

# 2023 GLOBAL 100 MOST REPUTABLE COMPANIES

IN ONE PAGE!

It's our most anticipated report of the year, and global Reputation Scores are down with major consequences.

RepTrak's reputation monitoring software is always-on, creating the world's largest corporate reputation database. Annually, we turn to our proprietary data to better understand reputation evolution and response year over year. Then, we share that information with you as part of our Global RepTrak® 100 Most Reputable Companies.

A year's worth of data creates a hefty read, so we condensed all we could into a single page.

[READ THE FULL REPORT](#)

## 2023 GLOBAL BUSINESS OUTCOMES

BUSINESS OUTCOME	SCORE	CHANGE
Buy	72.6	▼1.1
Say Positive	72.1	▼0.9
Recommend Products	71.8	▼1.1
Trust To Do The Right Thing	70.5	▼0.7
Benefit Of Doubt	66.0	▼1.3
Work For	63.1	▼2.2
Invest	62.7	▼2.0

Source: 2023 Global RepTrak 100 Study

BUSINESS OUTCOMES HAVE A STRONG CORRELATION WITH REPUTATION SCORES. STAKEHOLDERS AREN'T JUST DISAPPOINTED, THEY'RE WILLING TO ACT (OR NOT ACT) ON PERCEIVED SHORTCOMINGS

## 2023 GLOBAL REPTRAK 100 TOP 10

1▲	2▲	3▲	4▲	5▲	6▼	7▲	8▲	9▲	10▼

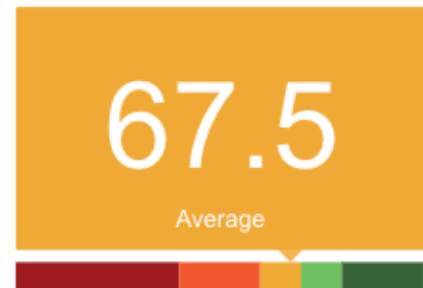
## REPUTATION SCORES OVER TIME



Source: 2023 Global RepTrak 100 Study

GLOBAL REPUTATION SCORES ARE DOWN YOY, AS ARE THE AVERAGE REPUTATION SCORES AMONGST THE TOP 100

## 2023 GLOBAL ESG SCORE



▼1.2 since 2022

Source: 2023 Global RepTrak 100 Study

WITH GLOBAL ESG SCORES DOWN, STAKEHOLDERS ARE DEMONSTRATING THEIR FRUSTRATION WITH THE CORPORATE WORLD'S ETHICAL BEHAVIOR