

Global RepTrak™ 100



2012 - Global RepTrak™ 100
The World's Most Reputable
Companies

A Reputation study with
Consumers in 15 Countries

Your success as a company relies on people supporting you...

- Customers **buying** your products...
- Policy makers and regulators giving you a **license to operate**...
- The financial community **investing** in you...
- The media **reporting** on your point of view...
- Employees **delivering** on our strategy...

For them to **support** you they need to **trust** you.

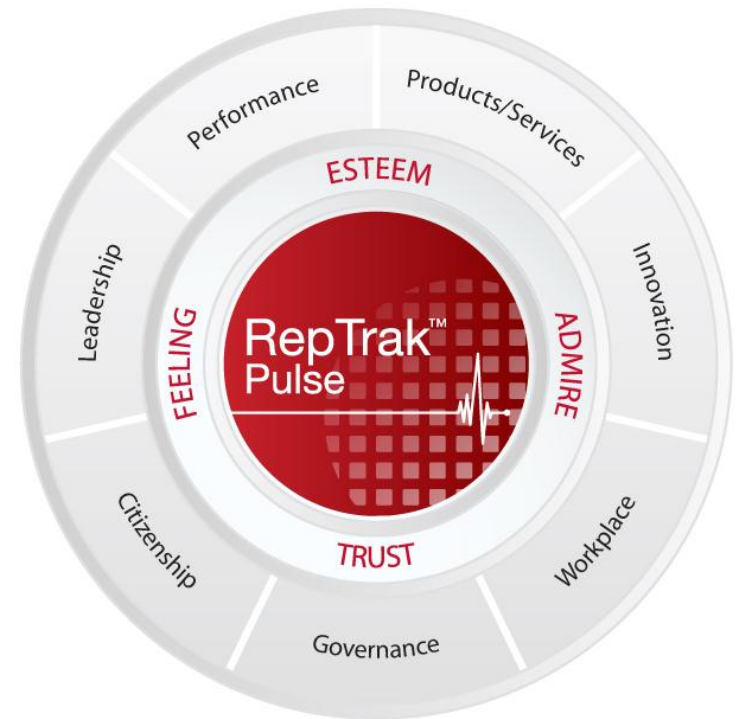
Trust you as a company that will **deliver on its promises**.

Trust you as a company who has a **good reputation**.



- For your stakeholders to trust you, you need to **deliver on their expectations**...
- They expect you to be leading within 7 key dimensions:
 1. Products / Services
 2. Innovation
 3. Workplace
 4. Governance
 5. Citizenship
 6. Leadership
 7. Financial Performance

If you **deliver** on these 7 dimensions, you will gain **support from each stakeholder**.



How do they see you?

- 60-95% of revenue comes from foreign markets but exporting your reputation is proving very difficult
- The best 100 companies have a 5-22% weaker reputation in foreign markets compared to their home markets
- Willingness to recommend the company is 6-41% lower in foreign markets compared to home market
- And most companies are still not able to identify and act on the key drivers of reputation and support in their growth markets



Source: Reputation Institute RepTrak Pulse + CRO Survey, 2012

2012 REPTRAK™ 100 - THE WORLD'S MOST REPUTABLE COMPANIES



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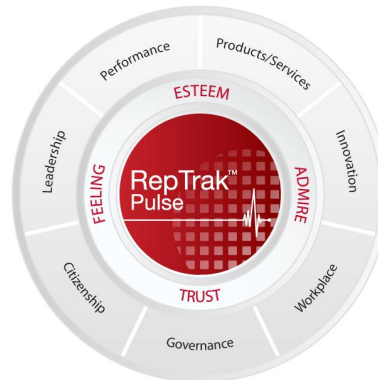
The Best 100 Companies...



Compete Across the 15 Largest Economies...



For the Title as the World's Most Reputable Company



About This Study – The 2012 Global RepTrak™ 100

Data Collection Period

- March-April 2012

Qualified Companies

- Above average reputation in home market 2006-2011
- Global footprint in production/distribution
- High familiarity with consumers in 15 countries

Stakeholder Group

- General Public
- Respondents distribution was balanced to the country population on age and gender
- Sample was also controlled for region

Qualified Respondents

- Familiarity: respondents have to be “somewhat” or “very” familiar with at least one company
- RepTrak™ Pulse: To provide measures on at least three of the four pulse statements

Questionnaire

- All companies are evaluated on the RepTrak™ Pulse and the 7 dimensions of reputation
- Supportive behavior is also assessed by asking questions on willingness to buy, recommend, invest, and work for

Data Collection Method

- Web Based Questionnaire in 15 countries
 - *Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, Spain, South Korea, United Kingdom, United States*
- Data collection was powered by Survey Sampling International and Toluna

Length of Interview

- 15 minutes

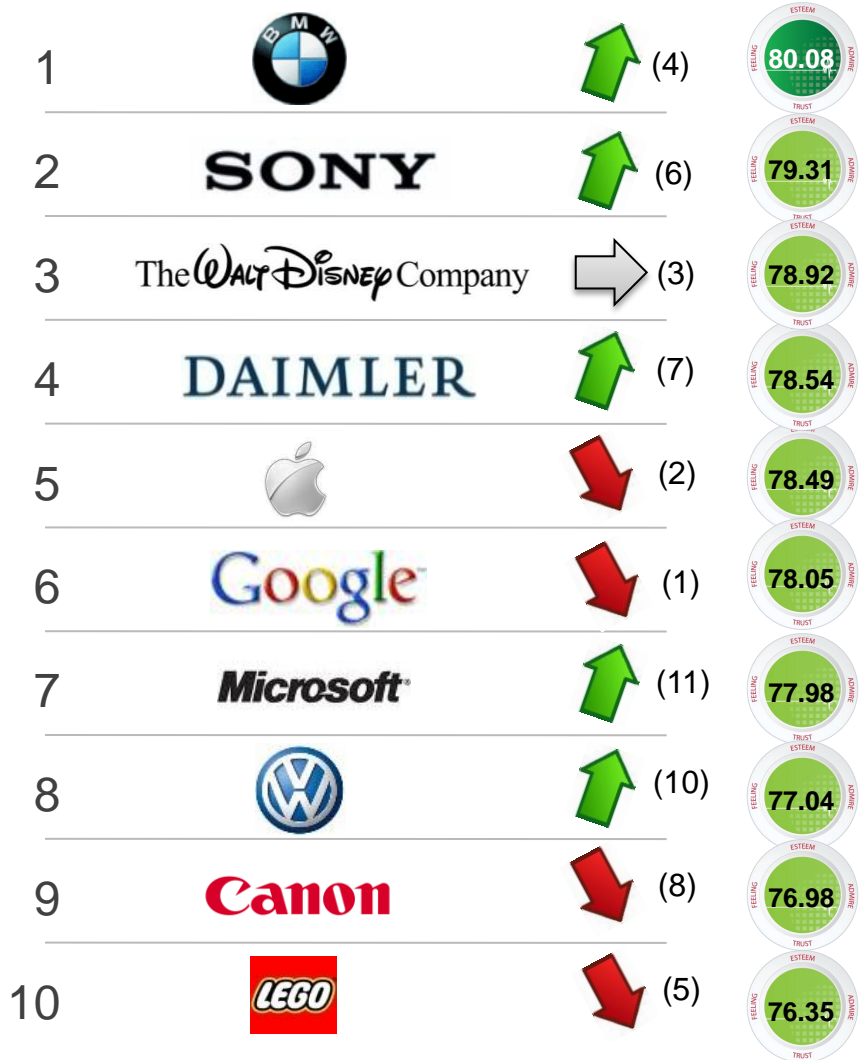


	2010	2011	2012
Number of Countries	24	15	15
Number of Companies	50	100	100
Number of Industries	17	19	18
Number of Respondents	40,160	47,653	47,055
Number of Ratings	181,373	166,639	152,413



Special thanks to SSI (Survey Sampling International) for providing access to their panels of online respondents in all markets included in The Global RepTrak™ 100 study

2012



BMW is the new World's Most Reputable Company

- The German car company drives all the way to the top of the list with an excellent reputation score of 80. A RepTrak™ score of 80 marks a very strong emotional bond and shows that consumers around the world trust BMW to deliver on its promises.
- Three car companies are in the top 10 and they are all German. Each of them are outperforming the auto industry by 10+ points clearly sending a message to the competitors.
- The other winners come from IT, Electronics and Entertainment.
- Google has lost the top spot and the results could indicate that people are now viewing Google as just another tech company.
- Compared to 2011 only Microsoft is new to the top 10 replacing Intel who dropped out from the top tier.
- Sony has bounced back from the IT security breach in 2011 indicating that trust is still high with consumers amidst CEO change and weak financial performance.
- Apple maintained a top 10 rank despite loss of its iconic leader Steve Jobs. This indicated that the reputation platform was strong enough to carry the company past this loss.

All Global Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.











Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Above 80	Excellent/Top Tier
70-79	Strong/Robust
60-69	Average/Moderate
40-59	Weak/Vulnerable
Below 40	Poor/Bottom Tier

2012

2011

2010

Rank	2012	Rank	2011	Rank	2010
1		1	Google	1	Google
2	SONY	2		2	SONY
3	The WALT DISNEY Company	3	The WALT DISNEY Company	3	The WALT DISNEY Company
4	DAIMLER	4		4	
5		5	 	5	DAIMLER
6	Google	6	SONY	6	
7	 Microsoft	7	DAIMLER	7	NOKIA
8		8	Canon 	8	
9	Canon	9	intel	9	
10		10		10	intel

The RepTrak™ 100: The World's Most Reputable Companies (1 – 50)

Rank	Company	RepTrak™ Pulse Score
1	BMW	80.08
2	Sony	79.31
3	The Walt Disney Company	78.92
4	Daimler (Mercedes-Benz)	78.54
5	Apple	78.49
6	Google	78.05
7	Microsoft	77.98
8	Volkswagen	77.04
9	Canon	76.98
10	LEGO Group	76.35
11	Adidas Group	76.00
12	Nestlé	75.88
13	Colgate-Palmolive	75.75
14	Panasonic	75.71
15	Nike	75.43
16	Intel	75.42
17	Michelin	75.32
18	Johnson & Johnson	75.17
19	IBM	75.08
20	Ferrero	74.90
21	Samsung Electronics	74.81
22	Honda Motor	74.80
23	L'Oréal	74.35
24	Nokia	74.33
25	Philips Electronics	74.33

Rank	Company	RepTrak™ Pulse Score
26	Kellogg	74.32
27	Goodyear	74.28
28	Amazon.com	74.07
29	Danone	74.05
30	3M	74.02
31	Hewlett-Packard	73.67
32	Nintendo	73.56
33	LVMH Group	73.46
34	Bridgestone	73.35
35	IKEA	73.22
36	Giorgio Armani Group	73.22
37	Toyota	72.77
38	The Coca-Cola Company	72.66
39	FedEx	72.56
40	Marriott International	72.53
41	Pirelli	72.30
42	Barilla	72.12
43	Fujifilm	72.07
44	Deutsche Lufthansa	72.06
45	Siemens	71.76
46	Bayer	71.31
47	UPS	71.29
48	Boeing	71.09
49	Procter & Gamble	71.08
50	Dell	71.02

Excellent/Top Tier Above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

The RepTrak™ 100: The World's Most Reputable Companies (51 – 100)

Rank	Company	RepTrak™ Pulse Score
51	Singapore Airlines	70.89
52	Toshiba	70.87
53	Xerox	70.77
54	Unilever	70.63
55	Cisco Systems	70.62
56	LG Corporation	70.62
57	HJ Heinz	70.61
58	Kraft Foods	70.57
59	Swatch Group	70.50
60	Hilton Worldwide	70.47
61	Heineken	70.41
62	Nissan Motor	70.18
63	Qantas Airways	70.05
64	Electrolux	69.91
65	Abbott Laboratories	69.89
66	General Electric	69.86
67	DuPont	69.77
68	Sharp	69.75
69	Eastman Kodak	69.64
70	Airbus	69.60
71	Oracle	69.54
72	Roche	69.53
73	ACER	69.38
74	Sara Lee	69.35
75	Yahoo!	68.94

Rank	Company	RepTrak™ Pulse Score
76	H&M	68.77
77	SAS (Scandinavian Airlines)	68.74
78	Marks & Spencer Group	68.73
79	Hitachi	68.64
80	eBay	68.50
81	Avon Products	68.40
82	Zara	68.26
83	Starbucks Coffee Company	68.16
84	PepsiCo	68.11
85	Fujitsu	67.93
86	GlaxoSmithKline	67.79
87	Pfizer	67.44
88	Suzuki Motor	67.34
89	Carlsberg Group	67.21
90	Eli Lilly	67.21
91	General Mills	67.19
92	Air France-KLM	67.13
93	Carrefour	66.54
94	Virgin Group	66.41
95	Lenovo Group	66.27
96	Hyundai	65.69
97	Diageo	65.05
98	Petrobras	64.21
99	Vodafone	64.02
100	Lockheed Martin	63.93

Excellent/Top Tier Above 80
 Strong/Robust 70-79
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North America

- 1 **SONY**
- 2 The *WALT DISNEY* Company
- 3 *Johnson & Johnson*
- 4 *Kellogg's*
- 5  **kraft foods**

Europe

- 1 
- 2 **SONY**
- 3 **DAIMLER**
- 4 
- 5 **Google**

Latin America

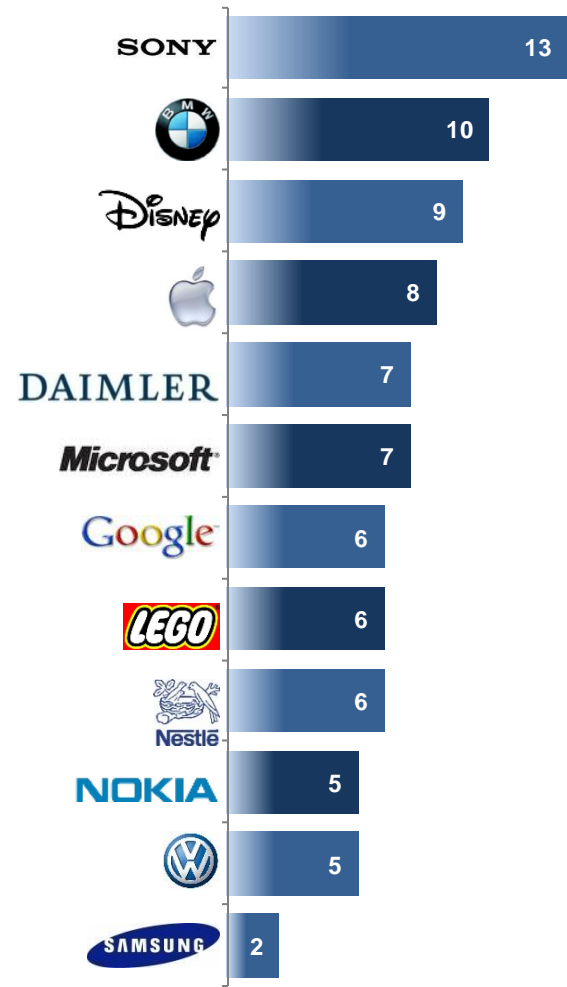
- 1  **Nestlé**
- 2  **DANONE**
- 3 **SONY**
- 4 **Microsoft**
- 5  **Colgate**

Asia Pacific

- 1 The *WALT DISNEY* Company
- 2 
- 3 **Microsoft**
- 4 
- 5 **Canon**

Companies who made the Top 10 Ranking in multiple countries

Top 10 Companies per Country



No company is in the top 10 across all 15 markets

- Even the best companies have not yet managed to build a stellar reputation across all 15 markets.
- Only 11 out of the 100 companies made the Top 10 in five or more of the 15 markets underlining the challenge of building a strong global reputation.
- Sony has the broadest reputation profile with a top 10 rank in 13 of the 15 markets.
- BMW the overall winner is in the top in 10 countries, closely followed by Disney in 9, and Apple in 8 countries.
- NOKIA is the lowest ranked company to still make into local top 10th in 5 countries. This speaks to NOKIA's challenge and opportunity. Its losing reputation at a global level but still have a strong reputation in select individual countries which it might be able to leverage for its turnaround.

EXPORTING YOUR REPUTATION



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Exporting your corporate reputation is difficult

Home country vs. Global reputation

Rank 2012	Company	Home Country	Home Country	Global Score	Gap
91	General Mills	US	82.20	67.19	-15.01
98	Petrobras	Brazil	78.04	64.21	-13.83
10	LEGO Group	Denmark	89.55*	76.35	-13.20
42	Barilla	Italy	84.25	72.12	-12.13
74	Sara Lee	US	81.12	69.35	-11.77
78	Marks & Spencer Group	United Kingdom	80.18	68.73	-11.45
45	Siemens	Germany	82.95	71.76	-11.19
58	Kraft Foods	US	81.40	70.57	-10.82
47	UPS	US	81.44	71.29	-10.15
20	Ferrero	Italy	84.99	74.90	-10.09
39	FedEx	US	82.29	72.56	-9.73
49	Procter & Gamble	US	80.80	71.08	-9.72
89	Carlsberg Group	Denmark	76.36*	67.21	-9.15
94	Virgin Group	United Kingdom	75.51	66.41	-9.10
59	Swatch Group	Switzerland	79.45*	70.50	-8.95
18	Johnson & Johnson	US	83.64	75.17	-8.47
95	Lenovo Group	China	74.52	66.27	-8.25
84	PepsiCo	US	76.32	68.11	-8.21
44	Deutsche Lufthansa	Germany	80.16	72.06	-8.10
82	Zara	Spain	76.28	68.26	-8.02
69	Eastman Kodak	US	77.37	69.64	-7.73
51	Singapore Airlines	Singapore	78.52*	70.89	-7.62
35	IKEA	Sweden	80.84*	73.22	-7.62
11	Adidas Group	Germany	83.56	76.00	-7.56
90	Eli Lilly	US	74.55	67.21	-7.34

Exporting a strong home country reputation is difficult

- Companies tend to have a stronger home country reputation. On average the home country reputation is +4 points higher than the global reputation across 15 markets.
- 64% of the top 100 companies have a stronger reputation in their home country. These companies have a huge potential for growth. If they can find a way to export their strong levels of trust and support they will win markets shares.
- Only 11% have a stronger reputation globally than in their home country and this underlines the challenge many companies face when trying to expand their business to international markets. Building trust and support from consumers in foreign markets is a challenge.

Excellent/Top Tier Above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.
 All Home Country Pulse scores vs. Global that differ by more than +/-2.5 are significantly different at the 95% confidence level.
 Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

* Note: Home Country Scores are taken from Global Reputation Pulse 2012 Study conducted in Jan-Feb.

