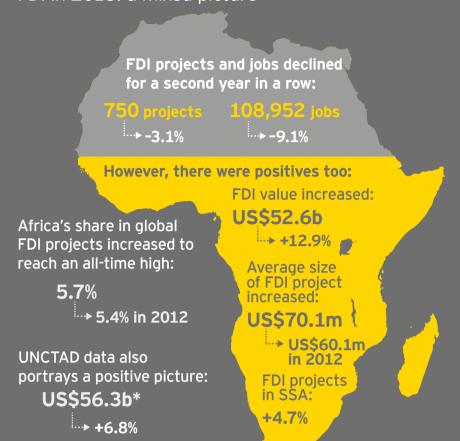
EY's 2014 Africa attractiveness survey Executing growth



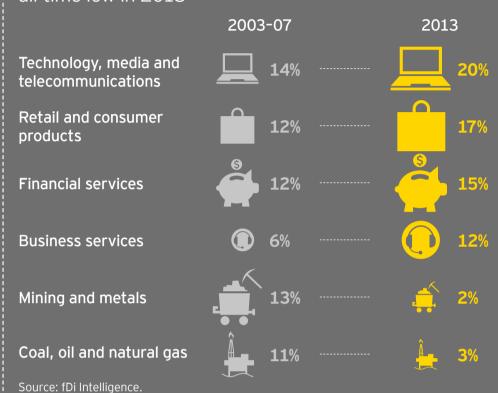
FDI in Africa today

FDI in 2013: a mixed picture



Consumer-facing industries rise in prominence

Share of extractive sectors in FDI projects in Africa hit an all-time low in 2013

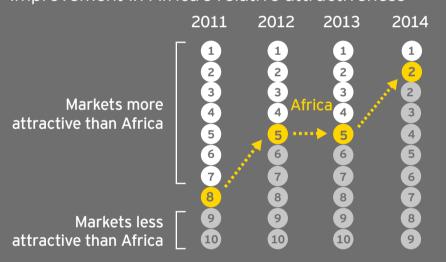


Steadily moving ahead

Source: fDi Intelligence.

* UNCTAD.

Improvement in Africa's relative attractiveness

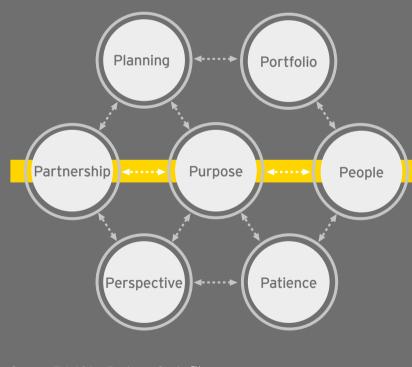


Respondents citing an improvement in Africa's attractiveness as a place to do business



EY's 7-P model

Critical success factors for executing growth strategies in Africa



Source: EY, Africa Business Center™

The harder
elements
of strategy
formulation and
execution require
intellectual
acuity,
i.e., IQ.

IQ

The softer elements of strategy formulation and execution require emotional intelligence, i.e., EQ.

EQ

Source: EY's 2014 Africa attractiveness survey (Total respondents: 503).

Perception gap remains

A stark perception gap between investors must be tackled

Africa is the most attractive destination in the world.





Africa is the least attractive destination in the world.

Respondents established in Africa Respondents not established in Africa

Source: EY's 2014 Africa attractiveness survey (Total respondents: 503).

Learn more about opportunities in Africa

Download EY's 2014 Africa attractiveness survey at

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