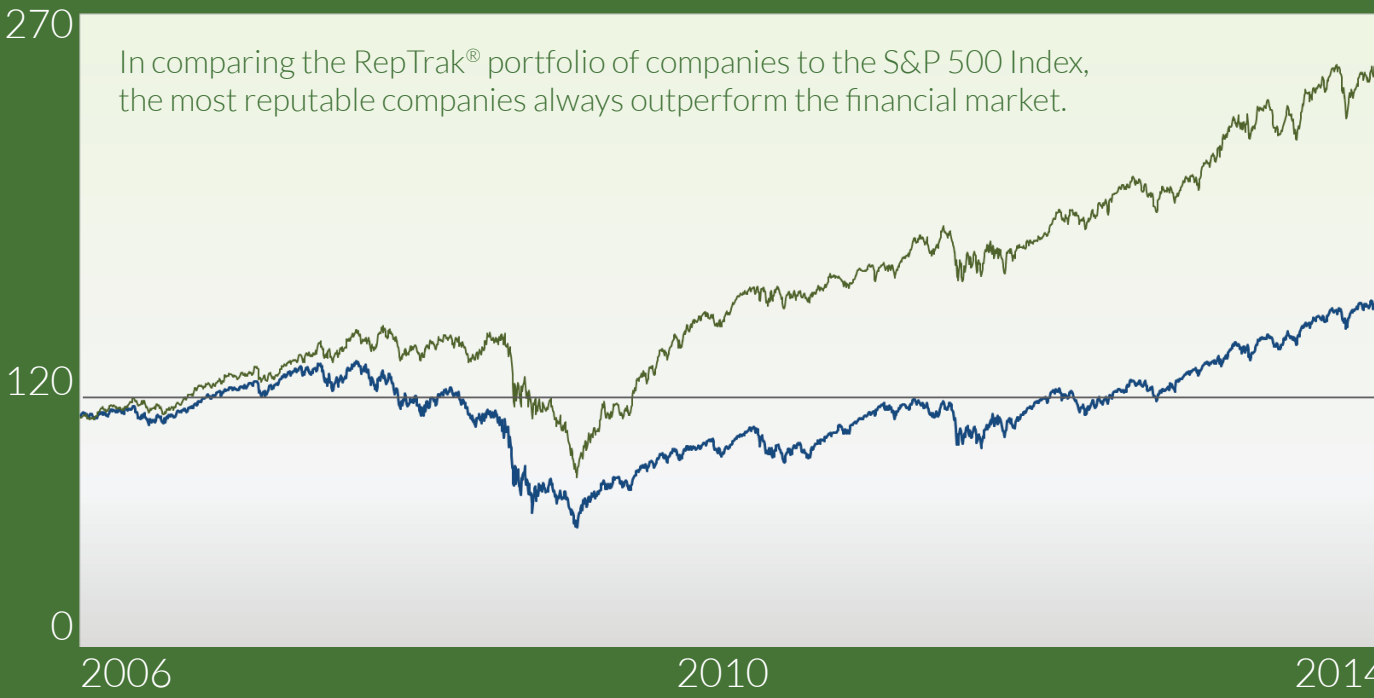


Understanding Return on REPUTATION

Companies who build a strong reputation enjoy higher equity and enhanced financial performance.

A stronger reputation positively impacts consumer behavior, influences investment decisions, and ultimately **yields increased enterprise value.**

Results: RepTrak® Portfolio Outperforms the US Market 2006-2014



How Reputation Enhances Enterprise Value

An analysis of data in the US by Reputation Institute, reveals how **corporate reputation increases share price value.**

The Added Tangible Value of Reputation

A deeper dive into the rational drivers of reputation indicates added dimensions of financial value.

Enhanced reputation elevates advocacy, sales, employee motivation, resiliency, and goodwill.

More Recommendations



▲ 6.5%

increase in recommendations for each 5-point reputation RepTrak® score improvement.

Higher Stock Price



2X

better stock performance for companies with a strong reputation compared to the overall market since 2006.

Higher Sales



▲ 5%

increase in propensity to buy for each 5 point RepTrak® score improvement.

More Resilient



All firms take a similar hit in stock price after a crisis, (8%) on average, but higher reputation firms bounce back faster and go higher afterward.

Attract Better Talent



15X

more likely to attract the best talent. A higher reputation results in a significant increase in willingness to work for a firm.

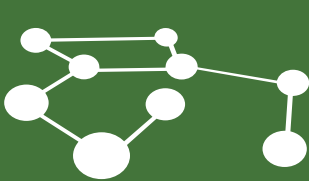
More Crisis Proof



54%

would give reputable companies the benefit of the doubt in a crisis, compared to only 20% for lower reputation companies.

Highly Engaged Employees



A good company reputation is a key driver for employee pride and engagement. A strong reputation is a leading indicator for employees' willingness to deliver on the company strategy.

Greater Influence



Companies with better reputations are invited to provide input to policy makers when new regulations are designed.

About Reputation Institute:

Reputation Institute is the world's leading research and advisory firm focused on the measurement of corporate reputation. Data provided in this infographic is based on the RepTrak® Pulse study.