

2009 Global Reputation Pulse

Switzerland Results



The World's Most Reputable Companies: An Online Study of Consumers in 32 Countries

The Global Reputation Pulse 2009:

Measuring The Reputations of the World's Largest Companies

Defining Reputation

Research by Reputation Institute since 1999 shows that strong reputations are based on four key concepts; Admiration, Trust, Good Feelings, and Overall Esteem.

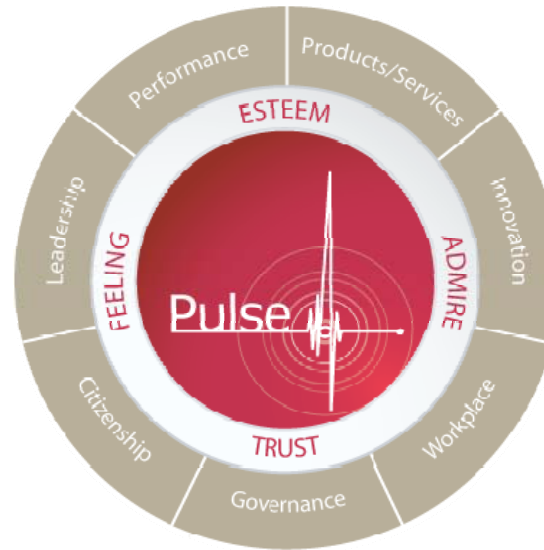
The Reputation Pulse Model

The Reputation Pulse Model measures the admiration, trust, and good feeling that stakeholders have towards a company. The Reputation Pulse is the beating heart of a company's reputation providing an overall assessment of the health of a company's reputation.

Reputation Institute's research indicates that a reputation is built on 7 pillars from which a company can create a strategic platform for communicating and engaging with its stakeholders.

The Reputation Pulse Model consists of 7 dimensions that were found from qualitative and quantitative research to best explain the reputation of a company.

In the Global Reputation Pulse Study, Reputation Institute measured, not only perceptions of companies on the core Reputation Pulse attributes –the beating heart of the model-- but also asked respondents to rate the companies on the 7 key dimensions.



The Global Reputation Pulse Study Measures Corporate Reputations Worldwide

The Global Reputation Pulse 2009 is the fourth annual study of the reputations of the World's Largest Companies. The study was developed by Reputation Institute to provide executives with a high-level overview of their company's reputation with consumers. Over 70,000 online interviews with consumers in 32 countries on six continents were conducted in late January and February 2009. More than 190,000 ratings were used to create reliable measures of the 'corporate reputation' of more than 1,300 companies.

Companies Rated

The 2009 Global Reputation Pulse includes the world's largest companies in each country based on their 'total revenues'. Rated companies had to have significant consumer presence and be minimally familiar to the general public. All companies are measured in their home country only, and the results standardized to remove unique country-level variation and enable cross-country comparisons. To help build a better profile of corporate reputation worldwide in some countries additional companies – beyond the world's largest 600 - were measured. Criteria for selection was based on both size and familiarity with the general public.

Survey Methodology

The Global Reputation Pulse 2009 was conducted online in all countries, except South Africa. The Global Pulse is a measure of corporate reputation calculated by averaging perceptions of 4 indicators of trust, esteem, admiration, and good feeling obtained from a representative sample of at least 100 local respondents who were familiar with the company. All Global Reputation Pulse scores are standardized on both the country and global level. Scores range from a low of 0 to a high of 100.

Questionnaire

The Global Reputation Pulse 2009 questionnaire is a 10 minute online survey that invites respondents to describe their perceptions of companies. Through rigorous statistical analysis, Reputation Institute connects the Reputation Dimensions with the Reputation Pulse scores as well as with a measure of overall public support, in order to identify the drivers of corporate reputation. Doing so enables companies to understand what matters to the general public.



The Swiss companies selected for inclusion in the 2009 Global Reputation Pulse Study met the following criteria:

- 1.They were the largest companies in Switzerland based on the most recent public records of their total revenues.
- 2.They engaged in commercial activities – i.e. they were not just purely investment trusts or holding companies.
- 3.They were not wholly-owned subsidiaries of another foreign company.

