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PRESS RELEASE

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**YANDEX, AEROFLOT, SBERBANK AND VOLKSWAGEN – THESE ARE  
THE COMPANIES WITH THE BEST REPUTATION IN RUSSIA**

*Moscow, Thursday, July 6:* EmCo and Reputation Institute announced the results of the 2017 corporate reputation study in Russia. More than 10 thousand people took part in the survey in accordance with the methodology of RepTrak®. Thus, the largest and most famous Russian and international companies were ranked on a scale from 0 to 100, which resulted in a ranking showcasing enterprises with a score higher than 80 (excellent reputation), some between 70-79 (strong reputation), 60-69 (average reputation), 40-59 (weak reputation), less 40 (very weak reputation).

In 2017, according to the Russian general public, Yandex, Aeroflot and Sberbank have the best reputation among Russian companies, while among the international companies Volkswagen, Rolex and Canon are the best scorer.

Another key finding from the research is that the top 30 international companies of the Russian ranking are performing way higher (83,9 RepTrak score average) than the Russian ones (only 69,5 RepTrak score average). At the same time, the main factors affecting the reputation of companies operating in Russia are: "Quality of products and services", "Corporate governance", "Innovation" and "Corporate social responsibility".

Cees Van Riel, co-founder of Reputation Institute and professor of corporate communications at Erasmus University, stated that: *"The results of our study show that in Russia, as well as all over the world, there is a close relationship between the company's reputation and its financial performance. Companies with good reputation have a serious competitive advantage in terms of attracting buyers, qualified employees and investors. We welcome the joint work with EmCo because we believe that Russian companies have a great*

*potential for developing their reputational capital, both domestically and abroad. "*

Pavel Kim, a partner of the Russian consulting company EmCo, said: *"In modern conditions, the competitiveness of companies largely depends on effective interaction with various stakeholders. Accordingly, the perception of the company - its reputation has a significant impact not only on the tone of the statements in the media, but also on the value of the business. We are glad to start cooperation with Reputation Institute and are ready to assist Russian companies in measuring and managing their reputation. "*

EmCo and Reputation Institute are planning to jointly assess the corporate reputation in Russia on an annual basis.

### Reputation of Russian companies by sector<sup>1</sup>

№	Company	RepTrak® Pulse 2017
1	Metallurgy	69,8
2	Oil and gas	69,4
3	Retail	68,6
4	Telecommunications	67,9
5	Finance	66,6

### Top-30 Russian and international companies - RepTrak® Russia 2017

№	Компания	Сектор	RepTrak® Pulse 2017	№	Companu	Sector	RepTrak® Pulse 2017
1	Yandex	High tech	84,8	1	Volkswagen	Automotive	87,6
2	Aeroflot	Transport	77,7	2	Rolex	Consumer	87,3
3	Sberbank	Finance	74,6	3	Canon	Consumer	86,7
4	M.video	Retail	74,2	4	Robert Bosch	Consumer	86,4
5	S7 Airlines	Transport	73,8	5	Microsoft	Technology	85,8
6	NLMK	Metallurgy	73,7	6	Rolls-Royce Aerospace	Industrial	85,4
7	Gazprom	Oil and gas	72,6	7	BMW Group	Automotive	84,7
8	Mail.ru	High tech	72,6	8	adidas	Consumer	84,7
9	Lenta	Retail	72,3	9	Nike, Inc.	Consumer	84,6

10	Lukoil	Oil and gas	72	10	Toyota	Automotive	84,5
11	Norilsk Nickel	Metallurgy	71,7	11	Samsung Electronics	Technology	84,3
12	Tele2 Russia	Telecommunications	71,5	12	LEGO Group	Consumer	84,1
13	MegaFon	Telecommunications	71,2	13	Sony	Consumer	83,9
14	Severstal	Metallurgy	70,1	14	Swatch Group	Consumer	83,9
15	VTB	Finance	70	15	Intel	Technology	83,6
16	Evrast	Metallurgy	68,5	16	Nokia	Technology	83,5
17	RUSAL	Metallurgy	67,5	17	Visa	Financial	83,4
18	ALROSA	Metallurgy	66,9	18	Google	Technology	83,3
19	Novatek	Oil and gas	66,9	19	Michelin	Automotive	83,1
20	Russian Railways	Transport	66,7	20	IBM	Technology	82,8
21	MTS	Telecommunications	66,7	21	Hugo Boss	Retail	82,8
22	Rosneft	Oil and gas	66,1	22	Marriott International	Hospitality	82,8
23	Vimpelcom	Telecommunications	65,7	23	Honda Motor	Automotive	82,7
24	Magnit	Retail	65	24	The Walt Disney Company	Information	82,7
25	Otkritie Bank	Finance	64,9	25	Levi Strauss & Co.	Consumer	82,2
26	Sovcombank	Finance	64,6	26	Daimler	Automotive	82
27	Rostelecom	Telecommunications	64,4	27	Bridgestone	Automotive	82
28	DIXY	Retail	63,1	28	LG Corporation	Consumer	82
29	Alfa Bank	Finance	63	29	Mastercard	Financial	81,8
30	AFK Sistema	Finance	62,5	30	Deutsche Lufthansa	Airlines	81,7

## REFERENCE INFORMATION

### ABOUT Reputation Institute

Reputation Institute is a world leader in the field of reputation appraisal, as well as consultations in the field of corporate communications. Reputation Institute is the creator of the unique methodology RepTrak®, with which it has been assessing the reputation of countries, cities and companies for more than 20 years. Currently, Reputation Institute serves more than 400 customers from the top 1000 world's leading companies. The results of Reputation Institute's research are published on a regular basis in all major

international media - Forbes, The Economist, Fortune, The Wall Street Journal, The New York Times, Bloomberg and others.

## ABOUT EmCo

EmCo is a Russian consulting company founded in 2000. EmCo offers a full range of services for building and maintaining effective relationships with stakeholders. The main activities of EmCo: strategic communications, work with investors, reputation management, corporate social responsibility and sustainable development, marketing communications. The head office of the company is located in Moscow, in 2015 an office in London was opened. Among the clients are the largest Russian state and private companies, such as PJSC "ALROSA", PJSC "Rosseti", PJSC "NOVATEK" and others. Since 2017, EmCo is the exclusive representative of Reputation Institute in the Russian Federation.

## ABOUT RepTrak® METHODOLOGY

The RepTrak® framework allows you to study the reputation of the company and the factors that influence reputation by using quantitative and qualitative metrics. Since its inception in 2006, RepTrak® methodology has been widely disseminated both among academic circles and representatives of the business community. Currently, the RepTrak® methodology is the gold standard for measuring reputation around the world. More than 7,000 companies in 40 countries have a reputation rating in accordance with RepTrak®.

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<sup>1</sup> Applicable to sectors represented by 3 and more companies