

## **For Immediate Release**

### **The Reputations of Switzerland's Largest Companies: Migros tops, whereas financial services firms do poorly**

**New York/Copenhagen/Basel. April 5, 2006.** Migros earns high praise, whereas most of large banks and financial institutions fare poorly in a survey measuring the corporate reputations of Switzerland's largest companies. The findings are drawn from a global survey of online consumers being conducted in 25 countries by Reputation Institute, a private New-York and Copenhagen-based consulting firm.

The purpose of Reputation Institute's project is to identify and rank the reputations of the world's 300 largest companies as well as other important national companies. A total of 685 companies were rated by samples of consumers in their home countries. Twenty-one companies were selected for measurement in Switzerland survey and were rated by a sample of approximately 1100 Swiss consumers. The survey relied on Reputation Institute's standardized RepTrak™ scorecard for measuring corporate reputations. According to Dr. Charles Fombrun, Executive Director of Reputation Institute, "it's important for companies to understand how much share of mind they have with consumers. This study sheds light on just how much or how little consumers really respect, trust, and admire large, national companies. Awareness is the first step in guiding a change program designed to improve a company's reputation capital."

Among the other topline findings of the Swiss results:

- Of the three largest Swiss banks, Raiffeisen is the only one that earns praise from consumers; Credit Suisse and UBS are among the lowest rated of Switzerland's largest firms.
- Swiss consumers are more critical of their national insurance companies than consumers in most other countries. Italy's carriers do better than the rest.
- Two state-owned companies die Post and SBB get high ratings from the Swiss public. Die Post earns significantly higher ratings than its counterparts do in France and Germany.
- Among pharmaceutical firms, Roche earns higher ratings than Novartis. But both fare lower against their counterparts in the U.S. and U.K.
- Nicolas G. Hayek of SWATCH Group, Marcel Ospel of UBS, and Benedikt Weibel of Swiss Federal Railways (SBB) were named by consumers as the most respected top managers in Switzerland.
- Nestlé owes its good reputation in part to its large size, but also to strong profitability and market capitalization that place it ahead of other Swiss companies. Nestlé is significantly outperformed, however, by the far lower valued Migros and Raiffeisen.

Rodolfo Ciucci, Partner bei gruner brenneisen communications, dem Swiss Associate des Reputation Institute kommentiert die Studie so: « Eine gute Reputation fällt nicht vom Himmel, sondern ist Frucht gezielter, kontinuierlicher und harter Arbeit. Das Messen der Reputation ist wesentlich. Aber um daraus echten Mehrwert für ein Unternehmen zu schaffen, muss man in erster Linie verstehen, wodurch die Reputation beeinflusst und wie sie beeinflussbar wird. Danach gilt es zu handeln«

The Global RepTrak™ study was conducted by Reputation Institute in March 2006. Adult respondents were contacted online and invited to participate in the web survey. A minimum of 150 respondents rated up to 5 companies they were familiar with. A total of 4430 ratings of

companies were obtained from some 1100 consumers. A proportional representation of native German, French & Italian speakers in Switzerland participated in the survey. Scores are on a scale of 0-100 points and are standardized to enable global comparability of results.

The reputations of the 21 largest companies in Switzerland were measured with the RepTrak™ Pulse measure and the standardized scores are shown below. Scores that are different by +/- 1.7 points are significantly different from one another at a 95% level.

| <b>Company</b>            | <b>RepTrak</b> |
|---------------------------|----------------|
| Migros                    | <b>80.1</b>    |
| Raiffeisen                | <b>77.0</b>    |
| Coop                      | <b>72.9</b>    |
| SBB                       | <b>71.0</b>    |
| Nestlé                    | <b>70.4</b>    |
| Die Post                  | <b>66.1</b>    |
| Roche                     | <b>65.0</b>    |
| Swisscom                  | <b>64.1</b>    |
| Novartis                  | <b>63.3</b>    |
| Zurich Financial Services | <b>61.4</b>    |
| Ciba Specialty Chemicals  | <b>61.4</b>    |
| Winterthur                | <b>61.1</b>    |
| Bâloise/Basler            | <b>60.9</b>    |
| ABB                       | <b>60.5</b>    |
| Clariant                  | <b>60.3</b>    |
| Helvetia Patria           | <b>58.7</b>    |
| Swiss Life                | <b>58.6</b>    |
| Richemont                 | <b>58.0</b>    |
| Credit Suisse             | <b>55.1</b>    |
| Adecco                    | <b>55.0</b>    |
| UBS                       | <b>51.5</b>    |

### **About Reputation Institute**

Reputation Institute is an international organization whose purpose is to help companies build reputation platforms from cutting-edge research and analysis. Through the design of measurement systems and the application of systematic analytical tools, Reputation Institute identifies strategies that align stakeholders with corporate objectives and create tangible economic value. Reputation Institute's global network of academics and practitioners constantly advances knowledge about corporate reputations which is shared at our conferences, workshops and through our peer-reviewed quarterly journal, *Corporate Reputation Review*.

### **Press Contact:**

Rodolfo Ciucci  
rodolfo.ciucci@grunerbrenneisen.com  
Office: +41 61 295 37 34  
Mobile: +41 79 353 29 25

Finn Jepsen  
fjepsen@reputationinstitute.com  
Office: + 45 70 25 03 13  
Mobile: + 45 22 83 27 00