

2024 SURVEY – BUSINESS SENTIMENT

AUSTRIAN BUSINESS IN THE UK

KEY FINDINGS & RESULTS

ADVANTAGE AUSTRIA UK in cooperation with
VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

... KEY FINDINGS

State of the UK economy

- ✓ 49% of Austrian companies in the UK expect a **stable development** of the general economic climate for 2025 (2024: 64%)
- ✓ 27% anticipate improvements, while 24% foresee a deterioration (down from 36% last year)
- ✓ Regarding the economic situation in the location of their subsidiaries, 30% anticipate improvements, 48% expect stability, and only 22% predict a downturn
- ✓ 2024 was stable and largely positive, continuing a trend where expectations tend to be more pessimistic than the actual results. However, uncertainties remain due to geopolitical risks such as the Russia-Ukraine war and growing protectionism

Corporate key figures

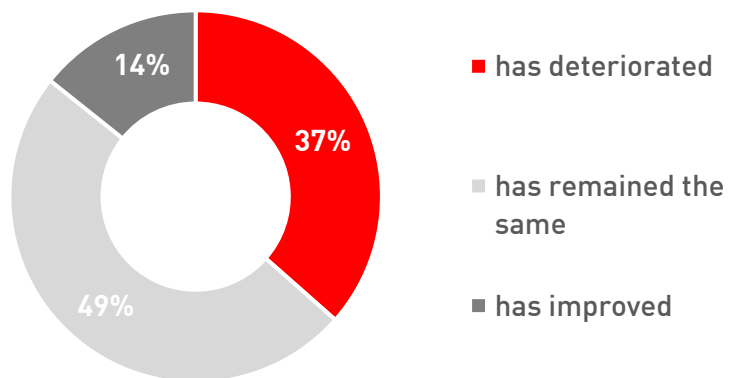
- ✓ 36% of companies expect growth in their total revenue for 2025, while 35% predict stability in their order books, highlighting the **resilience and adaptability** of Austrian businesses in the UK
- ✓ A small percentage anticipates declines in areas such as capacity utilization and investments

UK regulatory and market conditions

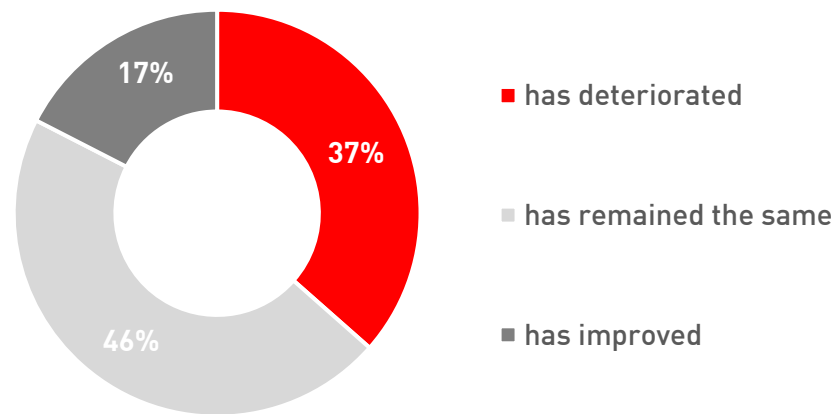
- ✓ The availability of qualified labor remains one of the top challenges, along with raw material costs and bureaucracy which seems to relate to post Brexit regulatory issues
- ✓ Digitalization and legal certainty in the UK continue to be highly rated and offer opportunities for businesses

From the company's perspective, an assessment is made of ... over the PAST 12 months.

the development of the general economic climate

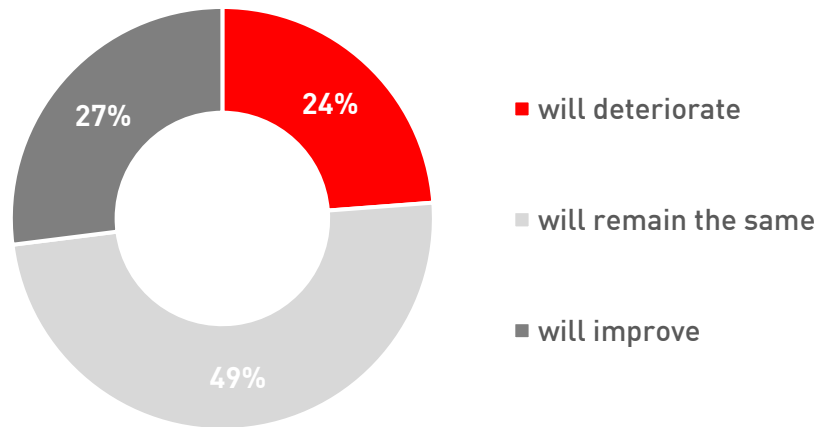


the economic situation in the country where your subsidiary is located

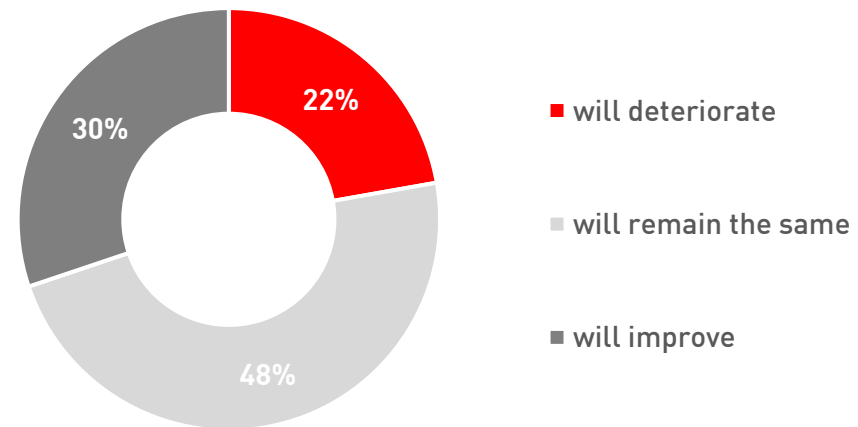


From your company's perspective, how do you assess ... for the NEXT 12 months?

