

*Press release from Bisnode*

BISNODE ANALYSIS – CENTRAL EUROPEAN COUNTRIES

## Women and their impact on their country's economy

*Women in Hungary has the highest impact on their country's economy while Polish business women are more often to lead profitable companies. The smallest overall impact does the women in Austria and Czech Republic have in the 2017 Bisnode International Womens Day Index (BIWI).*

**ZAGREB** – Bisnode, pioneering smart data to enable customers to make smart descision, presents this years Bisnode International Womens Day Index (BIWI). The index presents an analysis for businesses managed by women - either as owners or as CEO. The influence of women is measured according to four parameters: womens share in the number of companies, the number of women among the number of total employees, in revenues and share in net profits. The index aims to highlight smart data about women's impact in different countries in order to drive diversity and equality opportunity.

Branimir Kovačić, Analyst at Bisnode describes; "Discovering insights helps us understand the world we live in, and in this case also how countires relates to eachother. To see how women in different countries measure up on their impact on economy is important to highlight on a day like International Womens Day."

Describing the ratio of share of women-owned companies in earned revenue to the share of the number of companies with a female CEO, the index indicates that Polish female company owners earn on average 2% more revenues compared to the country's economy average. In other countries, women-owned companies on average significantly earn lower revenue than companies owned by men. The biggest difference was found in Germany.

Looking at the ratio of the share of women-owned companies in earned net profits, in comparison to the share of the number of companies controlled by women indcations shows that that in all analysed countries woman company owners earn lower net profits than their male equals. The smallest gap is to be found in Poland, where women company-owners are on average just 2% lower profitable in comparison with economy. Austrian female company-owners have the lowest ratio, indicating that the profitability of women-owned companies is significantly lower than the economy's average.

Group Director for Operational Excellence, Maria Anselmi says: At the International Womens Day, the BIWI has become an important index for us at Bisnode to follow up on and look more closely into. It is an interesting indicator on how women's influence differentiates between different countries".

BIWI contact:

Višeslav Majić, Marketing Director for Bisnode in Croatia  
Viseslav.majic@bisnode.com

Press contact:

Jenny Karlsson, PR & Communicatio  
Jenny.karlsson@bisnode.com

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### About Bisnode

Bisnode is a leading European Data & Analytics company. We help companies to find and manage their customers throughout the customer lifecycle. We do that by pioneering Smart Data to enable our customers to make Smart Decisions. We employ 2,400 people in 18 countries and are headquartered in Stockholm, Sweden.