

The background of the slide features a white surface with several thick, colorful paper strips (red, orange, and green) arranged in a geometric, overlapping pattern that resembles a stylized architectural or abstract design.

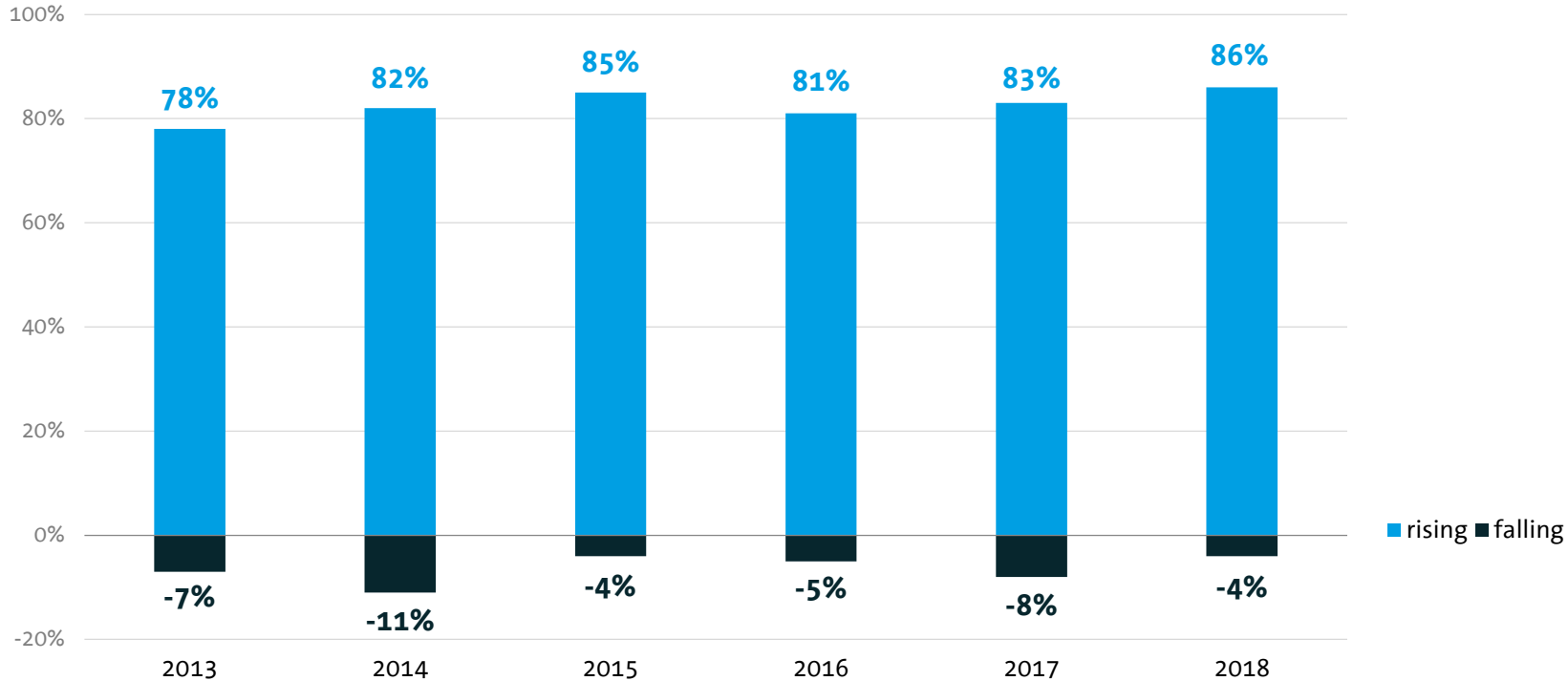
Economic situation and potentials in the ICT industry