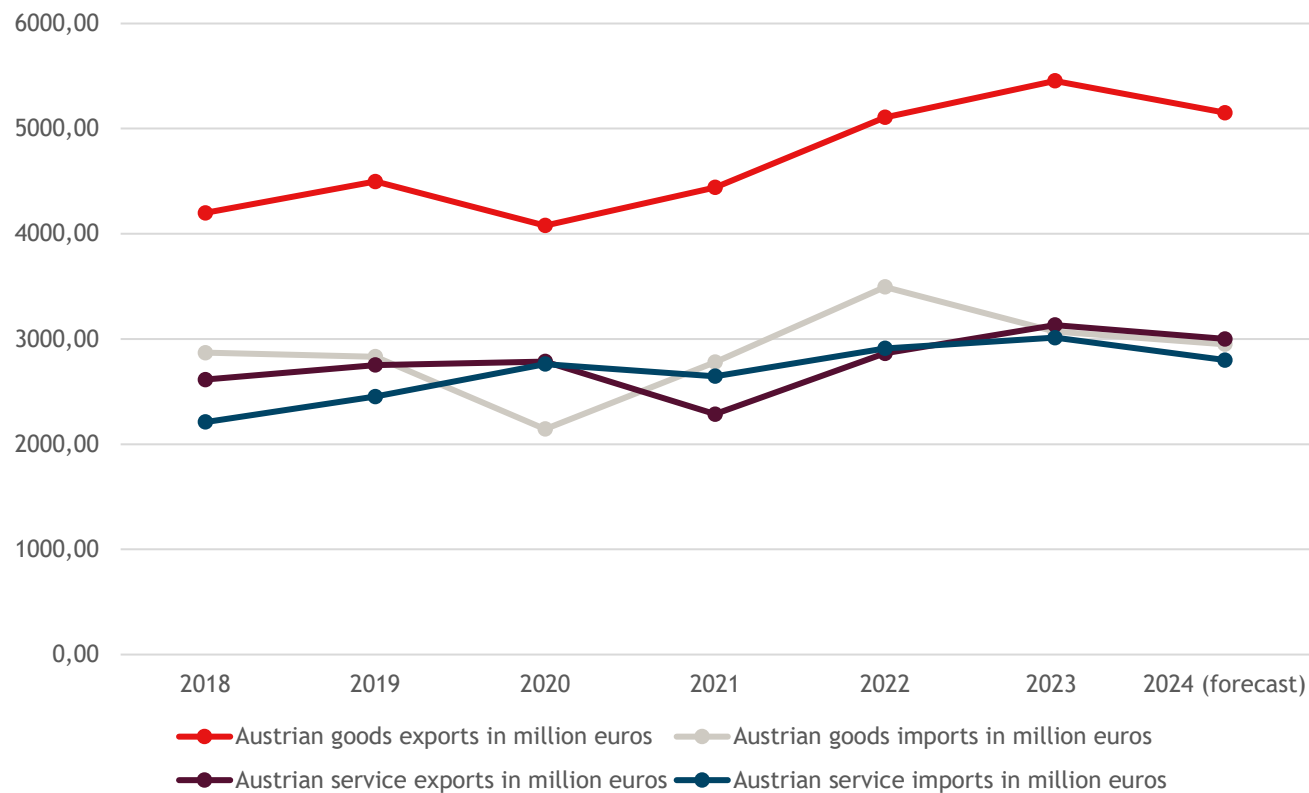
the development of the general economic climate



