

2008 Worldwide Annual Technology Confidence Survey

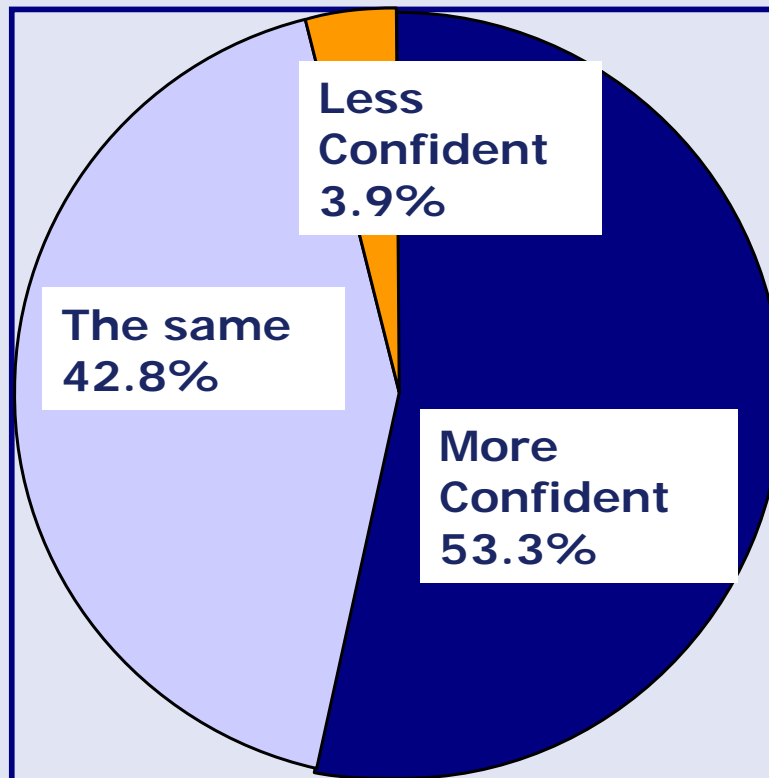
conducted by

Eurocom Worldwide – the Global PR Network
in association with
SCHWARTZ Public Relations

February 2008

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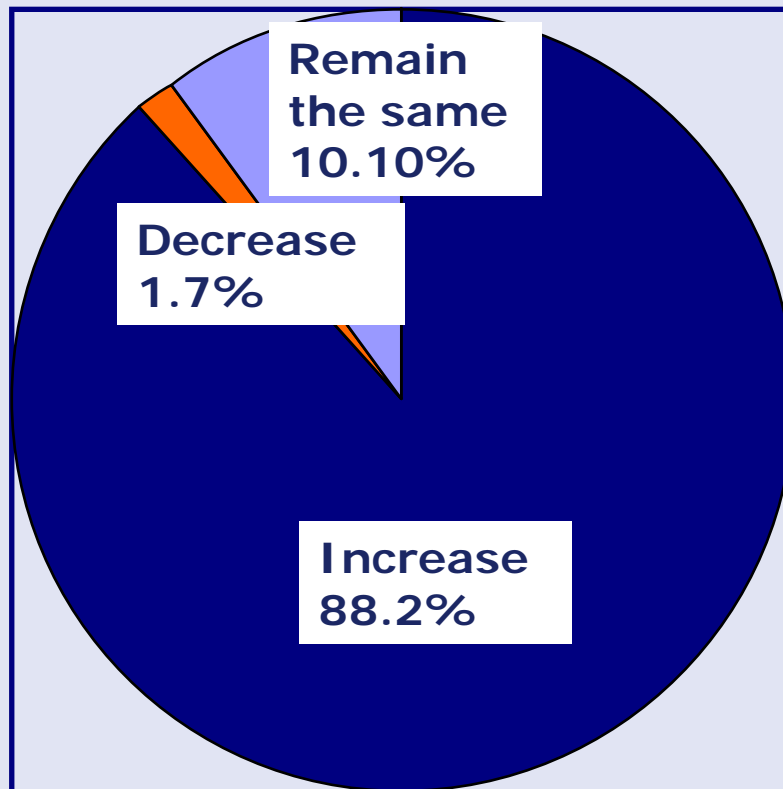
Confidence Levels



Question: Are you more confident or less confident about the tech sector compared to 12 months ago?

