

Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

IRELAND REPTRAK®
2019 RESULTS

The largest normative database on corporate reputation in Ireland.



15,000+

Individual ratings



100

Organisations



**7,000 Informed
General Public**

Somewhat or very familiar with
each organisation evaluated

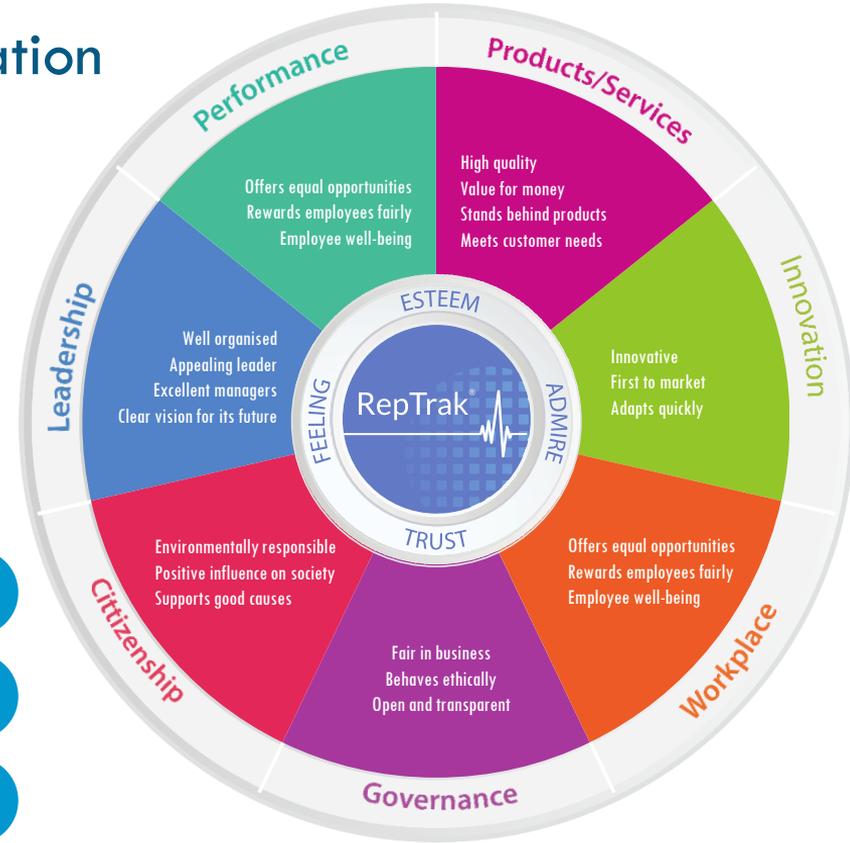


2 months

January-February 2019

The RepTrak® model explains reputation



1. REPTRAK® PULSE

The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. DIMENSIONS

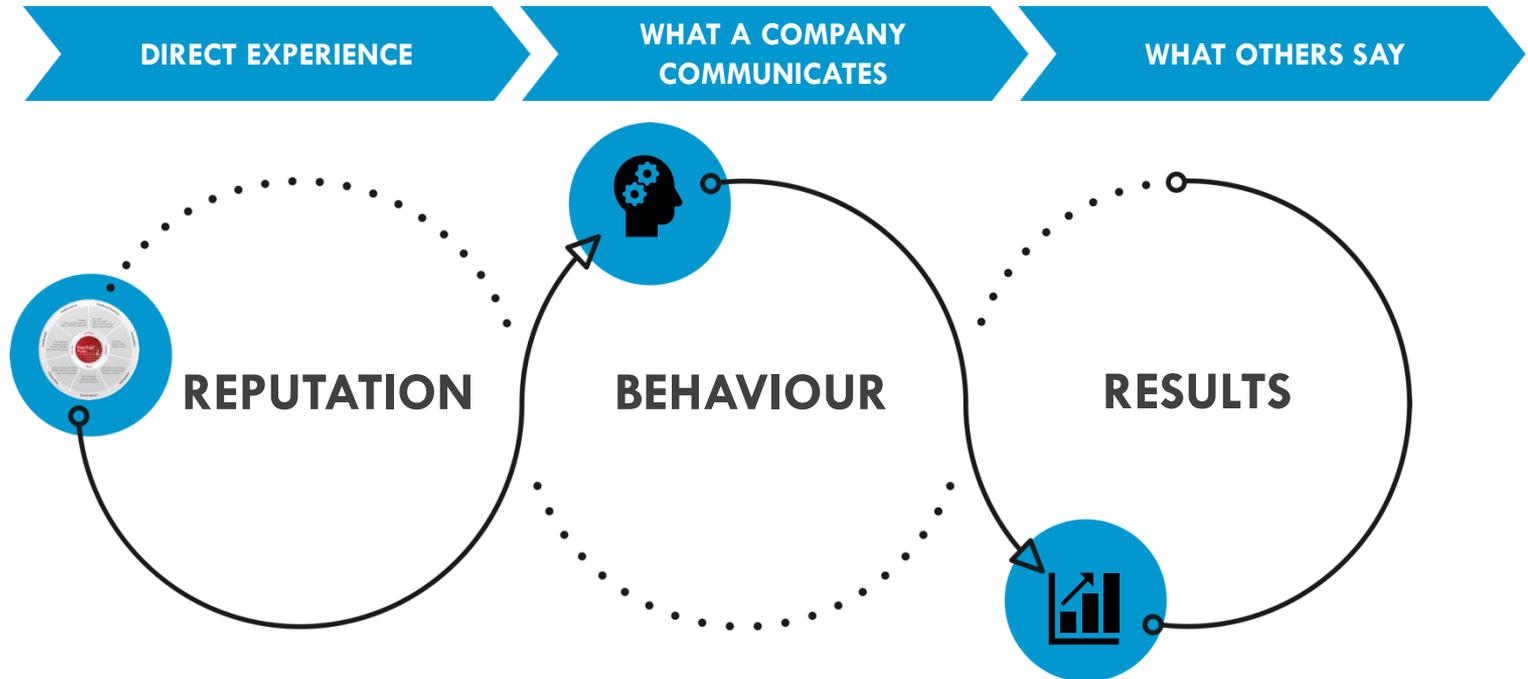
These seven rational dimensions have proven to be the pillars of organisational reputation.

3. ATTRIBUTES

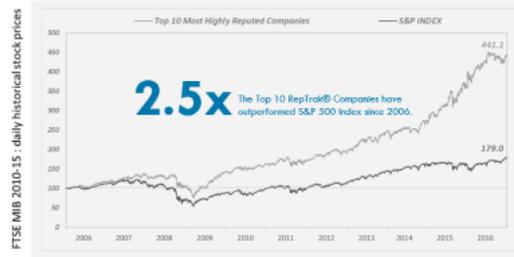
The concrete and operational attributes that underpin the seven dimensions.