Achim Berg, Bitkom President
Hanover, May 15, 2018

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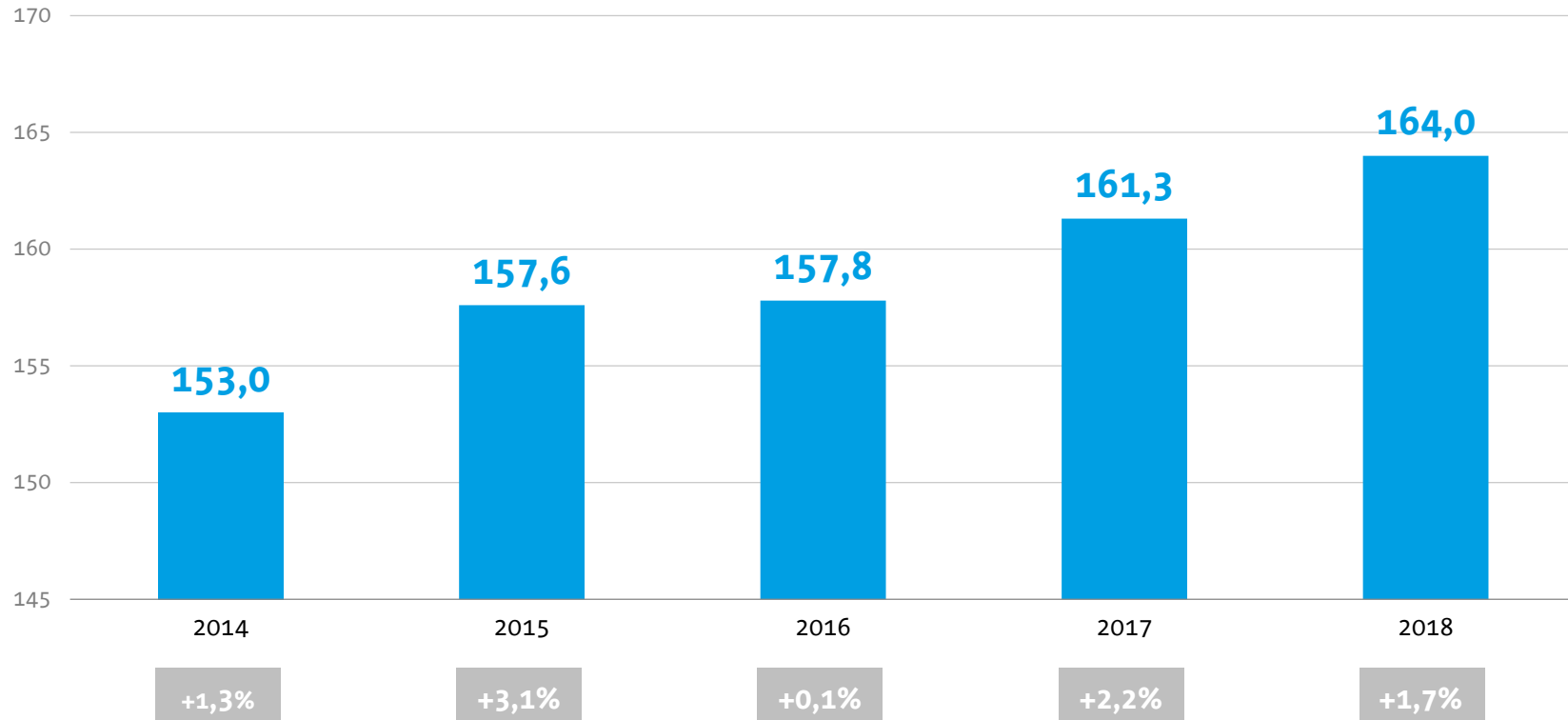
High confidence for 2018

