

The Impact of Brexit

VIEWS FROM THE GERMAN AND BRITISH BUSINESS COMMUNITIES



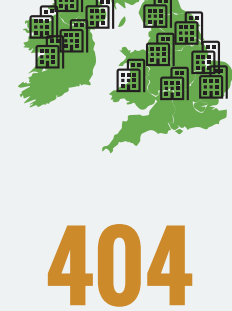
The Brits have to make a decision. Should their country remain in the EU or leave? While the general public remains divided, British and German business communities send a clear message.

In our Survey, **four out of every five** business representatives speak out for the UK to remain in the EU.



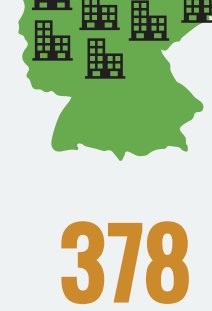
About The Sample Group

782, Total respondents



404

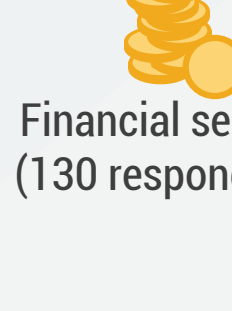
are executives of UK-based companies -



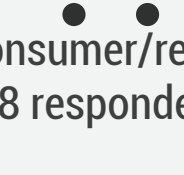
378

are executives of companies headquartered in Germany

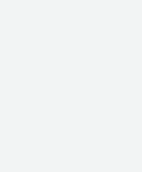
The sample is cross-industry but clusters in four industries of particular importance to these two countries:



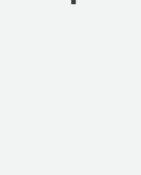
Financial services (130 respondents)



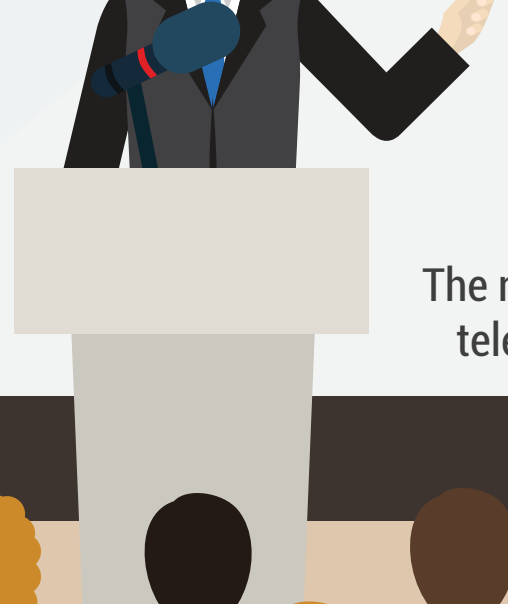
Consumer/retail (108 respondents)



IT/technology (110 respondents)



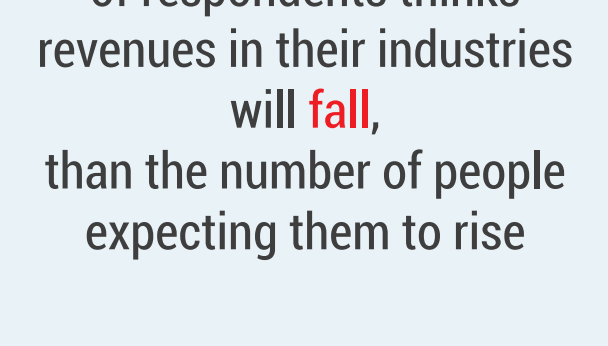
Manufacturing (163 respondents)



The remaining 271 respondents are spread across 11 other industries, including telecoms, professional services, life sciences, and energy/natural resources.