the economic situation in the country where your subsidiary is located



... ECONOMIC RELATIONS WITH THE UK IN 2024



¹Source: Österreichische Nationalbank

²Source: Statistik Austria

³Source: Österreichisches Institut für Wirtschaftsforschung

⁴Source: Own data

9th most important trading partner



10th in Austrian exports of goods



5th in Austrian service exports



No. 10 for Austrian FDI

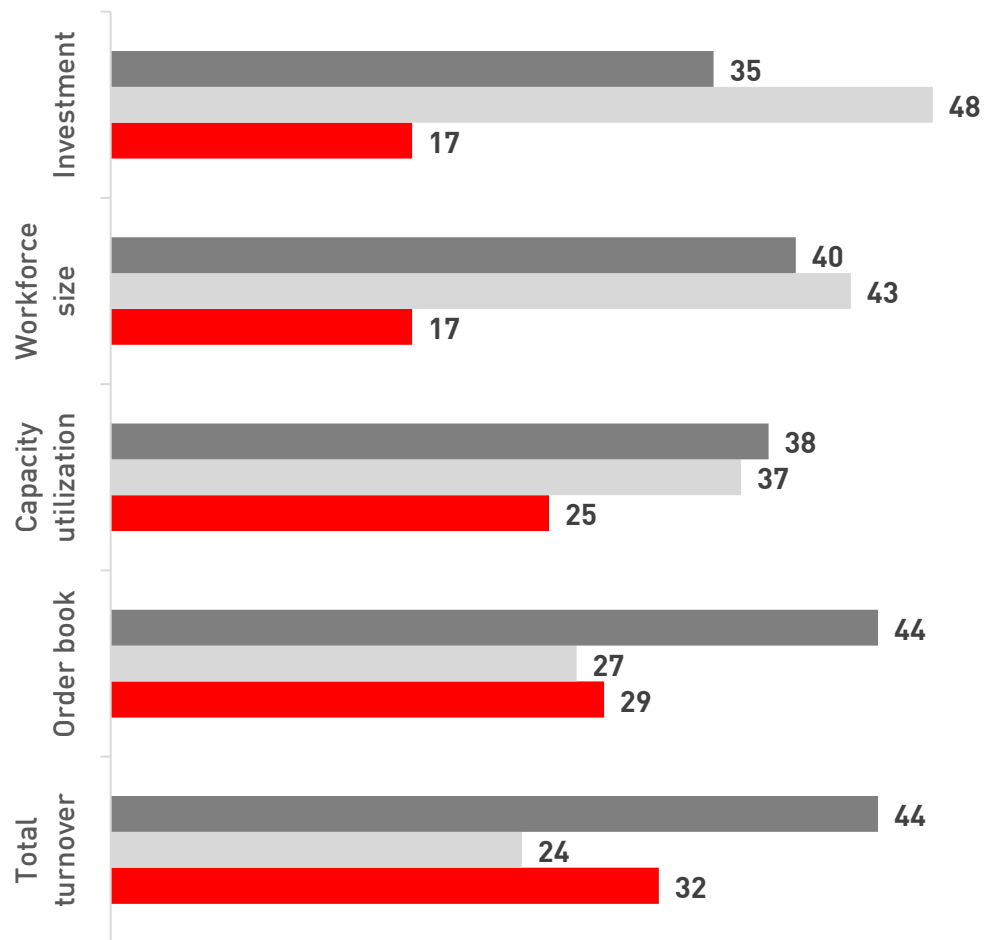


No. 15 for inward investments into Austria



Looking at your company's performance in your subsidiary's country, how would you assess the performance indicators listed below ...

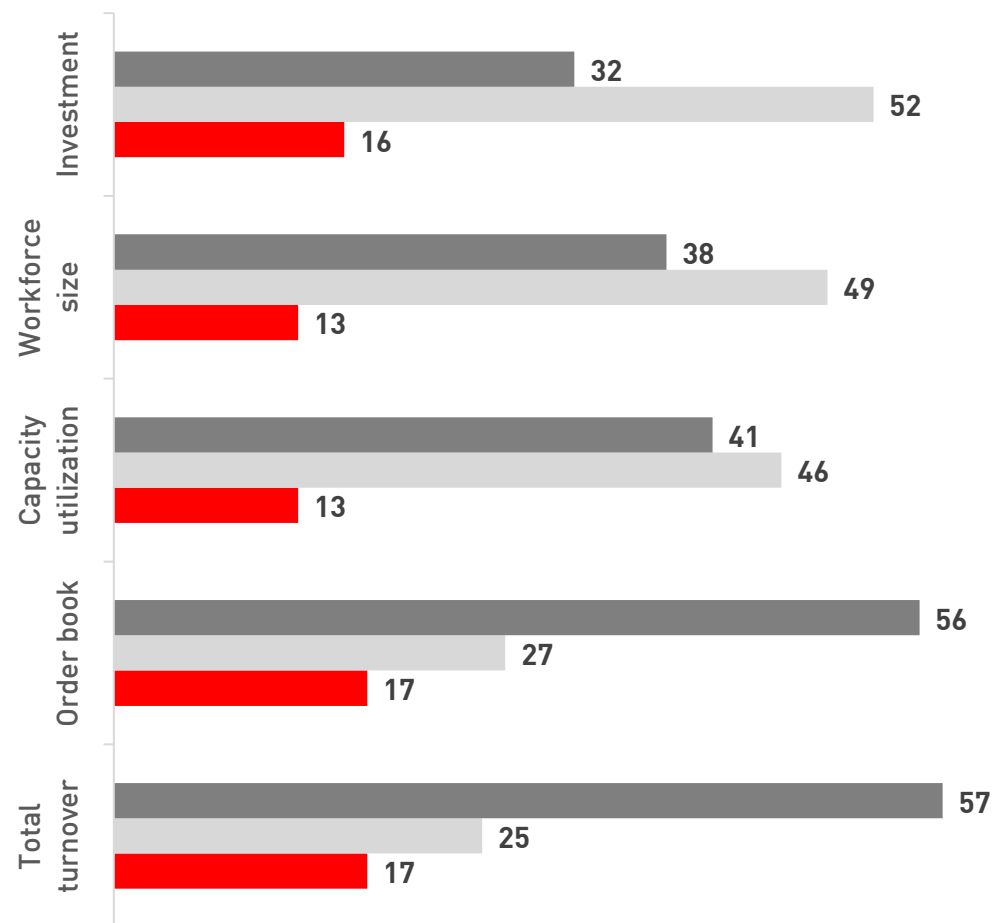
...over the last 12 months?



Number of respondents (%)