Why should we care about reputation?

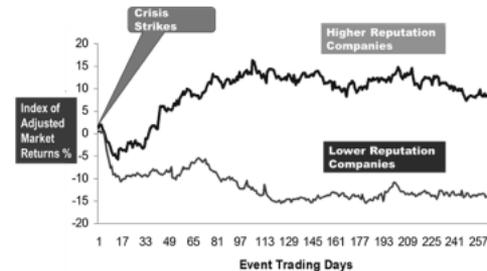
A **strong reputation** increases supportive behaviours and **delivers positive business results**



1 CORRELATION – REPUTATION & STOCK PRICE



2 CORRELATION – REPUTATION & POST-CRISIS RECOVERY



3 CORRELATION – REPUTATION & EBITDA



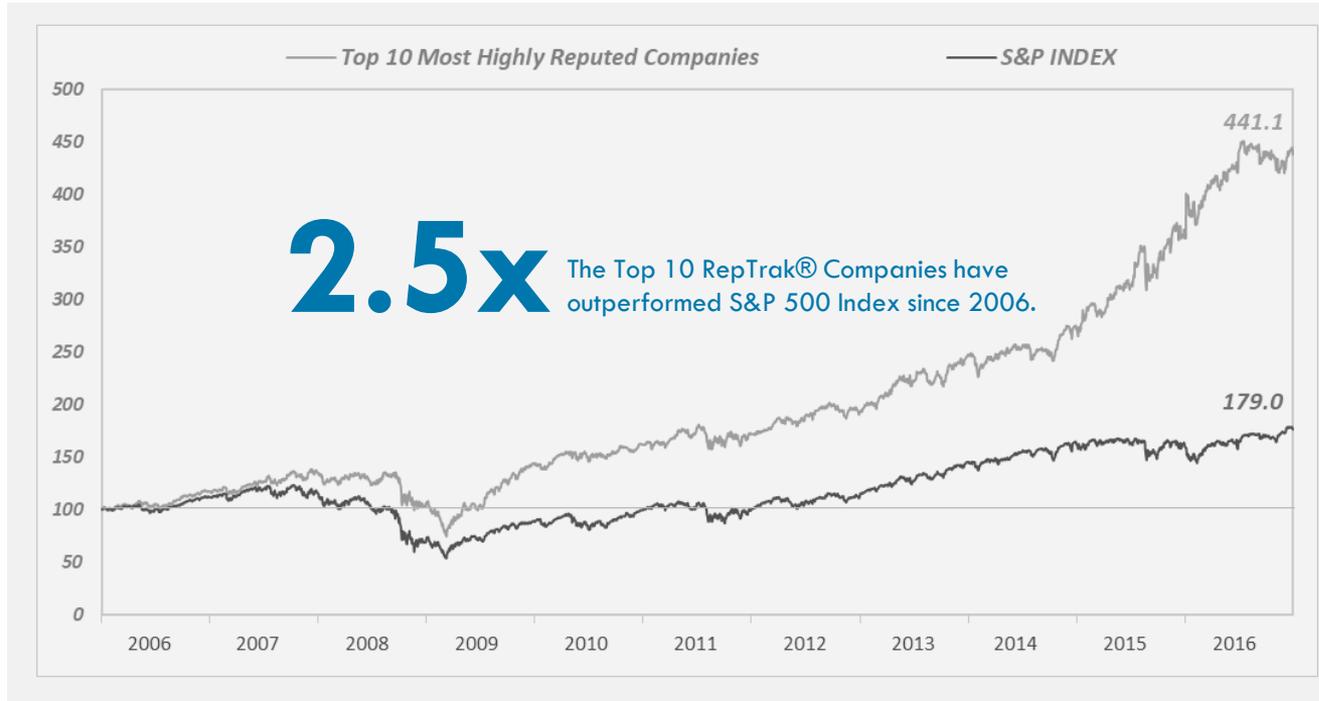
— REPUTATION
— EBITDA

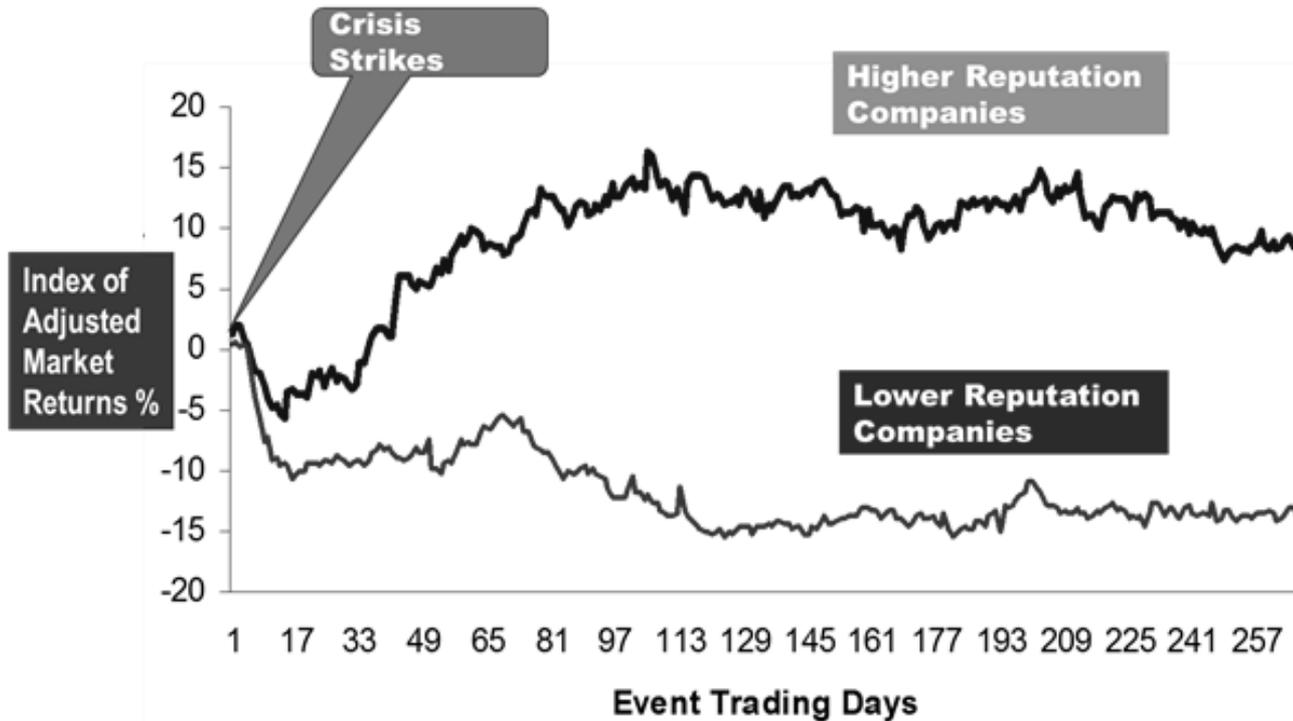
1 CORRELATION – REPUTATION & FINANCIAL KPI'S



