



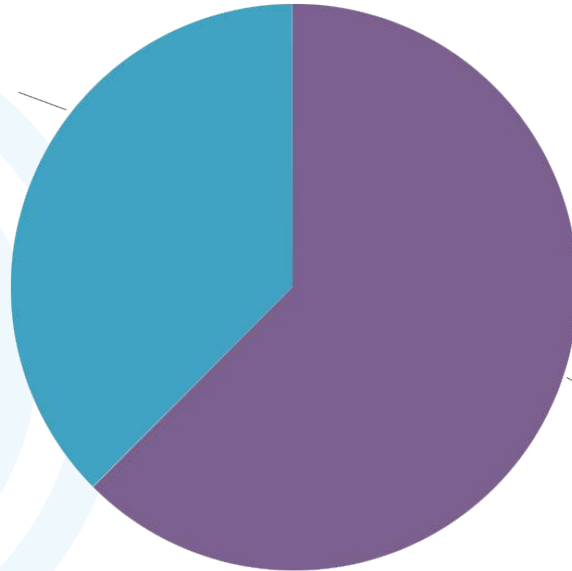
CECP Pulse Survey

Company best practices and guidance during COVID-19

CECP sent out a Pulse Survey to CEOs on April 3, 2020, focused on leadership and the impact COVID-19 has made on companies.

Question 1: How different is this leadership experience than previous situations?

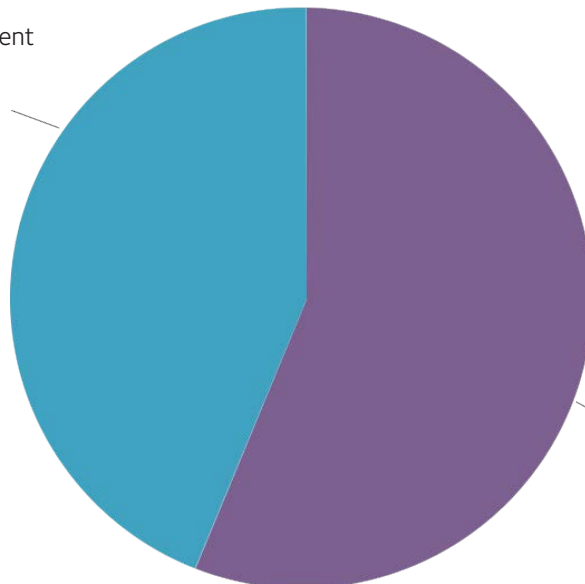
37.5% - Different, but we have seen elements of this before



62.5% - Totally different, unlike anything I've seen

Question 2: Has the importance of your corporate purpose changed over the past few weeks?

43.8% - The commitment to our purpose remains consistent



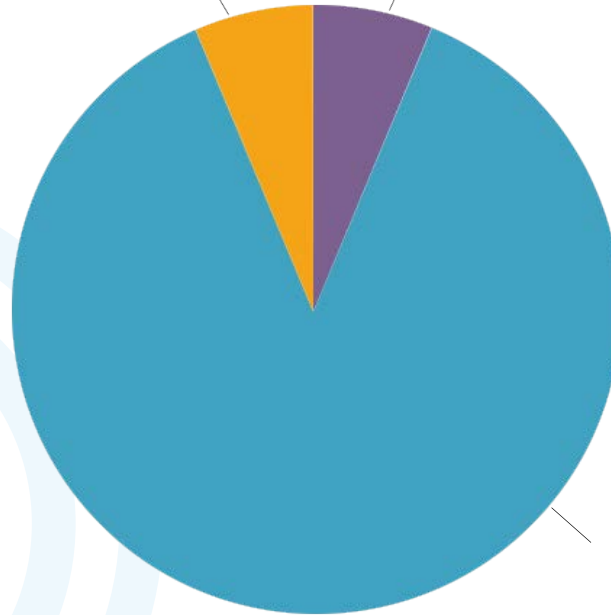
56.3% - Purpose is now more important than ever



Question 3: What is your expectation of Coronavirus' ultimate impact on your business?

6.3% - Impacted, but expect to return to normal after this runs its course

6.3% - Total change and need to innovate



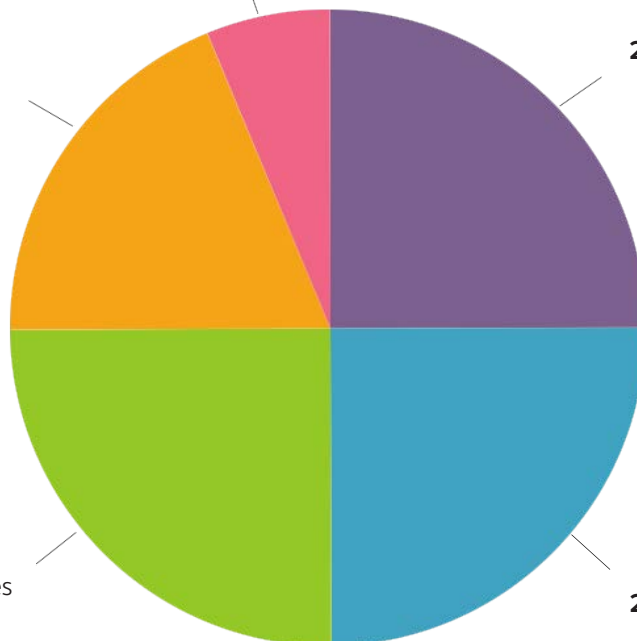
87.5% - Will accelerate our innovation in a more virtual world

Question 4: With many efforts underway, is there any stakeholder you think business as a whole could do better with?

6.3% - Investors

18.8% - Communities

25% - Customers



25% - Employees

25% - Supply chain