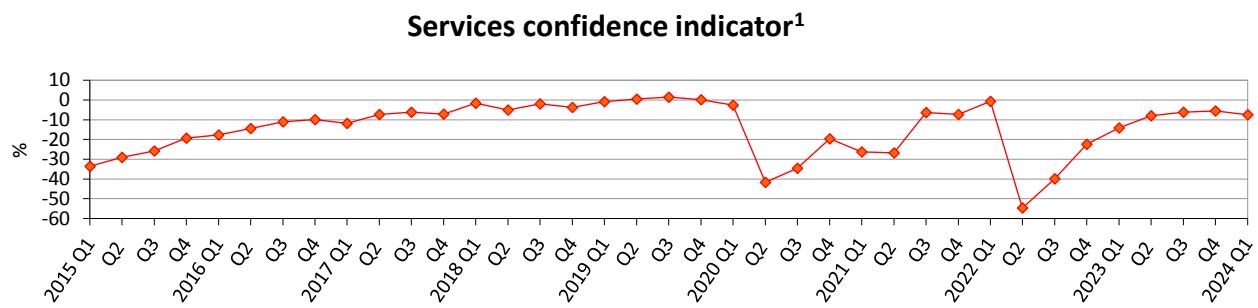
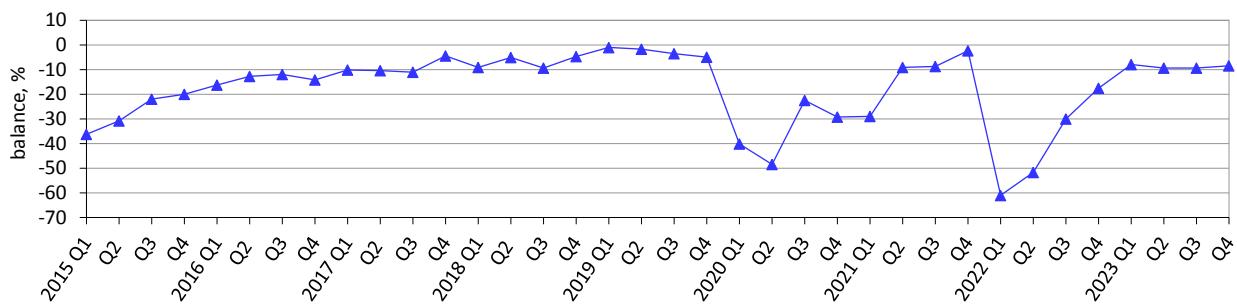


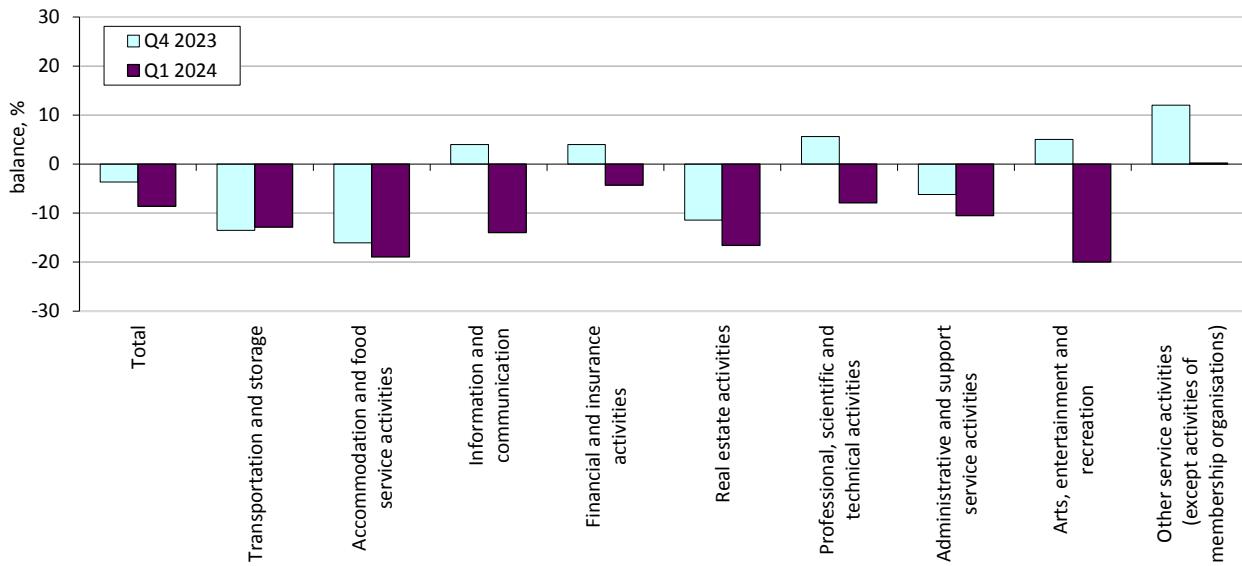
**Expectations of service enterprises
in I quarter 2024
regarding the development of their business activity**