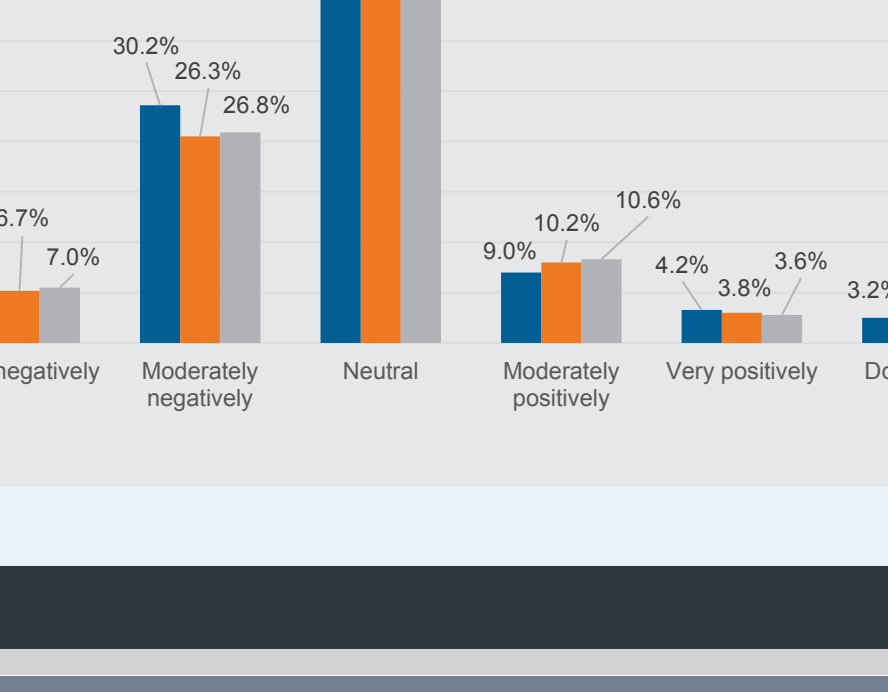
Respondents fear for the effects of a Brexit on their industries



Three times the number of respondents thinks revenues in their industries will **fall**, than the number of people expecting them to rise



In the three years after an exit, how would Brexit affect your industry's ... ?



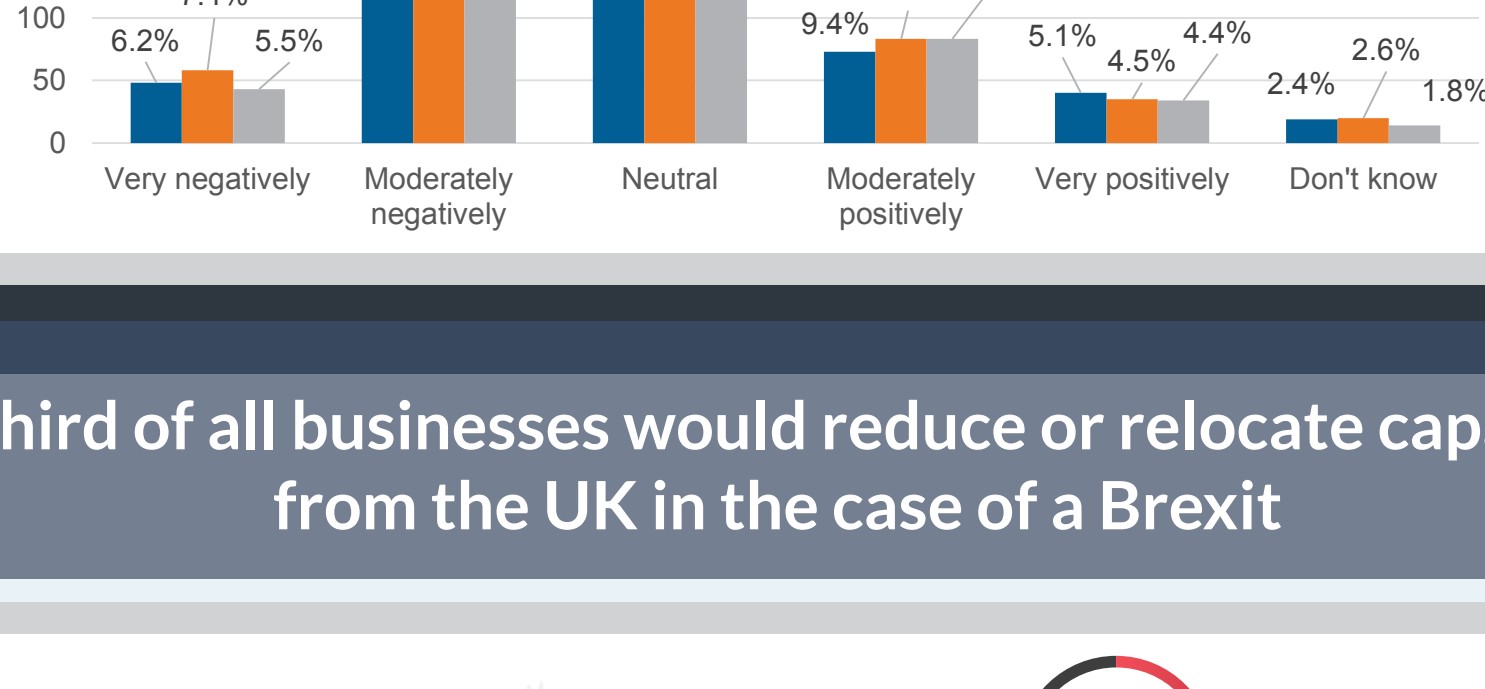
When asked about a Brexit's effect on their own company, respondents painted a similarly negative picture