CORRELATION – REPUTATION & STOCK PRICE

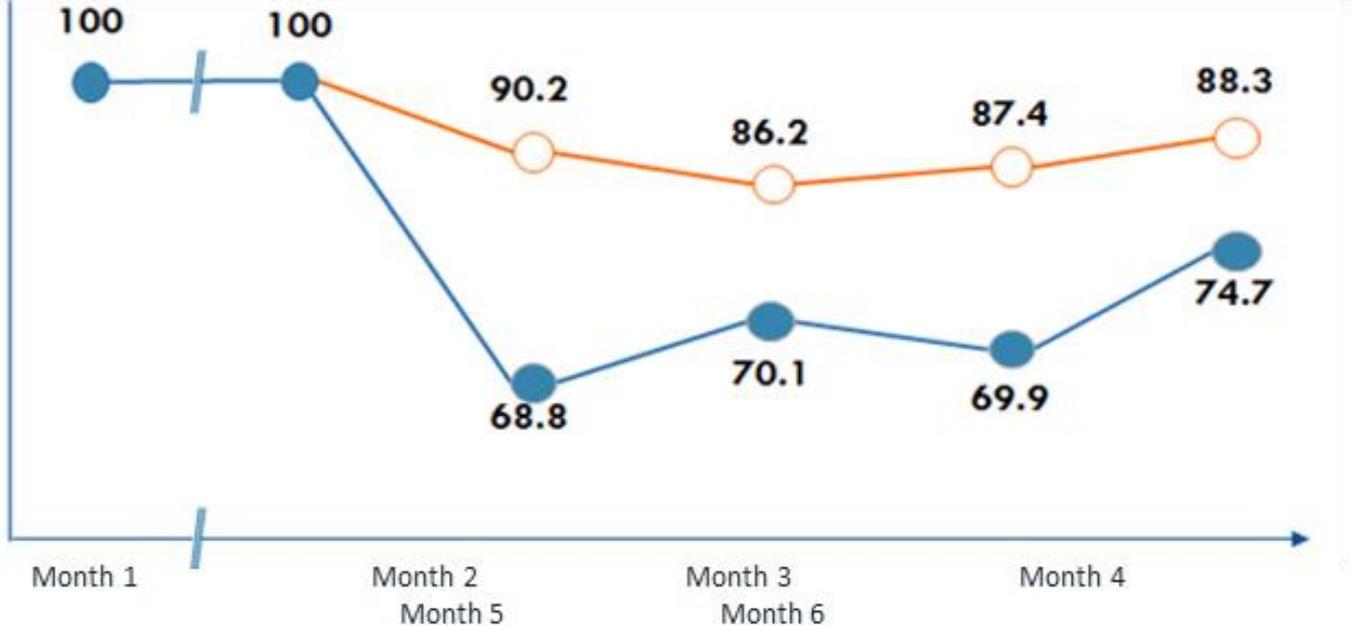
FTSE MIB 2010-15 : daily historical stock prices





