

## ROLEX, DISNEY, GOOGLE TOP WORLD'S LARGEST SURVEY OF CORPORATE REPUTATIONS

*Reputation Institute's Global RepTrak® 100 identifies most reputable companies among the general public in 15 countries*

**BOSTON, MASSACHUSETTS (March 22, 2016)** – Rolex, The Walt Disney Company, and Google top Reputation Institute's 2016 Global RepTrak® 100, the world's largest annual survey of corporate reputations.

The top 10 companies in the 2016 Global RepTrak® 100 are:

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|----------------------------|---------------|
| 1. Rolex                   | 6. LEGO Group |
| 2. The Walt Disney Company | 7. Microsoft  |
| 3. Google                  | 8. Canon      |
| 4. BMW Group               | 9. Sony       |
| 5. Daimler                 | 10. Apple     |

"The Global RepTrak® 100 shows that to be a winner in the global market, companies need to deliver on all seven dimensions of reputation," said Kasper Ulf Nielsen, executive partner at Reputation Institute. "The top three companies all demonstrated strong or excellent scores in each dimension, which means that consumers are more likely to buy and recommend their products and services."

The RepTrak® System measures the general public's perception of the world's top companies on the seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance. An "excellent" reputation is represented by an overall RepTrak® Pulse score of 80 or higher. A RepTrak® Pulse score of 70-79 is considered "strong," while 60-69 is "average." None of the companies in the Top 100 scored below 67.

Consumers identified Rolex as the global leader in products and services, while Apple remains the global leader in innovation and leadership. Google earned top marks on performance and workplace, with The Walt Disney Company perceived as best in citizenship and governance.

Out of the 100 companies that made the list, only six companies managed to make their way into the top 10 across the majority of the markets. Rolex, which occupied the fourth spot in 2014 and 2015 but jumped to first place overall in 2016, ranks in the top 10 across 11 markets – the most out of all companies. Other companies that join Rolex are Sony, Google, The Walt Disney Company, Samsung and LEGO Group.

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Microsoft returned to the top 10 in 2016 after a one-year absence, replacing Intel, which slipped to 11<sup>th</sup> place. Though it remains in the top 10, Apple slid from 7<sup>th</sup> place since 2014.

One notable absence from the 2016 Global RepTrak® 100 is German automaker Volkswagen, whose reputation dropped by 13.7 points globally in the wake of an emissions scandal. VW earned a strong RepTrak® Pulse score of 75 in 2015, good enough for 14<sup>th</sup> place on the Global RepTrak® 100 that year, but dropped to an average RepTrak® Pulse score of 61.3 in 2016, falling to 123<sup>rd</sup> position.

Across the seven dimensions of reputation, VW saw an average drop of 10.9 points, with the biggest drops in governance, citizenship and leadership. VW also saw a drop across all supportive behaviors, which underscores the impact of a company's reputation on the business.

Reputation Institute collected more than 240,000 ratings in the first quarter of 2016 from members of the general public in 15 countries to measure the public's perception of companies based on seven dimensions: products and services, innovation, workplace, governance, citizenship, leadership and performance. Countries included Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Korea, Spain, the United Kingdom and the United States.

The full list of the most reputable companies in the world can be found online at <http://www.reputationinstitute.com/thought-leadership/global-reprtrak-100>.

Reputation Institute is hosting a webinar to discuss the most reputable companies in the world today, March 22, 2016, at 9 a.m. Eastern Daylight Time (EDT) or 14:00 Central European Time (CET). Register for the webinar on our website at <http://www.reputationinstitute.com/Events>.

### **About Reputation Institute**

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.

Learn more at: <http://www.reputationinstitute.com/>

### **Further information**

Jennifer Villarreal, Communications Manager

+1 617 758 0956

[jvillarreal@reputationinstitute.com](mailto:jvillarreal@reputationinstitute.com)

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