

2013

Reputation Results The Netherlands



REPUTATION
INSTITUTE



Unlock the power of Reputation.

The best reputation of the largest companies in the Netherlands.

A word from the founder



Dear colleagues,

This is the 13th consecutive year that we have showcased the Annual Reputation Ranking of the Top 30 Dutch companies.

This year we have added two new elements. First, an international benchmark has been added, enabling firms to compare their outcomes with the reputation of their competitors. Second, we present a ranking of the most Socially Responsible Companies in this country.

Reputation is, in my view, a *means to an end*. By that, I mean that improving your reputation is a way to achieve a better performance, which is the desired end. Reputation is vital, but it is not the only driver for achieving performance. Excellent products, good service, being a good employer, and being a sustainable citizen, are also among the attributes needed to build and maintain a high degree of performance.

The RepTrak™ Method enables an organization to understand which drivers have the greatest effect on the Pulse score, and to identify the behavioral consequences of having a good reputation. These behavioral consequences – such as creating a willingness to purchase, to work for, or to invest in – are crucial indicators for achieving alignment with those key stakeholders on which a company depends.

This brochure presents the basic outcomes of the 2013 results. Additional information about the results can be obtained by contacting us by email: mbaumann@reputationinstitute.com or by phone +31 (0) 10 408 19 83.

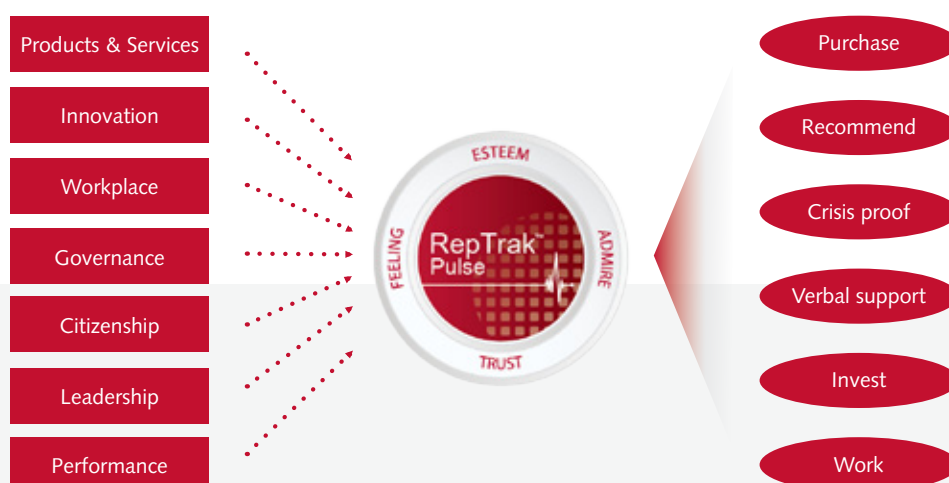
Data from the global results of the largest companies in other countries will be posted on the website of the Reputation Institute very soon: www.reputationinstitute.com.

Cees B.M. van Riel

Vice Chairman and Co-Founder of the Reputation Institute

RepTrak™ study 2013

Reputation is measured by the RepTrak™ Method, by measuring the degree of appreciation using Pulse, in combination with seven drivers of this appreciation and six behavioral consequences.



Reputation ranking

Company	RepTrak™ Pulse score		Company	RepTrak™ Pulse score
1 Philips	77.2		16 Coöperatie VGZ	65.7
2 FrieslandCampina	76.2		17 DSM	65.5
3 Heineken	74.7		18 VolkerWessels	65.1
4 Air France-KLM	74.3		19 Reed Elsevier	65.1
5 Rabobank Groep	73.2		20 Nutreco	64.1
6 Ahold	71.5		21 ABN AMRO	64.0
7 Unilever	71.5		22 Eneco	63.1
8 CZ	71.1		23 KPN	62.9
9 Wolters Kluwer	69.5		24 Delta Lloyd Groep	61.9
10 Randstad	68.5		25 ASR	61.6
11 AkzoNobel	67.2		26 AEGON	59.9
12 BAM Groep	66.8		27 PostNL	59.8
13 Menzis	66.3		28 Shell	56.3
14 Achmea	65.9		29 SNS Reaal	53.6
15 ING Groep	65.9		30 NS	49.6

Who outperforms the industry norm?

