

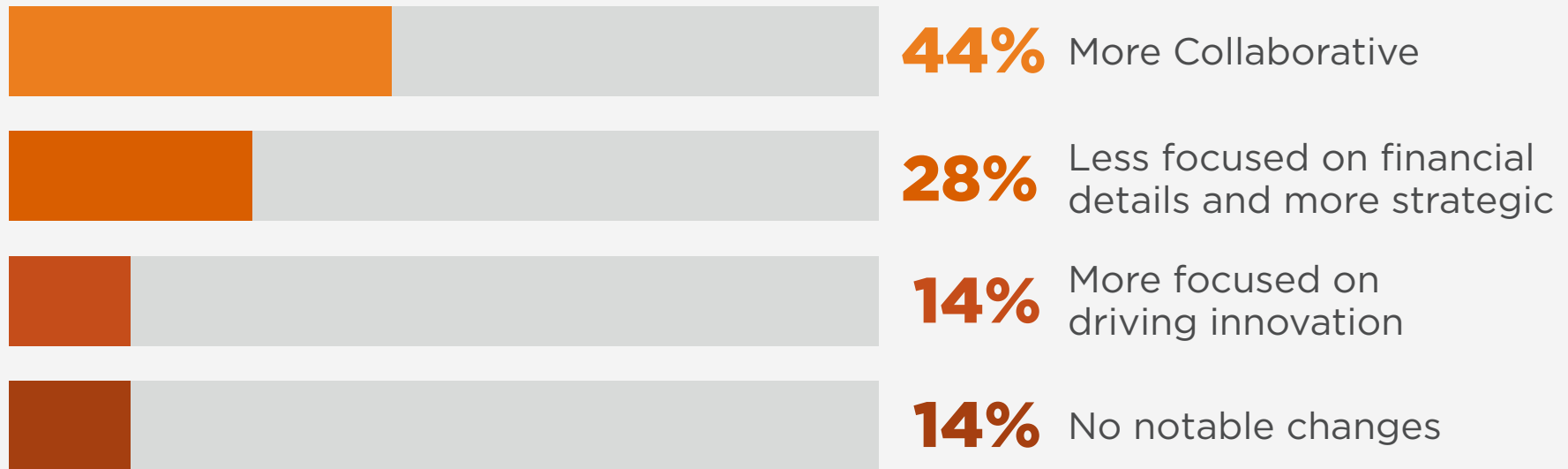
THE NEW CFO AGENDA: GROWTH

CFOS WEIGH IN ON THEIR INCREASINGLY STRATEGIC ROLE IN THE BUSINESS, THEIR MOST IMPORTANT RELATIONSHIPS, AND THE GROWTH-ORIENTED FUTURE OF FINANCE.

The role of the Chief Financial Officer and its recent evolution has been a topic of fascination within the business community for years now. Catalyzed by a fast-paced, digitally enabled marketplace, the modern CFO has grown from financial expert and bookkeeper into a much more strategic, dynamic player on the executive team, and an advisor to the entire business. Given these changes, how has the CFO's relationship with the CEO changed? Which other executives are CFOs collaborating the most closely with? What will the CFO of the future be most focused on? And what impact do all of these factors have on the future of the role?

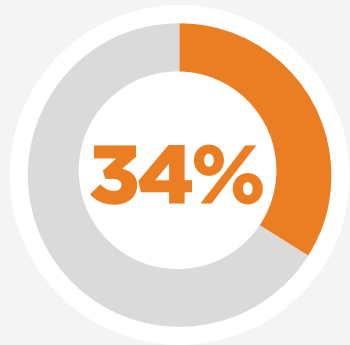
Argyle Executive Forum, in partnership with Host Analytics, surveyed leading CFOs across the U.S. on these topics to better understand how the role of the CFO will continue to evolve. Amidst the many focuses that emerged — fostering innovation, attracting talent, partnering with the CEO, helping other employees understand financial objectives — one imperative emerged the most clearly: driving growth. Read on to explore the data and understand what factors are driving the CFO to support growth within the organization.

