

## INTEL, ROLEX, ROLLS-ROYCE TOP LIST OF MOST REPUTABLE COMPANIES IN CHINA

***Reputation Institute's China RepTrak® 100 identifies most reputable global companies among the Chinese general public***

**BOSTON, MASSACHUSETTS — (March 17, 2016)** – Intel, Rolex and Rolls-Royce top the China RepTrak® 100 list of the most reputable companies among the Chinese general public, Reputation Institute announced today.

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

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|----------------|---------------|
| 1. Intel       | 6. Siemens    |
| 2. Rolex       | 7. Michelin   |
| 3. Rolls-Royce | 8. Dell       |
| 4. Daimler     | 9. Amazon     |
| 5. Huawei      | 10. BMW Group |

“The success of a company depends on its ability to get people to support it,” said Nicolas Georges Trad, executive partner at Reputation Institute. “In China, which is the largest market in the world, it’s especially important for global companies to establish a strong reputation. The results of the China RepTrak® 100 tell us which companies are best regarded by the Chinese general public, what drives trust and support, and how the top companies are living up to the general public’s expectations.”

The RepTrak® System measures a company’s ability to deliver on stakeholder expectations on the seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance. Leadership, the least important driver globally in 2015, is the third most important driver in China in 2016, behind products and services and governance.

The Chinese general public does not trust local companies more than they trust international ones. In fact, only one out of the top 10 is Chinese, and that is Huawei (5<sup>th</sup>) – a highly international Chinese brand. Other Chinese companies that ranked in the top 100 include China Merchants Bank (15<sup>th</sup>), Alibaba (30<sup>th</sup>), Tsingtao Brewery (31<sup>st</sup>), Air China (56<sup>th</sup>), Lenovo Group (75<sup>th</sup>), Hutchinson Whampoa (77<sup>th</sup>), China Construction Bank (80<sup>th</sup>), Bank of Communications (91<sup>st</sup>), Tasly (93<sup>rd</sup>) and Bank of China (98<sup>th</sup>).

The Chinese general public reports lower trust in companies compared with similar studies conducted by Reputation Institute elsewhere. In the 2015 US RepTrak® 100, nine of the 10 most reputable

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companies achieved an excellent reputation (measured as a RepTrak® Pulse score of over 80). None of the top companies in the China RepTrak® 100 received an excellent rating.

“The Chinese general public has apparently been losing trust in big businesses in recent years,” Trad said. “This trend stands in stark contrast to other markets, such as the United States, where trust in companies has been consistently on the rise as we rebound from the 2008 financial crisis.”

The China RepTrak® 100 is the largest reputation study in China, with more than 26,000 ratings collected in the first quarter of 2016 from the Chinese general public, representing a wide range of incomes and ages.

The China RepTrak® 100 joins Reputation Institute’s stable of annual RepTrak® studies, which includes the Global RepTrak® 100 and studies focused on the general public’s perceptions in the United States, Canada, the United Kingdom, Italy, Switzerland, Spain, Mexico and France.

The full list of the most reputable companies among the Chinese general public can be found online at <http://www.reputationinstitute.com/china-reptrak-research>.

Reputation Institute is hosting a webinar to discuss the most reputable companies in China today, March 17, 2016, at 10 a.m. EDT. Trad will highlight the top companies that drive reputation among the Chinese general public. 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**

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