3

CORRELATION – REPUTATION & EBITDA

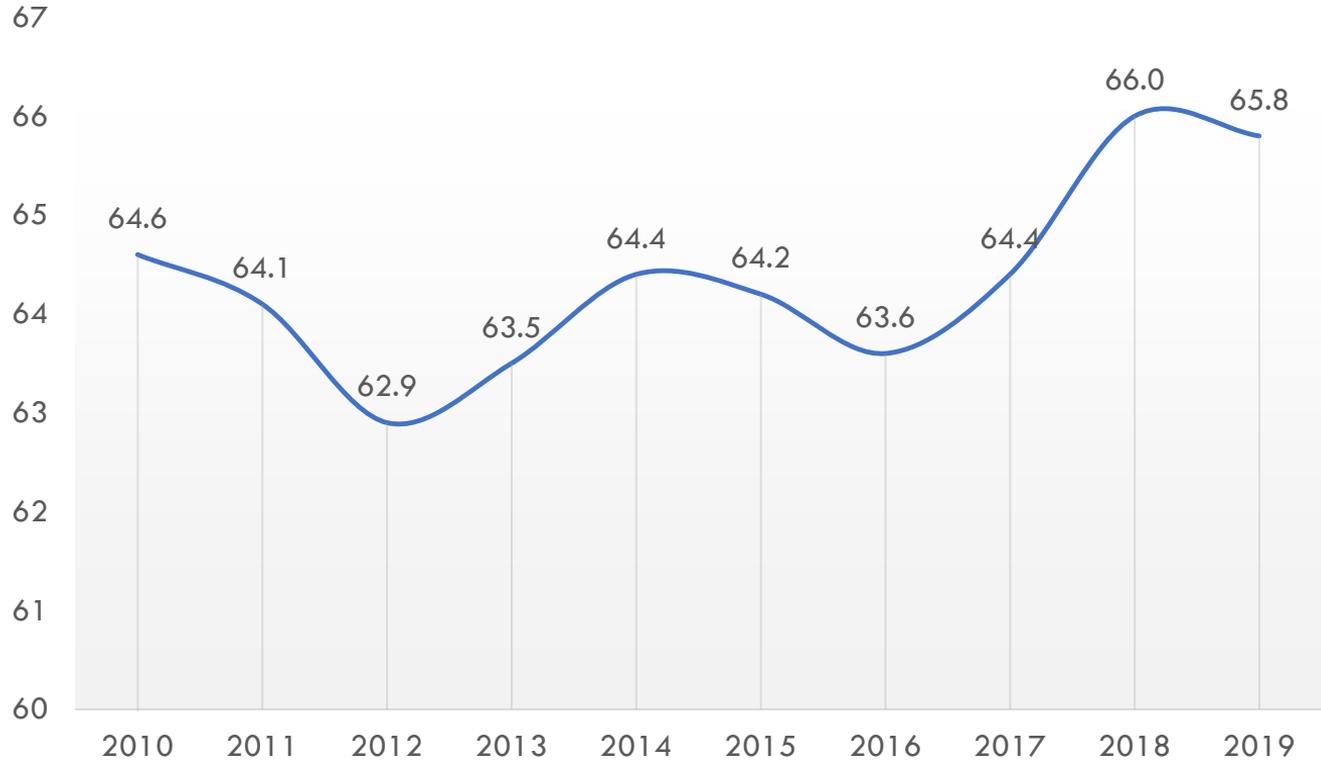


— REPUTATION

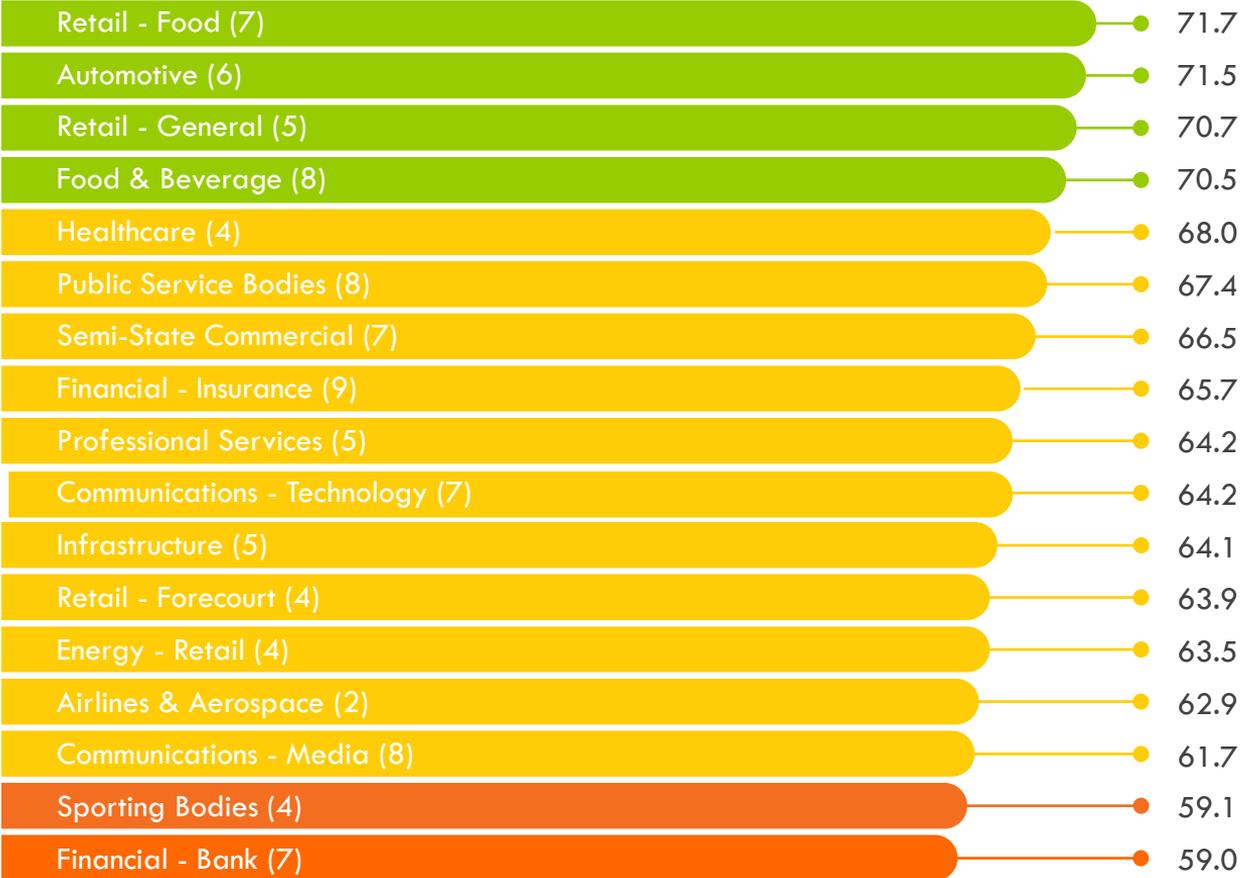
— EBITDA

CORRELATION – REPUTATION & FINANCIAL KPI'S

	BOTTOM 10	TOP 10
Reputation scores		
Accounting ratios		
Return on Equity	4%	15,3%
Return on Assets	1%	6%
Market ratios		
P/E	14,3	15,3
Market/Book	1,5	3,2
EV/EBITDA	8,1	8,9



EXCELLENT / TOP TIER	80+
STRONG / ROBUST	70-79
AVERAGE / MODERATE	60-69
WEAK / VULNERABLE	40-59
POOR / LOWEST TIER	<40



EXCELLENT / TOP TIER | 80+

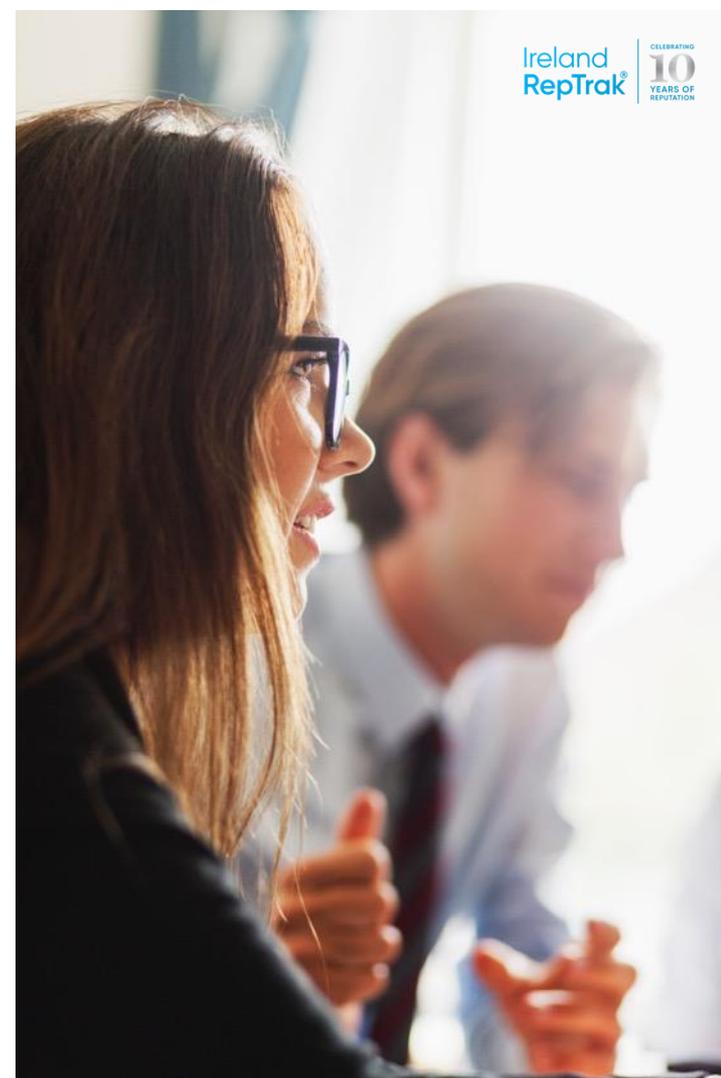
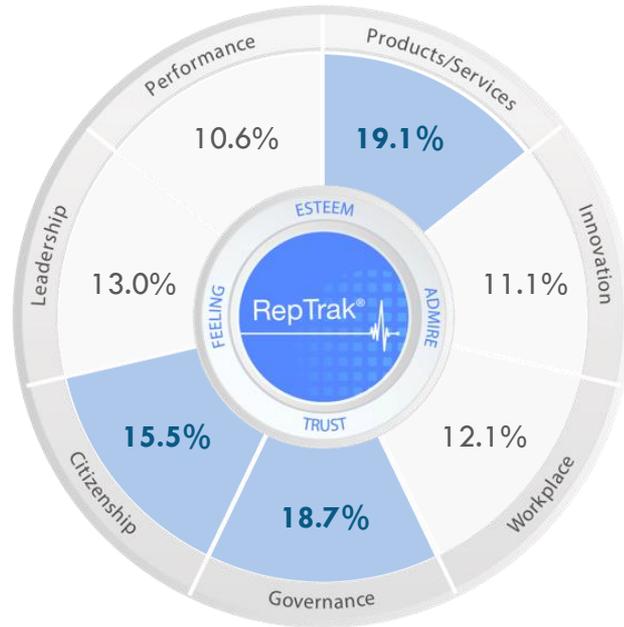
STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

