1%

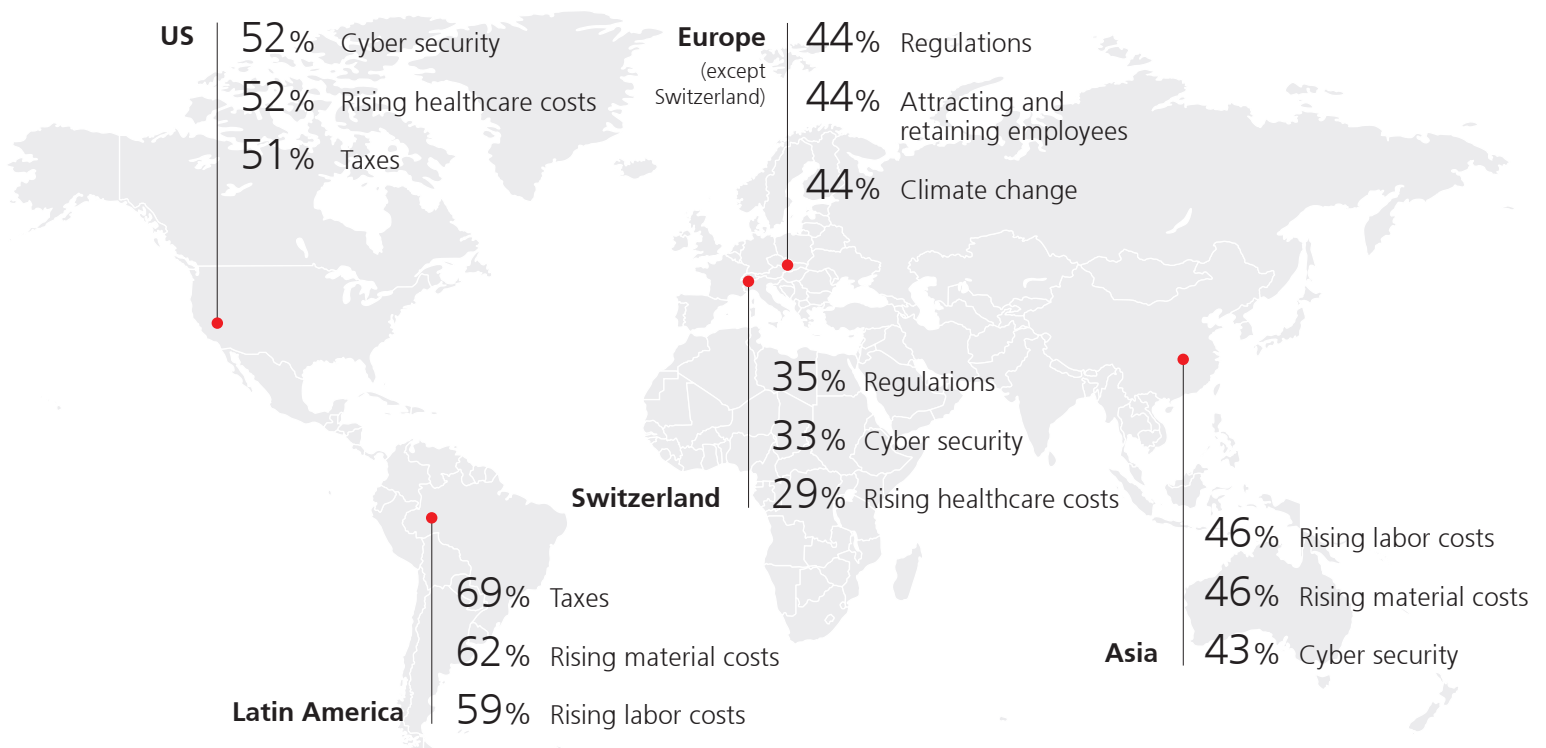


45%

Cyber security

↑ 1%

Top business concerns by region



Is your business ready for what's next? **Talk to your UBS Financial Advisor.**

About the survey: UBS surveyed 1,508 business owners with at least \$250k in annual revenue and at least one employee other than themselves, from December 19, 2019 – January 12, 2020. The global sample was split across 19 markets: Argentina, Brazil, China, France, Germany, Hong Kong, Indonesia, Italy, Japan, Malaysia, Mexico, Philippines, Singapore, Switzerland, Taiwan, Thailand, the UAE, the UK and the US. For the 3Q19 results, UBS surveyed 1,475 business owners with at least \$250k in annual revenue and at least one employee other than themselves, from September 19 – October 8, 2019. The global sample was split across 18 markets: Argentina, Brazil, China, Germany, Hong Kong, Indonesia, Italy, Japan, Malaysia, Mexico, Philippines, Singapore, Switzerland, Taiwan, Thailand, the UAE, the UK and the US. For the 2Q19 results, UBS surveyed 1,018 business owners with at least \$250k in annual revenue and at least one employee other than themselves, from June 3 – July 6, 2019.

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