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REPUTATION INSTITUTE ANNOUNCES WORLD'S MOST REPUTABLE PHARMACEUTICAL COMPANIES

Reputation Institute's Pharma RepTrak® 2015 reveals global consumer perceptions of pharmaceutical companies on innovation, governance, citizenship and more

BOSTON AND COPENHAGEN (May 12, 2015) – Consumers give global pharmaceutical companies an average reputation and express uncertainty about what those companies stand for, according to a new survey of corporate reputations. A top driver of reputation in the pharmaceutical industry is governance, or being a responsibly run company that behaves ethically and is open and transparent in its business dealings. However, 55% of consumers are either neutral or uncertain about whether they would characterize global pharmaceutical companies that way.

Reputation Institute conducted more than 15,000 interviews in 15 countries to understand how the general public views the industry and its largest companies. The results captured in the 2015 Pharma RepTrak® report provide the single best way to measure, communicate and manage reputation performance.

“Pharmaceutical companies need to communicate more about who they are as companies, how they are addressing healthcare challenges in local markets, and what they are doing to bring meaningful innovation to patients,” said Kasper Ulf Nielsen, the report’s author and Reputation Institute executive partner. “Without this, they will be stuck with average reputations and not get the support they need to drive growth.”

The 12 companies in the 2015 Pharma RepTrak® are closely grouped in the following order:

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|-------------------------|-------------------------------|
| 1. Bayer | 7. Novo Nordisk |
| 2. Roche | 8. AstraZeneca |
| 3. Abbott Laboratories | 9. Pfizer |
| 4. Eli Lilly | 10. Sanofi |
| 5. GlaxoSmithKline | 11. MSD (Merck Sharp & Dohme) |
| 6. Bristol-Myers Squibb | 12. Novartis |

AstraZeneca received a significant bump in its reputation in the UK after the failed takeover bid by US-based Pfizer. The reputation of all 12 global pharmaceutical companies fell in China after the year-long bribery scandal and government investigation into industry practices.

“Corporate reputations can change quickly, especially when companies have not done enough to define themselves – before events do it for them,” said Nielsen. “There’s both an opportunity and a need for companies to break out of the pack and reap the rewards of a stronger individual reputation 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 RepTrak® rankings are based on each company’s “Pulse” – the emotional connection consumers have to a brand. The results are further broken down into seven dimensions of rationality, which define why consumers feel the way they do. The seven dimensions are innovation, leadership, governance, citizenship, workplace, performance, and products/services.

The top-line 2015 Pharma RepTrak® report can be found online at:
<http://reputationinstitute.com/resources/registered/pdf-resources/pharma-reptrak-2015>.

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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