Exporting your corporate reputation

How the best companies have gone global

Rank 2012	Company	Home Country	Home Country	Global Score	Gap
1	BMW	Germany	85.79	80.08	-5.72
2	Sony	Japan	76.15	79.31	3.16
3	The Walt Disney Company	US	81.79	78.92	-2.86
4	Daimler (Mercedes-Benz)	Germany	80.43	78.54	-1.89
5	Apple	US	80.06	78.49	-1.58
6	Google	US	80.59	78.05	-2.54
7	Microsoft	US	75.18	77.98	2.79
8	Volkswagen	Germany	80.50	77.04	-3.47
9	Canon	Japan	71.86	76.98	5.13
10	LEGO Group	Denmark	89.55*	76.35	-13.20
11	Adidas Group	Germany	83.56	76.00	-7.56
12	Nestlé	Switzerland	65.85*	75.88	10.04
13	Colgate-Palmolive	US	78.16	75.75	-2.41
14	Panasonic	Japan	82.40	75.71	-6.69
15	Nike	US	73.43	75.43	2.00
16	Intel	US	78.38	75.42	-2.96
17	Michelin	France	80.81	75.32	-5.49
18	Johnson & Johnson	US	83.64	75.17	-8.47
19	IBM	US	74.71	75.08	0.37
20	Ferrero	Italy	84.99	74.90	-10.09
21	Samsung Electronics	South Korea	72.51	74.81	2.30
22	Honda Motor	Japan	81.18	74.80	-6.38
23	L'Oréal	France	73.81	74.35	0.54
24	Nokia	Finland	68.59*	74.33	5.74
25	Philips Electronics	Netherlands	77.97*	74.33	-3.65

Global winners with room to improve

- Even the best companies have room to improve. BMW who takes the top spot with an excellent reputation globally still has an even stronger reputation in Germany.
- LEGO Group, the Danish toy maker, ranks 10th globally with a strong reputation but has a phenomenal home country reputation 13 point above its global score. If the company is able to replicate this globally they will be the clear winner.
- Nestlé is the company in the top 25 who has the largest positive gap. The Swiss food company has a 10 point stronger global reputation than with the Swiss population.
- Sony, Nokia, Microsoft, Canon, Nike, and Samsung also have managed to go global with their reputation indicating a strong emotional connection with people in foreign growth markets.

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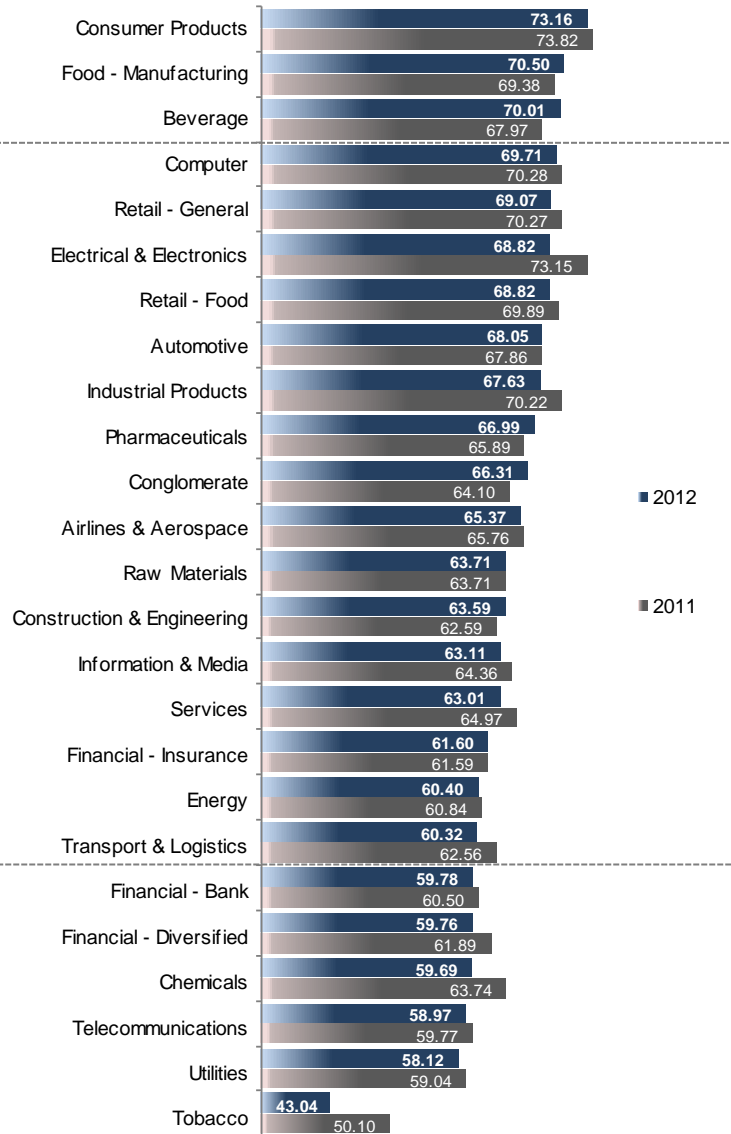
* Note: Home Country Scores are taken from Global Reputation Pulse 2012 Study conducted in Jan-Feb.

IS YOUR INDUSTRY HELPING OR HURTING YOUR REPUTATION?



Global 
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100

Global Industry Reputations – 2011 vs. 2012



Is your industry reputation helping or hurting you?

- At a global level we see that the majority of industries have an average reputation. Only 3 industries stand out with a strong reputation; Consumer Products, Food – Manufacturing, and Beverage.
- At the bottom with weak reputations we find large important societal industries like Utilities, Telecom, and Financial Services. Being structural industries its concerning that they have such a low level of trust and respect with the general public.
- Looking at individual company reputation is remarkable that BMW breaks away from the industry with a reputation that is 12 points better than the industry.
- Do you have what it takes to stand out from your industry?

Above 80	Excellent/Top Tier
70-79	Strong/Robust
60-69	Average/Moderate
40-59	Weak/Vulnerable
Below 40	Poor/Bottom Tier

2012 n = 287,338
2011 n = 278,377

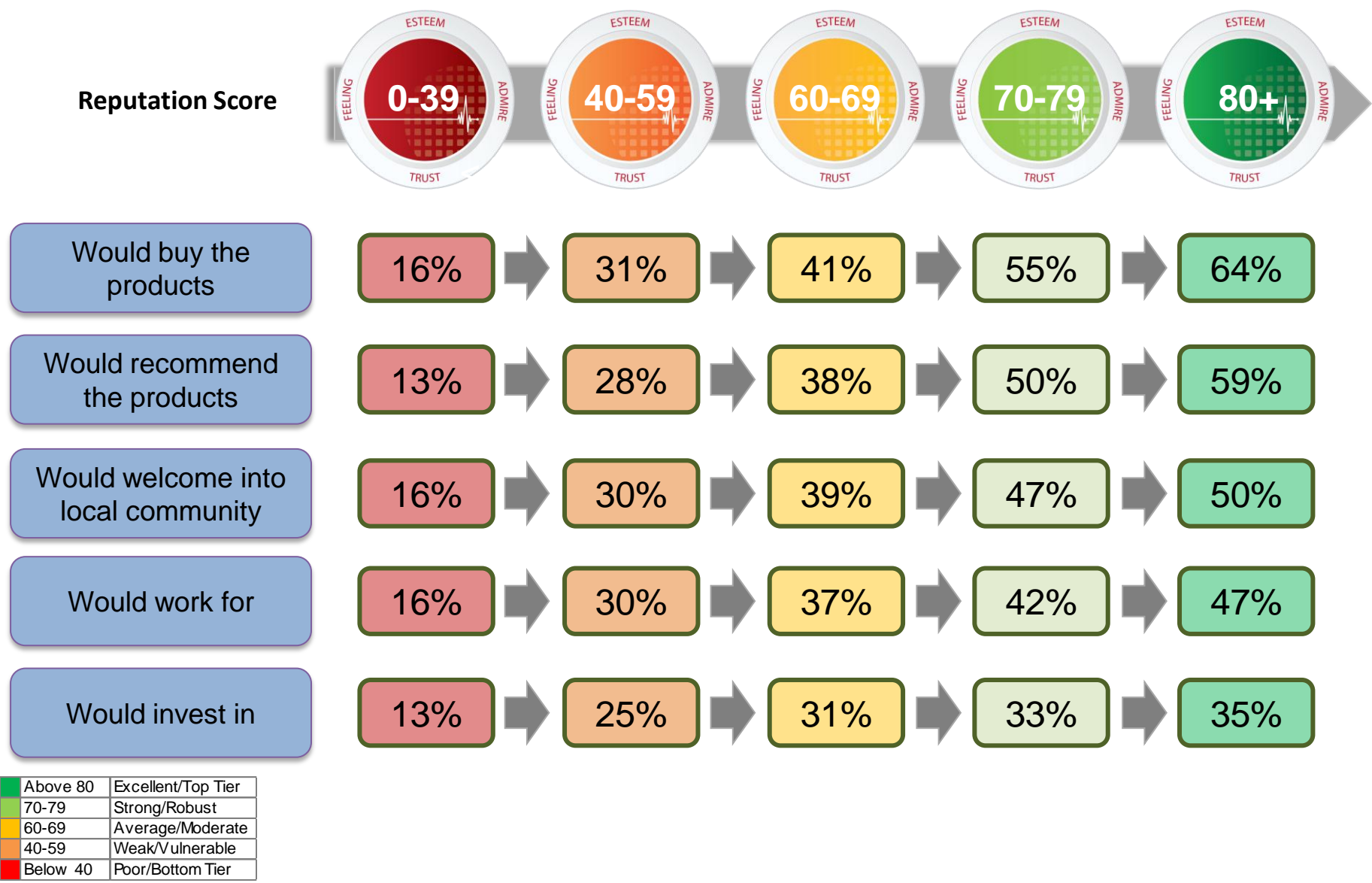
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REPUTATION IS YOUR # 1 DRIVER OF SUPPORT



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Stronger reputation increases support