Please note:

To help build a better profile of corporate reputations in Switzerland, 3 additional companies (Migros, Coop and Swiss Life) – beyond the world’s largest 600 - were measured. Criteria for selection was based on both company size and level of familiarity among the general public.

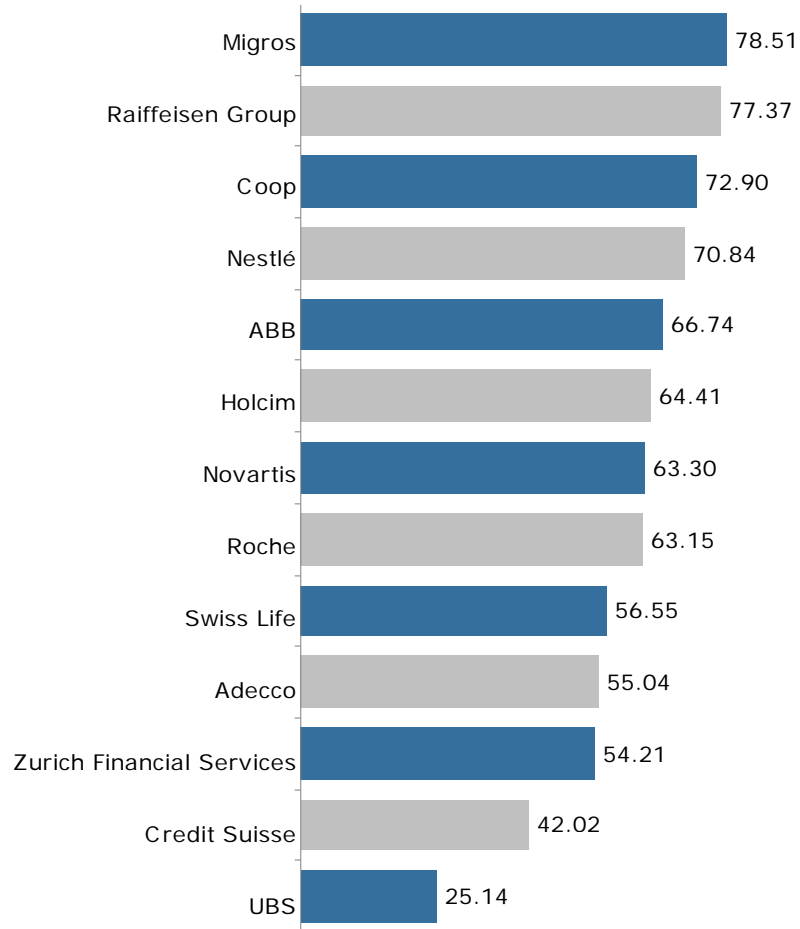
Respondents Profile in Switzerland

A total of 1,327 ratings of the selected 13 companies were obtained from a sample of 383 online consumers in Switzerland. Each respondent was allowed to rate a maximum of five companies with which they were familiar. All companies were rated by at least 100 respondents. Ratings are statistically significant at a 95% confidence level with a margin of error +/- 0.5. In other words, any two companies have significantly different results when their Pulse is greater than 0.5 points apart.

The following 13 Swiss Companies met these criteria and were included in the study:

ABB	Migros	Roche
Adecco	Nestlé	Swiss Life
Coop	Novartis	UBS
Credit Suisse	Raiffeisen Group	Zurich Financial Services
Holcim		

Corporate Reputations in Switzerland 2009



Migros continues to have the best reputation in Switzerland. Raiffeisen and Coop take the 2nd and 3rd place.

Raiffeisen and Nestlé rank 40th and 155th most reputable among the 600 largest global companies

Credit Suisse and UBS are at the bottom of the Swiss ranking.