**Assessment of business situation in services over the past 3 months
(seasonal adjustment)**



**Expected changes of demand on services (of turnover)
at service enterprises
(seasonal adjustment)**

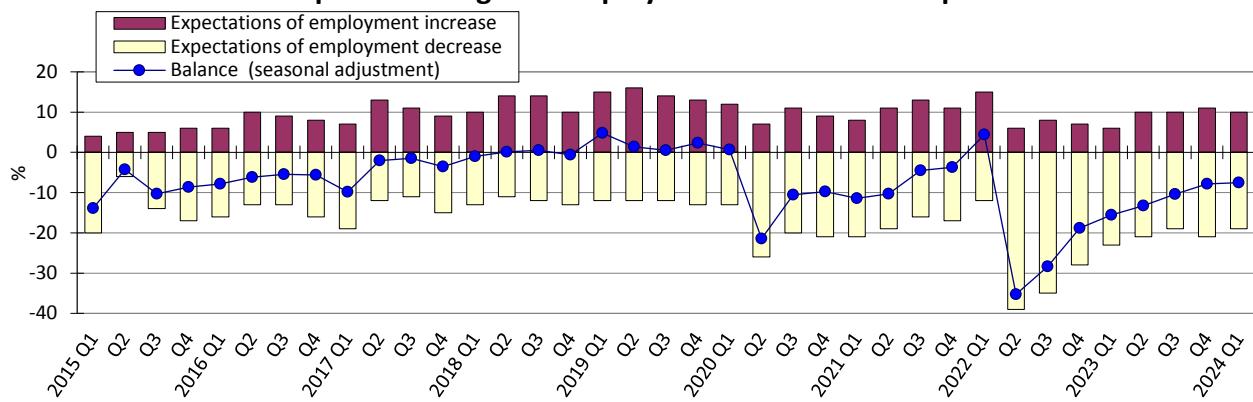


Notes. Data exclude the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and a part of temporarily occupied territories in the Donetsk and Luhansk regions, data from II quarter of 2022 exclude the territories which are temporarily occupied by the Russian Federation and part of territories where the military actions are/were conducted.

Information for II quarter of 2022 – I quarter of 2024 has been compiled on the basis of reports actually submitted by enterprises.

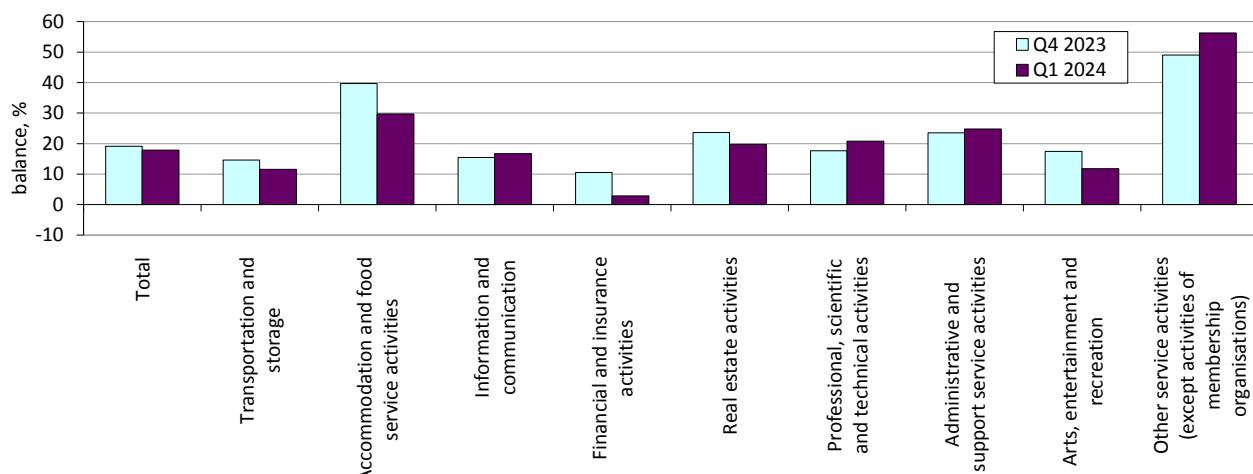
¹ The indicator is calculated by the method of calculation of indicators of business expectations, approved by order of the SSSU of 03 December, 2021 No 301 (with changes).