2008	2007
■ More 53.3%	65.4%
□ The same 42.8%	30.8%
■ Less Confident 3.9%	3.8%

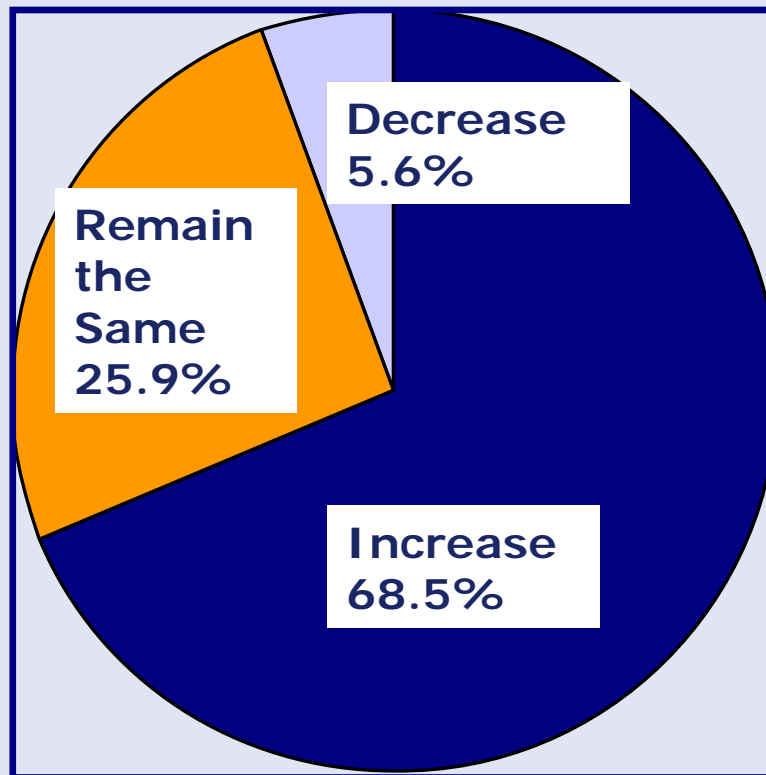
Revenues



Question: Over the next twelve months do you expect revenues of the company you work for to:

2008	2007
■ Increase 88.2%	91.2%
■ Decrease 1.7%	1.2%
■ Remain the same 10.10%	7.5%

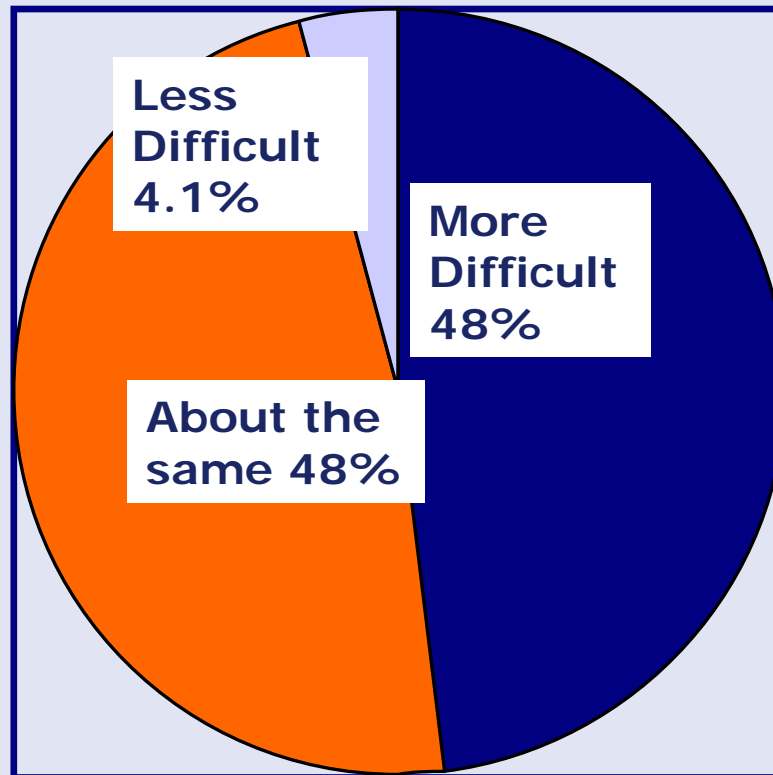
Employment/Jobs



Question: Over the next twelve months do you expect employment/jobs in your company to:

2008	2007
■ Increase 68.5%	63.5%
■ Remain the Same 25.9%	32.4%
□ Decrease 5.6%	4.1%

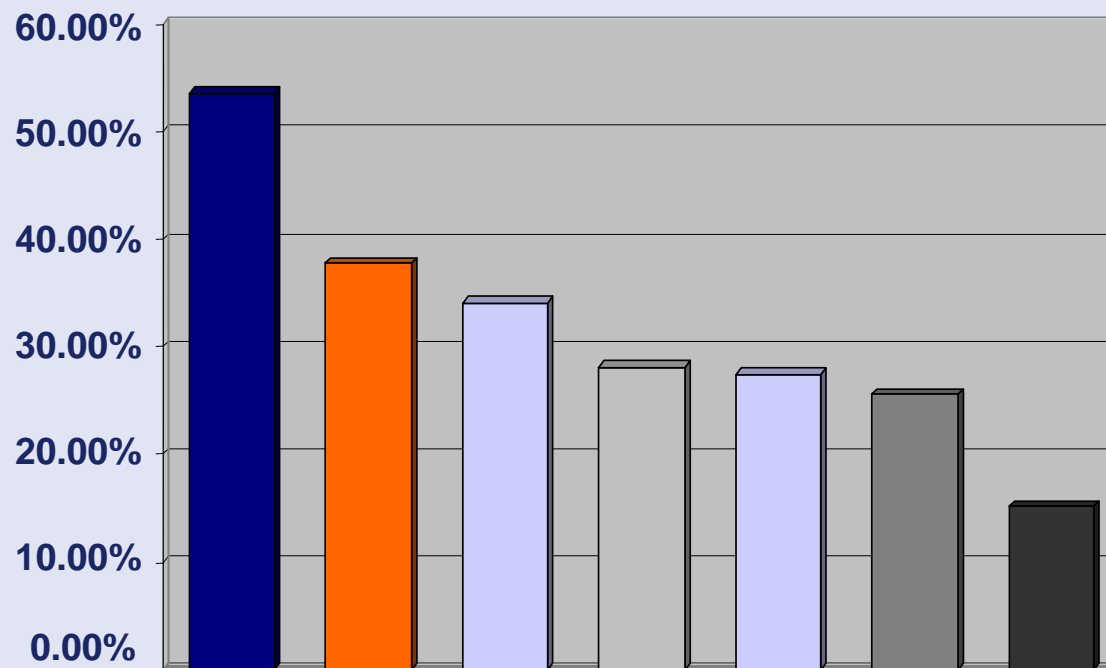
More Difficult to Recruit?



Question: In your opinion is it easier or more difficult to recruit IT people now compared to 12 months ago?

2008	2007
<div>■ More Difficult 48%</div>	38.4%
<div>■ About the same 48%</div>	52%
<div>□ Less Difficult 4.1%</div>	9.6%

