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THE REPUTATION SPREAD BETWEEN THE TOP AND BOTTOM SHARES IN THE SMI 20® INDEX IS REMARKABLE – SUBSTANTIAL CORPORATE EQUITY IN PLAY

New study from Reputation Institute analyzes the reputation among the 20 equities in Switzerland's blue-chip stock market index SMI®

April 11, 2014 – Reputation Institute has named Swatch Group Switzerland's most reputable company in its just-released results of the 2014 Swiss Annual RepTrak® Pulse. The study is an assessment of general public consumer perceptions of the 20 blue-chip SMI® stock index companies in Switzerland. Geberit, Swisscom, and Nestlé followed the renowned Swiss watchmaker.

In terms of shaping company perception, Governance is now the dominant driver among consumers in Switzerland, while the Products & Services dimension is in steep decline. The Leadership and Workplace drivers are also increasing their importance. "This reflects the Swiss public and stakeholders' growing demand for transparency and trustworthiness when evaluating a company - who you are as a company matters more than what you sell" says Nicolas Georges Trad, Executive Partner, Reputation Institute.

Overall, more than 50% of the companies in the SMI® stock index are in the 'red zone of reputation' with a weak or vulnerable position. Issues like the restructuring of production plants and the disclosure of top management compensation continue to adversely affect the Swiss public sentiment towards these companies.

"Consumers in Switzerland not only believe a company like Swatch is innovative with great products and performance, but that its leadership and standards are remarkable when it comes to governance, citizenship and work conditions" says Francesco Lurati, Professor of Corporate Communications at Università della Svizzera italiana. He adds "Unfortunately, the same cannot be said for the general public view on many of Switzerland's financial services and pharmaceutical companies".

The report on the 20 companies in SMI® shows that 60% of respondents would recommend products and services from the three most reputable companies, as opposed to only 28% from the three least reputable companies. This is an illustration of the strategic imperative of understanding your company's stakeholder perceptions and expectations, and to use the outside-in stakeholder perspectives as an ongoing input for the executive business decision-making process.

"The economic impact from reputation is increasingly top of mind, and our clients see direct linkage between the ways they use stakeholder insight and their customer loyalty, revenue and marketshare. So, we expect reputation management to continue to be a high priority in the years to come" says Nicolas Georges Trad.

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

Selected results from the 2014 Swiss Annual RepTrak® Pulse by Reputation Institute

The full market report is available at www.reputationinstitute.com


RepTrak® Pulse development

Switzerland


[sorted by 2014]

		2013	2014	2013-2014
# 1	Swatch Group	80,6	81,5	
# 2	Geberit AG	74,2	75,7	
# 3	Swisscom	63,8	71,3	7,5
# 4	Nestlé	66,6	70,8	4,2
# 5	Givaudan	66,0	66,7	
# 6	ABB	64,4	64,7	
# 7	Richemont	68,4	64,2	-4,2
# 8	Swiss Re	61,0	64,1	
# 9	SGS	57,9	61,7	3,8
# 10	Zurich Financial Services	58,8	59,2	
# 11	Roche	58,7	58,8	
# 12	Actelion	57,4	57,6	
# 13	Julius Baer Group	58,0	57,5	
# 14	Credit Suisse Group AG	45,5	57,0	11,5
# 15	Adecco	56,5	56,7	
# 16	Holcim Ltd	62,8	55,0	-7,8
# 17	Syngenta	51,3	54,7	
# 18	Novartis	50,3	53,2	
# 19	UBS	30,2	44,1	13,9
# 20	Transocean	30,6	33,8	
		n = 2.012	2.076	


Highest score 2014
Swatch Group **81,5**




Lowest score 2014
Transocean **33,8**



Biggest climb 2014
UBS **13,9**



Biggest fall 2014
Holcim Ltd **-7,8**



Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

Source: Reputation Institute