Expected changes in employment at service enterprises

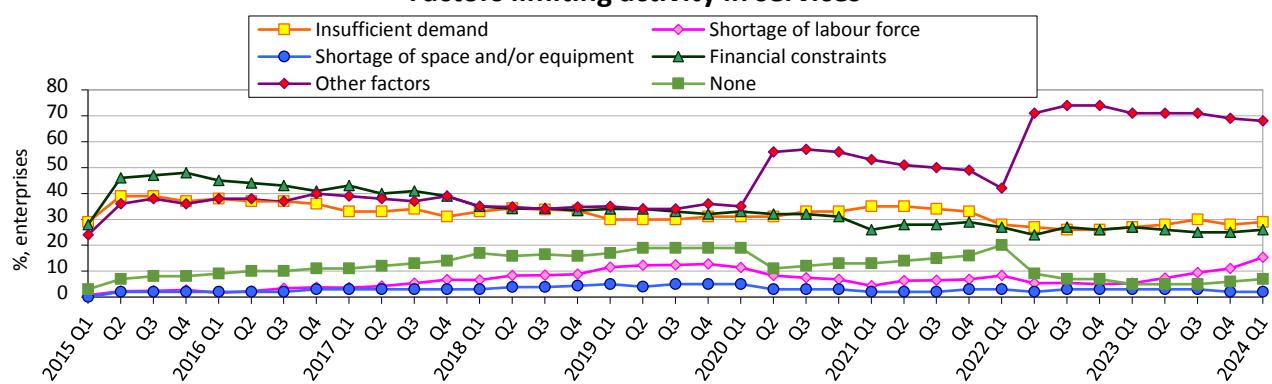


Expected changes in service price at service enterprises

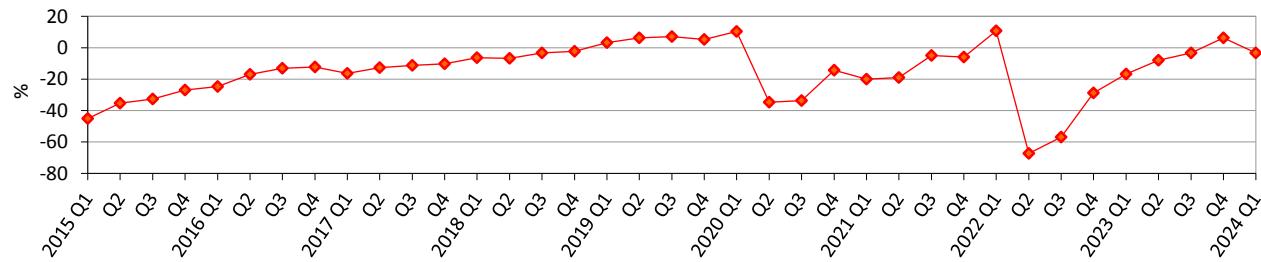
(seasonal adjustment)



