

FOR IMMEDIATE RELEASE

SAMSUNG LEADS THE TECHNOLOGY INDUSTRY IN AMERICA'S LARGEST SURVEY OF CORPORATE REPUTATION

Reputation Institute's survey of technology companies shows Samsung leads peers in products and services, citizenship, and governance

BOSTON AND COPENHAGEN (June 30, 2015) – Samsung achieved the top spot in Reputation Institute's 2015 list of America's most reputable technology companies based on the largest survey of corporate reputation in the United States.

All of the 10 most reputable technology companies achieved a "strong" reputation; however, the technology industry achieved only an "average" reputation overall. SAP showed the most significant improvement among all of the technology companies, improving its reputation from average last year to strong this year, with an eight-point jump in score.

"America's most reputable technology companies recognize that who you are is becoming increasingly more important than what you sell," says Brad Hecht, chief research officer at Reputation Institute. "In fact, one of the key drivers of reputation in the technology industry is governance – or whether a company is responsibly run, ethical and transparent."

The top ten in the 2015 list of America's most reputable technology companies are:

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| 1. Samsung | 6. Intel |
| 2. Hewlett-Packard | 7. NCR |
| 3. Microsoft | 8. Adobe Systems |
| 4. Google | 9. Texas Instruments |
| 5. SAP | 10. Toshiba |

Again absent from the top ten list is Apple, which finished 21st. Apple beat industry leader Samsung in innovation, but scored lower in governance, citizenship, and products and services.

The list of America's 25 most reputable technology companies is derived from data collected for the 2015 US RepTrak® 100 study. For the 2015 US RepTrak® 100 study, Reputation Institute conducted more than 50,000 interviews with the US general public in 1Q 2015. 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.

Reputation Institute will hold a webinar to discuss America's 25 most reputable technology companies today, June 30, 2015, at 2pm EDT. Brad Hecht, chief research officer at Reputation Institute, will highlight the top companies and explain the return on reputation. Register for the webinar on our website at <http://www.reputationinstitute.com/Events>.

The complete list of America's most reputable technology companies can be found online at <http://www.reputationinstitute.com/us-technology-retrak>.

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

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