Sales expectations compared to previous years



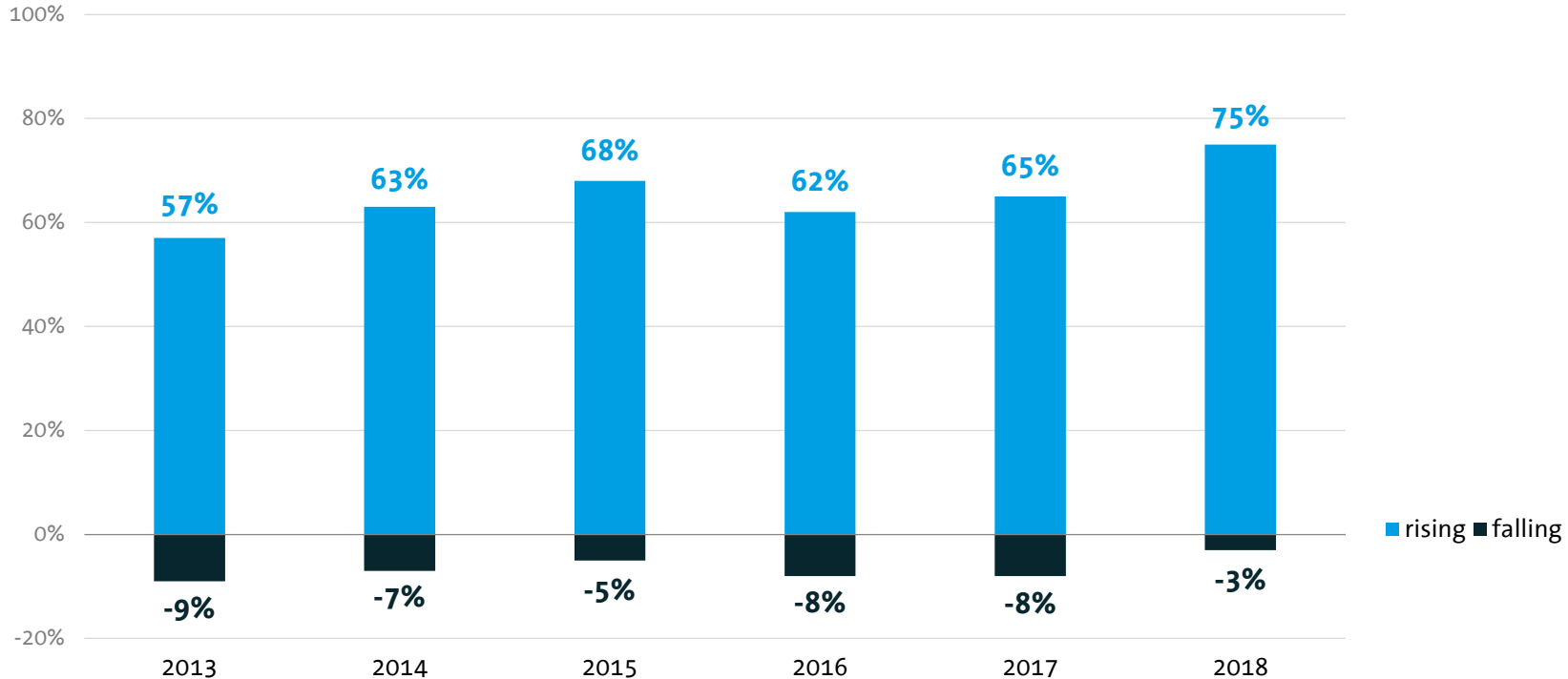
ICT market revenue continues to grow in Germany

ICT Market value (in billions of Euro)



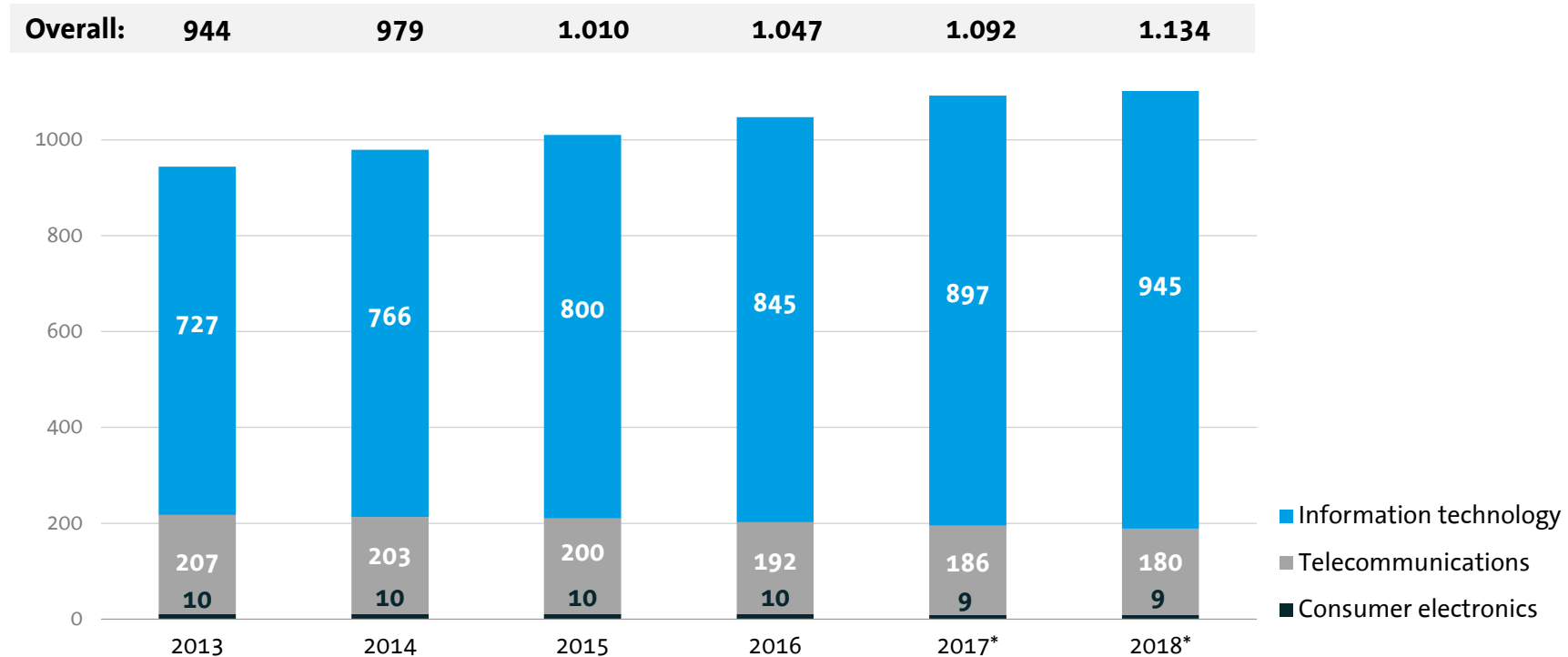
Three out of four companies want to create new jobs