Excellent/Top Tier above 80
 Strong/Robust 70-79
 Average/Moderate 60-69
 Weak/Vulnerable 40-59
 Poor/Lowest Tier below 40

All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Changes in Corporate Reputations in Switzerland



Company	Rank	Global Pulse Score		
	2009	2009	2008	Change
Migros	1	78,51	81,54	-3,03
Raiffeisen Group	2	77,37	-	-
Coop	3	72,90	-	-
Nestlé	4	70,84	75,78	-4,94
ABB	5	66,74	65,53	1,21
Holcim	6	64,41	-	-
Novartis	7	63,30	68,38	-5,08
Roche	8	63,15	62,55	0,61
Swiss Life	9	56,55	57,64	-1,09
Adecco	10	55,04	53,97	1,07
Zurich Financial Services	11	54,21	55,20	-0,98
Credit Suisse	12	42,02	54,72	-12,70
UBS	13	25,14	39,74	-14,60

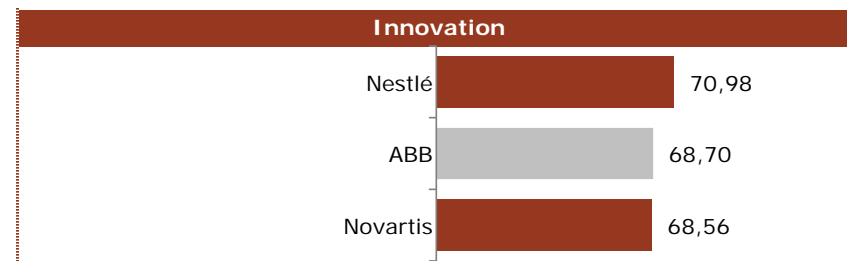
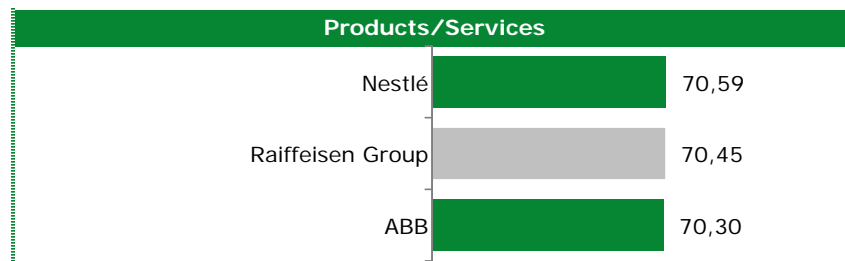
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Highest Ranking Companies in Products/Services & Innovation

Top 3 in Switzerland 2009

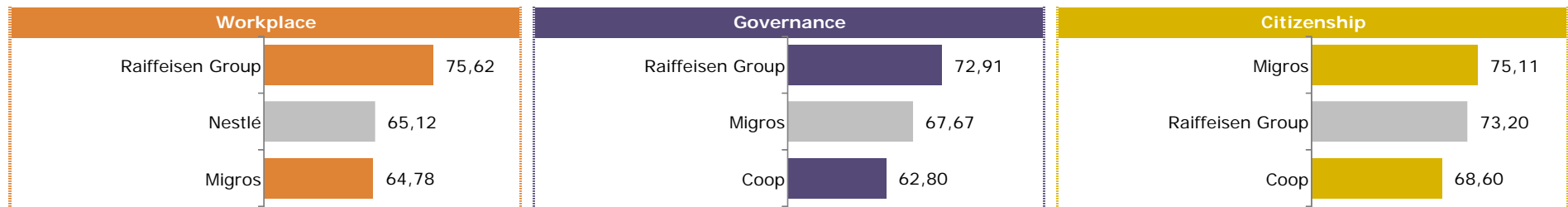


All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

Q: Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services

Q: Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business

Top 3 in Switzerland 2009



All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

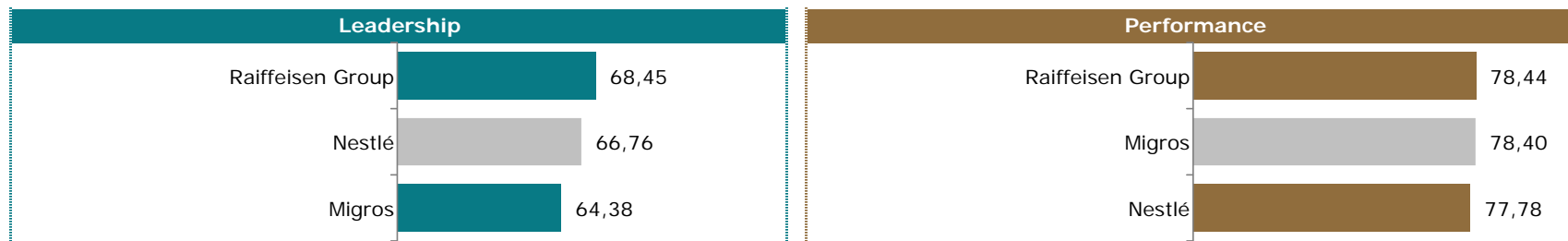
Q: Workplace: 'Company' is an appealing place to work -- it treats its employees well

Q: Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings

Q: Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment

Highest Ranking Companies in Leadership and Performance

Top 3 in Switzerland 2009



All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

Q: Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
Q: Performance: 'Company' is a high-performance company -- it delivers good financial results

What Drives Reputation in Switzerland?