■ has increased ■ has remained the same ■ has decreased

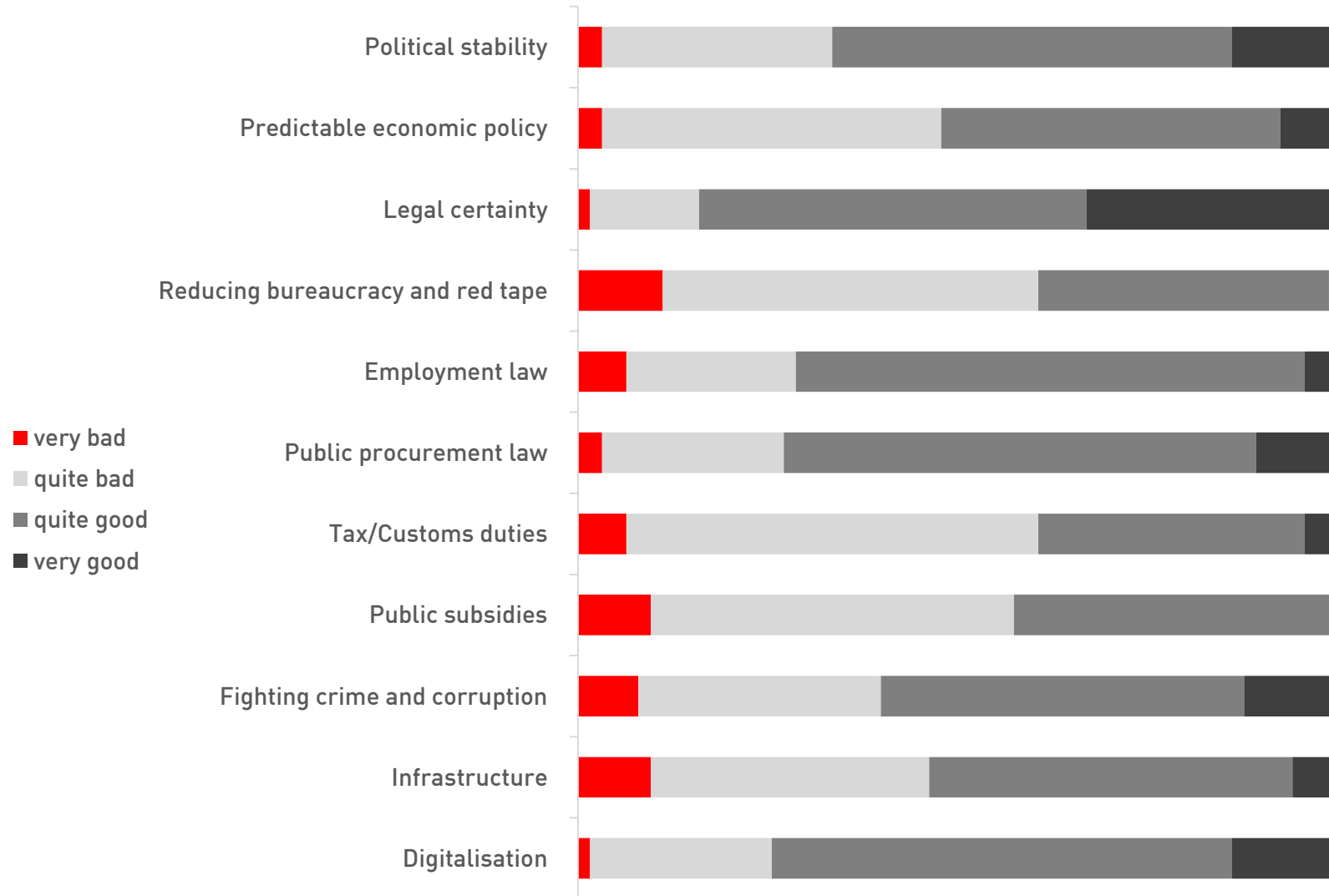
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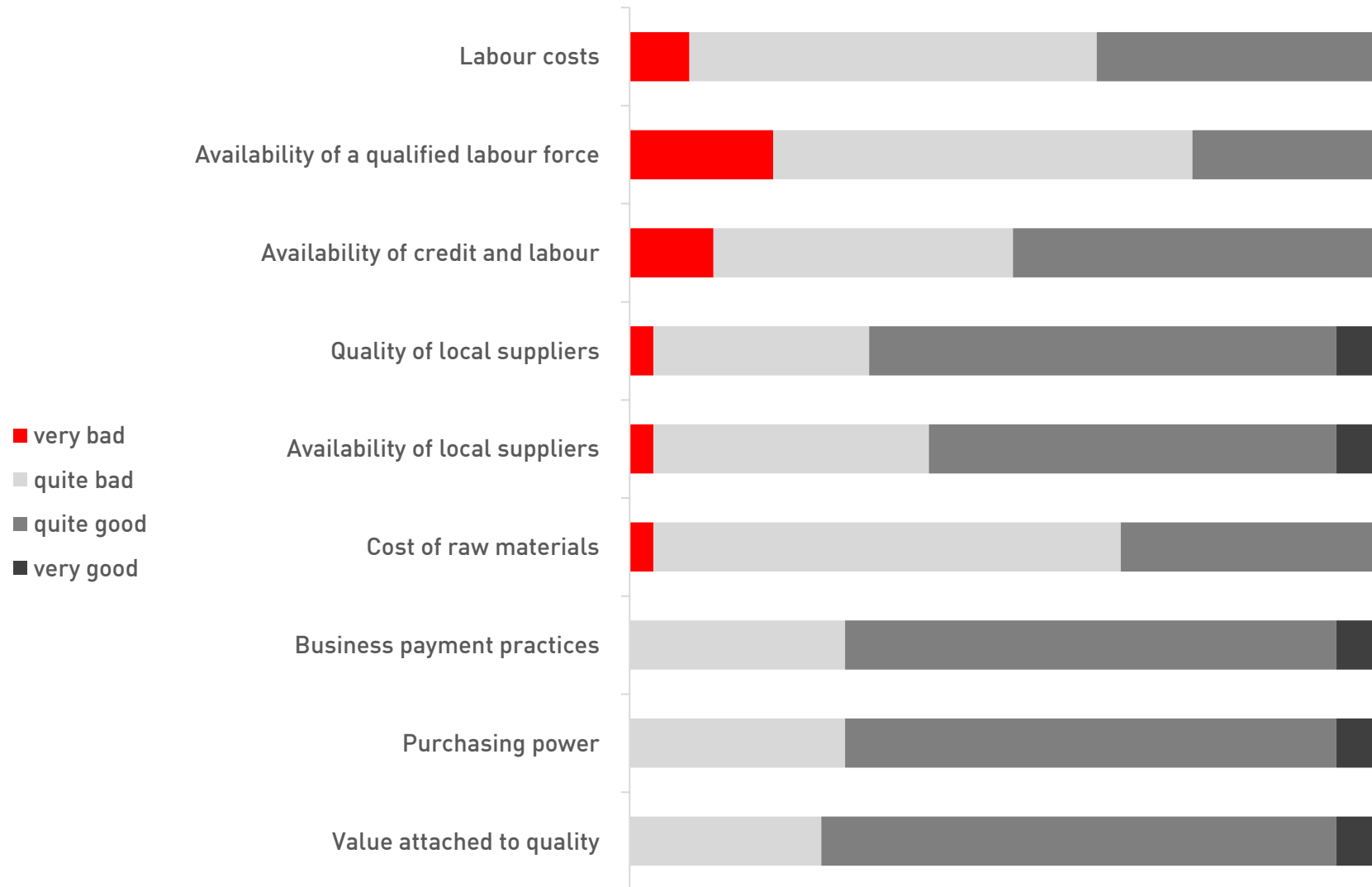
Number of respondents (%)