Skills Shortage

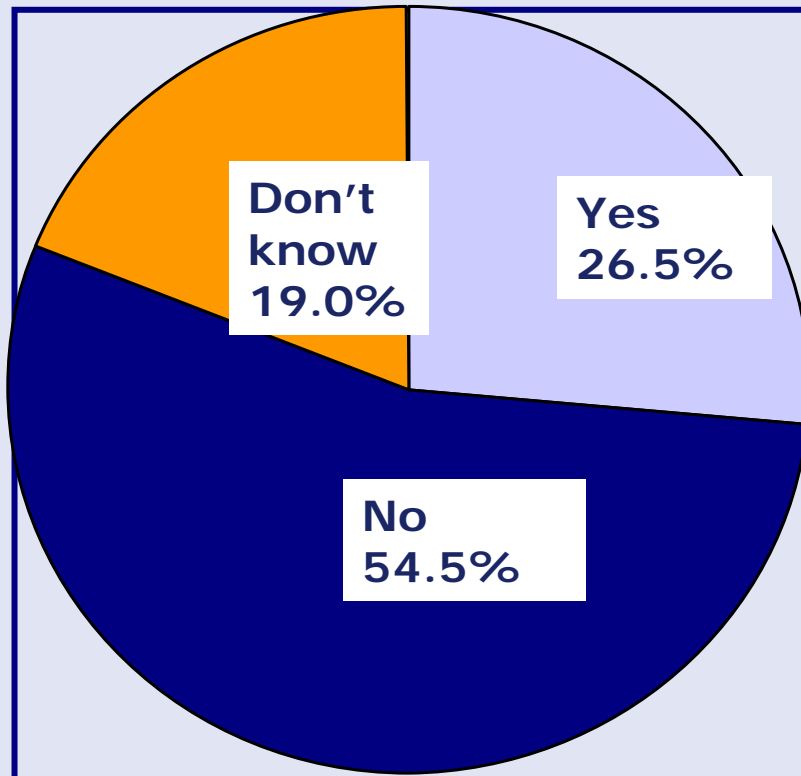


2008	2007
■ Software Engineers 53.6%	45%
■ International Sales 37.7%	43%
□ Domestic Sales 34.1%	33%
■ International Marketing 28.1%	17%
□ Project Management 27.5%	35%
■ Telesales 25.6%	23%
■ Technical customer Support 15.2%	18%

Question: In the table below is a number of different job types. Please mark from 1 to 3 (where 1 is the most difficult to recruit 2 is the second most difficult to recruit and 3 is the third most difficult to recruit) which type you think you will have the most difficulty recruiting in 2008.

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Fears of Credit Difficulties?



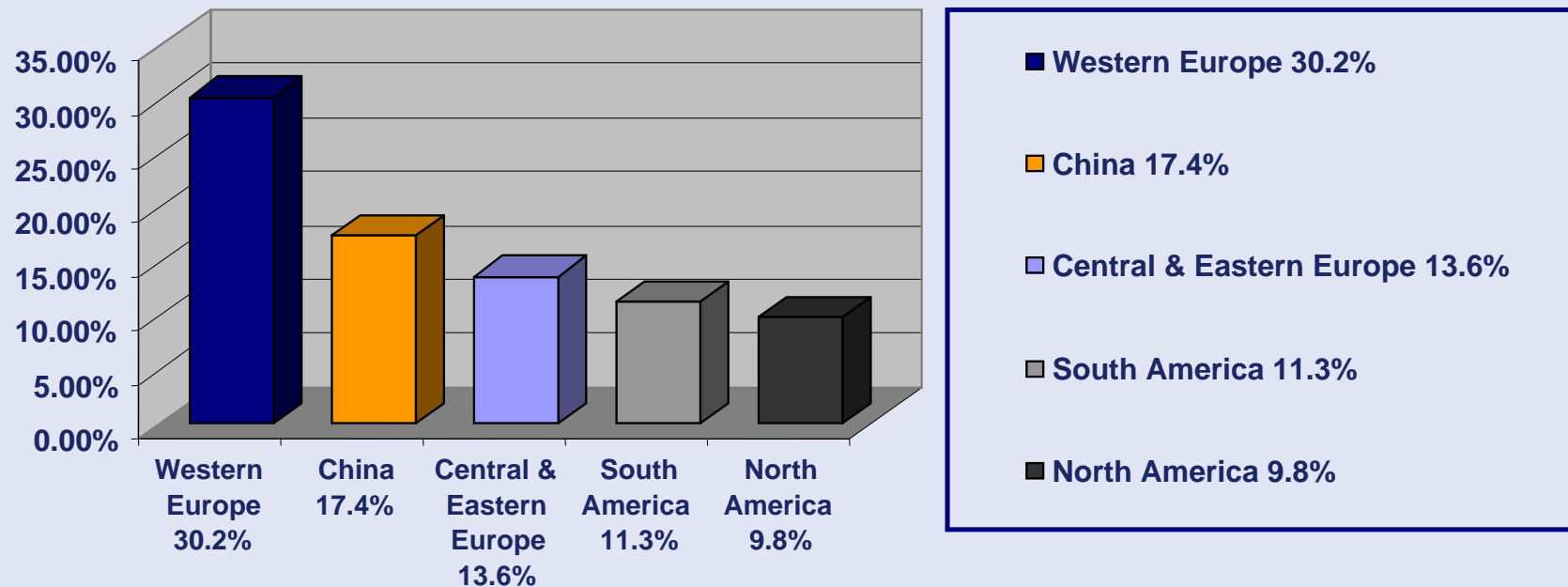
Question: Does the upheaval in global financial markets in mid 2007 caused by fears of global credit difficulties affect your outlook for 2008?

