

IKEA, SKF AND TETRA PAK TOP REPUTATION INSTITUTE'S 2017 MOST REPUTABLE COMPANIES IN SWEDEN

RI's Most Reputable Companies study measures the reputation of the over 50 of Sweden's largest and most visible companies

STOCKHOLM, SWEDEN (MAY 23, 2017) – Reputation Institute (RI) named IKEA Sweden's Most Reputable company in today's release of its annual rankings of the Most Reputable Companies in Sweden. Based on over 6,400 ratings collected during January 2017 among the general public, the world's largest furniture retailer continues to hold the top position in Sweden since 2016.

The top 10 most reputable companies of 2017 in Sweden are:

1. IKEA
2. SKF
3. Tetra Pak
4. Husqvarna
5. Apoteket
6. Volvo
7. Electrolux
8. Scania
9. Assa Abloy
10. Scandic Hotels

A Leading Position Requires Excellence

RI's RepTrak® System measures the general public's emotional connection to Sweden's top companies based on four elements that make up the reputation Pulse score: trust, admiration, esteem and good feeling. The RepTrak® System also measures seven rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance, and to what extent each of these rational elements explains or drives reputation. Each dimension score is derived by a company's performance on three to four attributes that make up that dimension. An "Excellent" reputation is represented by an overall Pulse score of 80 or higher. A Pulse score of 70-79 is considered "Strong," while 60-69 is "Average."

Sweden's top three companies, IKEA, SKF and Tetra Pak, have excellent reputations among the public, with IKEA achieving the top reputation score of 82.6. The remaining top ten companies have strong reputations. On average, Swedish companies have an average reputation of 67.7. Companies in Sweden are best perceived for their Products (quality, reliability) followed by Performance (financial results, outlook). The weakest areas for

Swedish companies are Citizenship (support of society, environment), Governance (ethics, transparency) and Innovation (in products, business).

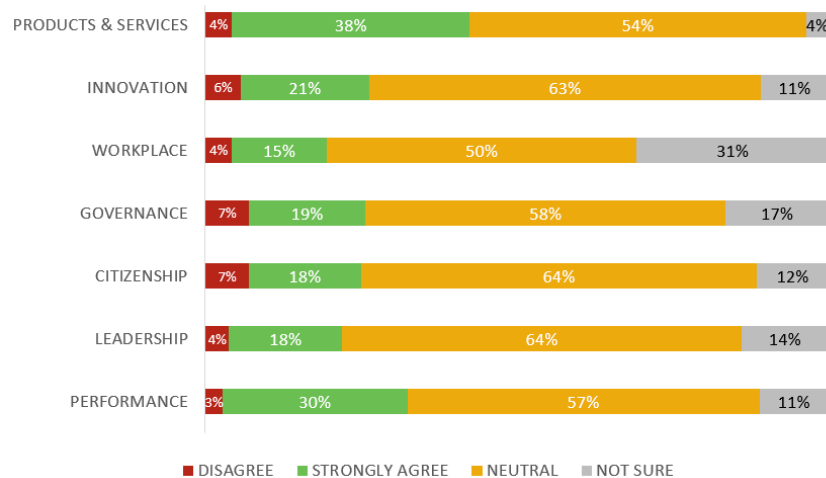


Figure 1 Distribution of Responses on the Reputation Dimensions Across All Measured Companies in Sweden

Reputation is Driven by Corporate Citizenship

In 2017, who companies are as an enterprise drives 60% of the public's willingness to support a company versus 40% by products. Consistent with 2016, Citizenship and Governance are the most important dimension drivers of reputation in Sweden, just after Products. While Sweden's top three dimension drivers are consistent with global companies, Citizenship is more important in Sweden taking the number two place, versus Governance which takes the number two place globally. Looking deeper at the attribute level, the number one attribute driver of reputation in Sweden is that a company has a positive influence on society.