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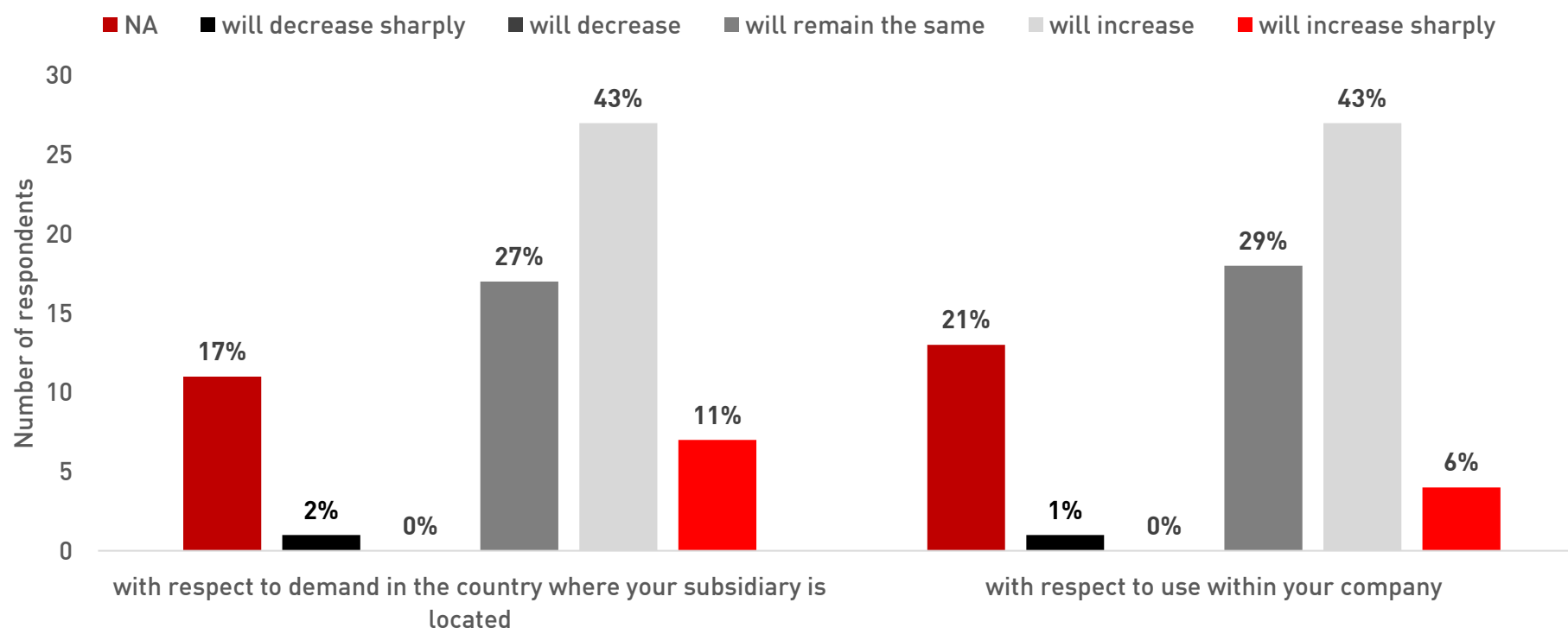
How do you assess the following regulatory and market-related topics in your subsidiary's country?



