Intelligence Report
Issues Tracker

June 26, 2025 – September 23, 2025

Stakeholder discussions are increasingly shaped by policy direction and technology transitions

Rank	Politicians / Regulators	Investors	NGOs	Customers	Employees
1	Policy	Financial Performance	Policy	Technology	Jobs
2	Technology	Technology	Technology	Artificial Intelligence	Trade Unions
3	Political Campaign	Acquisitions	Labor Practices	Policy	Apprenticeships
4	Corporate Compliance	Share Performance	Advertising	Innovation	Labor Practices
5	Education	Analyst Ratings	Executives	Reliability	Technology

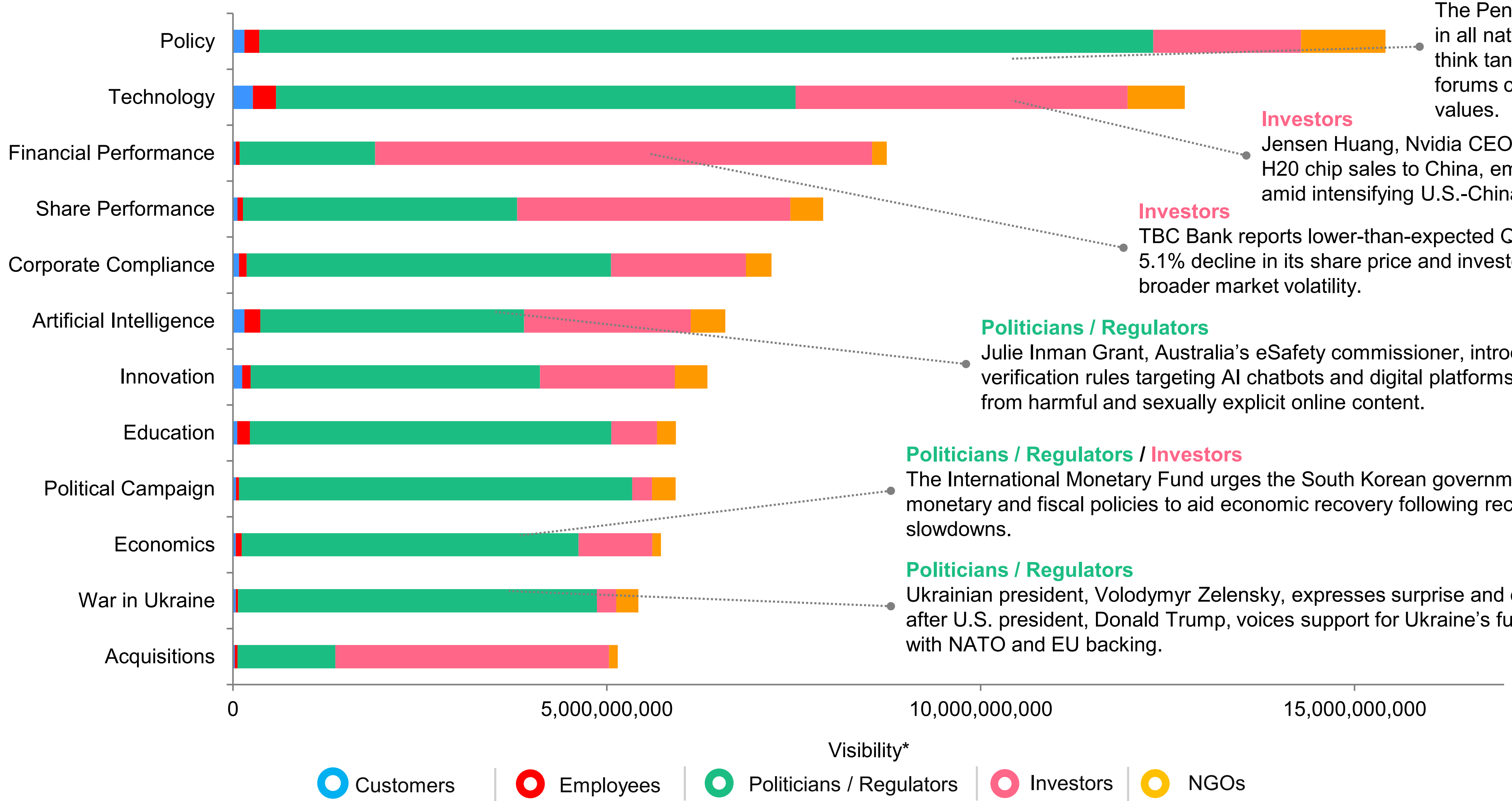
Issues ranked by visibility*

Overview:

- The overall focus shifts from U.S.-centric regulatory actions and President Trump's 'Liberation Day' announcement to broader global regulatory action, technology transitions, and economic resilience in Q2-Q3.
- Policy is the leading driver of visibility for both politicians and NGOs, underscoring how government direction and regulatory agendas are shaping the wider issue landscape.
- Technology remains a unifying theme across all stakeholders, appearing in each group's top five issues. It represents opportunity and performance for customers and investors, signals risk and oversight for employees and regulators. It provides NGOs with a platform to advocate for greater accountability, ethical standards, and inclusion amid the ongoing digital transformation.
- Within technology, Artificial Intelligence is accelerating as a standalone driver of visibility, rising from 11th to 6th place. Unlike broader technology discussion, AI sparks sharper reactions, employees tie it to job risks, investors to increased company value, and regulators to efforts at managing emerging risks.

*Visibility is Penta's composite measure of presence in discussion, considering the prominence and relevance of mentions and the influence of sources.

Discussion expands from Trump-focused policy discussion to include global regulatory action, technology transitions, and economic resilience



Politicians / Regulators
The Pentagon suspends its participation in all national security events hosted by think tanks, citing concerns that such forums conflict with the administration's values.

Investors
Jensen Huang, Nvidia CEO, announces the resumption of H20 chip sales to China, emerging as a key intermediary amid intensifying U.S.-China tech tensions.

Investors
TBC Bank reports lower-than-expected Q2 profits, prompting a 5.1% decline in its share price and investor disappointment amid broader market volatility.

Politicians / Regulators
Julie Inman Grant, Australia's eSafety commissioner, introduces new age-verification rules targeting AI chatbots and digital platforms to protect children from harmful and sexually explicit online content.

Politicians / Regulators / Investors
The International Monetary Fund urges the South Korean government to maintain supportive monetary and fiscal policies to aid economic recovery following recent global and domestic slowdowns.

Politicians / Regulators
Ukrainian president, Volodymyr Zelensky, expresses surprise and cautious optimism after U.S. president, Donald Trump, voices support for Ukraine's full territorial recovery with NATO and EU backing.