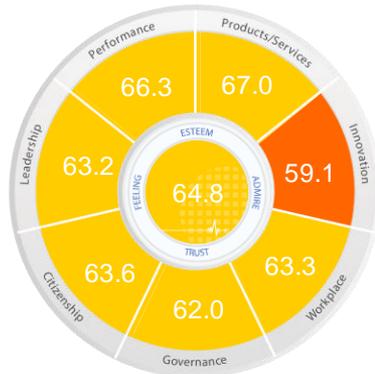
POOR / LOWEST TIER | <40

Drivers of reputation in Ireland 2019



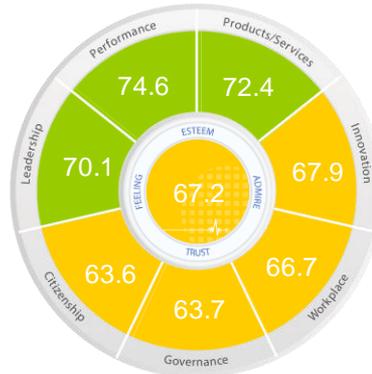
Irish indigenous organisations vs. multinational organisations

Irish indigenous companies
 Ireland RepTrak® 2019



n = 9,635 Number of companies: 57

Multinational Companies
 Ireland RepTrak® 2019



n = 5,872 Number of companies: 43



RepTrak® Pulse

EXCELLENT / TOP TIER	80+
STRONG / ROBUST	70-79
AVERAGE / MODERATE	60-69
WEAK / VULNERABLE	40-59
POOR / LOWEST TIER	<40





Ireland
RepTrak[®]

CELEBRATING
10
YEARS OF
REPUTATION

LEVERAGING LEADERSHIP

CEOs matter more and can establish assurance

The Leaders within Leadership

The Top 10 Organisations in Ireland

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

Google

82.8



81.7



79.8

DIAGEO

78.4

Kellogg's

78.3

Bord Bia
Irish Food Board

77.5

SAMSUNG

77.4

BROWN THOMAS

77.2

Microsoft

77.2



76.0



The Leaders within Performance

The Top 10 Organisations in Ireland

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

Google

85.6



83.9

SAMSUNG

82.1

DIAGEO

81.9



81.3

Kellogg's

81.0

Microsoft

81.0



80.7

PENNEYS

80.4



80.0





Ireland
RepTrak[®]

