

REP•TRK X Nasdaq



REPUTATION SCORE BY INDEX: Q1 2024

INDEX	SCORE
CAC40	71.2
DAX40	70.2
Bovespa BR	69.0
FTSE40 IT	68.6
Nasdaq 100	68.3
FTSE100 UK	66.3

**THE NASDAQ
IS TRAILING
SLIGHTLY
BEHIND THE
GLOBAL
AVERAGE OF
68.5**

Corporate reputation is an inherently ever-evolving business asset. That's why at RepTrak we rigorously monitor and analyze reputation data across diverse markets and sectors. Our deep data dives allow us to closely track reputational trends, and we are eager to share our latest findings with you.

We examined nearly 400 companies across 6 major global stock indexes. This comprehensive dataset is made from over 100K survey ratings, and provides valuable insight into the drivers of corporate reputation across markets. The Nasdaq index features 100 leading tech-heavy companies in the US, and our analysis reveals the critical reputational strengths and gaps these companies must address to keep up with their competition.

Source: 2024 Stock Index Study

Our reputation wheelhouse goes beyond a single score to quantify and categorize reputation across different influencing factors. Our **7 Drivers of Reputation** provide insight into how stakeholders *think* about a company's key business areas. Historically, RepTrak data finds Products & Services to be the most influential Driver of Reputation. However, we're not surprised to see Performance take the lead for a stock index — where company performance is no doubt an integral focal point for both *stake*-holders and *share*-holders.

But, Nasdaq-listed companies must focus on more than just financial performance. While excelling in Performance is crucial, addressing gaps in other key Drivers such as Citizenship and Conduct is equally important. Companies should invest in transparent, ethical practices and actively engage in socially responsible initiatives. By adopting a holistic approach to reputation management, these tech giants can not only bolster stakeholder trust but also secure long-term success in an increasingly competitive market.

NASDAQ 100 DRIVER SCORES: Q1 2024

DRIVER	SCORE
Performance	73.2
Products & Services	72.7
Leadership	69.9
Innovation	68.9
Workplace	67.5
Conduct	67.4
Citizenship	66.8

**PERFORMANCE
ISN'T THE
ONLY AREA
THAT MAKES
FOR COMPANY
SUCCESS**

Source: 2024 Stock Index Study

WANT TO SEE HOW YOUR
REPUTATION STACKS UP ON
THE STOCK MARKET?

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Receive a personalized deep dive on our stock index data in relation to your company.