Personnel planning for the current year*



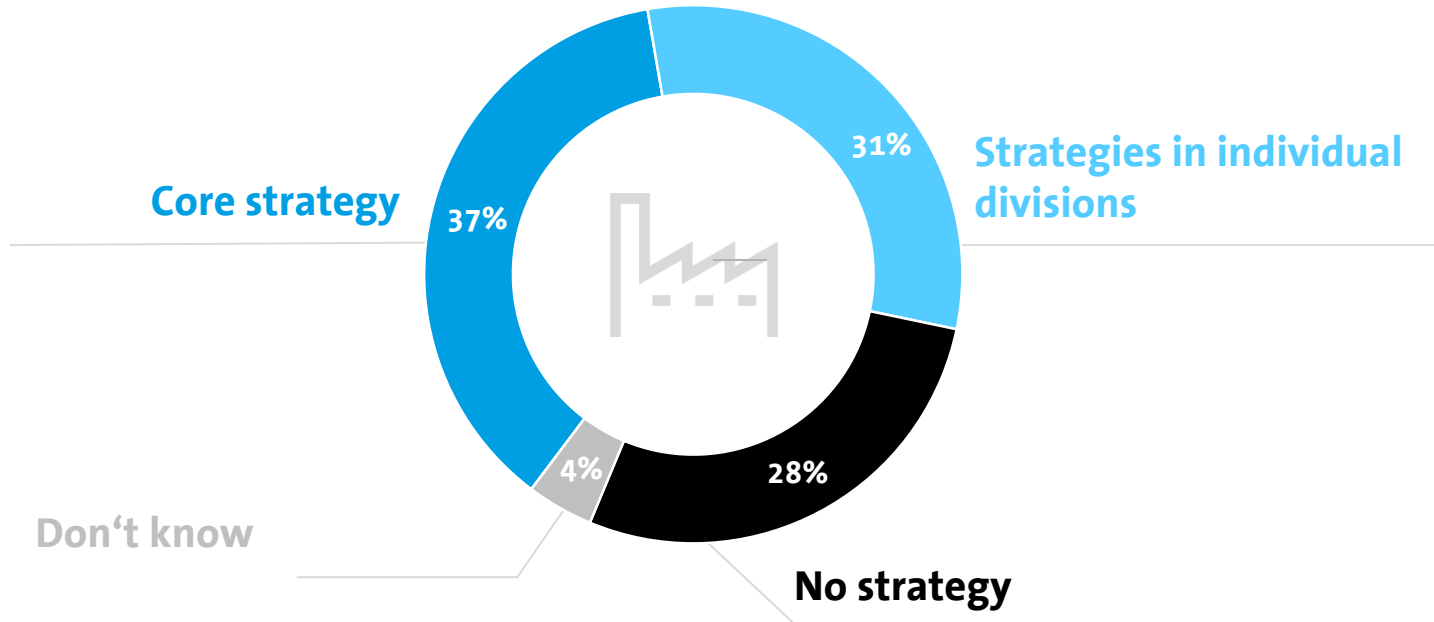
ICT industry counts more than one million employees