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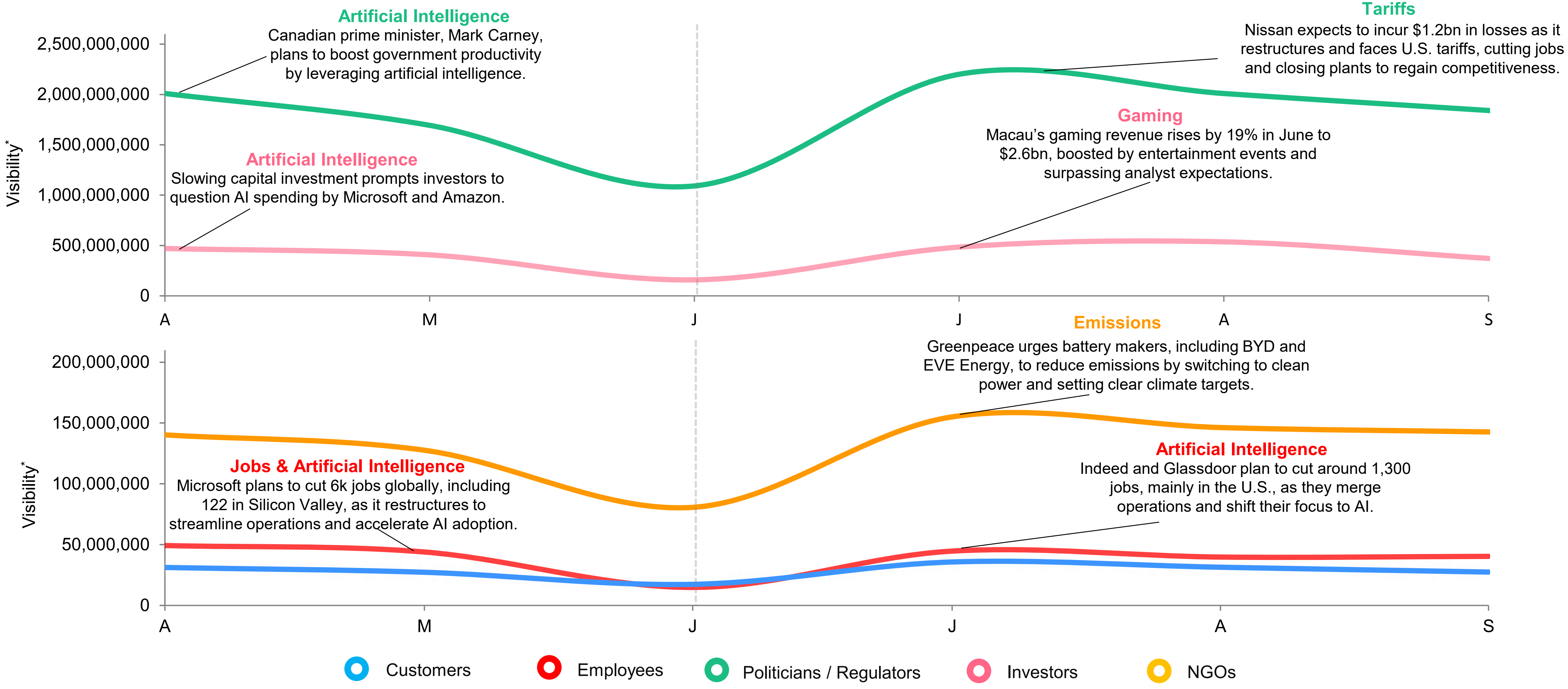
Visibility spikes in July as discussion of tariffs and AI disruption re-emerges, shifting from policy optimism to themes of cost-cutting and job losses



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Industry & Issues Deep Dive

At the industry level, tariffs fade from the forefront as technology adoption, AI, and workforce costs increasingly drive industry discussion

	Financial Services	Retail	Automotive	Technology	Energy
1	Financial Results	Technology	Technology	Artificial Intelligence	Financial Results
2	Analyst Rating	Artificial Intelligence	Economics	Innovation	Renewable Energy
3	Share Performance	Education	Renewable Energy	Policy	Natural Gas
4	Dividends	Economics	Electric Vehicles	Marketing	Technology
5	Corporate Compliance	Financial Results	Branding	Education	Share Performance

Issues ranked by visibility*

Overview:

- Industry discussions shift beyond tariff and trade tensions, with visibility now driven by technology transitions, accelerating AI adoption, and sector-specific regulatory and resilience strategies. For instance, Foxconn sells its Ohio EV plant for $375m to pivot into data center hardware production, reflecting how AI-driven demand is reshaping corporate investments. Meanwhile, Australia's eSafety Commissioner, Julie Inman Grant, introduces new rules for AI chatbots to manage risks, highlighting the regulatory response to emerging technologies.
- Technology is the most visible issue in both the retail and automotive sectors, underscoring its role in reshaping operations, products, and customer experience.
- In retail, AI has moved up to second place, driven by its role in enhancing customer experience, optimizing supply chains, and enabling data-driven personalization.
- In Automotive, economics rises in visibility as trade disruptions, regulatory pressures, and green transition policies reshape the sector's operating environment.
- Despite being central to the global shift toward cleaner, low-carbon systems, the energy sector remains underrepresented in visibility. Companies could leverage this gap to strengthen stakeholder engagement by showcasing resilience, innovation and progress in the energy transition.