HOW HAS YOUR RELATIONSHIP WITH THE CEO EVOLVED IN RECENT YEARS? (CHECK ALL THAT APPLY)

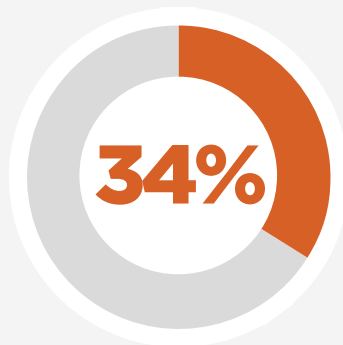


OVER 40% OF CFOS SURVEYED INDICATED AN INCREASED FOCUS ON INNOVATION AND STRATEGY, as opposed to other traditional financial responsibilities that used to dominate the finance function.

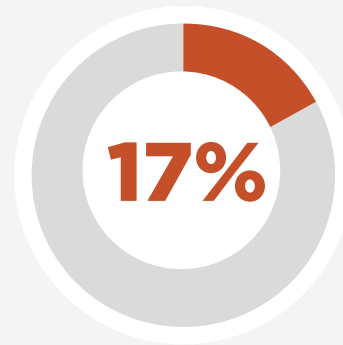
DO YOU FORESEE THE ROLE OF THE CFO AT YOUR ORGANIZATION EVENTUALLY LEADING TO THE ROLE OF THE CEO?