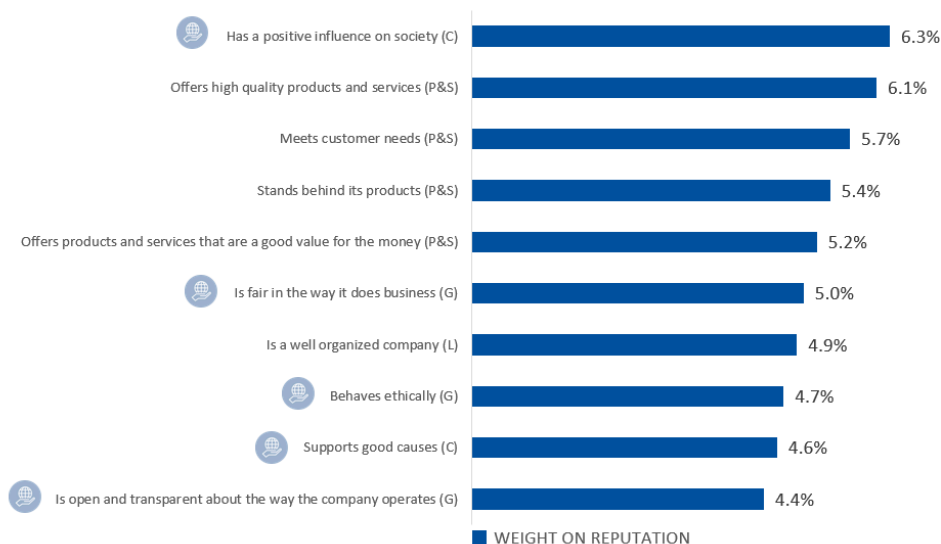


Figure 2 Top Attribute Drivers of Reputation Across All Measured Companies in Sweden

Swedish Companies Need to Communicate More

There is a lack of knowledge in driving areas related to enterprise. Three out of four members of the public are on the fence or unsure about how they perceive Swedish companies in the areas of Citizenship and Governance. This uncertainty stems from a lack of knowledge about what companies are doing to demonstrate their contribution to society and that they are responsibly run companies. From the top five most reputable companies in Sweden, nearly 40% of the public receive sufficient information and frequent communication. From Swedish companies on average, only 24% receive sufficient information and 19% receive frequent communication.

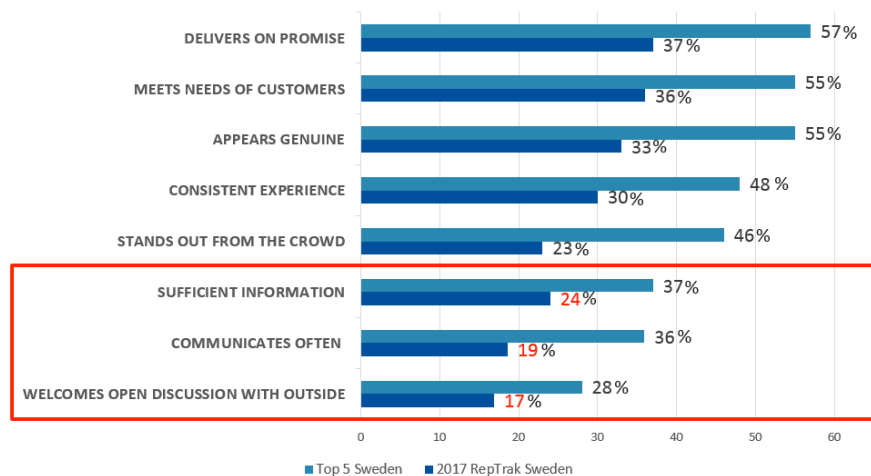


Figure 3 Expressiveness Across All Measured Companies in Sweden Compared with the Top 5 Most Reputable

With a reputation in the average tier, the connection that the public feels towards Swedish companies is behind. The public feels most connected to German, American and Italian companies, which have reputations in the strong tier on average. In order for companies in Sweden to improve their reputation, it is essential that they communicate more with the Swedish general public about what they stand for as an enterprise.



Nick Adams, RI

“A trend we see globally and now in Sweden is that the dimensions of Governance and Citizenship are of ever growing importance but are underutilized,” said Nick Adams, RI Vice President & Strategic Consulting Director. “For companies to improve their reputation they need to be better at communicating what they are doing to be a good corporate citizen, fair in the way they do business and transparent. Authenticity with open and honest communications is key to maintaining a strong reputation.”

About Reputation Institute

Reputation Institute is the world's leading reputation management consultancy, enabling business leaders to make more confident decisions. Independently owned and founded in 1997, the firm operates in 30 countries. Reputation Institute provides best-in-class stakeholder insight and reputation-related advice to empower more confident decision-making, thus enable clients to gain competitive advantage, minimize reputation risk, and protect their reputation capital. For more information: www.reputationinstitute.com