

Managing Perceptions on Africa

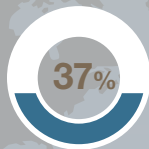
Global Institutional Investors

Global Business Leaders

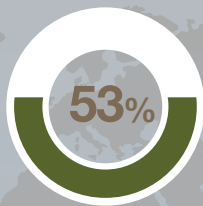
Sub-Sahara Africa Business Leaders



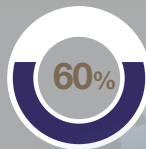
Are North American businesses underestimating growth in Africa?



Optimism in North America

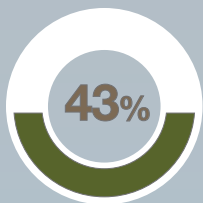


Overall optimism for growth

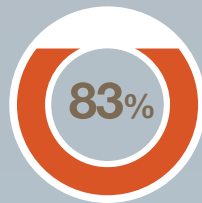


Optimism in Asia

Matching perceptions with reality



Optimism in Sub-Saharan African growth from global businesses



Optimism in Sub-Saharan African growth from Ghana, Kenya & Nigeria

Global vs Local perspective: What is encouraging investment



Methodology

Global Business Leaders

Online research with 1,031 respondents across 15 countries in January 2013.

Global Institutional Investors

Online research with n=160 respondents around the globe. This phase was conducted in February 2013.

Sub-Saharan Africa Business Leaders

Online research with n=344 respondents across Ghana, Kenya and Nigeria in February 2013

■ Global Business Perspective
■ Sub-Sahara Africa Business Perspective