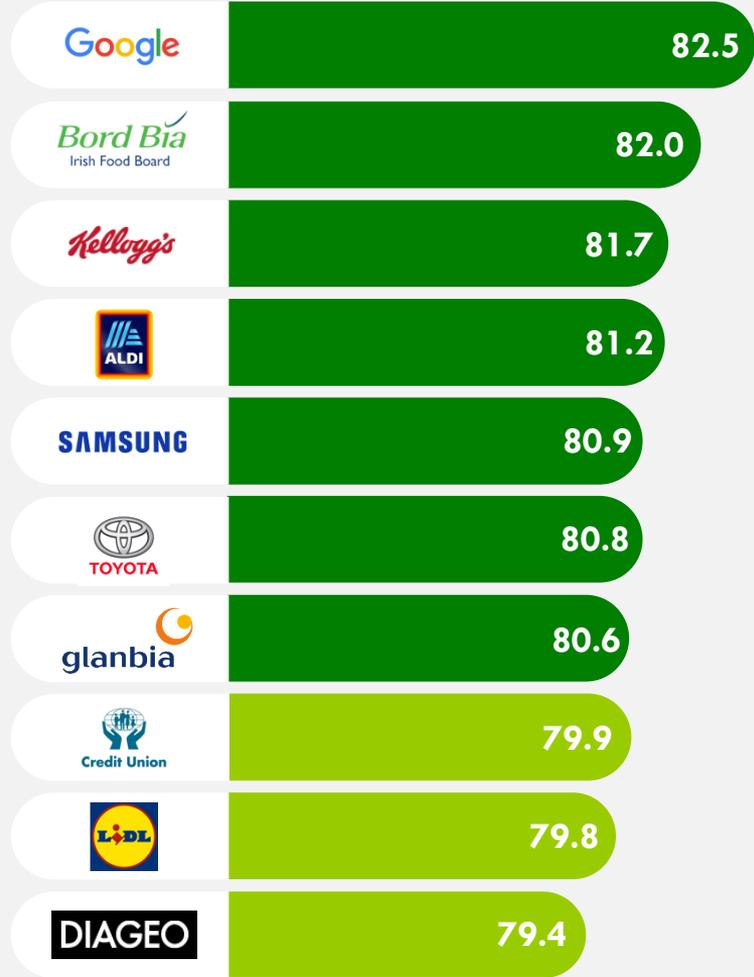
CELEBRATING
10
YEARS OF
REPUTATION

Products and Innovation

Drives one third of an organisation's reputation

The Leaders within Products and Services

The Top 10
Organisations in Ireland



The Leaders within Innovation

The Top 10
Organisations in Ireland

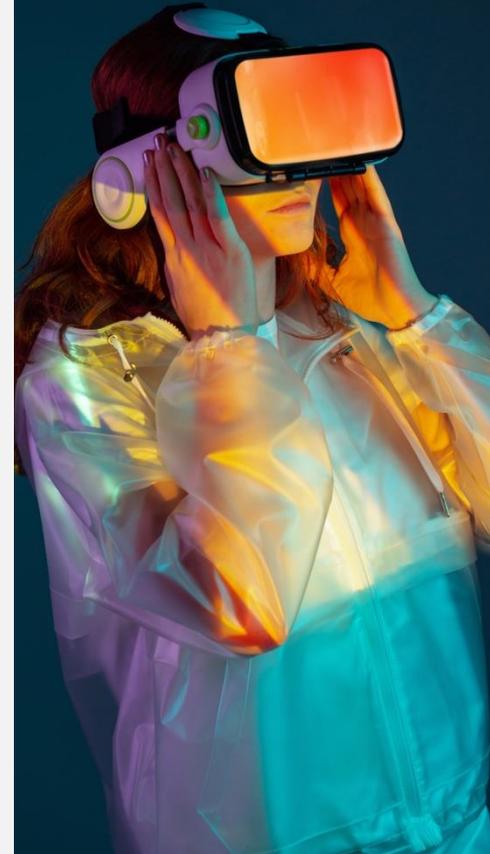
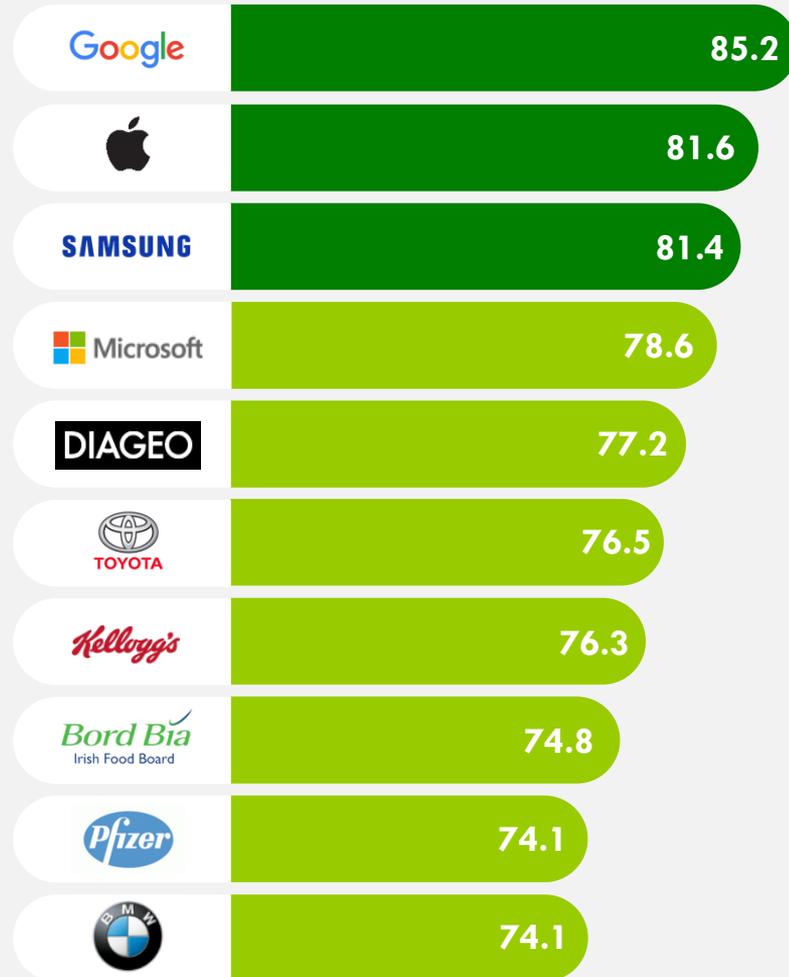
EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40





Ireland
RepTrak[®]

CELEBRATING
10
YEARS OF
REPUTATION

DELIVER ON CR

Be responsible in all aspects of your business

The Leaders within Governance

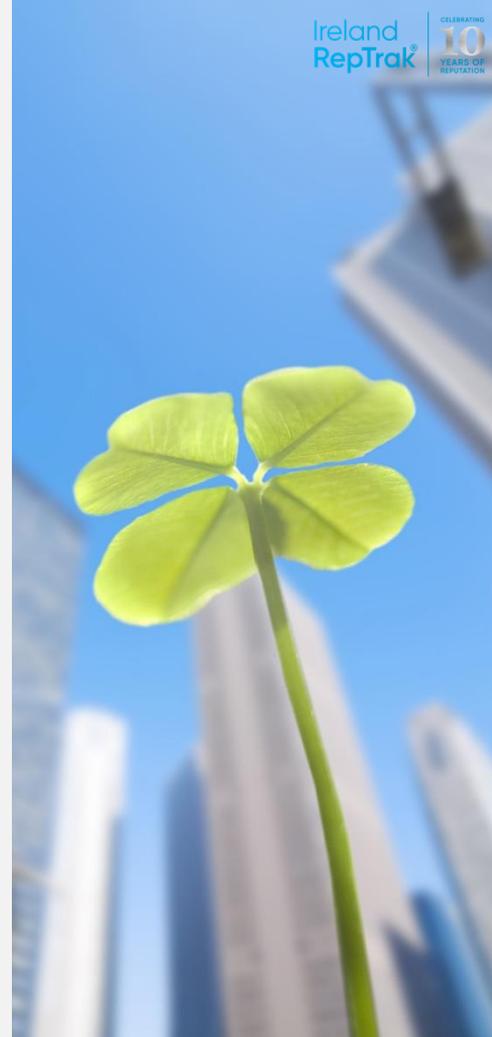
The Top 10 Organisations in Ireland



The Leaders within Citizenship

The Top 10
Organisations in Ireland

EXCELLENT / TOP TIER	80+
STRONG / ROBUST	70-79
AVERAGE / MODERATE	60-69
WEAK / VULNERABLE	40-59
POOR / LOWEST TIER	<40





Ireland
RepTrak[®]

CELEBRATING
10
YEARS OF
REPUTATION

WORKPLACE CULTURE

Build assurance with future and current employees

The Leaders within Workplace

The Top 10
Organisations in Ireland

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

Google

82.8

Kellogg's

76.1

DIAGEO

75.4



74.4



74.4



73.2

Bord Bia
Irish Food Board

73.0



72.3

anpost

72.2

Microsoft

71.5



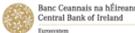
Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