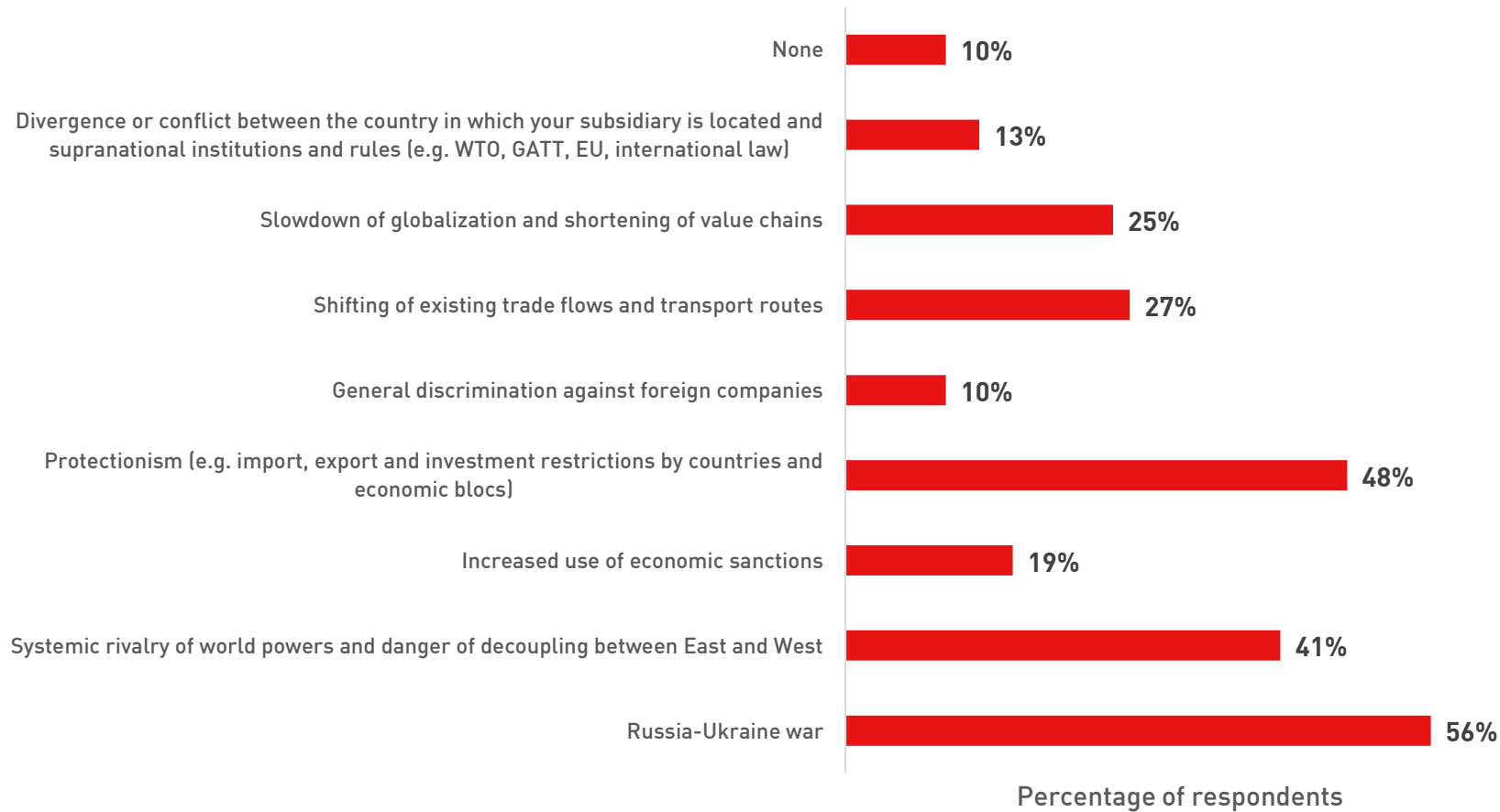
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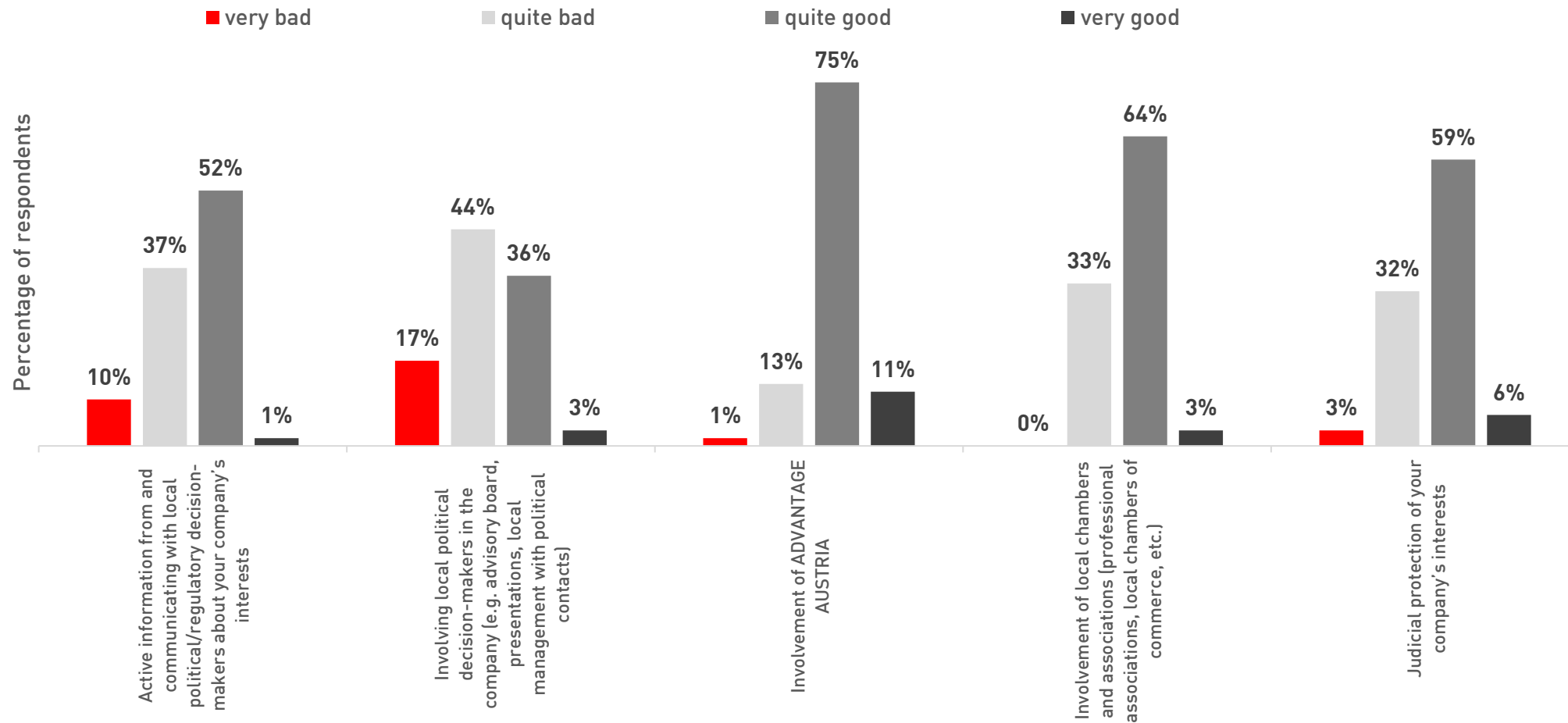
From your company's perspective, how do you assess the development of products and services based on artificial intelligence in the NEXT 12 months?



