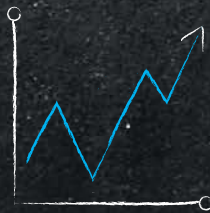




## THE VOICE OF THE FORGOTTEN MIDDLE

With most government support focused on small businesses and large enterprises typically able to look after themselves, mid-sized companies often feel like they are the neglected child of European business.

THEY FACE A SERIES OF BARRIERS TO GROWTH, WHICH BECOME MORE DIFFICULT TO OVERCOME THANKS TO A LACK OF THIRD-PARTY SUPPORT.



EUROPEAN MID-SIZED BUSINESSES ARE POTENTIALLY MISSING OUT ON **£364BN (€433BN<sup>1</sup>)** ANNUALLY AS A RESULT OF BARRIERS TO GROWTH.

<sup>1</sup>Exchange rate: 1.00GBP = 1.19EUR, xe.com, 27th July 2016

The Ricoh view:  
Now is the time for the mid-market to prioritise innovation, ensure they are truly adaptable entities and streamline processes.



## The top 3 obstacles to growth are:

- COMPLYING WITH COMPLEX AND COSTLY REGULATION
- STRUGGLING TO ATTRACT TOP TALENT AT ALL LEVELS
- DIFFICULTY IN SOURCING AND FUNDING THE RIGHT TECHNOLOGY TO SUPPORT THEIR AMBITIONS

**70%**

of mid-sized businesses say they suffer from 'middle child syndrome'.

**30%**

of mid-sized businesses have yet to apply digital technologies with the specific aim of scaling-up and becoming big brands.

**76%**

of mid-sized businesses say they've been doing well but could be doing more to remain competitive.

**93%**

of mid-sized businesses report experiencing barriers that prevent them from reaching their full potential.