36% of respondents see a negative impact as opposed to only **14% of businesses** that hope for an increase in their company's revenue after a Brexit.

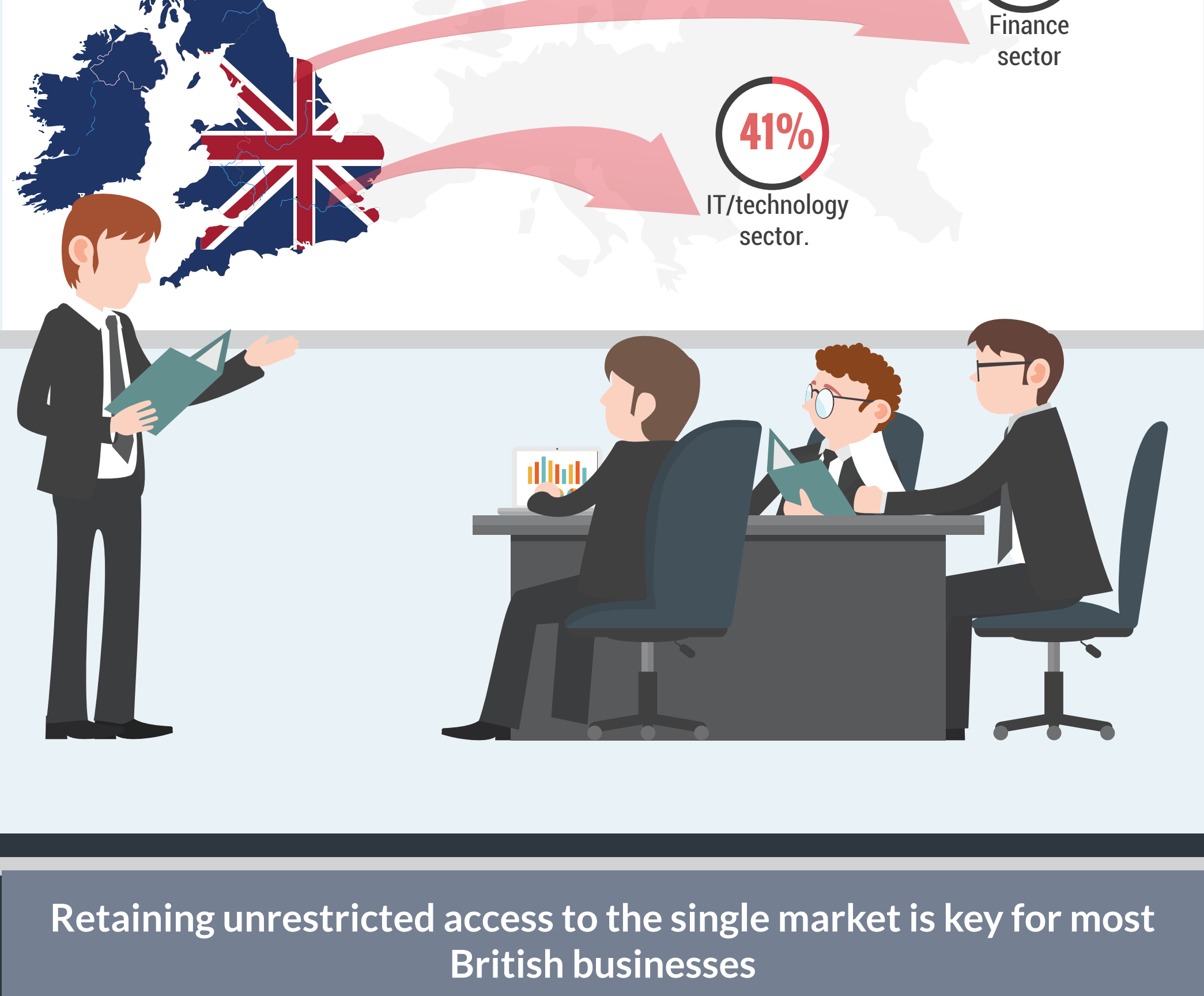
UK companies (40%) are more more likely than **German ones (32%)** to predict a negative impact.