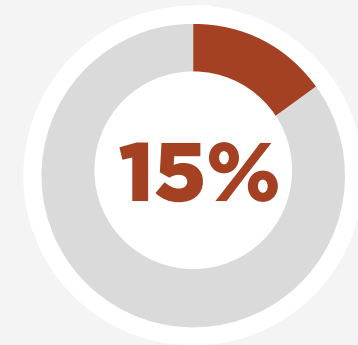
No, the roles are very different



Maybe



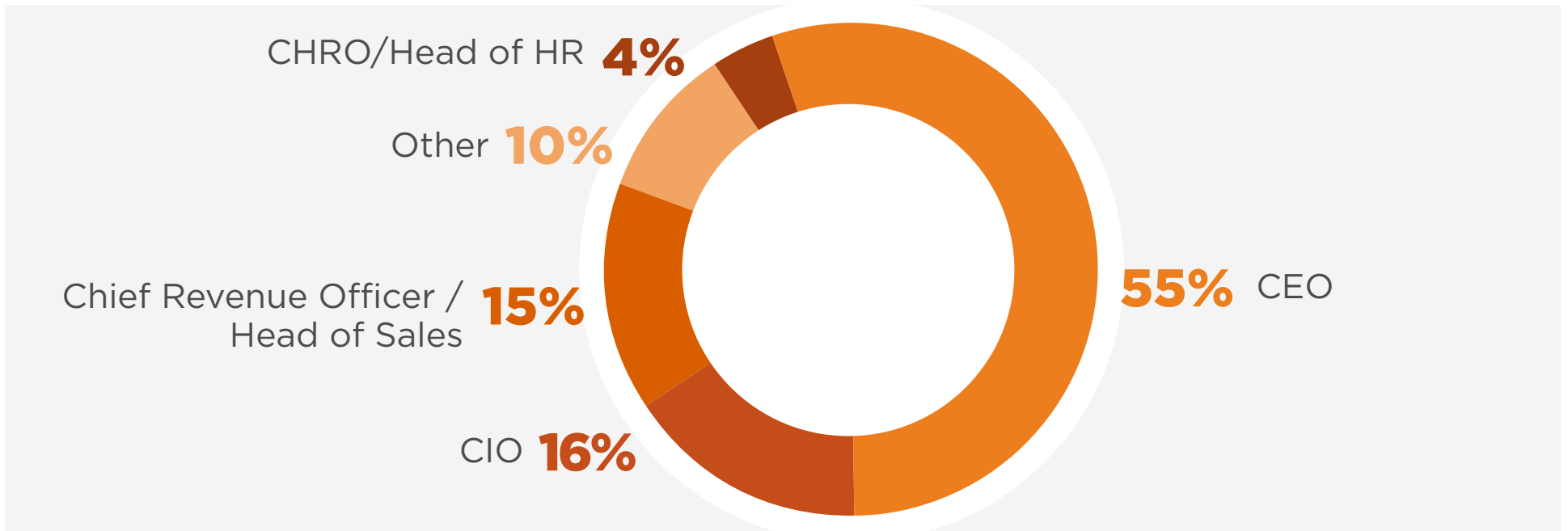
Only if disruptions necessitate it



Yes

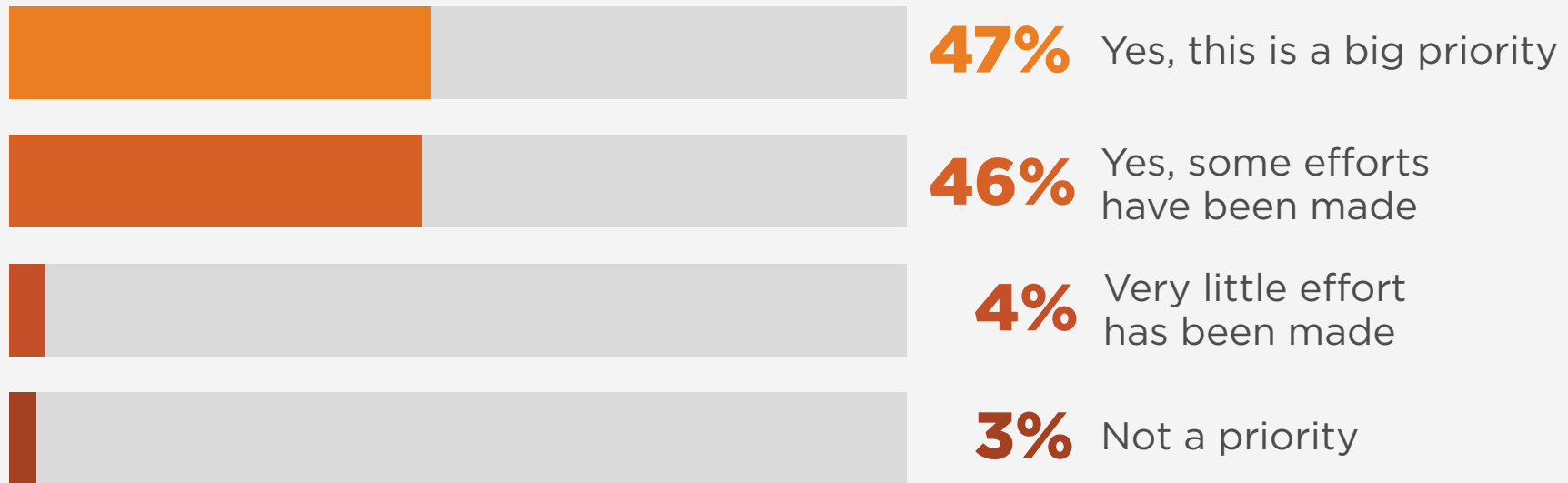
ALMOST 50% OF CFOS FEEL THAT THEY COULD POTENTIALLY TRANSITION INTO THE ROLE OF CEO, indicating how closely their role is aligned with the company's overall business goals and strategy.

AS THE ROLE OF THE CFO HAS EVOLVED IN RECENT YEARS, COLLABORATIVE EFFORTS HAVE GROWN THE MOST BETWEEN THE CFO AND THE:



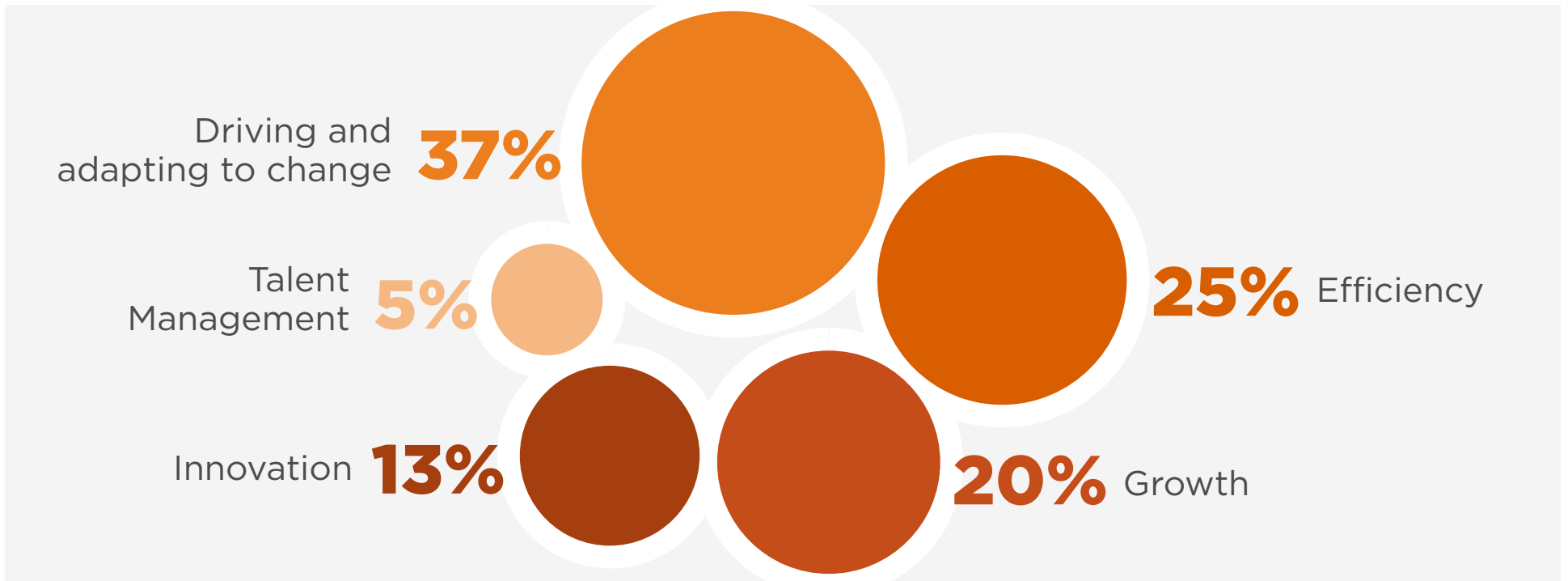
While a **MAJORITY INDICATED THAT COLLABORATION HAS INCREASED MOST WITH THE CEO**, a tie emerged for second place between the CIO and the Chief Revenue Officer/Head of Sales. As the IT team is increasingly being relied upon to provide the infrastructure for growth, both of these growing partnerships again demonstrate the CFOs increasing focus on supporting business development and driving results.

HAS THE FINANCE TEAM MADE EFFORTS TO ENSURE NON-FINANCE EMPLOYEES UNDERSTAND AND FEEL ENGAGED WITH THE ORGANIZATION'S FINANCIAL OBJECTIVES?



A whopping **93% OF THE CFOS SURVEYED INDICATED THAT HELPING NON-FINANCE EMPLOYEES ENGAGE WITH AND UNDERSTAND THE ORGANIZATION'S FINANCIAL OBJECTIVES** is a priority.

WHAT WILL THE CFO OF THE FUTURE FOCUS MOST ON?



Looking to the future, **ALMOST 40% OF THOSE SURVEYED ARE MOST FOCUSED ON DRIVING AND ADAPTING TO CHANGE**, while the second biggest group of 25% will primarily focus on efficiency.

ABOUT HOST ANALYTICS

Host Analytics is the leader in cloud-based enterprise performance management (EPM), offering a suite of financial applications for modeling, planning, consolidation, reporting, and analytics. Host Analytics Cloud EPM customers benefit from improved business agility, lower total cost of ownership, faster time to value, increased security, and a faster pace of innovation compared to traditional on-premises alternatives. World-class companies like NEC, Burlington Coat Factory, and Sanmina trust Host Analytics to power their strategic financial processes. Host Analytics is a fast-growing, private company backed by leading venture capitalists and is headquartered in Silicon Valley with customers in over 90 countries.

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