



BDO

Retail Compass Survey of CFOs

Online Sales to Maintain a Blazing Pace in 2016



CFOs Expect Online Sales to Sizzle This Year



76%

of CFOs say online sales will increase in 2016

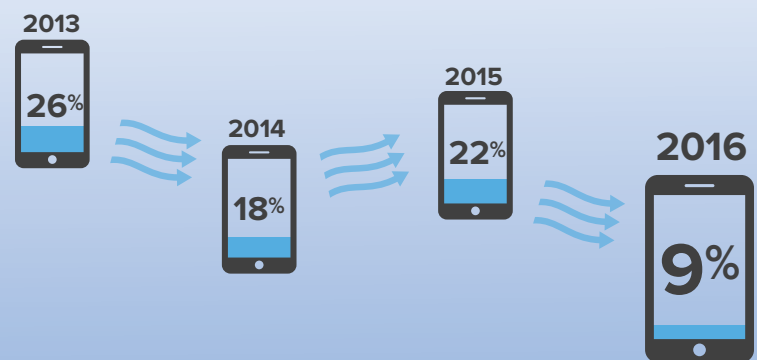


Online sales are expected to grow 9.7%



But Investments in E-Commerce & Mobile Have Cooled

After making significant investments from 2013-2015, just 9% of CFOs plan to invest the most capital in digital platforms



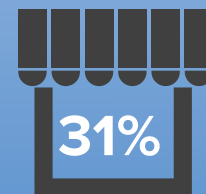
Mobile still remains a hot spot for investment



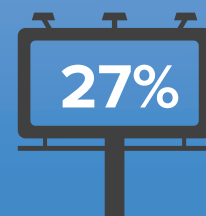
41% say their investment in mobile will increase

54% say it will stay the same

Retailers are looking to enhance the omnichannel experience and spread the e-commerce success to other areas of the business



plan to invest the most capital in redesigning/remodeling stores, up from 9% in 2015



will focus investments on advertising & marketing



Cybersecurity Heats Up



69%

expect cybersecurity regulation to grow in 2016



52%

of CFOs have increased their spending on cybersecurity in the past year



16%

say they will invest the most capital in IT systems technology



85%

leveraged new software



71%

developed a response plan for breaches



3/4

say they are currently EMV-compliant



43%

hired an external security consultant



19%

hired a Chief Security Officer

For more information, visit blog.bdo.com/ or contact Natalie Kotlyar, partner in the Consumer Business practice: nkotlyar@bdo.com / 212-885-8035

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The BDO Retail Compass Survey of CFOs is a national telephone survey conducted by Market Measurement, Inc., an independent market research consulting firm, whose executive interviewers spoke directly to chief financial officers using a telephone survey conducted within a scientifically-developed, pure random sample of the nation's retailers.

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