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BMW, LEGO, SONY, AND SAMSUNG TOP EUROPE'S LARGEST SURVEY OF CORPORATE REPUTATIONS

Reputation Institute's Europe RepTrak® 100 uncovers Europe's most reputable companies on innovation, governance, citizenship and more

Boston, Massachusetts (Sept. 16, 2015) – BMW Group has passed LEGO Group, Sony and Samsung to take the top spot in Reputation Institute's 2015 Europe RepTrak® 100, the world's largest annual survey of European public opinion on the world's most visible companies.

"The success of a company depends on its ability to earn the public's support, and to support a company the public needs to trust it will deliver on its promises," said Kasper Ulf Nielsen, executive partner of Reputation Institute. "The best companies have found a way to stand out on one or more of the seven dimensions of reputation, providing them with the platform to engage and communicate with consumers."

Corporate reputations drive a wide range of downstream outcomes, from consumer willingness to buy from, recommend or invest, to stock performance and crisis resiliency. The majority of consumers will give reputable companies the benefit of the doubt in a crisis, compared to only 20 percent for companies with a poor reputation.

The Europe RepTrak® 100 is based on more than 15,000 interviews with the general public across Europe's five largest markets: the United Kingdom, Germany, France, Italy, and Spain. The survey measures the public's perception of companies based on seven dimensions: innovation, leadership, governance, citizenship, workplace, performance, and products/services.

Four companies have been able to build an excellent reputation across Europe: BMW Group, LEGO Group, Sony, and Samsung. BMW Group was the only company to rank in the Top 10 in all five markets measured in the 2015 Europe RepTrak® 100. BMW Group also topped the 2015 Global RepTrak® 100, which measured worldwide public perception.

The top ten companies in the 2015 Europe RepTrak® 100 are:

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| 1. BMW Group | 6. Daimler |
| 2. LEGO Group | 7. Canon |
| 3. Sony | 8. Google |
| 4. Samsung | 9. Ferrero |
| 5. The Walt Disney Company | 10. Michelin |

The RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world’s best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

The rankings are based on each company’s RepTrak® Pulse – the emotional connection consumers have to a company. The results are further broken down into seven dimensions of rationality, which define why consumers feel the way they do.

“If a company can improve its reputation by five points, willingness to recommend that company goes up by 8.5 percent,” said Nielsen. “In today’s world, where word of mouth is the most powerful marketing tool, investing in your reputation has never been more important.”

The complete list of Europe RepTrak® 100 companies can be found online at <http://www.reputationinstitute.com/2015-Europe-RepTrak>.

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/>

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