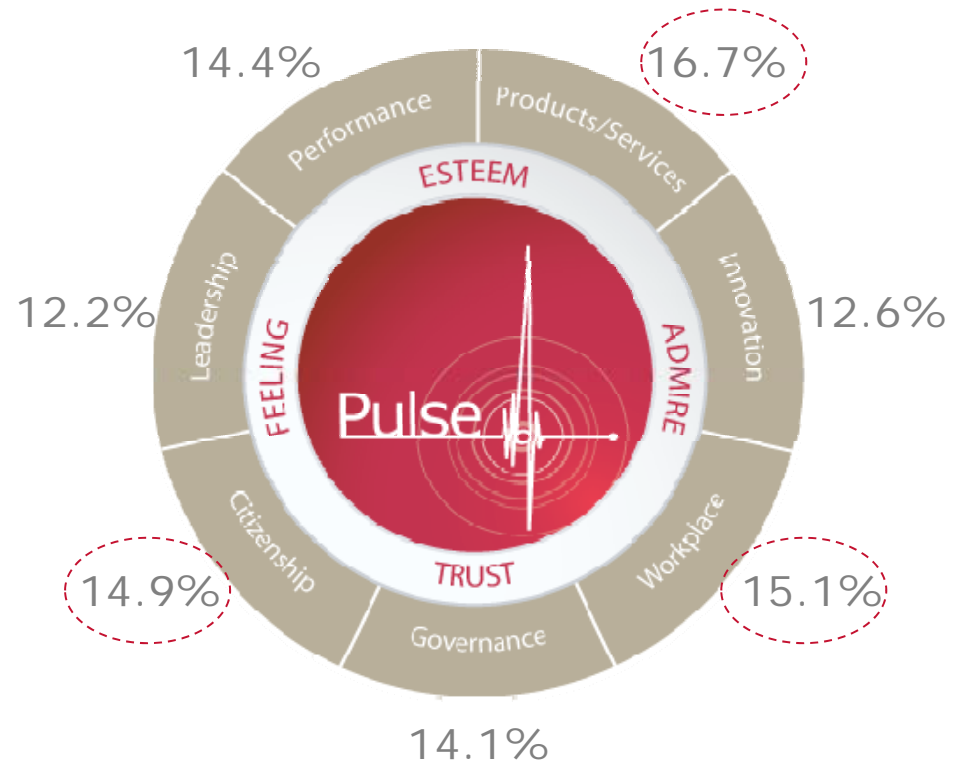
 2009

Each of the seven dimensions of the RepTrak™ Model drive corporate reputation

To earn trust, admiration, good feeling and support companies need to address all seven dimensions of reputation. Each one alone accounts for over 12% of reputation.

Products/Services, Workplace and Citizenship stand out

The 3 most influential dimensions on reputation in Switzerland are Products/Services, followed by Workplace and Citizenship. If companies can make the general public perceive them well on these dimensions, their overall reputation and support will go up.



- Q: Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
- Q: Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
- Q: Workplace: 'Company' is an appealing place to work -- it treats its employees well
- Q: Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
- Q: Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
- Q: Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
- Q: Performance: 'Company' is a high-performance company -- it delivers good financial results

Factor Adjusted Regression
n = 1,000
Adjusted R² = 0.761

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation.

With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as *Corporate Reputation Review*.

Reputation Institute's *Global Reputation Pulse* is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 32 countries annually. Reputation Institute provides specific reputation insight from more than 15 different stakeholder groups and 24 industries, allowing clients to create tangible value from intangible stakeholder feelings.

Visit **ReputationInstitute.com** to learn how you can unlock the power of your reputation.

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