

THE BIGGER PICTURE



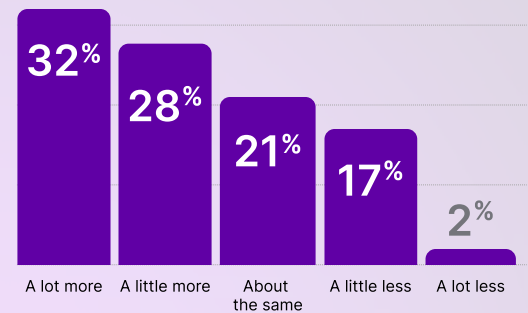
New Zealand's Mid-Sized Businesses March 2025 Insights Summary

Despite facing considerable economic pressures, New Zealand's mid-sized businesses continue to demonstrate their resilience - outperforming revenue expectations and driving for growth. Backed by solid work/sales pipelines for the first half of 2025, they're ready to meet the challenge of improving productivity, identifying the policies and operational initiatives/actions that will allow them to unlock their full potential. Exporting is fundamental to this forward momentum for many mid-sized businesses, as is technology development and automation, increased capital investment and attracting skilled talent.

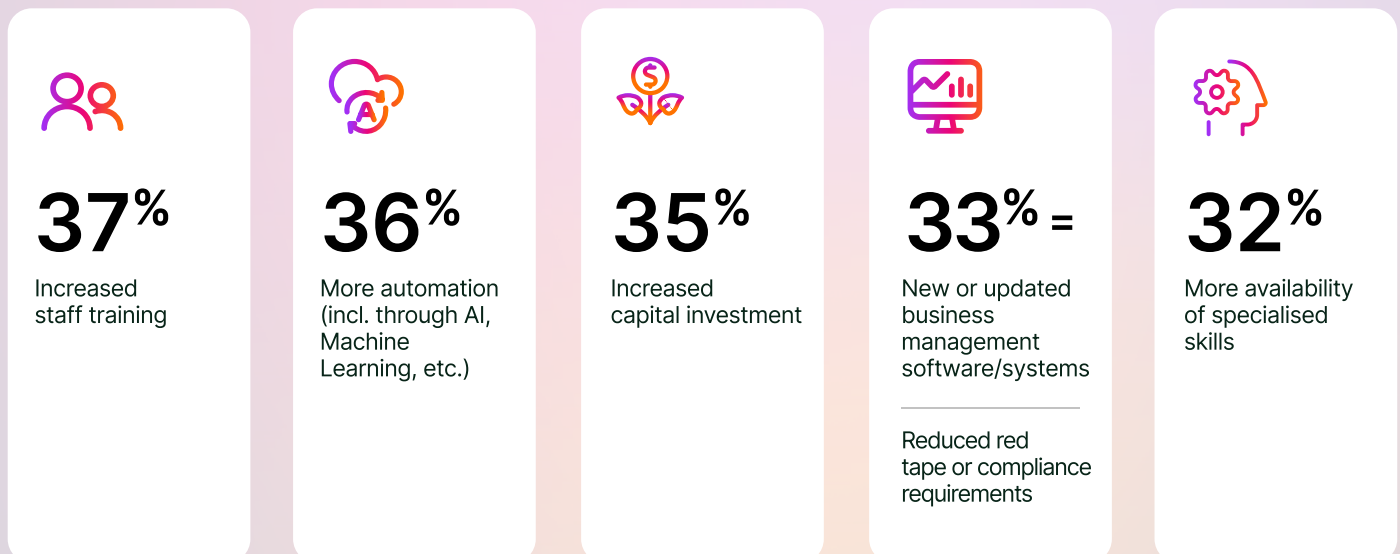
Business revenue expectations for 12 months' time (compared to now)



Volume of work/sales lined up for Jan - Jun compared to usual



Factors business leaders believe would have a positive impact on business productivity (most selected)*



*Respondents were able to select more than one option

Policies or actions that would positively impact business growth or success over the next five years (most selected)*



71%

Improving relations with foreign governments (e.g. new FTAs, reducing tariffs)



69%

Lowering interest rates and inflation



68%

Government programmes to support businesses to upskill digitally and build cyber resilience



65% =

Adjusting competition settings to allow for greater collaboration and cooperation between mid-sized businesses

Government-backed or government-subsidised loans for businesses to finance growth, innovation and digitisation

A reduction in the company tax rate to 25%



64%

Support for businesses to improve energy efficiency and lower their emissions

*Respondents were able to select more than one option

Proportion of mid-sized businesses that export their goods/services overseas

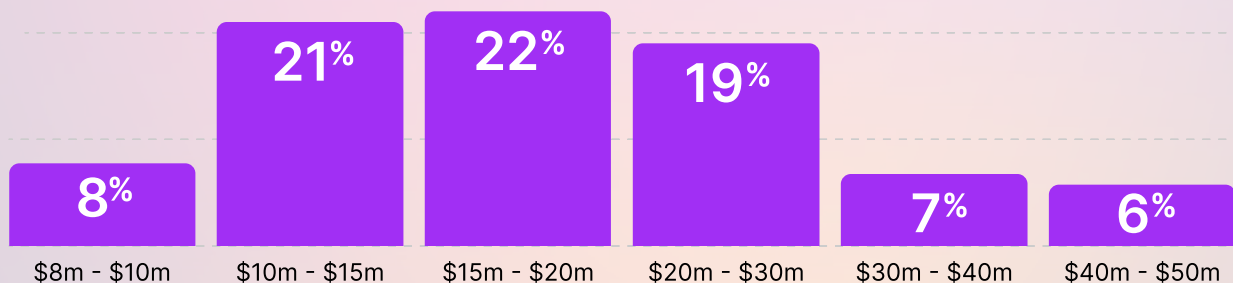
Export

67%

Don't export

33%

Estimated value of goods/services exported by mid-sized businesses each year (most commonly selected values)



Methodology

These insights are from MYOB's latest survey of mid-sized businesses, polling a representative sample of 503 business leaders and decision-makers (*with between 20-500 FTEs and \$5m+ annual revenue) in New Zealand. Research for this survey took place from 6 - 30 January 2025 and was conducted by independent research agency, Dynata. Respondents were sampled randomly from the Dynata online panel and screened to ensure they met the qualifying criteria. Quotas were maintained on industry sector and business size/FTEs to ensure a reliable and diverse cross-section of business opinions from mid-sized firms were obtained.

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