Which current geopolitical phenomena pose the greatest risk potential for the economic activity of your company in the subsidiary's country?



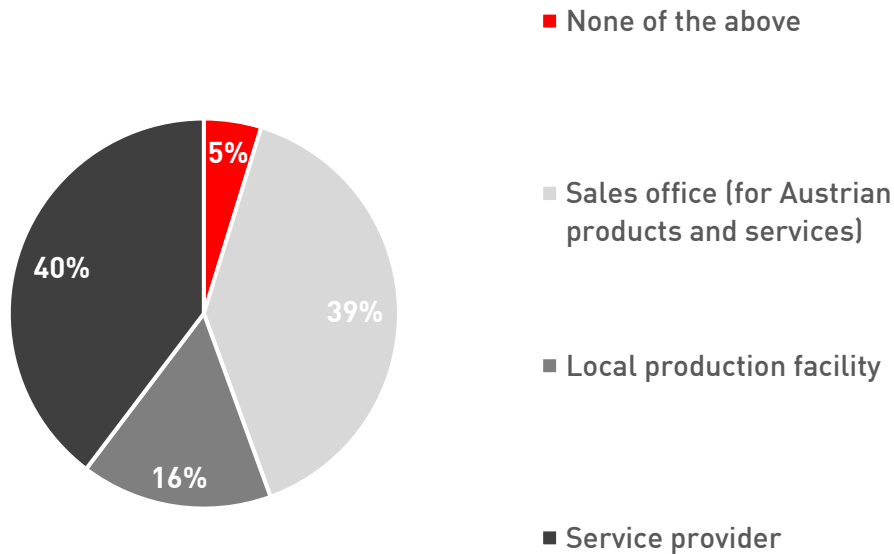
How do you assess the effectiveness of the following measures to advance your company's interests in the subsidiary's country?