IRELAND REPTRAK® 2019 RESULTS

RepTrak® Pulse 2019

Ranked 100 - 81

<p>100</p>  <p>36.8</p>	<p>99</p>  <p>41.3</p>	<p>98</p>  <p>41.5</p>	<p>97</p>  <p>43.2</p>	<p>96</p>  <p>46.3</p>	<p>95</p>  <p>47.6</p>	<p>94</p>  <p>50.6</p>	<p>93</p>  <p>51.5</p>	<p>92</p>  <p>53.8</p>	<p>91</p>  <p>54.7</p>
<p>90</p>  <p>55.3</p>	<p>89</p>  <p>55.7</p>	<p>88</p>  <p>56.0</p>	<p>87</p>  <p>56.3</p>	<p>86</p>  <p>56.3</p>	<p>85</p>  <p>56.7</p>	<p>84</p>  <p>58.3</p>	<p>83</p>  <p>59.2</p>	<p>82</p>  <p>59.8</p>	<p>81</p>  <p>60.1</p>

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 80 - 61

<p>80</p>  <p>60.3</p>	<p>79</p>  <p>60.3</p>	<p>78</p>  <p>61.0</p>	<p>77</p>  <p>61.0</p>	<p>76</p>  <p>61.3</p>	<p>75</p>  <p>61.3</p>	<p>74</p>  <p>61.4</p>	<p>73</p>  <p>61.6</p>	<p>72</p>  <p>61.7</p>	<p>71</p>  <p>62.0</p>
<p>70</p>  <p>63.2</p>	<p>69</p>  <p>63.3</p>	<p>68</p>  <p>63.4</p>	<p>67</p>  <p>63.5</p>	<p>66</p>  <p>63.5</p>	<p>65</p>  <p>63.6</p>	<p>64</p>  <p>63.6</p>	<p>63</p>  <p>63.7</p>	<p>62</p>  <p>63.9</p>	<p>61</p>  <p>64.2</p>

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 60 - 41

60  64.3	59  64.6	58  64.8	57  65.2	56  66.2	55  66.4	54  66.5	53  66.7	52  66.9	51  67.0
50  67.2	49  67.2	48  67.2	47  67.6	46  67.6	45  67.7	44  67.9	43  68.1	42  68.7	41  68.8

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 40 - 21

40  Irish Distillers Pernod Ricard 68.9	39  Irish Life 68.9	38 THE IRISH TIMES 69.0	37  69.1	36  Energy for generations 69.3	35  IDA Ireland 69.5	34  69.5	33  Gas Networks Ireland 69.6	32  HYUNDAI 70.0	31  COILLTE 70.1
30  ZURICH 70.1	29  applegreen 70.6	28  Microsoft 71.0	27  DIAGEO 71.5	26  ENTERPRISE IRELAND where innovation meets business 71.8	25  72.0	24  Ford 72.2	23  glanbia 72.5	22  HEINEKEN 72.7	21  KERRY 73.2

- EXCELLENT / TOP TIER | 80+
- STRONG / ROBUST | 70-79
- AVERAGE / MODERATE | 60-69
- WEAK / VULNERABLE | 40-59
- POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 20 - 11

<p>20</p> <p>PENNEYS <small>operated by PRIMARK</small></p> <p>73.2</p>	<p>19</p> <p>BROWN THOMAS</p> <p>73.6</p>	<p>18</p> <p>SuperValu <small>Real Food, Real People</small></p> <p>74.4</p>	<p>17</p> <p>Fáilte Ireland</p> <p>75.0</p>	<p>16</p> <p>M&S <small>EST. 1884</small></p> <p>75.4</p>	<p>15</p> <p>TOYOTA</p> <p>75.5</p>	<p>14</p> <p>BMW</p> <p>75.7</p>	<p>13</p> <p>Boots</p> <p>75.8</p>	<p>12</p> <p>LIDL</p> <p>76.5</p>	<p>11</p> <p>Google</p> <p>76.5</p>
--	--	---	--	--	--	---	---	--	--

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 10 - 6



EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

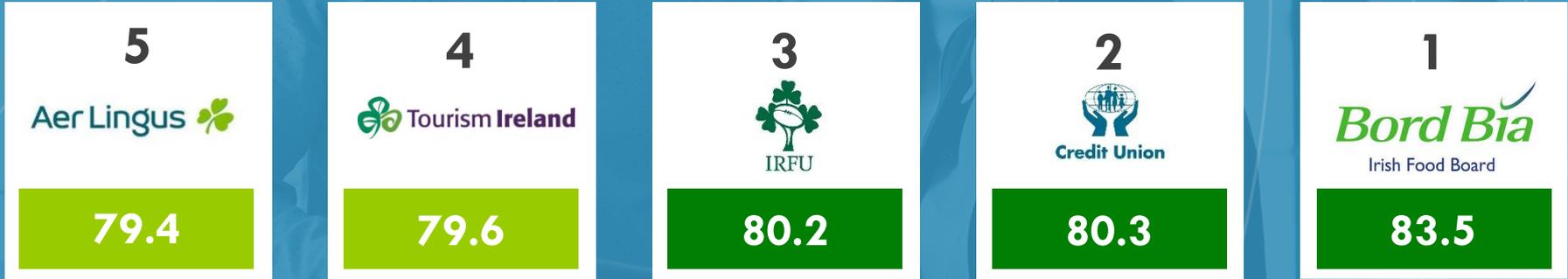
AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