This makes sense, as British business is far more reliant on the European market, than European Businesses are on the UK market.

In the three years after an exit, how would Brexit affect your company's ... ?

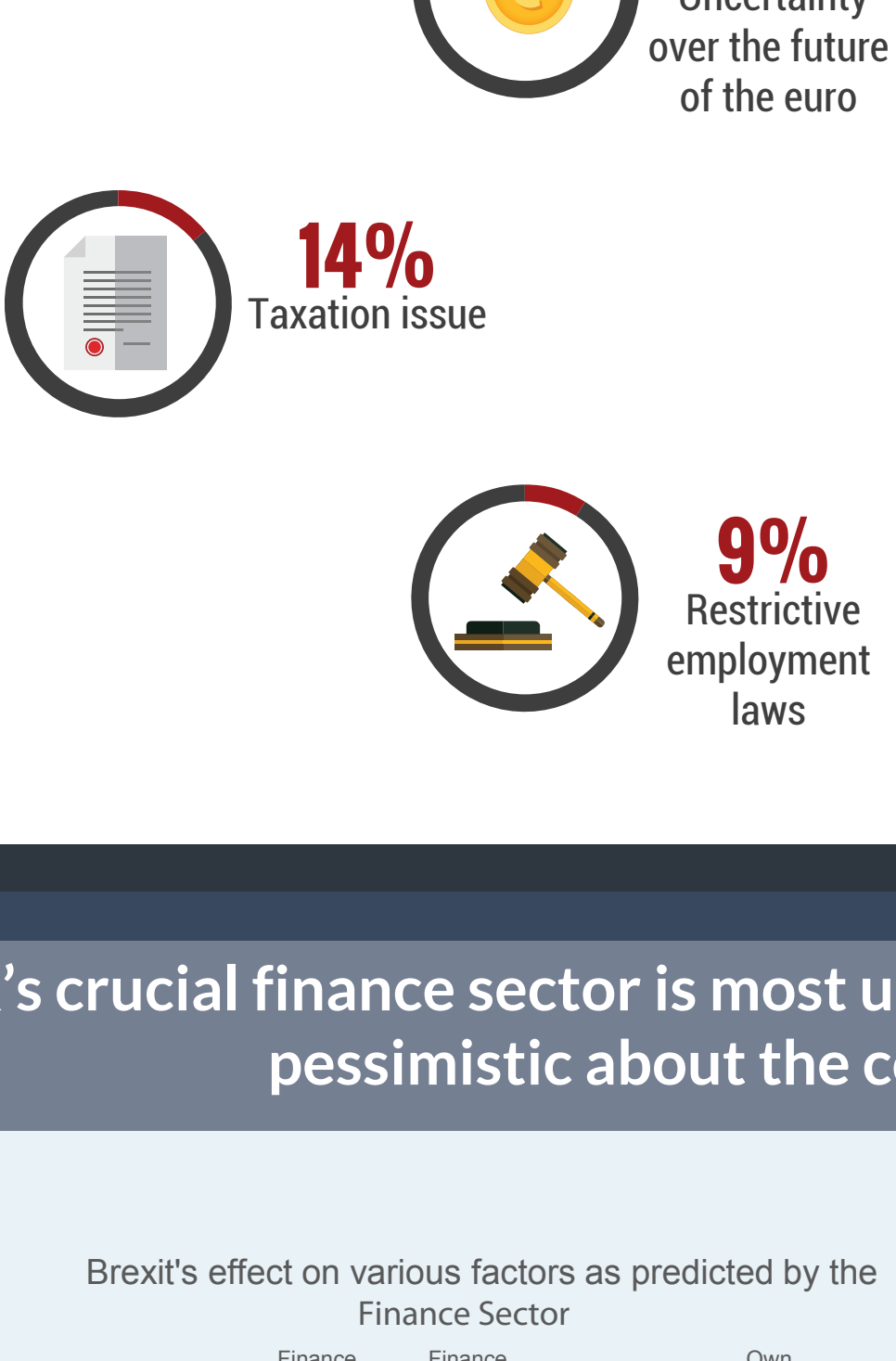


Nearly a third of all businesses would reduce or relocate capacities away from the UK in the case of a Brexit

