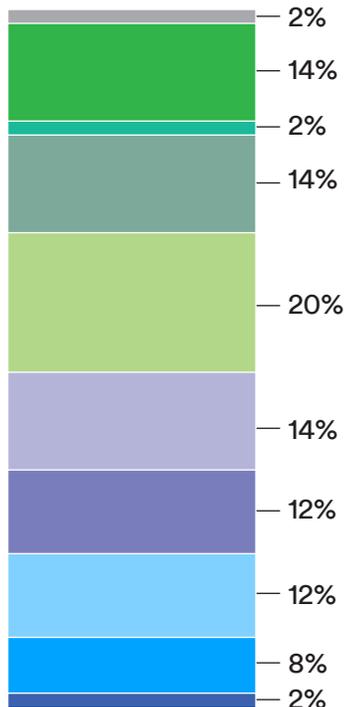
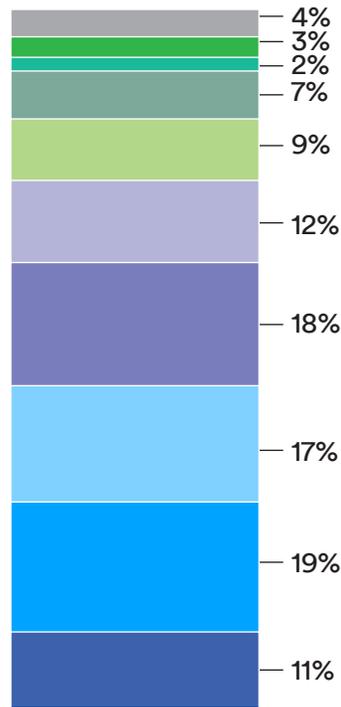


Innovation leaders — Percentage of new product- and service-development projects that result in sales (% of companies)

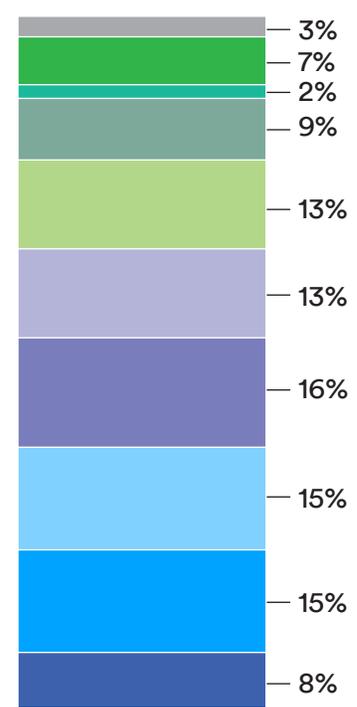
INNOVATION LEADERS AVERAGE



OTHER COMPANIES AVERAGE



ALL COMPANIES AVERAGE



- Less than 10% of projects
- 11% to 20% of projects
- 21% to 30% of projects
- 31% to 40% of projects
- 41% to 50% of projects
- 51% to 60% of projects
- 61% to 70% of projects
- 71% to 80% of projects
- 81% to 90% of projects
- More than 90% of projects