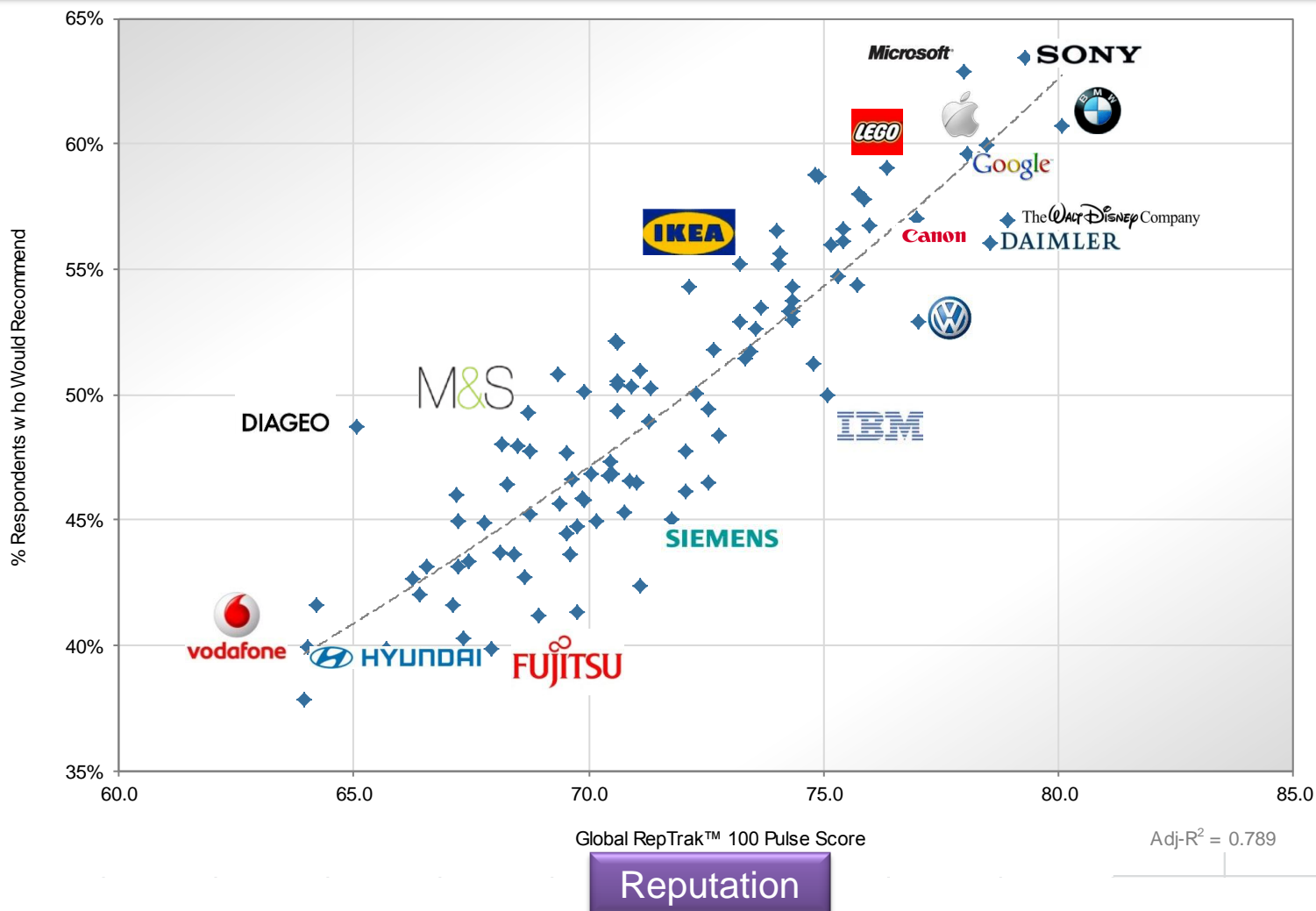
Note: Data is based on Global Reputation Pulse 2012 Study conducted in Jan-Feb

RepTrak™ is a registered trademark of Reputation Institute. Copyright © 2012 Reputation Institute. All rights reserved. Please select a number from 1 to 7 where "1" means "I strongly disagree" and "7" means "I strongly agree".

Strong Relationship Between Reputation and Support

Improve Reputation by 5 Points and Increase Recommendation by 7.1%

If a company improves its reputation by 5 points, the number of people who would definitely recommend the company goes up by 7.1%.



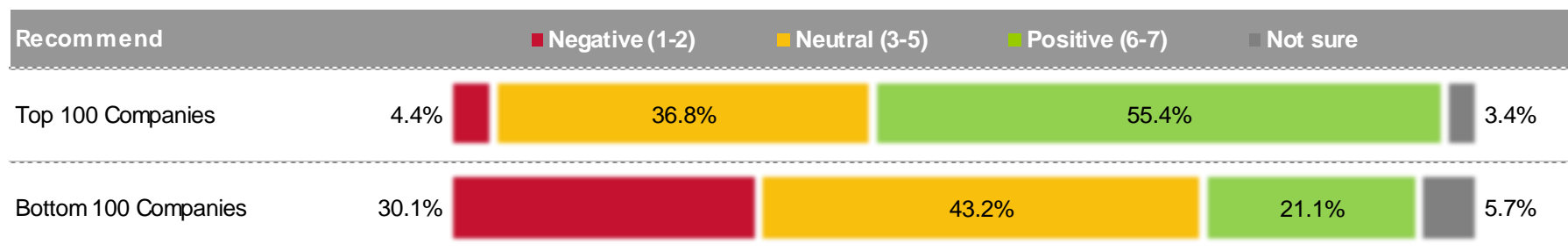
Willingness to Recommend

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Bottom Tier	Below 40

The Top 100 companies with the best reputation have more than **55%** of consumers say that **they would definitely recommend their products to others**

VS.

Fewer than 22% for the companies at the bottom of the list.



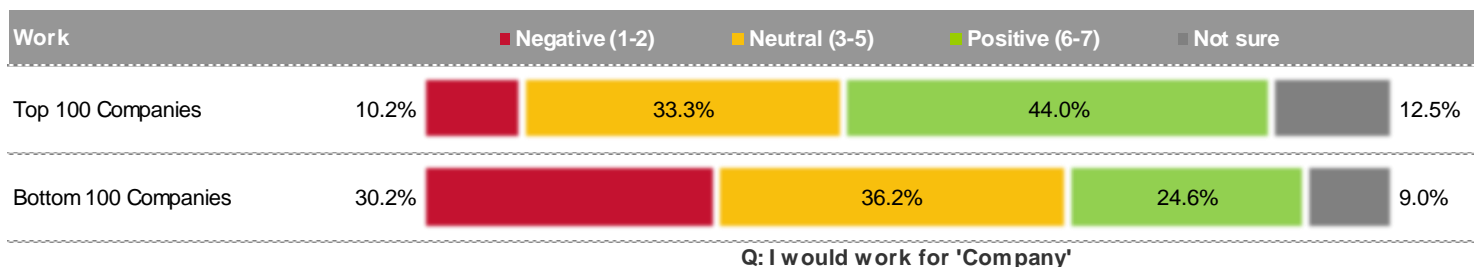
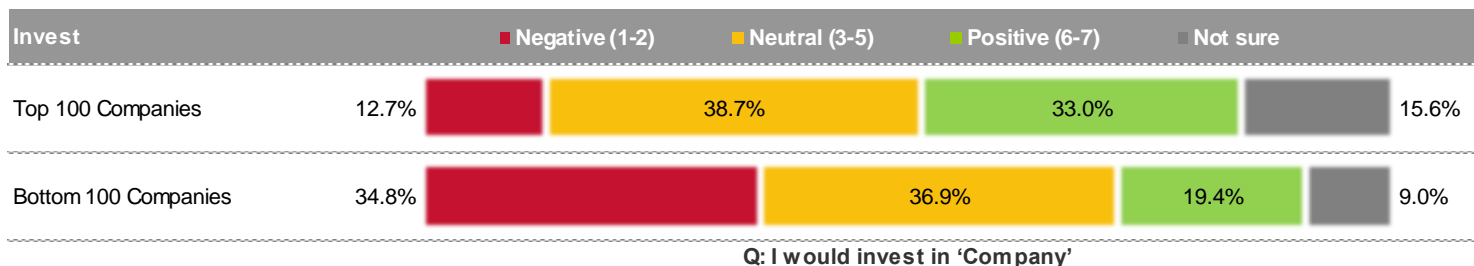
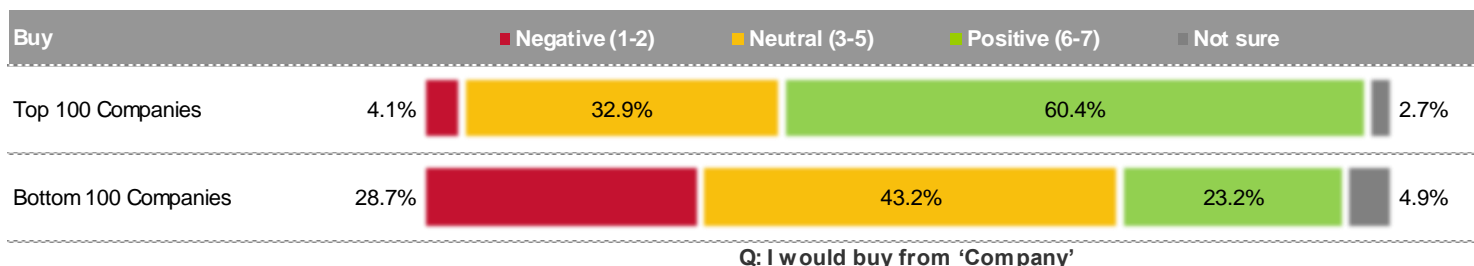
Q: I would recommend 'Company' to others

In a time where word of mouth is the number one driver of sales and competitive advantage...

