

LEGO, CAMPBELL SOUP TOP LIST OF CANADA'S MOST REPUTABLE COMPANIES

Home Hardware, Porter Airlines and Tim Hortons lead Canadian-based companies

Toronto – June 15, 2016 – When it comes to the building blocks of strong corporate reputation, nobody does it better than LEGO, according to new research from Reputation Institute, the world's premier authority on reputation measurement. And while multinational firms lead the pack overall, Home Hardware tops the list among Canadian-based companies, followed closely by other local favourites such as Porter Airlines and Tim Hortons.

The Reputation Institute today released the 2016 Canada RepTrak® 50, a study of the most highly regarded companies in Canada, including both international and homegrown organizations. The rankings are based on over 40,000 ratings collected from Canadians in the first quarter of 2016.

In addition to the overall ratings from Canadians with stated familiarity with each company, the RepTrak® system also scores companies on seven key dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance.

“Reputation is an emotional bond, backed by rational impressions. Companies with strong reputations receive significantly more support from their stakeholders, whether it's in buying their products or giving them the benefit of the doubt in a crisis,” said Bradley Hecht, Vice-President and Chief Research Officer at Reputation Institute.

Multinational firms dominated the top 10 in the 2016 Canada RepTrak® study:

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| 1. LEGO Group | 6. Gillette |
| 2. Campbell Soup Company | 7. Kellogg Company |
| 3. Google | 8. Hershey Company |
| 4. Porsche | 9. Rolex |
| 5. Nintendo | 10. Costco |

Six Canadian companies cracked the Top 50, including **Home Hardware** (12th), **Porter Airlines** (20th), **Tim Hortons** (25th), **WestJet** (28th), **High Liner Foods** (33rd) and **Canadian Tire** (42nd).

“We are honoured and humbled to earn this distinction – it's a real tribute to the hard work and dedication of our network of close to 1,110 independent small business operators from every corner of Canada,” said Terry Davis, CEO of Home Hardware Stores Limited, based in St. Jacobs, Ont. “We're proud that our guiding ethic – believing that community and the common good is simply good business – continues to resonate with consumers.”

The 2016 Canada RepTrak® 50 also looked at the most reputable industries and found the consumer and transport sectors were the only ones with a strong reputation in Canada. Meanwhile, the financial and energy sectors were at the bottom of the list with a reputation that was only marginally above “weak.”

What drives reputation?

When measuring reputation, products and services account for 40 per cent of a company’s score, but dimensions pertaining to corporate social responsibility such as governance, citizenship and workplace account for about 60 per cent.

With a direct correlation between corporate reputation and business performance, companies have an opportunity to understand the key opportunities and gaps, and have processes in place to manage reputation.

“The evidence is clear: when it comes to reputation, who you are is more important than what you sell,” said Daniel Tisch, President and CEO of Argyle Public Relationships, a leading Canadian expert in reputation management. “Business success has always been about relationships and reputation, but never more so than today, with non-physical and non-financial assets now comprising the majority of most companies’ valuations. The RepTrak® study helps us understand the drivers of strong businesses and brands.”

To see the full rankings of the 2016 Canada RepTrak® 50, visit www.reputationinstitute.com/canada.

About Reputation Institute (www.reputationinstitute.com)

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

About Argyle Public Relationships™ (www.argylepr.com)

Argyle helps major brands and respected organizations build and strengthen their relationships with the stakeholders who drive their reputations, brands and business success — across Canada and beyond. For more than 35 years, Argyle has been chosen by some of the world’s biggest brands, has put big ideas onto the public agenda, and has become one

of Canada's largest independent communications firms. Argyle is a Canadian leader in awards for consumer marketing, corporate communications, health communications, public affairs, digital communications, branding and design. In 2015, Argyle was named by PROFIT 500 as one of Canada's fastest growing companies. Argyle has offices in Toronto and Ottawa with affiliates across the country and around the world.

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