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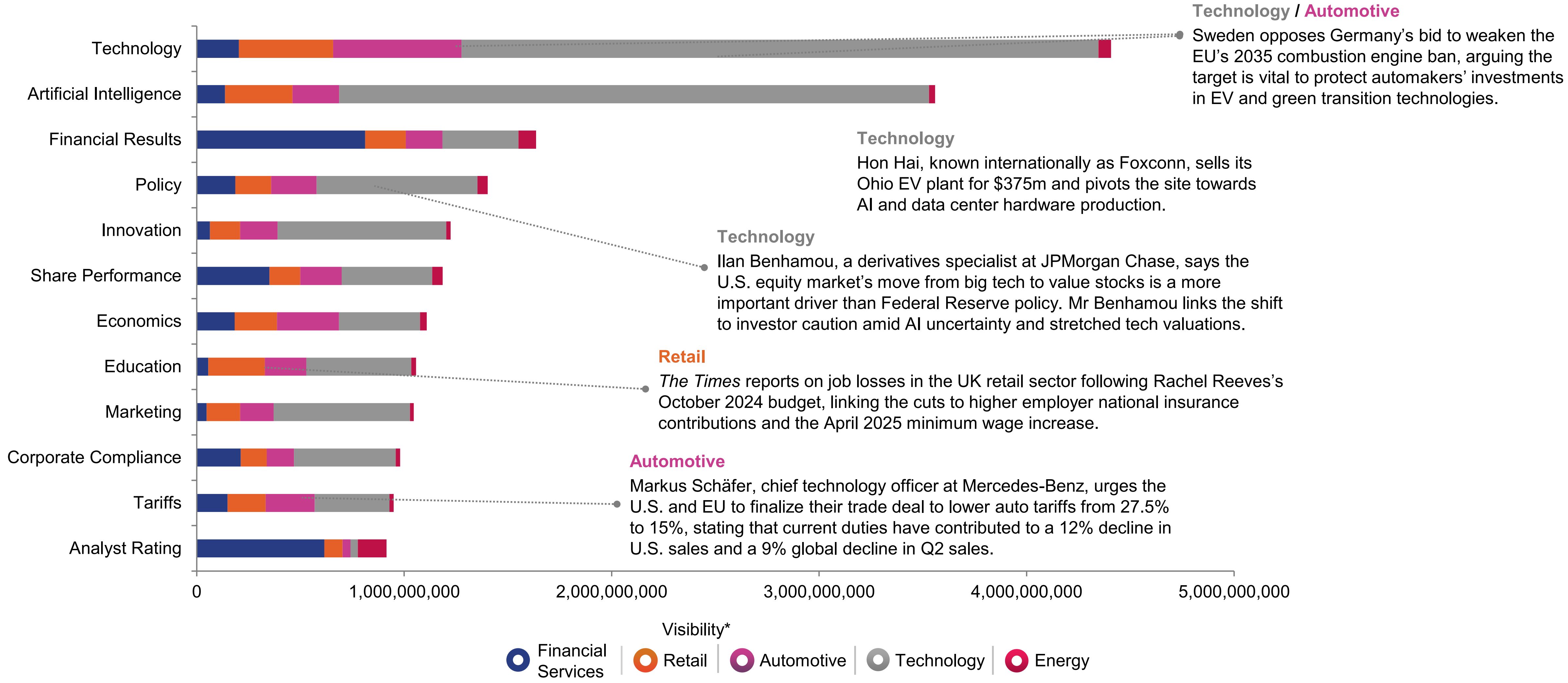
Technology overtakes Financial Results and Policy in visibility rankings, driven by corporate pivots to AI infrastructure and investor shifts from big tech stocks