Investing in Reputation is paying off on the bottom line

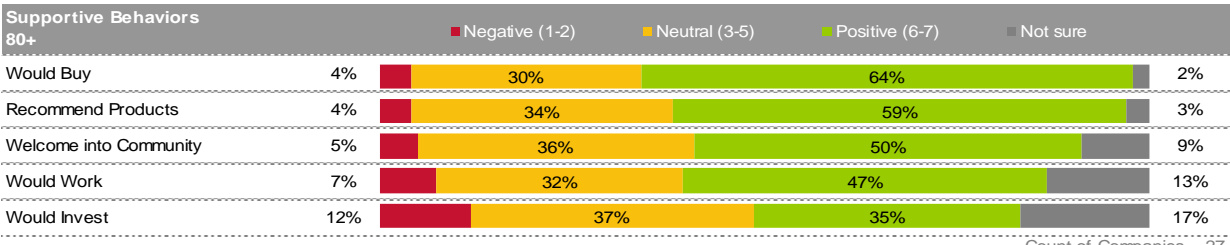
Note: Data is based on Global Reputation Pulse 2012 Study conducted in Jan-Feb: top and bottom 100 companies

- Reputable companies receive significantly more support from the public than less reputable companies
- Whether your business goal is to increase sales, attract investors, or retain and attract the right talent your corporate reputation is a key tool to use

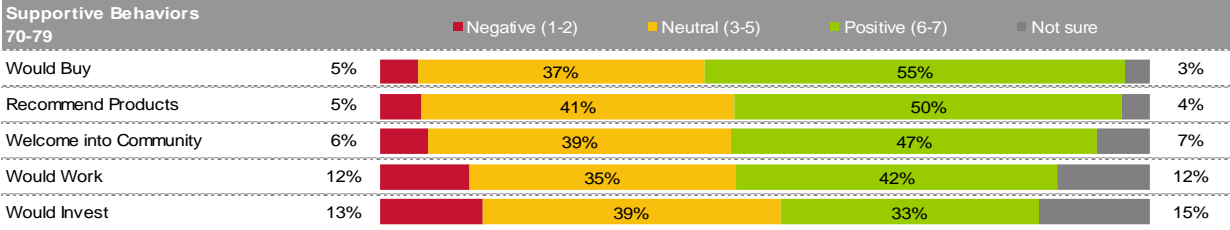


Note: Data is based on Global Reputation Pulse 2012 Study conducted in Jan-Feb: top and bottom 100 companies

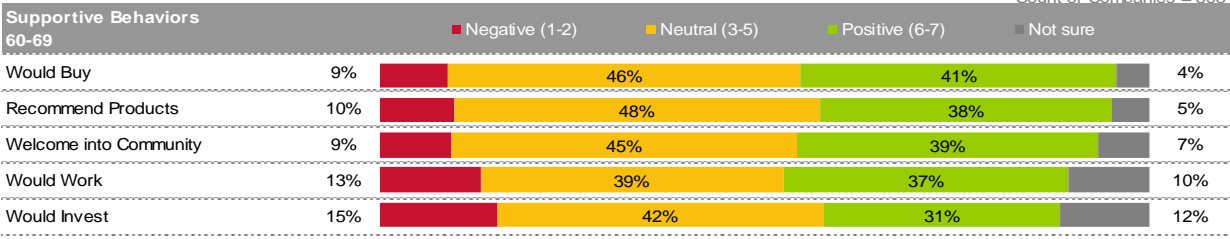
Support follows your Reputation – Consumers Globally across Industries



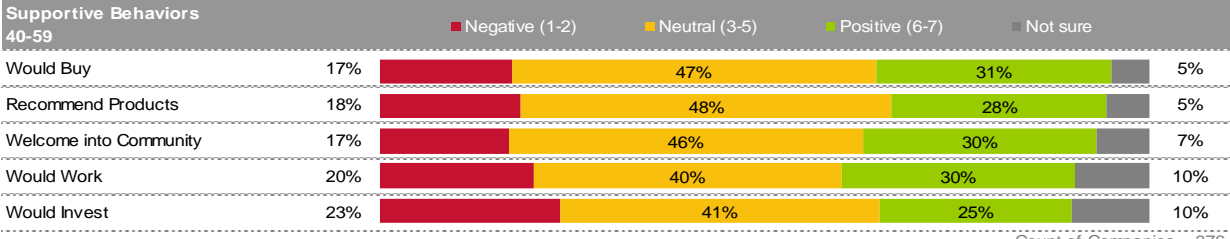
Count of Companies = 27



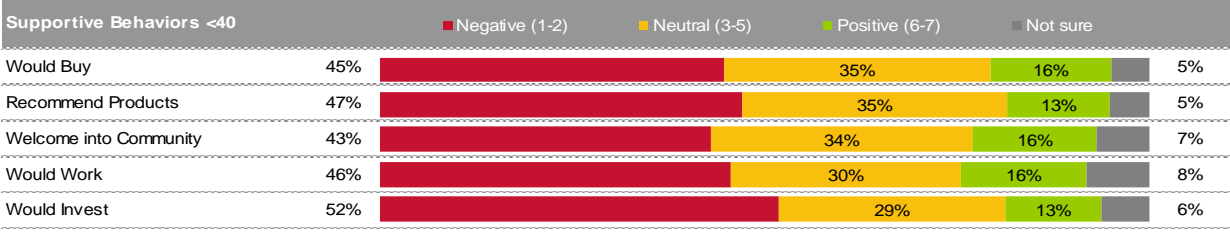
Count of Companies = 363



Count of Companies = 844



Count of Companies = 376



Count of Companies = 14

Above 80	Excellent/Top Tier
70-79	Strong/Robust
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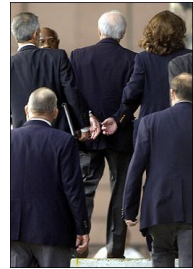
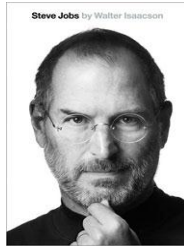
TELL YOUR COMPANY STORY



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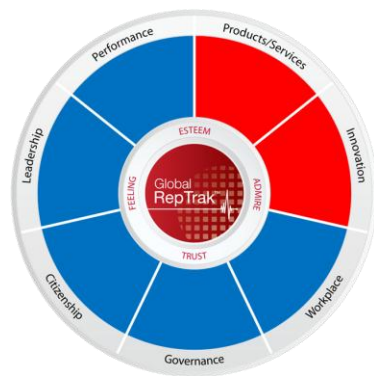
In the Marketplace Just **Two Factors** are at Play

Product

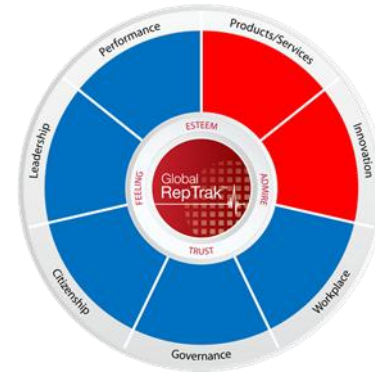


Enterprise

In 2012, **Who You Are** Matters More than **What You Do**



Enterprise



Product

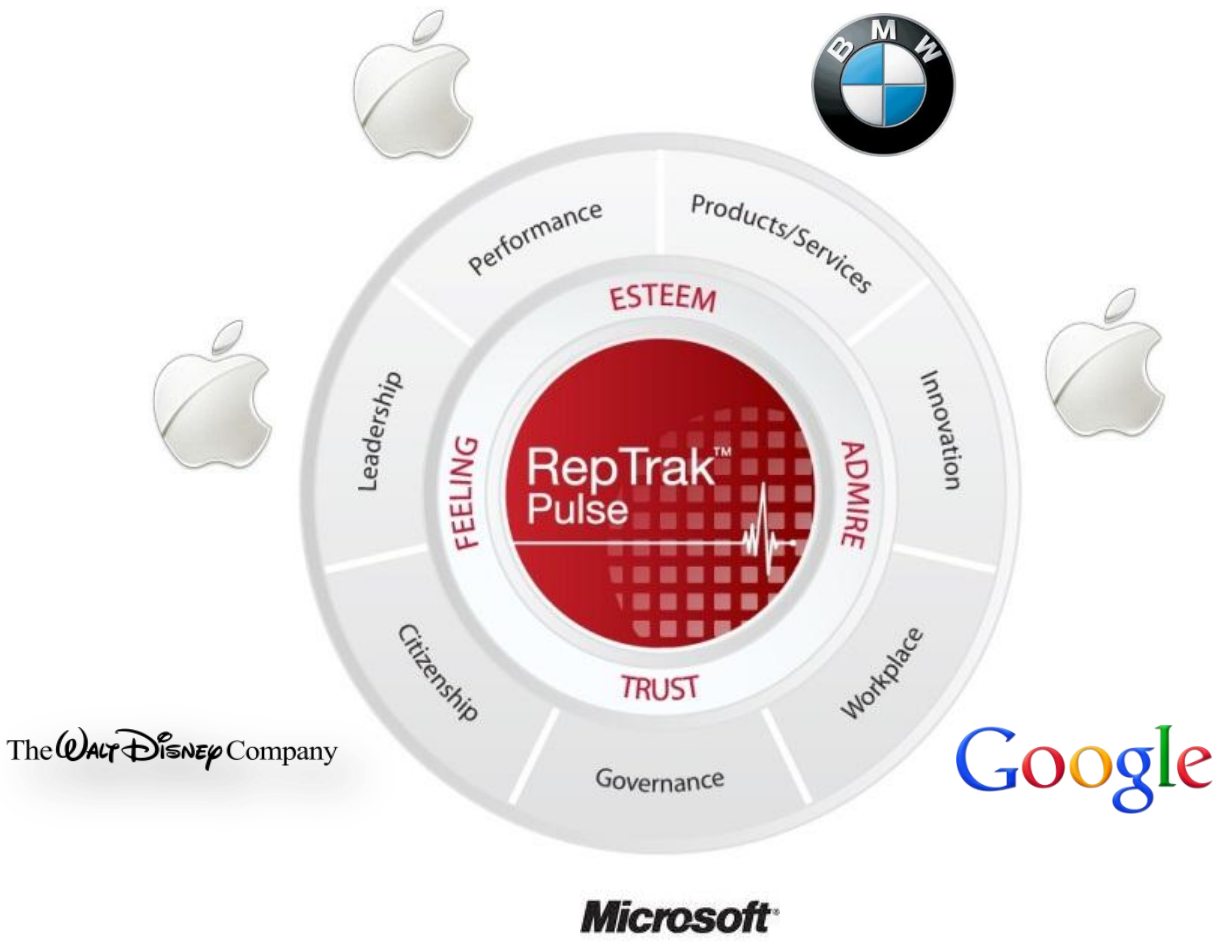
Buy	57%	43%	n = 11,068 Adj-R ² = 0.567
Recommend	57%	43%	n = 11,011 Adj-R ² = 0.614
Work for	64%	35%	n = 10,520 Adj-R ² = 0.433
Invest in	63%	37%	n = 10,422 Adj-R ² = 0.499

