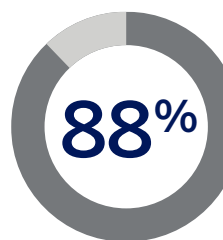
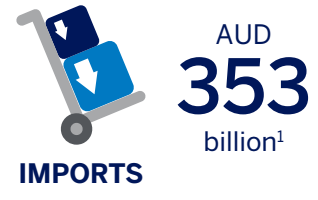


Australian Businesses Bullish About Global Trade

The American Express Fresh Frontiers report is a global study that examines the views of businesses on international trade and their plans for the future.

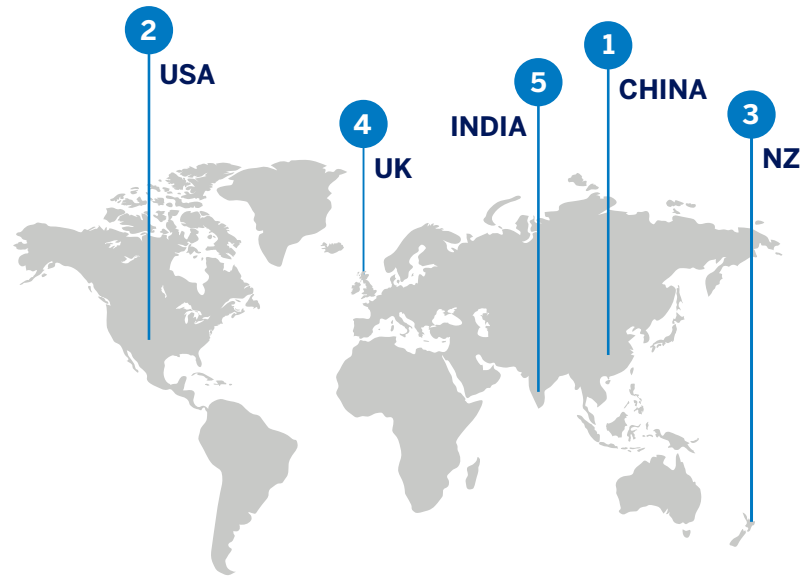
AUSTRALIAN BUSINESSES ARE INCREASING THEIR FOCUS AND INVESTMENT ON INTERNATIONAL TRADE

VALUE OF AUSTRALIA'S



of respondents say international trade is **important to their company's success**

The top **5 countries** respondents are trading with are



THE MAJORITY OF RESPONDENTS ANTICIPATE GROWTH AND EXPORTS SEEM SET TO BOOM²

85% believe the opportunities for trade are increasing

83% expect to see more growth internationally than domestically

82% of exporters see international exports as either "a significant factor" (52%) or "crucial" (30%) to their growth

61% expect their revenue from international trade to increase in the next year, with 12% expecting a "significant" increase

60% of exporters expect to increase their volume of international trade over the next 12 months

56% believe they'll increase trade volumes over the next 12 months

AUSTRALIA HAS GREAT INTERNATIONAL TRADE POTENTIAL AND RANKS 2ND OF 20 COUNTRIES BEHIND THE USA²

Respondents plan to trade with more markets

OVER THE NEXT 12 MONTHS, WITH:



AND BEYOND 2018, WITH:



AUSTRALIAN BUSINESSES ARE CONFIDENT IN THEIR INTERNATIONAL TRADE STRATEGY DUE TO PREVAILING ECONOMIC AND POLITICAL CONDITIONS AT HOME AND ABROAD²

93% are confident in their current strategy

91% are confident in their future plans

88% see political conditions abroad relevant to their level of confidence in their trade plans

82% see political conditions at home in the same way

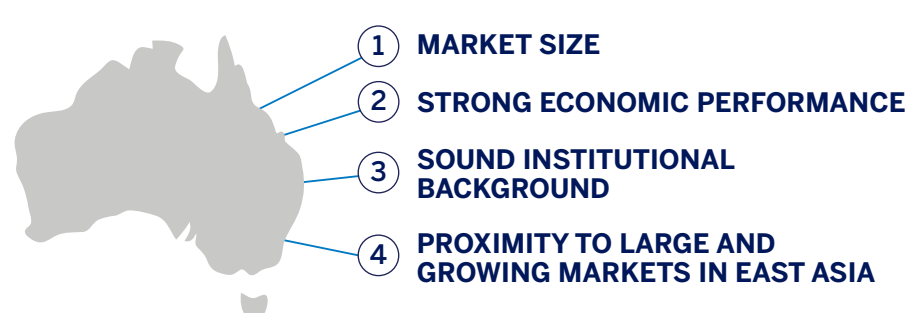
88% see current economic conditions at home and abroad relevant to their level of confidence in trade plans

88% see current economic conditions at home and abroad relevant to their level of confidence in trade plans



FX rates and volatility are seen relevant to their level of confidence in trade plans

Australia is an **attractive market** due to its

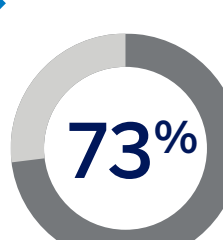


International trade **challenges** facing Australian firms include:

- INCREASING COMPLEXITY
- ECONOMIC FLUCTUATIONS
- EXCHANGE RATE VOLATILITY
- POLITICAL RISKS
- TARIFFS



MOST USE OR PLAN TO USE **FX FORWARD CONTRACTS** OR OTHER HEDGING INSTRUMENTS TO MITIGATE AGAINST CURRENCY VOLATILITY²



are **concerned about current international trade negotiations** and its impact on their organisation's trade strategy

1. dfat.gov.au/about-australia/australia-world/pages/trade.aspx

2. Based on research studies by
a. Vitreous World – conducted 1,509 online interviews, amongst financial decision makers who trade internationally, and who are based in six key markets, in October 2017.
b. The Centre for Economics and Business Research – who identified the top markets with the most untapped potential for Australian businesses, in October 2017.

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