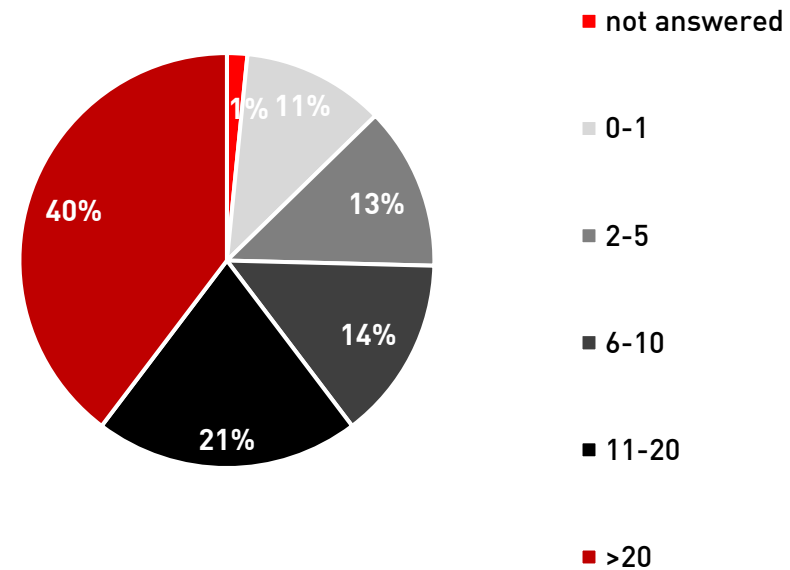
... AUSTRIAN BUSINESS IN THE UK

300 subsidiaries | 20% response rate

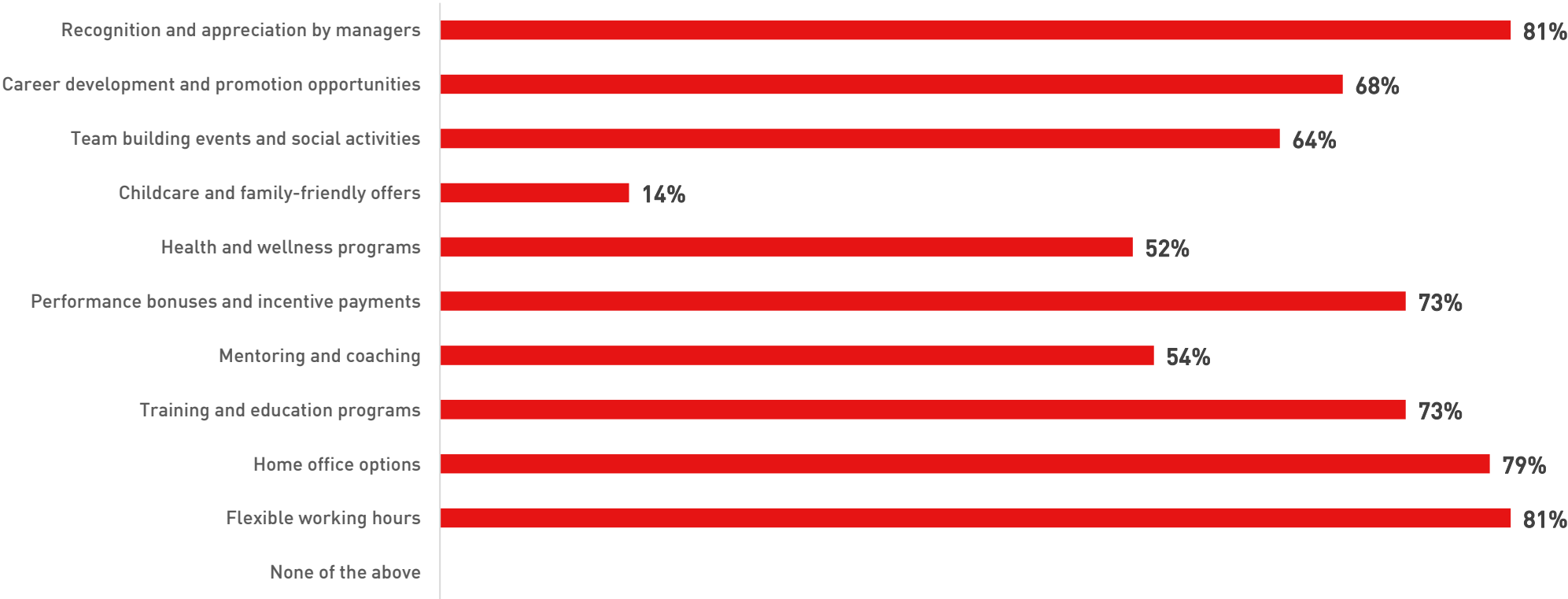
What is the main activity of your company in the subsidiary's country?



In what range is the revenue of your company in the subsidiary's country (EUR mn)?

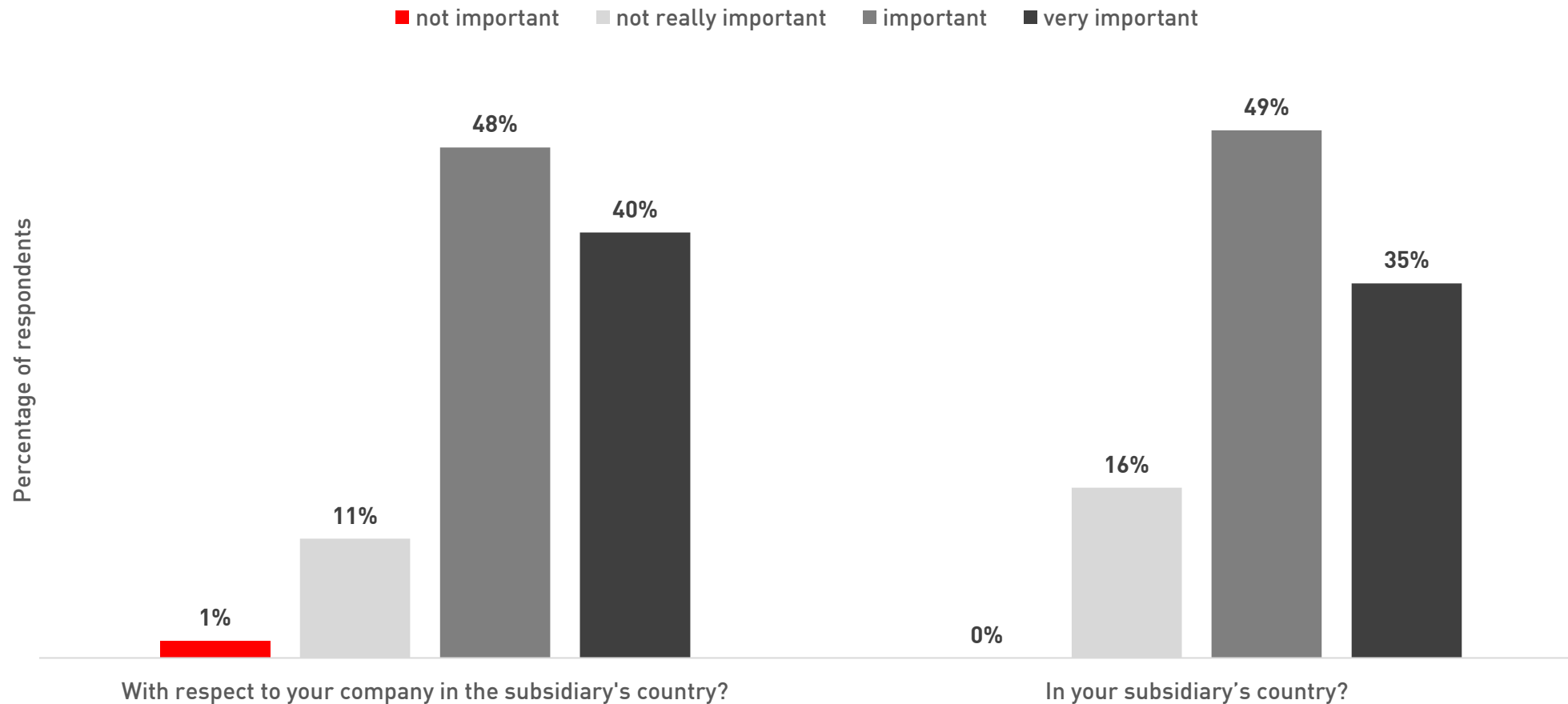


Which of the following measures does your company in the subsidiary's country take to retain and motivate employees?



Percentage of respondents

How important is the topic of sustainability...



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