WINNERS ON THE 7 DIMENSIONS OF REPUTATION 2012



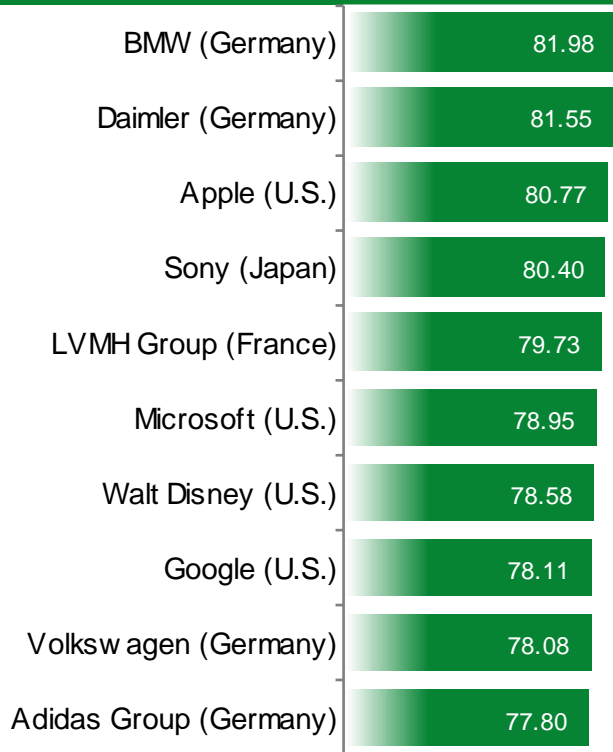
Global 
RepTrak™
100

The companies with the Best Reputation in 2012 within the 7 dimensions of Reputation

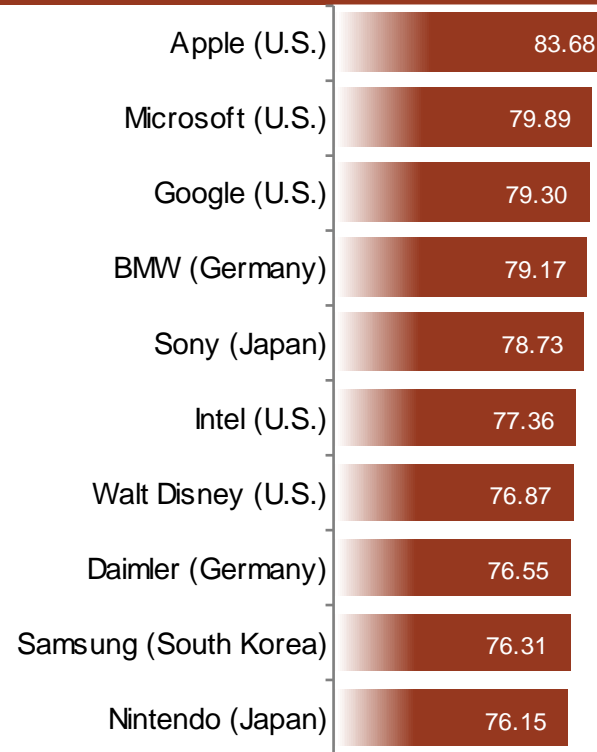


Top 10 in Products & Services and Innovation in 2012

Products/Services



Innovation

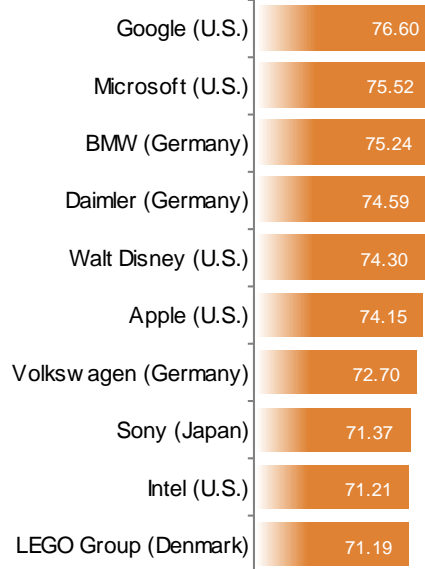


Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
 Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business

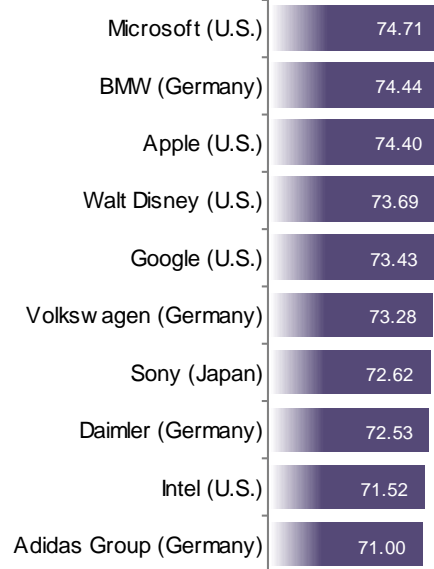
All Global Dimension scores that differ by more than +/-1.8 are significantly different at the 95% confidence level.

Top 10 in Workplace, Governance, and Citizenship in 2012

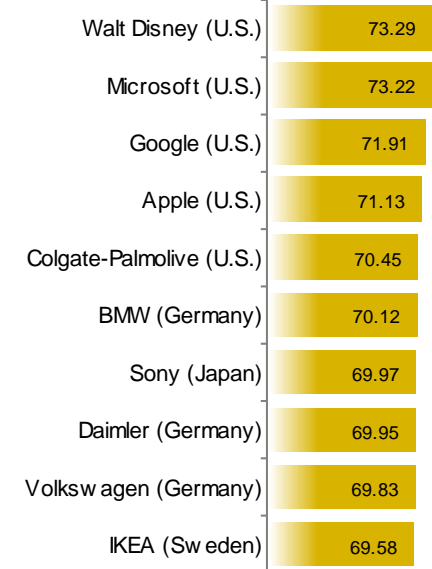
Workplace



Governance



Citizenship

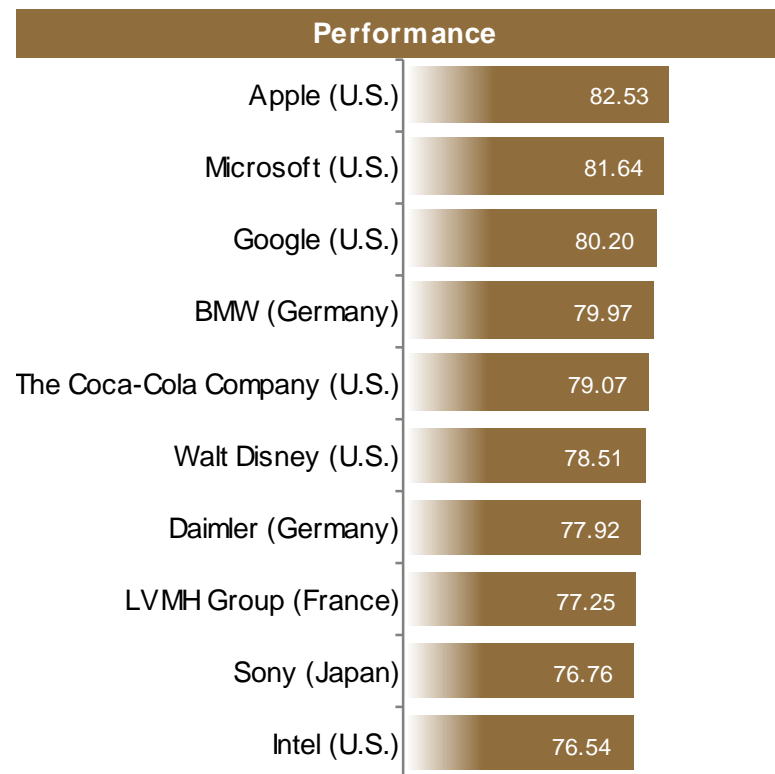
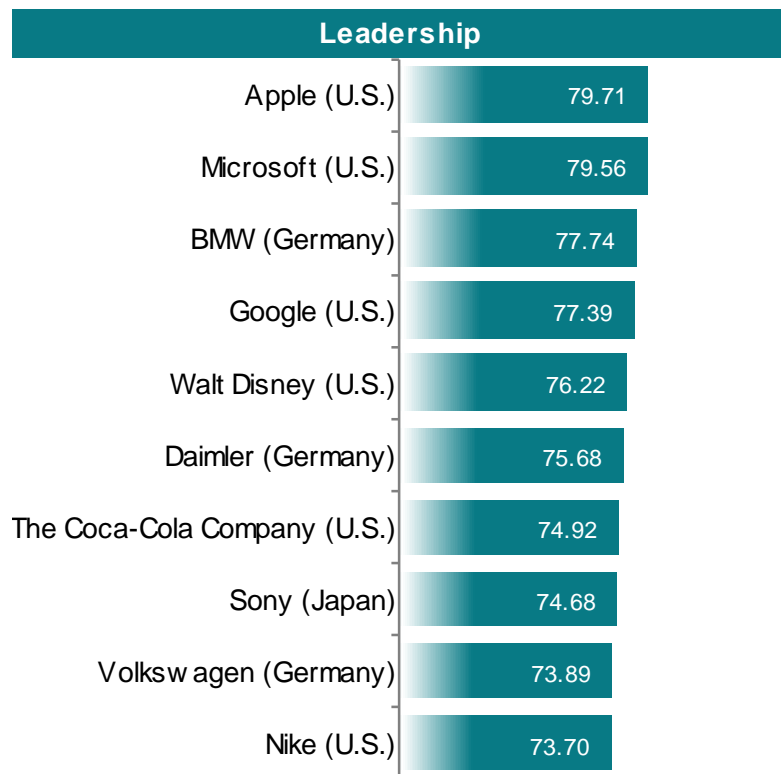


Workplace: 'Company' is an appealing place to work -- it treats its employees well

Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings

Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment

All Global Dimension scores that differ by more than +/-1.8 are significantly different at the 95% confidence level.



Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
 Performance: 'Company' is a high-performance company -- it delivers good financial results

All Global Dimension scores that differ by more than +/-1.8 are significantly different at the 95% confidence level.

THE MOST IMPORTANT DRIVERS OF REPUTATION

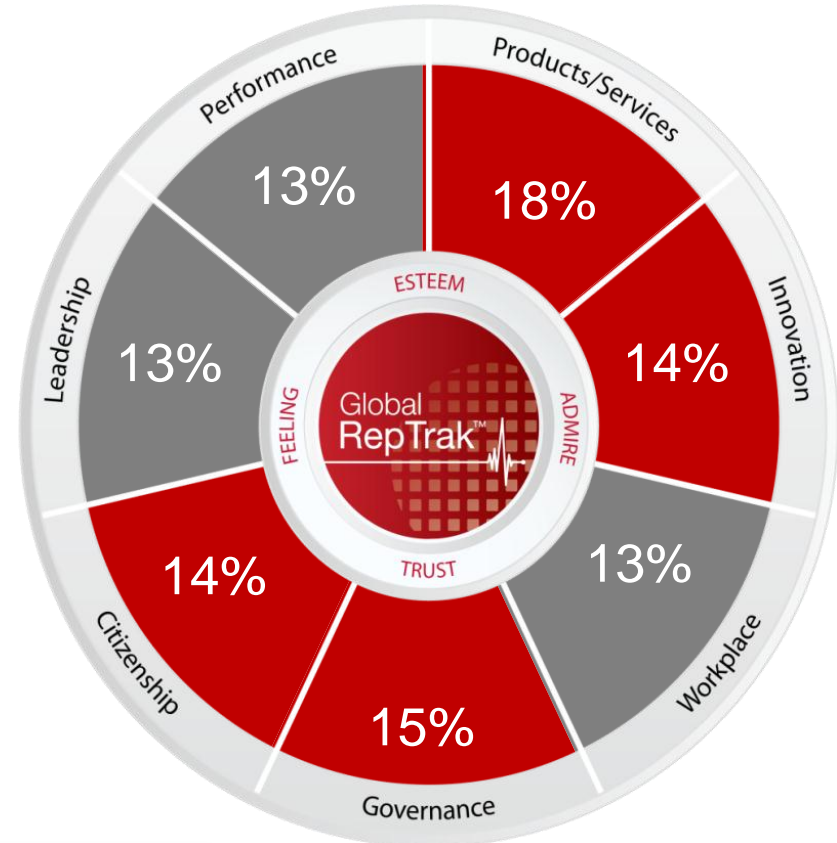


Global 
RepTrak™
100

What Drives Reputation Globally in 2012

To win the support and trust of consumers, you have to engage on all 7 dimensions:

- Each of the 7 dimensions account for more than 13% of reputation. So to win you need to excel and communicate about each one
- Product & Services and Innovation explain 32% of reputation
- Citizenship, Governance and Workplace determine 42%
- Financial Performance and Leadership make up the last 26%
- Building a company specific reputation platform across dimensions is the key to success in the reputation economy




Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
 Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
 Workplace: 'Company' is an appealing place to work -- it treats its employees well
 Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
 Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
 Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
 Performance: 'Company' is a high-performance company -- it delivers good financial results

Factor Adjusted Regression
 n = 14,500
 Adj-R² = 0.707

The Reputation Platform of the 10 Best Companies


2012

- 1 

- 2 **SONY**


- 3 The *WALT DISNEY* Company

- 4 **DAIMLER**


- 5 

- 6 **Google**

- 7 **Microsoft**

- 8 

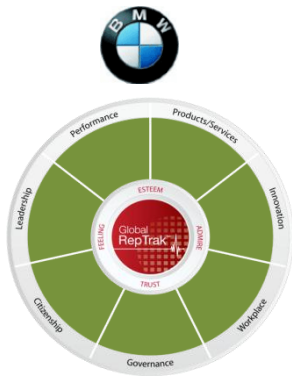
- 9 **Canon**

- 10 

How did the top 10 companies achieve their strong reputation?
Which dimensions are their reputation built upon?



The Reputation Platform of the Top 10 Companies in 2012



SONY



The *Walt Disney* Company



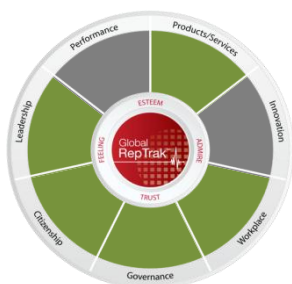
DAIMLER



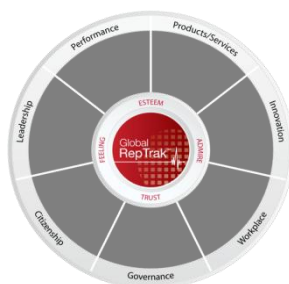
Google



Microsoft

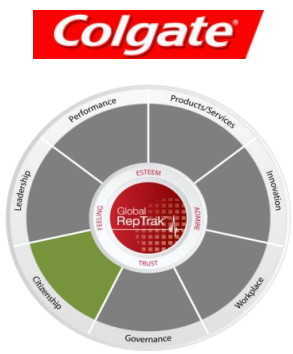
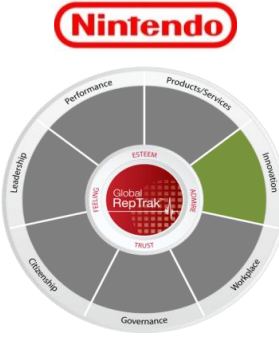
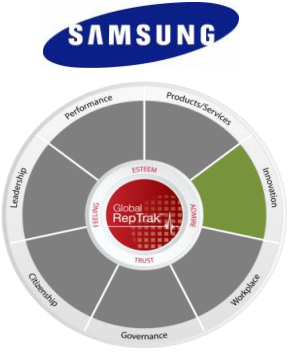
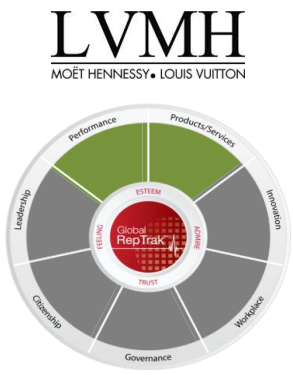
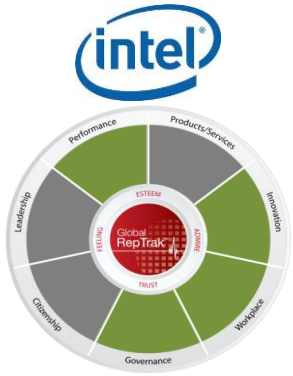


Canon



- To have the best global reputation you need to be strong on several dimensions.
- 7 of the top 10 companies are seen as outstanding in all 7 dimension of reputation. And that is the recipe for a strong and robust reputation. They will be able to survive a crisis on one of the dimensions and still have the trust and support from consumers.
- Canon and LEGO have a more fragile reputation as their strong emotional appeal is not backed up with as strong rational perception.

9 Additional Companies Broke into the Top 10 on 1 – 4 Dimensions



19 companies are represented in the top 10 on the 7 different dimensions

9 Individual companies outside of the top 10 stand out on specific dimensions

- **Intel** is in the top 10 for Innovation, Workplace, Governance, and Financial Performance
- **Adidas** is in the top 10 for Product & Services, and Governance
- **The Coca-Cola Company** is in the top 10 for Leadership and Financial Performance
- **LVMH** is in the top 10 for Product & services, and financial performance
- **Samsung and Nintendo** are in the top 10 for Innovation
- **Colgate and IKEA** are in the top 10 for Citizenship
- **Nike** is in the top 10 for Leadership

Which dimensions are you strong on?

BUILDING A REPUTATION SYSTEM



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Get a systematic way to manage and leverage reputation

Key Challenges for Reputation Leaders:

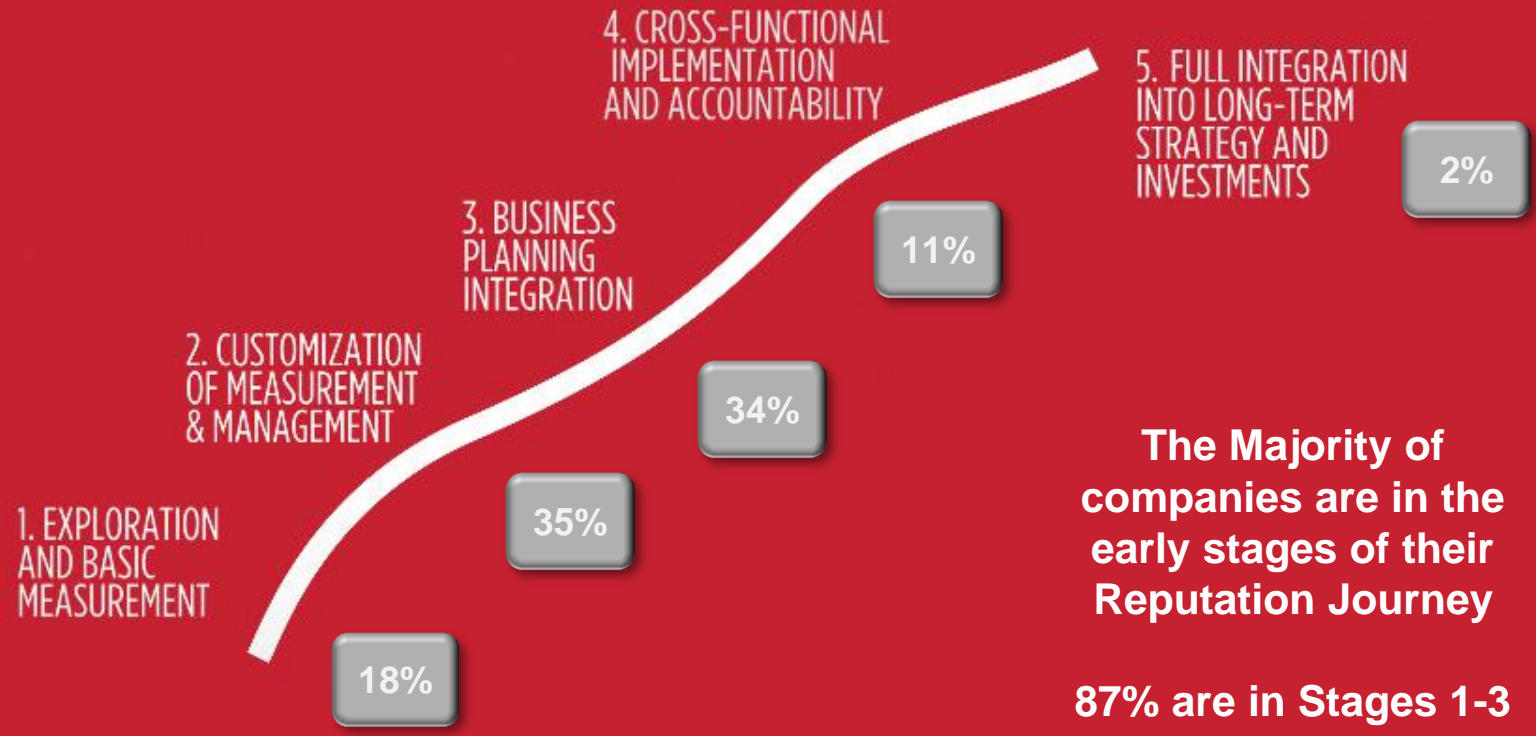
- 51% - We don't have a **structured process** for getting reputation thinking **implemented into our business planning**
- 37% - We are **not leveraging the knowledge** we need to be relevant to each stakeholder group
- 35% - Our actions are **not aligned across departments** with different stakeholder owners having separate agendas