☐ Yes 26.5%

☒ No 54.5%

☐ Don't know 19.0%

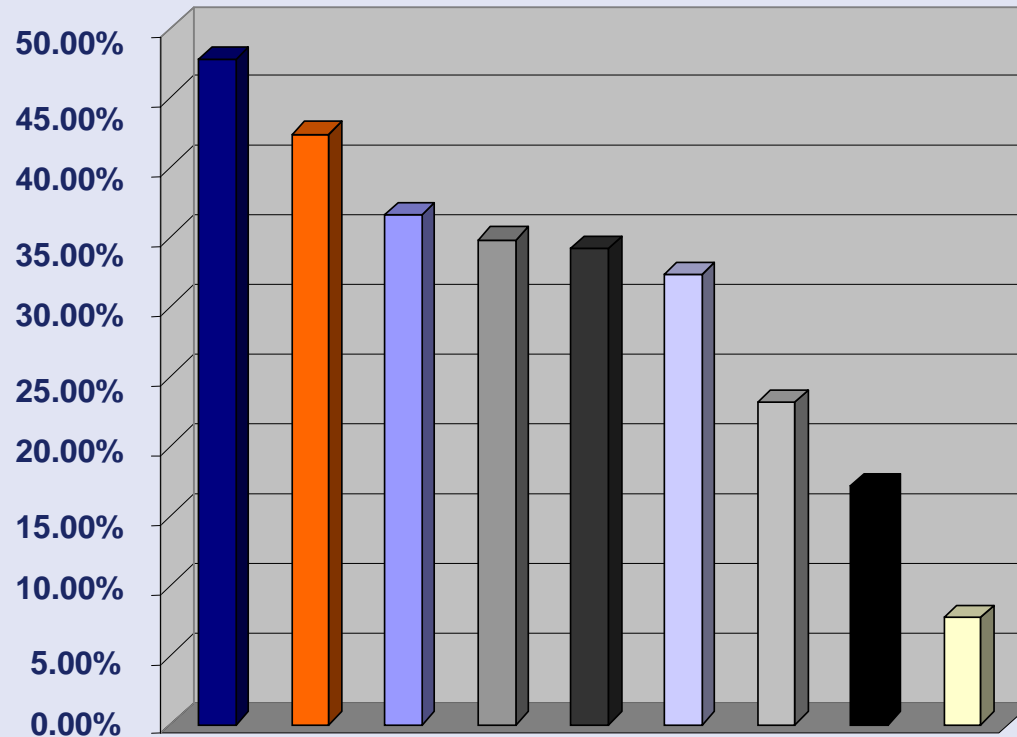
Growth Markets (region)



Question: Which region of the world do you expect will see most growth for your company in 2008?