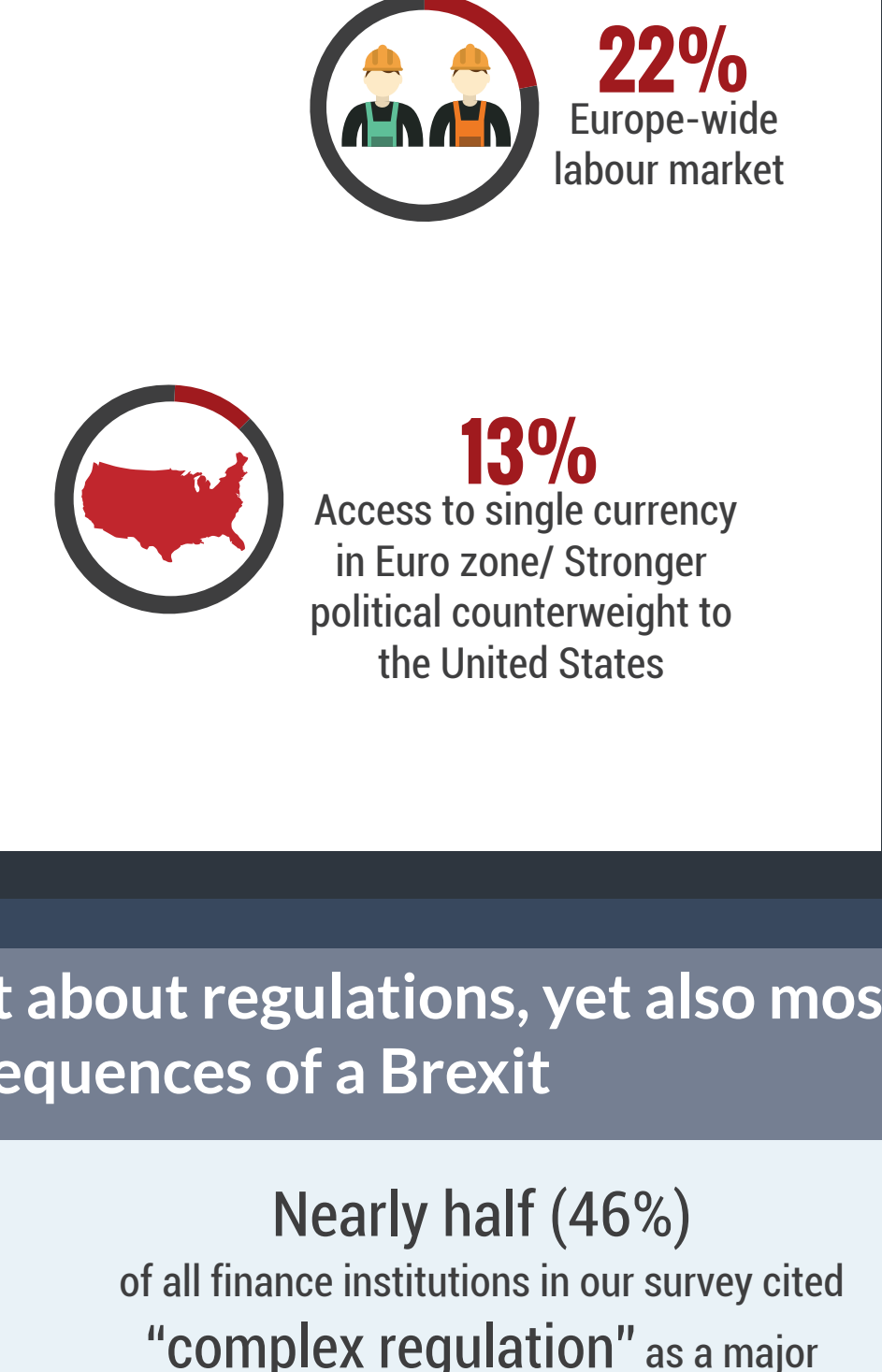


Retaining unrestricted access to the single market is key for most British businesses

Main Concerns

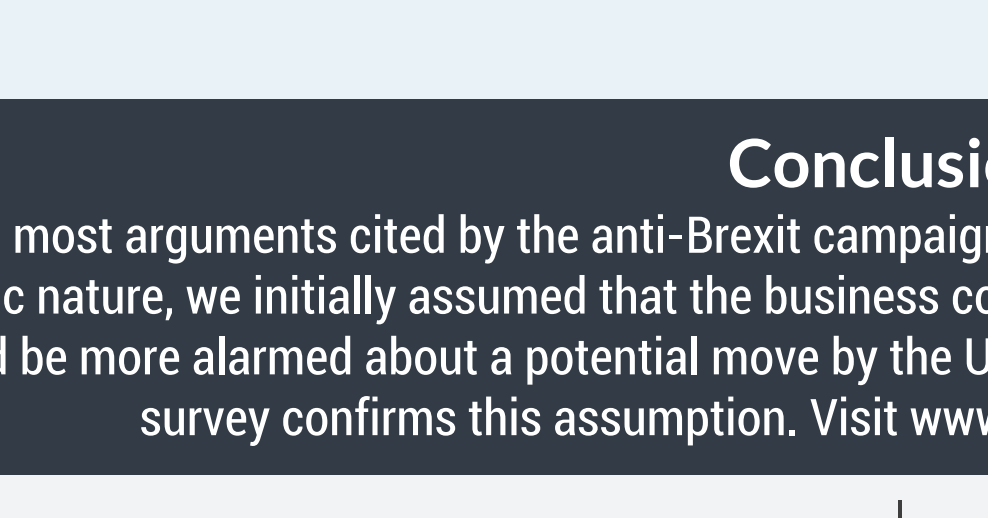


Main Benefits



UK's crucial finance sector is most upset about regulations, yet also most pessimistic about the consequences of a Brexit

Brexit's effect on various factors as predicted by the Finance Sector



Nearly half (46%) of all finance institutions in our survey cited "complex regulation" as a major problem for their company associated with their country's membership in the EU.



Conclusion

Since most arguments cited by the anti-Brexit campaign - and various independent studies - are of an economic nature, we initially assumed that the business community, unlike regular British citizens currently, would be more alarmed about a potential move by the United Kingdom to exit the European Union. Our survey confirms this assumption. Visit www.ged-project.de for the full study.