Employees in ICT by segment (in thousands)



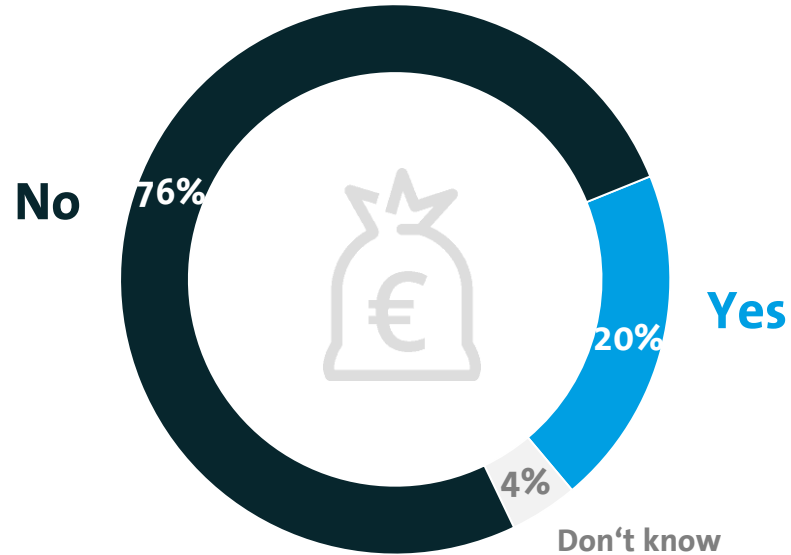
Two out of three companies have a digital strategy ...

Is your company pursuing a strategy to deal with the digital transformation?



... but few invest in digital business models

Does your company invest in digital business models?



We know digital.

Artificial Intelligence



3D Printing



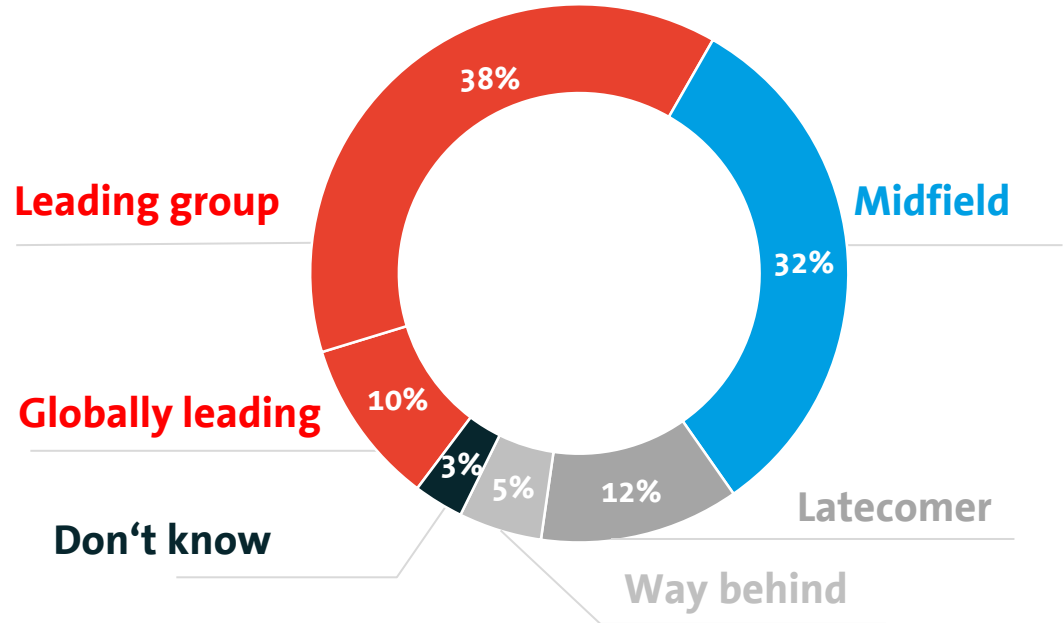
Internet of Things



Blockchain



Where do you rank the German economy on digitization in global comparison in the year 2030?



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