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REPUTATION INSTITUTE ANNOUNCES TOP GLOBAL COMPANIES FOR PUBLIC PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY

Industry leaders in Global CSR RepTrak® 100 include Google, BMW, Disney, and Microsoft

BOSTON, MASSACHUSETTS (September 17, 2015) – Reputation Institute today released the Global CSR RepTrak® 100, which highlights the companies that have the best reputations for corporate social responsibility (CSR) among the general public in 15 countries. Google tops the ranking for the second year in a row, with a significant lead over all other companies in the ranking.

“Corporate social responsibility is one of the most complex areas of a company’s public identity,” said Brad Hecht, chief research officer at Reputation Institute. “The companies in the Global CSR RepTrak® 100 are succeeding not only at being good corporate citizens, but in communicating those characteristics to consumers who increasingly rely on a brand’s reputation in making purchasing decisions and recommending products and services to others.”

The Global CSR RepTrak® 100 reflects public perceptions of corporate performance across three dimensions of reputation: citizenship, workplace, and governance. The results describe which companies are best regarded by consumers for having a positive societal influence, being environmentally friendly, operating with openness and transparency, behaving ethically, rewarding employees fairly and promoting employee well-being, among other factors.

Companies with the top ten CSR reputations globally are below:

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| 1. Google | 6. LEGO |
| 2. BMW | 7. Apple |
| 3. The Walt Disney Company | 8. Intel |
| 4. Microsoft | 9. Rolls-Royce Aerospace |
| 5. Daimler | 10. Rolex |

The full top 100 list can be found online at <http://www.reputationinstitute.com/research/CSR-RepTrak>.

The list of companies with the best global CSR reputations is derived from the data collected for the 2015 Global RepTrak® 100 study, and based on more than 60,000 interviews with consumers in the 15 largest economies in Europe, Latin America, North America and the Asia Pacific region.

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.

About Reputation Institute

Reputation Institute (RI) is the world's leading research 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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