Source: Reputation Institute: CRO Study, 2012

Start mapping out your journey

WHERE ARE YOU ON YOUR REPUTATION JOURNEY?



METHODOLOGY FOR REPTRAK™ 100



Global 
RepTrak™
100



Companies Rated

Reputation Institute identified a set of companies who qualified as candidates for inclusion in the study The Global RepTrak™ 100 study. To be included these companies had to meet specific criteria which make them viable candidates for inclusion in the study. These criteria included size based on annual revenue, above average home country reputation derived from reputation Institute's global database, multinational presence, and high familiarity with consumers in the measured 15 markets.

Survey Methodology

The Global RepTrak™ 100 study was conducted online in all 15 countries. Each respondent rated a maximum of five randomly assigned companies from the list with which they were familiar, using Reputation Institute's standardized RepTrak™ Pulse. In interpreting results, all Global RepTrak™ Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.

Over 150,000 reputation ratings were obtained in this study, and each company received an average of 100 ratings across the 15 countries.

Questionnaire

The Global RepTrak™ 100 questionnaire is a fifteen minute online survey that invites respondents to describe their perceptions of companies. Through rigorous statistical analysis, Reputation Institute connects the Reputation Dimensions with the RepTrak™ Pulse scores as well as with a measure of overall public support, in order to identify the drivers of corporate reputation. Doing so enables companies to understand what matters to the general public.

The Global RepTrak™ 100 Study Measures Corporate Reputations Worldwide

Reputation Institute conducts the only truly global study designed to identify and assess the best corporate reputations around the world. In March and April of 2012, more than 150,000 ratings were collected from about 47,000 global consumers invited to measure 100 finalists of the World's Most Reputable Companies across 15 markets.

The purpose of this study was to create an index of global companies that were both well regarded in terms of reputation in their home markets, as well as successful in managing their reputations around the world, given their global footprint. This study provides an assessment of the global reputation landscape—the companies that are most trusted, respected and admired by the public across 15 markets.

Defining Reputation

Research by Reputation Institute since 1999 shows that strong reputations are based on four key concepts: Admiration, Trust, Good Feelings and Overall Esteem.

The RepTrak™ Pulse Model

The RepTrak™ Pulse Model measures the admiration, trust, and good feeling that stakeholders have towards a company. The RepTrak™ Pulse is the beating heart of a company's reputation providing an overall assessment of the health of a company's reputation.

Reputation Institute's research indicates that a reputation is built on seven dimensions from which a company can create a strategic platform for communicating and engaging with its stakeholders.

The RepTrak™ Pulse Model consists of seven dimensions that were found from qualitative and quantitative research to best explain the reputation of a company.

In The Global RepTrak™ 100 study, Reputation Institute measures not only perceptions of companies on the core RepTrak™ Pulse attributes but also asked respondents to rate the companies on the seven key dimensions.

How are Corporate Reputations Measured?

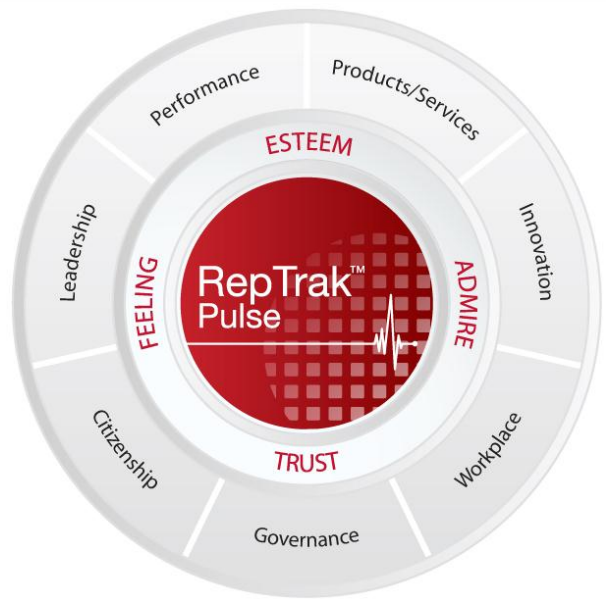
Reputation is Driven by Seven Dimensions – RepTrak™ Pulse Measures Them

For each company in the study, perception measures are taken of each of the factors in the model – we measure respondents’ trust, admiration, esteem and good feeling to form a single average score across 15 countries

(The Global RepTrak™ Pulse), which is the dependent variable used in our driver analysis. When the full set of 100 companies’ dimension ratings are statistically analyzed against this score, we find that to earn a strong reputation, companies need to address all seven dimensions of reputation.



Emotional



Rational explanation of the emotional

About This Study – The Global RepTrak™ 100

Data Collection Period

- March-April 2012

Stakeholder Group

- General Public
- Respondents distribution was balanced to the country population on age and gender
- Sample was also controlled for region

Qualified Respondents

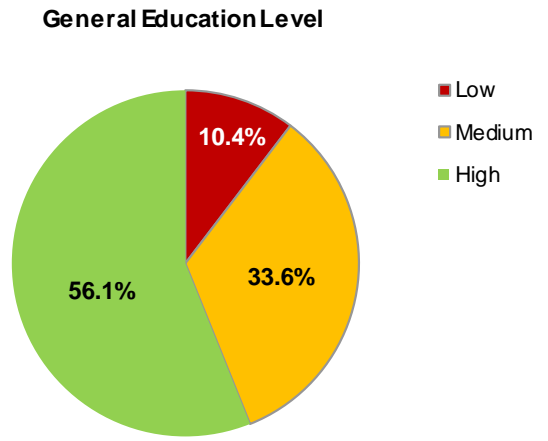
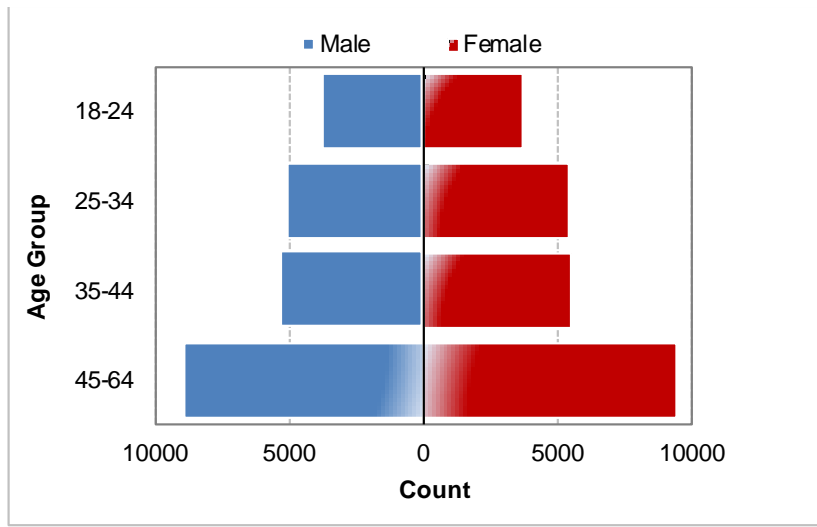
- **Familiarity:** respondents have to be “somewhat” or “very” familiar with at least one company
- **RepTrak™ Pulse:** To provide measures on at least three of the four pulse statements

Data Collection Method

- Web Based Questionnaire in 15 countries
- Data collection was powered by Survey Sampling International and Toluna

Length of Interview

- 15 minutes



Special thanks to SSI (Survey Sampling International) for providing access to their panels of online respondents in all markets included in The Global RepTrak™ 100 study

ABOUT REPUTATION INSTITUTE



Our Reputation Focus:

- Reputation Advice
- Reputation Knowledge Center

Our Reputation Offerings:

Measurement & Analytics
Business Strategy & Positioning
Integration & Implementation
Internal & External Alignment
Risk Management
Training

Independently owned and founded in 1997, we operate in 30 countries. We provide best-in-class reputation consulting to empower more confident decision-making, enabling our clients to achieve their corporate objectives.

Starting your reputation journey

- Get your company specific Reputation Journey Assessment
- Understand how much you can improve support through reputation
- Learn from the best and leverage the largest global normative database
- Get your Global Reputation Landscape
- Contact reptrak100@reputationinstitute.com to start the conversation
- For more information visit www.reputationinstitute.com

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