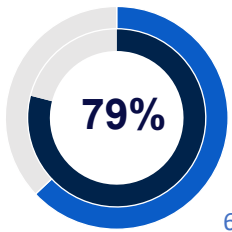
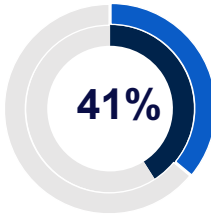


## Performance in 2025

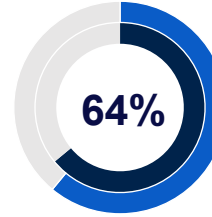
■ Philippines ■ Asia - Pacific average



said their business grew



increased employee numbers



required external funding

63%

36%

61%

**Top negative factor**

**Difficult access to finance**

**Top positive factor**

**High number of young business owners**

## Technology adoption

Asia-Pacific average



**68%** found investments in technology improved profitability

56%



**62%** received more than 10 per cent of revenue from online sales

63%

## Outlook for 2026 and demographic

**89%** expect their business to grow

**47%** business owners aged under 40

## Recommendations



Strengthen access to capital and advisory support to enable businesses to modernise



Expand affordable and accessible financing options, especially for growth-oriented and younger businesses



Continue to embed customer-centric strategies into growth plans, using feedback and data insights