RepTrak® Pulse 2019

Ranked 5 - 1



EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

**TOP FIVE WINNERS
OVER TEN YEARS**

Ireland RepTrak® 2010 - 2019

Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

AN POST



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

BMW



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

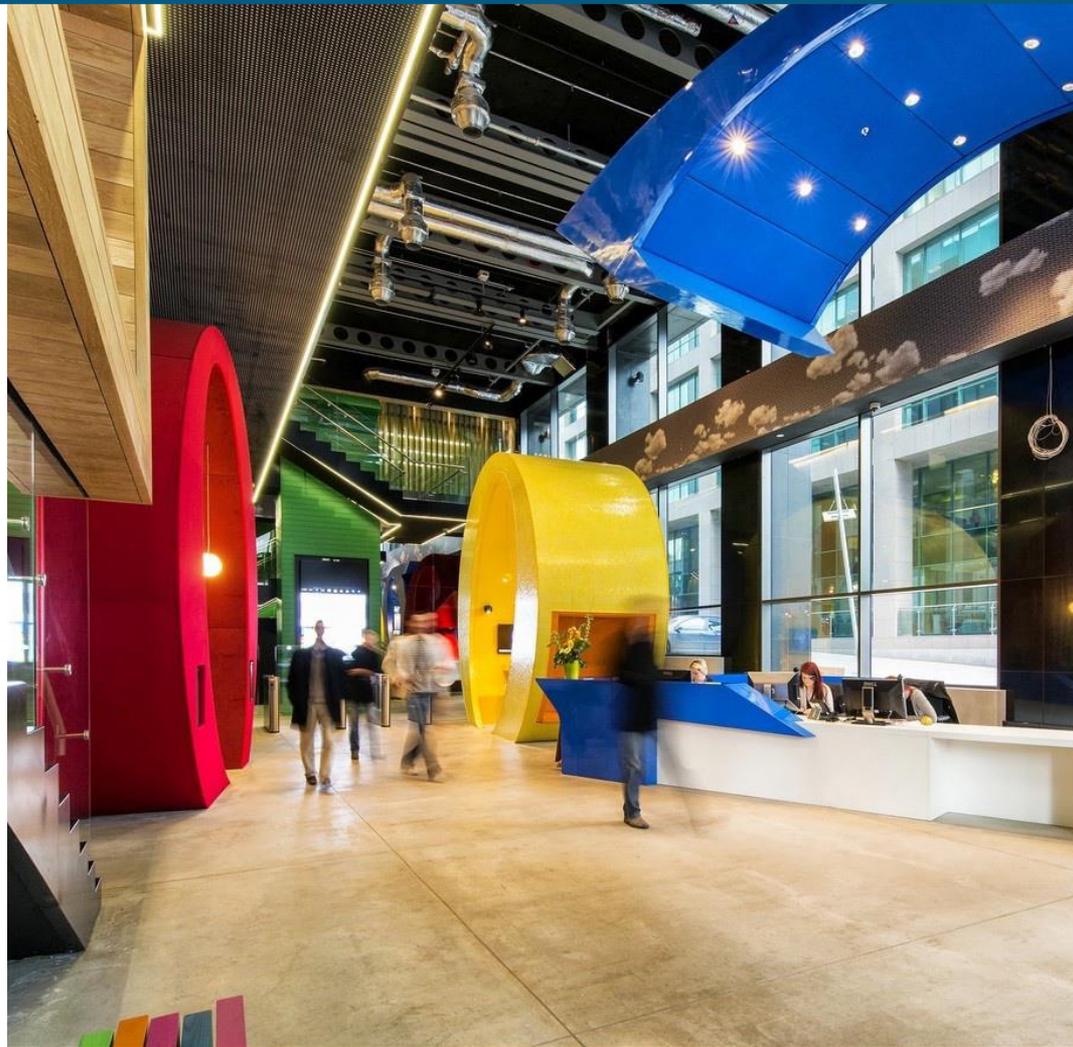
BOOTS



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

GOOGLE



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

KELLOGG'S



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

TOP FIVE WINNERS
Ireland RepTrak® 2019

Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

5. AER LINGUS



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

4. TOURISM IRELAND



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

3. IRFU



Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

2. CREDIT UNIONS



Credit unions in Ireland have been voted Number one for customer experience for an incredible, record breaking four years in a row*.



*CXI Ireland Customer Experience Report - Overall Winner 2015, 2016, 2017 and 2018 (The CX Company)



Credit Union
WE LOOK AT THINGS DIFFERENTLY.



Need a **Loan** for the **Trip** of a lifetime?

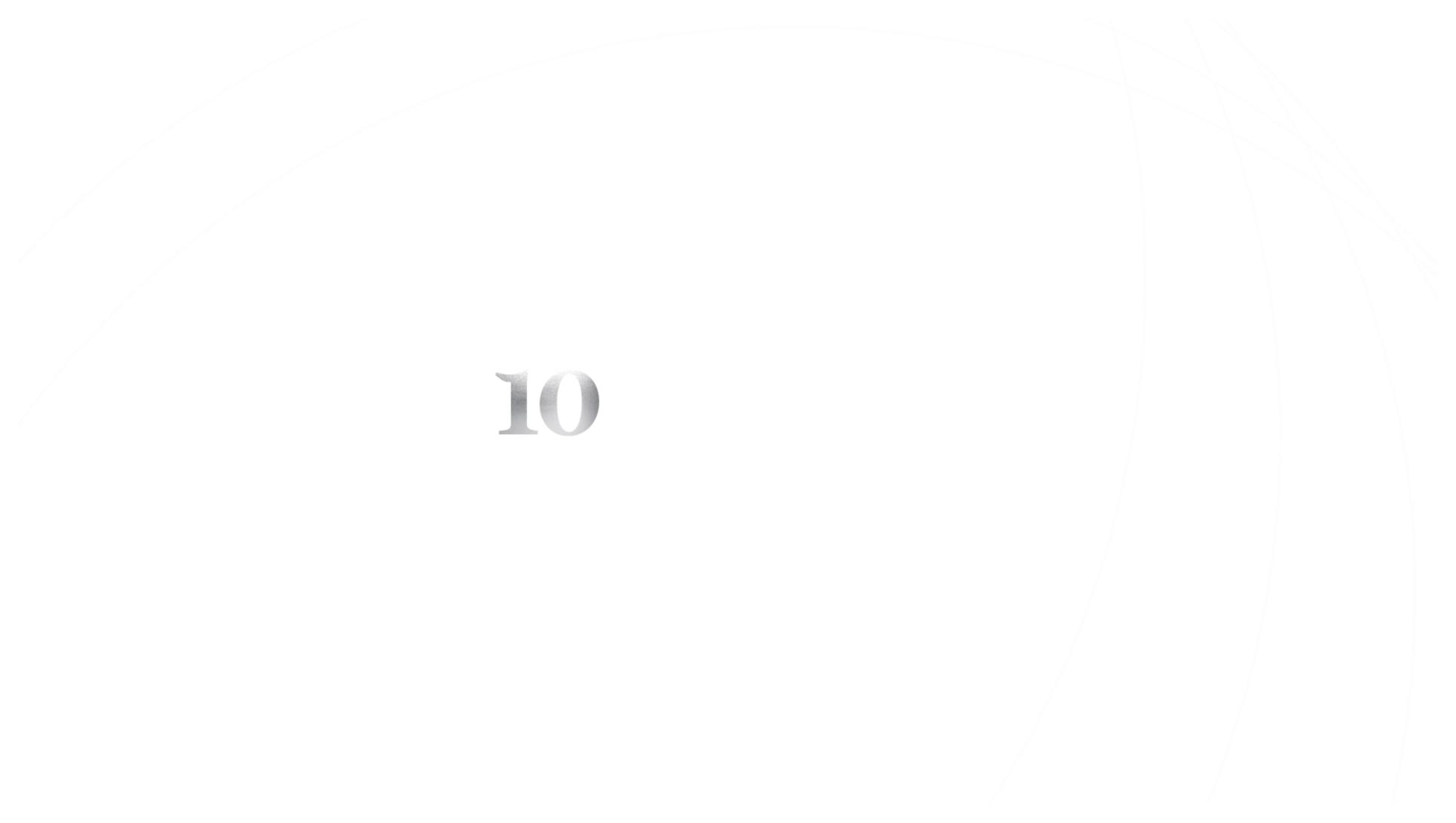


Ireland
RepTrak®

CELEBRATING
10
YEARS OF
REPUTATION

1. BORD BIA





10