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Threats to growth

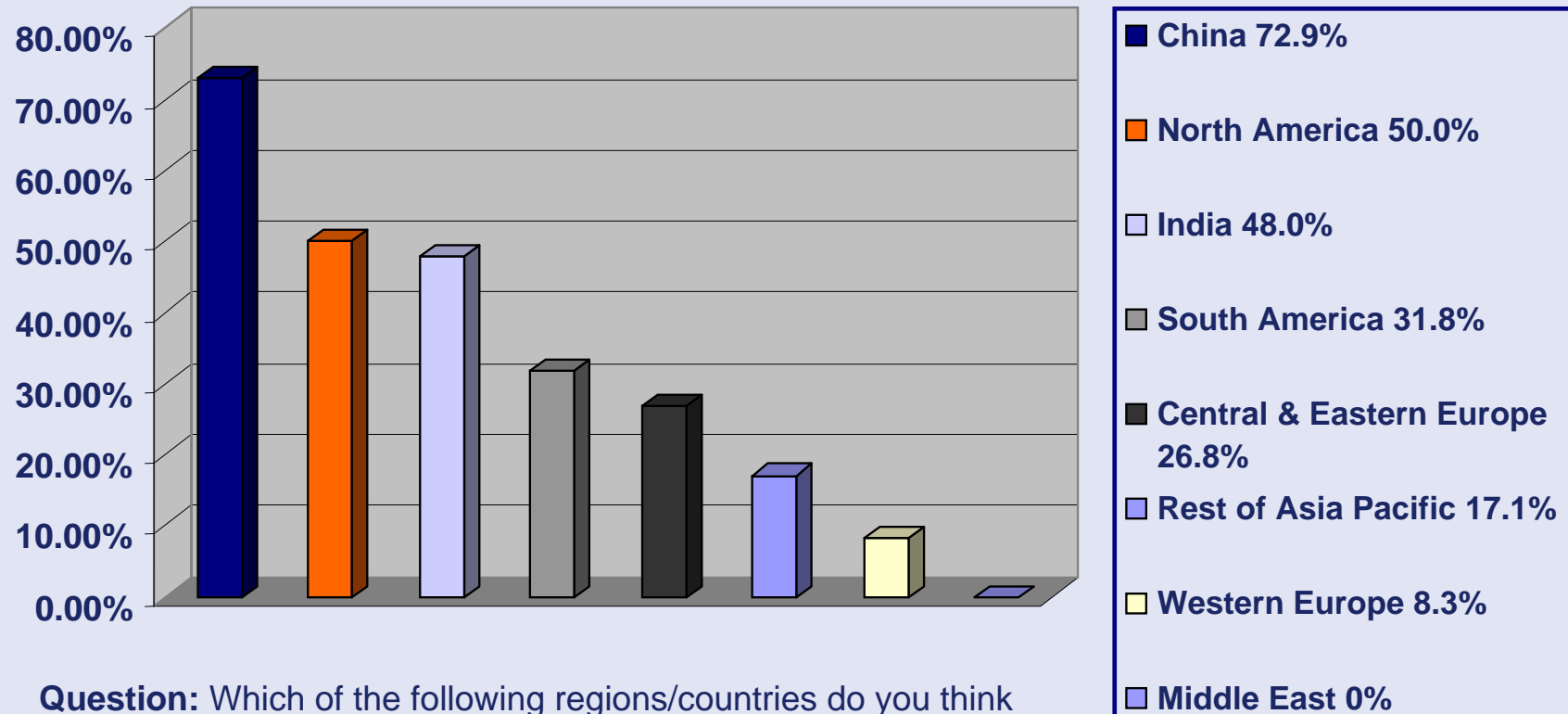


Question: In the table below is a number of possible threats to growth in the technology industry. Indicate which ones you consider the most threatening.

- Slowdown in the US economy 47.8%
- Skills shortage 42.4%
- Oil price increases 36.6%
- Poor health of telecommunications sector 34.8%
- Poor health of financial services sector (sub prime lending) 34.2%
- Deterioration in Middle East eg. Iran, Iraq 32.3%
- Global slowdon, global property market 23.1%
- Interest Rate increases 17.1%
- Fear of another terrorist attack 7.70%

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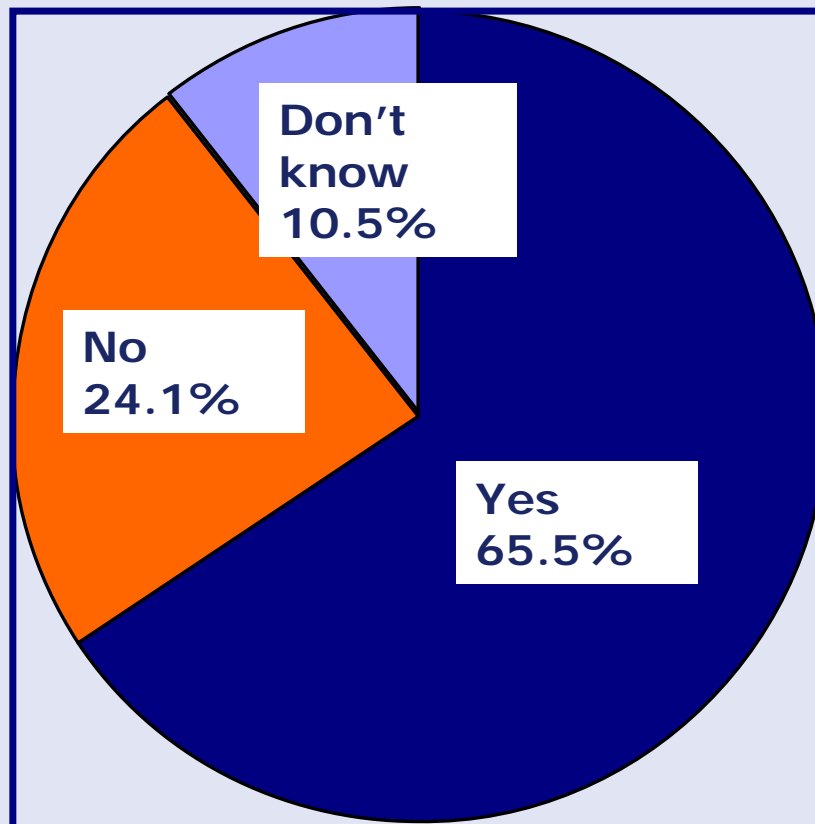
Tech manufacturing jobs



Question: Which of the following regions/countries do you think are likely to record the highest growth in technology manufacturing jobs over the next three years?