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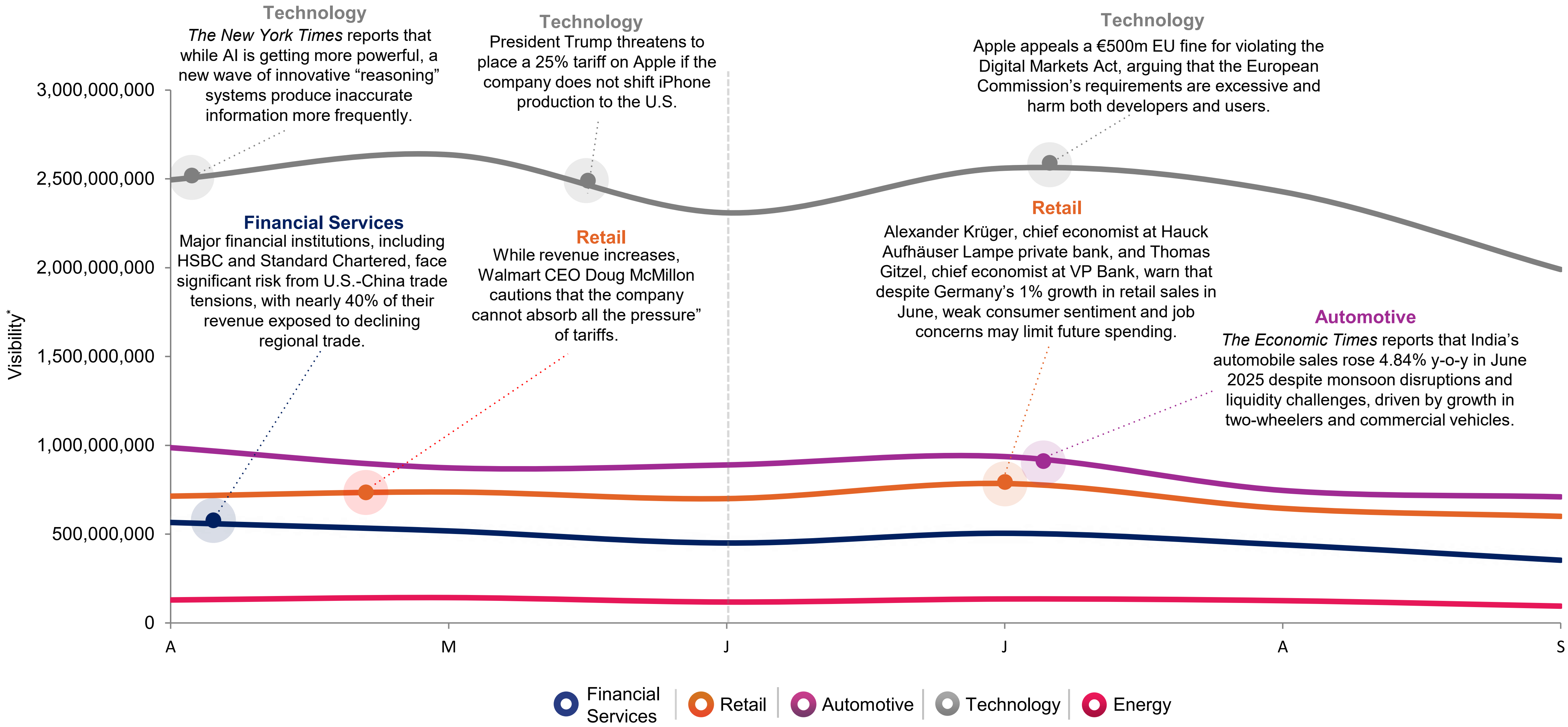
The technology sector continues to dominate industry discussion, while energy industry visibility remains low despite key transition and resilience milestones



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