

Good afternoon, everyone.

Today, I would like to address the budget changes that will take effect in the coming fiscal year. Our primary goal is to allocate resources more efficiently while ensuring our strategic objectives are met.

Firstly, we are increasing our investment in technology by 15%. This decision reflects our commitment to innovation and our belief in the transformative potential of digital tools for increasing productivity. On the other hand, marketing expenses will be reduced by 10%. This adjustment comes after a careful analysis of past campaigns and will involve a strategic focus on high-impact, cost-efficient marketing channels.

In addition, we are introducing a new initiative to optimize operational costs, which is expected to save us approximately 8% in overheads. These savings will be reallocated to enhance employee training and development, boosting our workforce's skills and capabilities.

In summary, these budget changes are designed to strengthen our competitive position, improve efficiency, and support our employees. Thank you for your attention and continued dedication to our company's success.

If you have any questions, feel free to reach out.

Thank you.