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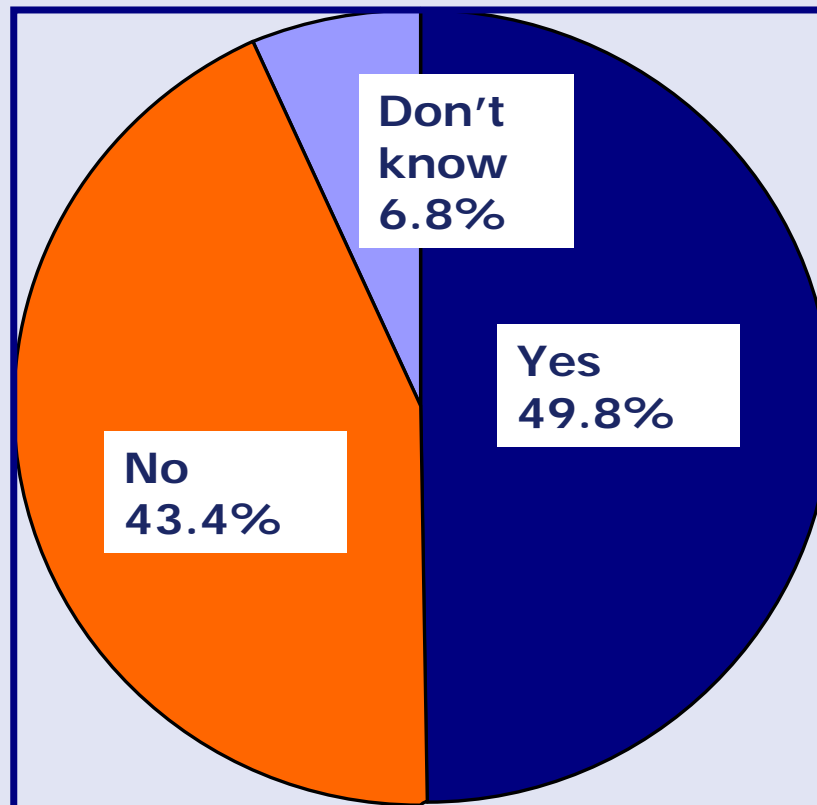
Losing IT Manufacturing jobs?



Question: Do you think that the country you are in is losing IT manufacturing jobs to low cost manufacturing locations such as China, India and Eastern Europe?

2008	2007
■ Yes 65.5%	81.2%
■ No 24.1%	15%
■ Don't know 10.5%	3.8%

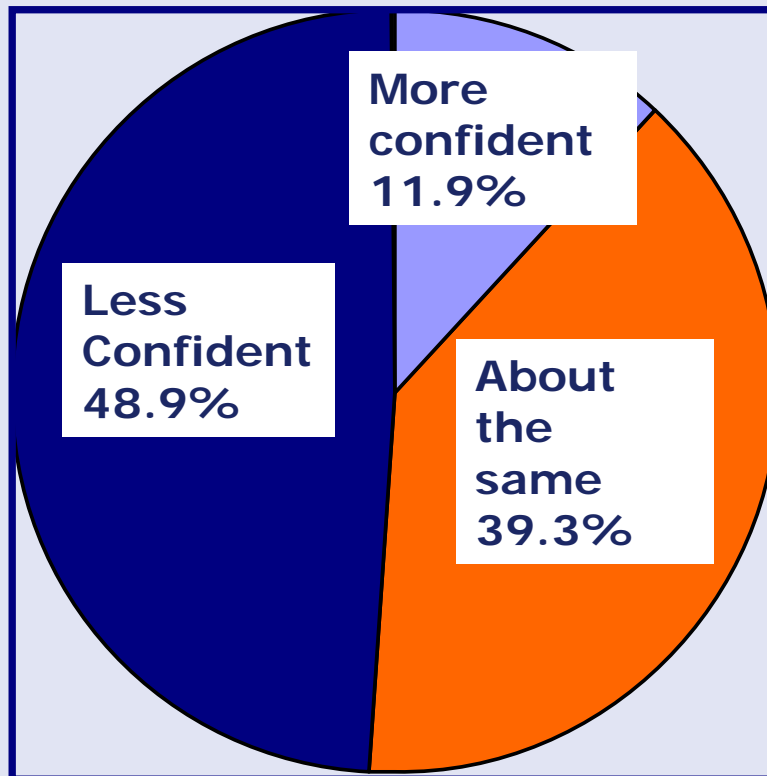
Losing IT Services jobs?