Some companies achieve a higher reputation more easily because they operate in a well-regarded industry. Each company has to outperform its direct competitors in its own line of industry. As a consequence, we have compared each of the Top 30 companies in The Netherlands with their (international) competitors.

The table below showcases whether or not a company has a better reputation than the industry average.

Outperforms the industry norm?

Company	yes ✓ / no ✗		Company	yes ✓ / no ✗
ABN AMRO	✓		ING Groep	✓
Achmea	✓		KPN	✓
AEGON	✓		Menzis	✓
Ahold	✓		NS	✗
Air France-KLM	✓		Nutreco	✗
AkzoNobel	✓		Philips	✓
ASR	✓		PostNL	✗
BAM Groep	✓		Rabobank	✓
Coöperatie VGZ	✓		Randstad	✓
CZ	✓		Reed Elsevier	✓
Delta Lloyd Groep	✓		Shell	✗
DSM	✓		SNS Reaal	✗
Eneco	✓		Unilever	✗
FrieslandCampina	✓		VolkerWessels	✓
Heineken	✓		Wolters Kluwer	✓

CSR Ranking 2013

When looking at how companies perform in the area of Corporate Social Responsibility (rather than overall reputation), we see a different Top 3 emerge.

FrieslandCampina is seen as the most socially responsible company, with a score of 69.1. Rabobank Groep follows at a distance (67.3). Reputation ranking winner Philips comes in third.

CSR ranking

Company	Score		Company	Score
1 FrieslandCampina	69.1		16 CZ	62.1
2 Rabobank Groep	67.3		17 Menzis	62.0
3 Philips	66.8		18 Achmea	61.5
4 Unilever	65.1		19 Reed Elsevier	61.0
5 Randstad	65.0		20 Eneco	59.8
6 Heineken	65.0		21 ASR	59.6
7 Nutreco	64.3		22 KPN	59.1
8 Ahold	63.8		23 ING Groep	58.8
9 Air France-KLM	63.3		24 ABN AMRO	58.6
10 AkzoNobel	63.2		25 Delta Lloyd Groep	58.2
11 BAM Groep	63.0		26 AEGON	57.0
12 Wolters Kluwer	62.8		27 SNS Reaal	52.7
13 DSM	62.7		28 NS	50.6
14 VolkerWessels	62.6		29 Shell	50.2
15 Coöperatie VGZ	62.1		30 PostNL	50.0

CEO's about reputation



"I'm very pleased that Philips has been ranked number one by the Reputation Institute for the sixth consecutive year. A great achievement, that is the result of all the hard work of the Philips employees, who are committed to make the world healthier and more sustainable.

This prestigious award is a testimony of our long heritage and focus on meaningful innovation and entrepreneurship. At the same time the award confirms our consistent contributions to the Dutch economy".

Frans van Houten

President/CEO and Chairman of the Board of Management and the Group Management Committee, Royal Philips Electronics Inc.

"For the approximately 20,000 member dairy farmers and 20,000 employees of FrieslandCampina winning this CSR Award is a major boost and a good incentive to continue on the path of sustainable development.

We continue to build our business case for sustainability and try to give practical substance to our corporate purpose. We fully realize that we are not there yet, and many CSR issues still need to be tackled. The higher purpose remains to let sustainability really be a part of the 'hearts and minds' of everyone in our company and the cooperative.

We have been able to take important steps with the introduction of the program for sustainable dairy farming FoqusPlanet, the purchase of sustainable agriculture commodities, encouraging grazing in the Netherlands and the use of green electricity from our own dairy farms by our factories."

Cees 't Hart

CEO Royal FrieslandCampina



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June 5-7, 2013 Barcelona Spain

The Reputation Journey

From Exploration to Business Impact

17th Annual International Conference on Corporate Reputation,
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www.reputationinstitute.com/barcelona2013

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