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CANADA REGAINS TOP SPOT IN WORLD'S LARGEST SURVEY OF COUNTRY REPUTATIONS

Reputation Institute's Country RepTrak® uncovers most reputable countries based on level of development as well as quality of life and institutions

BOSTON AND COPENHAGEN (July 15, 2015) – Canada has passed Switzerland to regain the top spot in Reputation Institute's 2015 Country RepTrak®, the world's largest annual survey of country reputations. Since the survey began in 2010, Canada has ranked first all but two of those years and never lower than second place. At the top of the list are all of Scandinavia, with Norway in second place, immediately followed by Sweden and Switzerland.

The top ten countries in the 2015 Country RepTrak® are:

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| 1. Canada | 6. Finland |
| 2. Norway | 7. New Zealand |
| 3. Sweden | 8. Denmark |
| 4. Switzerland | 9. Netherlands |
| 5. Australia | 10. Belgium |

“When people perceive a country positively based on their direct experiences and through the lens of others, that translates into increased tourism dollars,” says Fernando Prado, managing partner at Reputation Institute. “That’s because a country’s reputation dictates supportive behaviors such as the willingness of people to visit that country.”

In 2015, Reputation institute conducted more than 48,000 interviews for the Country RepTrak® survey to measure the public’s perception of 55 countries based on three dimensions: effective government, appealing environment, and advanced economy. Countries with strong reputations are perceived positively in all three dimensions. The full list of the most reputable countries can be found online at <http://www.reputationinstitute.com/research/Country-RepTrak>.

The results of the 2015 survey show regional trends for North America, Latin America, Europe, and Asia. Canada, the United States, and Mexico all improved their reputations. Historically, the reputation of the United States was poor, however, the reputation has improved 20% to an average reputation under the Obama administration and is now stable. Latin America is improving its reputation overall, but Brazil is experiencing a decline in reputation. Northern European countries are in the top ten, and Spain, Portugal, Italy, and Ireland have improved their reputations due to improvements in certain economic

indicators. Japan has the best reputation in Asia and Asian countries are improving their reputations, however, their reputations are still weak overall. Russia's reputation is declining due to the crisis in Ukraine and Crimea's annexation.

Reputation Institute will hold a webinar to discuss the most reputable countries today, July 15, 2015, at 11am EDT. Fernando Prado, managing partner at Reputation Institute, will highlight the top countries as well as the most improved countries. 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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