Question: Do you think the country you are in is losing IT services jobs to lower cost locations such as China, India and Eastern Europe?

2008	2007
■ Yes 49.8%	57.9%
■ No 43.4%	35.3%
■ Don't know 6.8%	6.8%

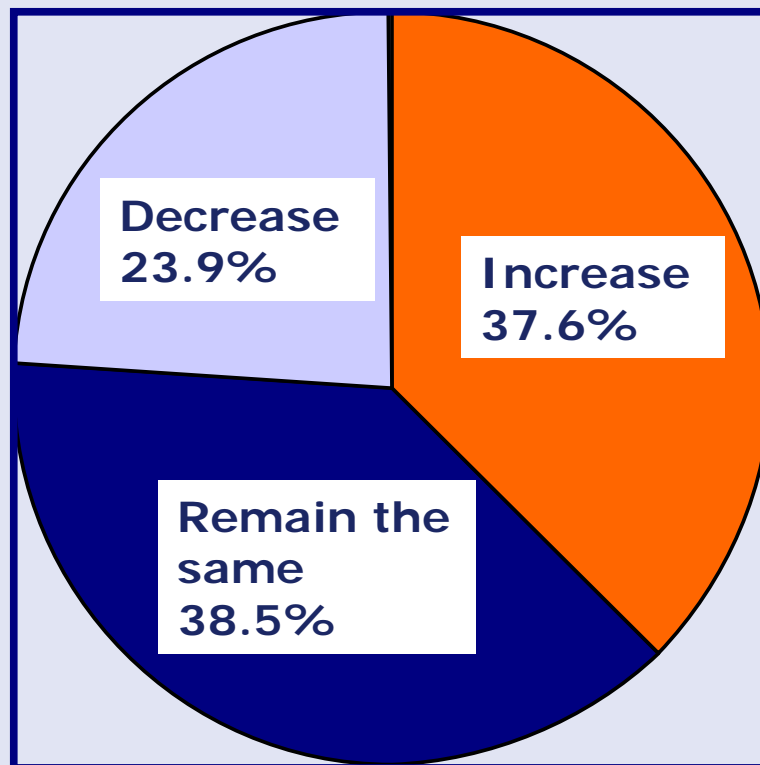
Outlook for US Economy



Question: Are you more confident or less confident about the growth prospects for the US economy than you were 12 months ago?

2008	2007
<div><div></div> More confident 11.9%</div>	19.1%
<div><div></div> About the same 39.3%</div>	48.1%
<div><div></div> Less Confident 48.9%</div>	32.8%

Outlook for NASDAQ



Question: Over the next 12 months do you expect the US technology stock index – NASDAQ to:

2008	2007
■ Increase 37.6%	43.5%
■ Remain the same 38.5%	42.7%
□ Decrease 23.9%	13.7%

About Eurocom Worldwide

Eurocom Worldwide is a global alliance of independent, privately owned communications agencies offering unrivalled expertise in international communications campaigns executed by local people. Eurocom Worldwide has 29 member agencies comprising over 1,200 communications specialists and consultants in 60 national capitals and centres of commerce around the globe. For more information, visit www.eurocompr.com

About SCHWARTZ Public Relations

SCHWARTZ Public Relations is a communications agency for press and public relations right in the centre of Munich. The agency was founded in 1994 and advises clients in the fields of information and communications technology, consumer electronics and multimedia as well as the service industry, tourism and the real estate sector.

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Again we would like to sincerely thank all those respondents who made this ongoing survey possible. If you have any queries on this survey or Eurocom Worldwide please contact:

Eurocom Worldwide - The Global PR Network

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