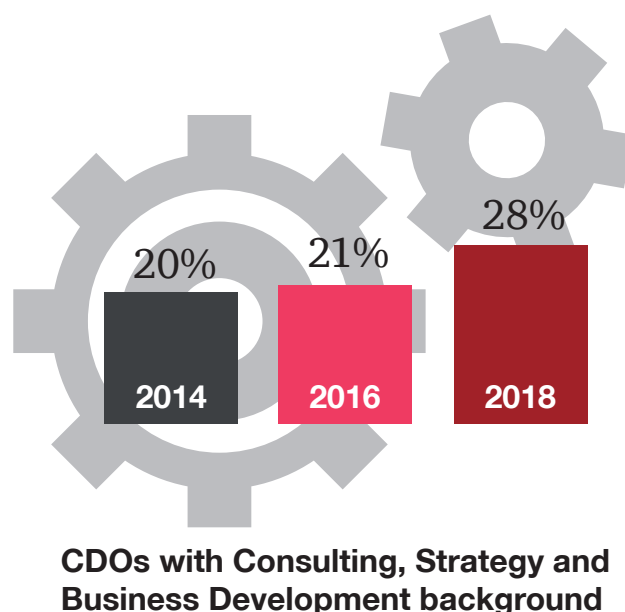
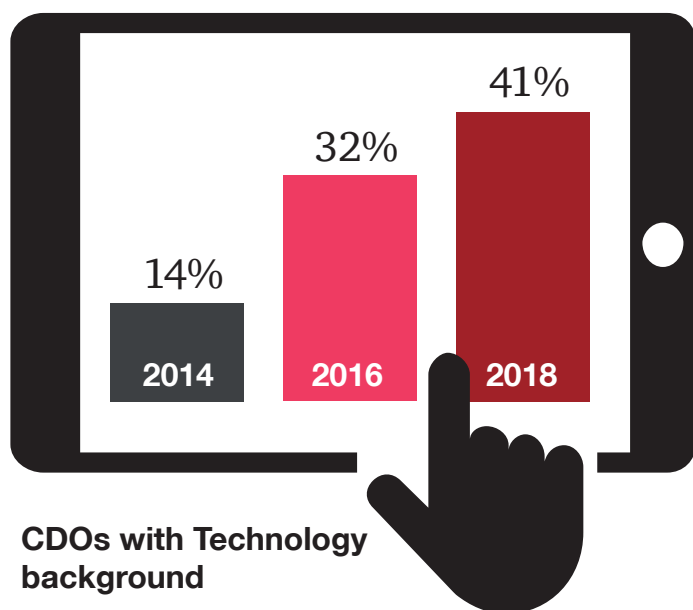


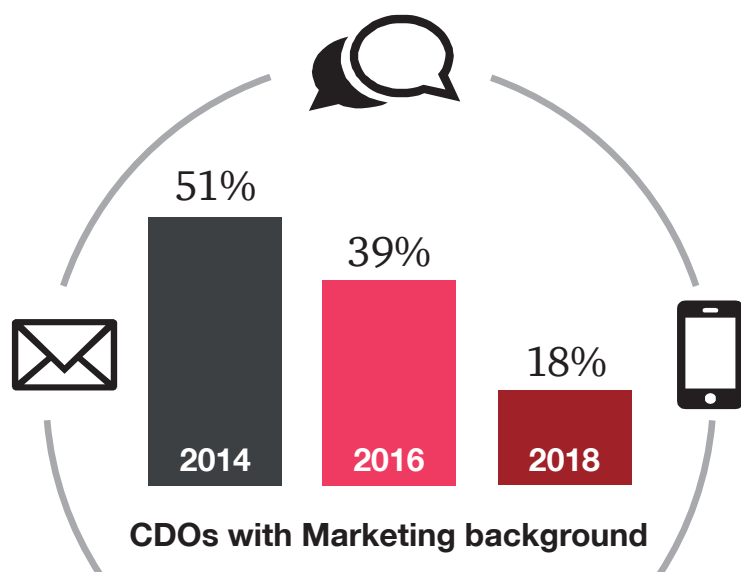
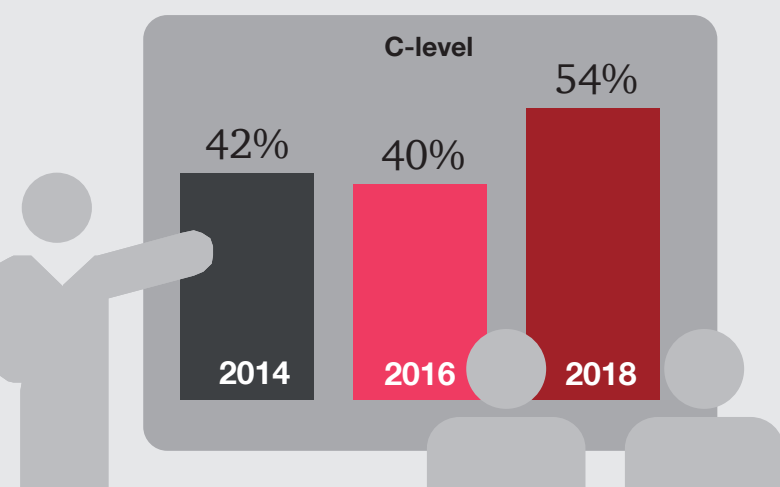
The Chief Digital Officer Study

Individual CDO demographics

As digital is becoming part of organisations' DNA, CDO profiles have changed



Digital decision-making has been elevated to board level



For more information, please visit: <http://www.strategyand.pwc.com/cdo>