

QUALITY OF LIFE: a big asset for small business leaders

4,800 leaders of Small and Medium Enterprises (SME)* interviewed in seven countries revealed

HOW QUALITY OF LIFE BOOSTS SME'S PERFORMANCE



SME leaders are true believers in the value of Quality of Life...

... And its many business outcomes

They report daily and direct results!

AN AVERAGE OF
5.2
ACTIONS IMPLEMENTED

91%
Better atmosphere at work

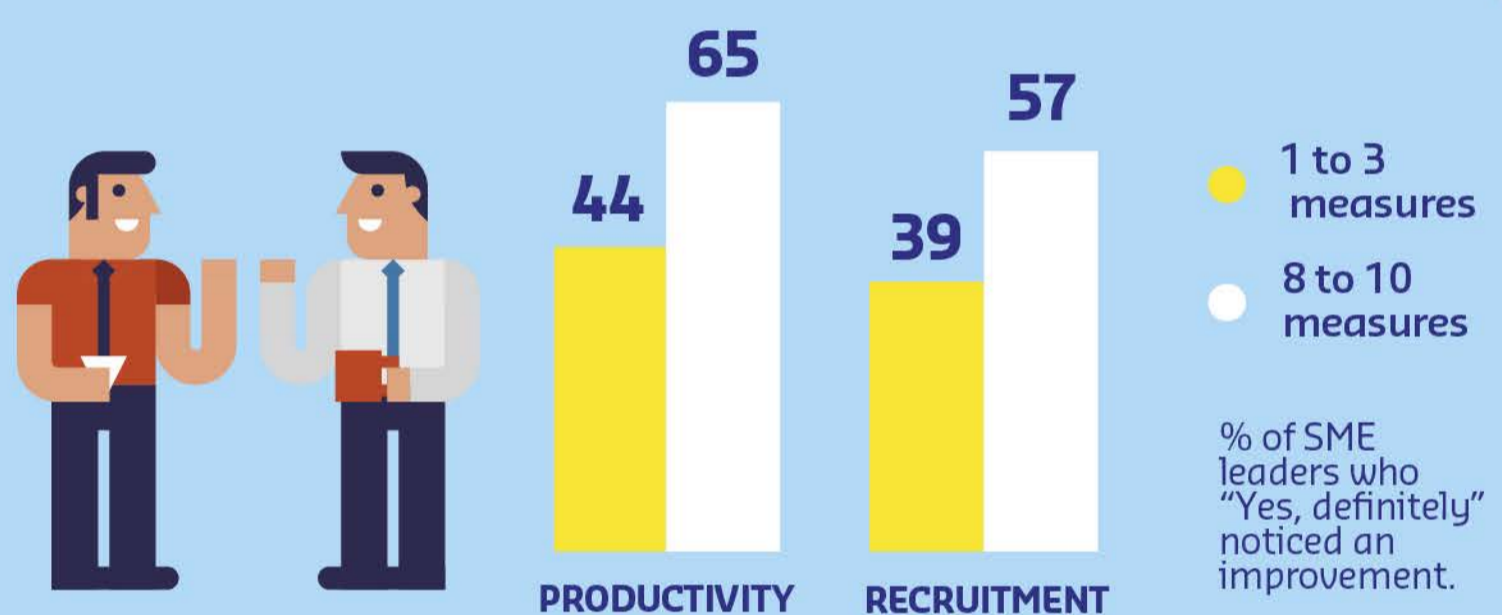
86%
Higher productivity

76%
Improved employer attractiveness

70%
Increased financial turnover

THE MORE COMMITTED, THE BIGGER THE RETURNS

As more measures are introduced, SME leaders notice improvements in **employee productivity, ease of recruitment, financial turnover and even reputation.**



Investing in Quality of Life is trending among SMEs

On average, SMEs leaders are considering implementing

3 MORE ACTIONS

Notably, **WITHIN TWO YEARS:**



+19 pts
Health insurance



+17 pts
Purchasing power



+15 pts
Bonuses and voucher



+11 pts
Helping employees stay fit

*Sample of 4,805 business leaders, representative of the 10-to-100-employee companies population. Interviews were carried out during the second half of 2015 by telephone by TNS Sofres in seven countries (Brazil, Chile, France, India, Mexico, Romania and Turkey).