Factors limiting activity in services

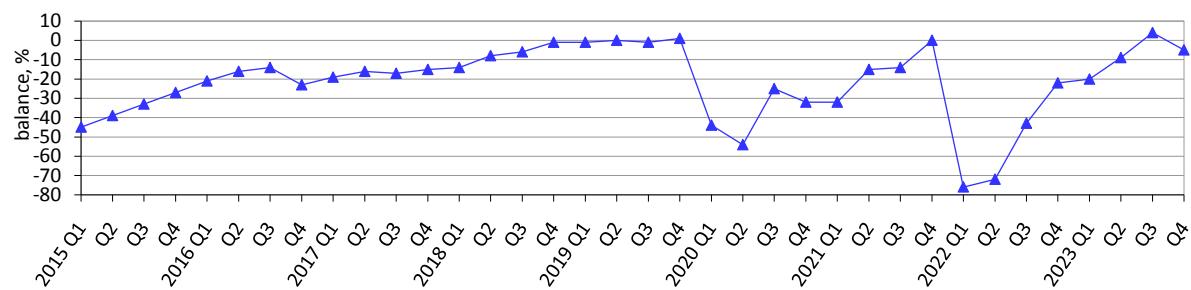


Financial services confidence indicator¹

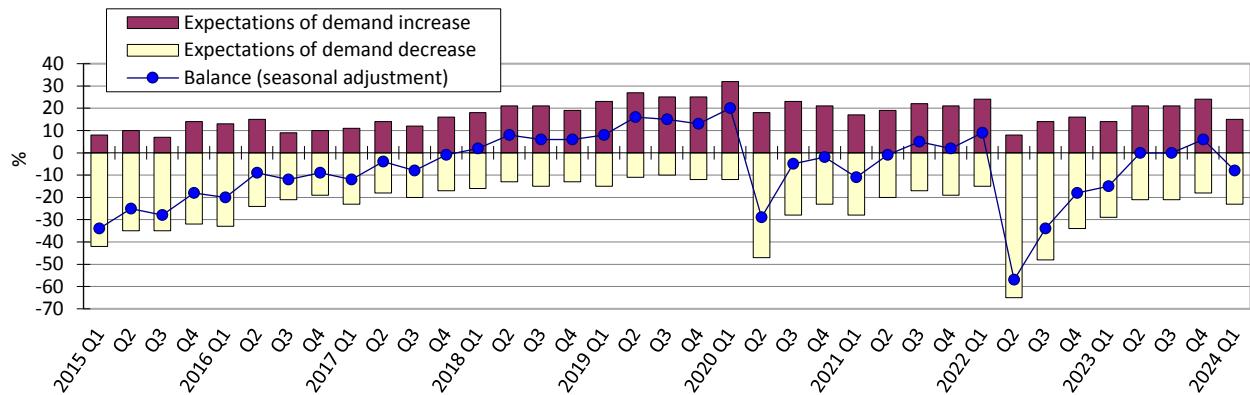


¹ The indicator is calculated by the method of calculation of indicators of business expectations, approved by order of the SSSU of 03 December, 2021 No 301 (with changes).

**Assessment of business situation at financial service
over the past 3 months**
(seasonal adjustment)



**Expected changes in demand on services (of turnover) at financial service
enterprises over the next 3 months**



**Results of the survey of service enterprises
in January 2024**

(per cent of the total number of surveyed enterprises)

Services (sections H-N, R,S, except division 94 of KVED-2010)	Results of the survey of 784 enterprises						
	How did your business situation develop in October-December 2023	improved	remained unchanged	deteriorated	no response	balance	change of balance over IV quarter 2023, pp
		16	60	24	0	-8	-3
	How did change in October-December 2023:	increased	remained unchanged	decreased	no response	balance	change of balance over IV quarter 2023, pp
	demand (turnover) on services	20	57	23	0	-3	-2
	employment	14	53	33	0	-19	1
The future development of your business situation is currently	easy to predict	modera- tely easy to predict	modera- tely difficult to predict	difficult to predict	no response	balance	
		1	2	53	44	0	69
							0

Services (sections H-N, R,S, except division 94 of KVED-2010)	How do you expect to change over January-March 2024:	increase	remain unchanged	decrease	no response	balance	change of balance over IV quarter 2023, pp	
		demand (turnover) on services	10	61	29	0	-19	-13
		employment	10	70	19	1	-9	1
		service prices	26	69	5	0	21	3

Financial services (section K of KVED-2010)	Results of the survey of 86 enterprises						
	How did your business situation develop in October-December 2023	improved	remained unchanged	deteriorated	no response	balance	change of balance over IV quarter 2023, pp
		18	59	23	0	-5	-9
How did change in October-December 2023:	increased	remained unchanged	decreased	no response	balance	change of balance over IV quarter 2023, pp	
	demand (turnover) on services	25	52	22	1	3	-6
	employment	27	43	30	0	-3	17
	operating income	47	29	22	2	25	-2
	operating expenses	57	30	10	3	47	21
	profitability	14	47	37	2	-23	-23
	capital expenditure	29	52	16	3	13	2
	improved	remained unchanged	deteriorated	no response	balance	change of balance over IV quarter 2023, pp	
	total	12	56	4	28	8	4
	in Ukraine	13	60	7	20	6	2
How did the competitive position develop in October-December 2023:	within the EU	2	29	2	67	0	1
	outside the EU	2	29	2	67	0	2
	easy to predict	modera- tely easy to predict	modera- tely difficult to predict	difficult to predict	no response	balance	change of balance over IV quarter 2023, pp
	0	2	61	37	0	67	3
The future development of your business situation is currently	increase	remain unchanged	decrease	no response	balance	change of balance over IV quarter 2023, pp	
	demand (turnover) on services	15	62	23	0	-8	-14
	employment	18	66	16	0	2	3
	service prices	13	80	7	0	6	-4
	operating income	22	53	22	3	0	-8
	operating expenses	44	43	10	3	34	1
	profitability	21	49	28	2	-7	3
	capital expenditure	26	58	14	2	12	5

Continued

Financial services (section K of KVED-2010)	How do you expect the competitive position develop over January-March 2024:	improve	remain unchanged	deteriorate	no response	balance	<i>change of balance over IV quarter 2023, pp</i>	
		total	13	51	5	31	8	2
		in Ukraine	9	61	7	23	2	-2
		within the EU	1	30	2	67	-1	1
		outside the EU	1	30	2	67	-1	1