Q3 REPUTATION TRENDS

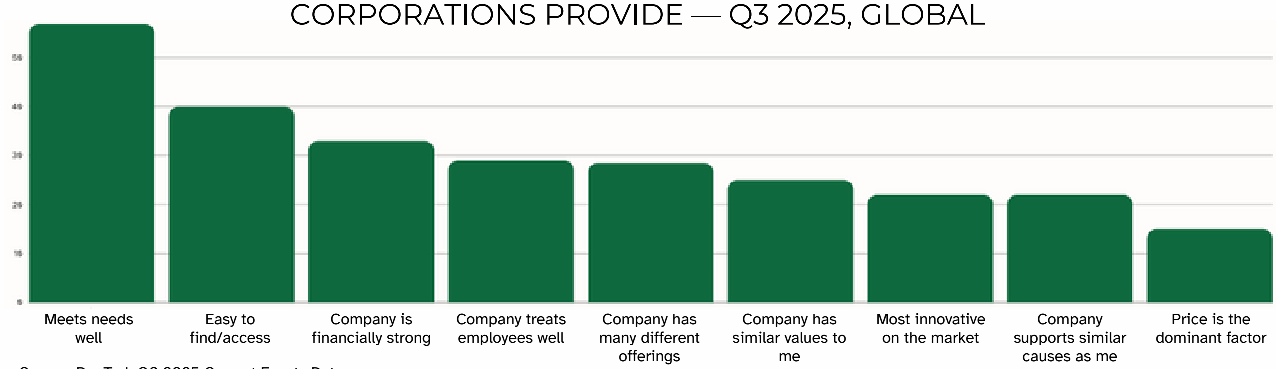
Are you worth it?

What stakeholders really want out of "value"

At RepTrak, we know that stakeholder sentiment doesn't stand still. Public priorities evolve with markets, headlines, and experiences with your company. We keep tabs on the pulse of reputation so you can better understand these changes over time, helping you stay credible and connected. This quarter, there's a shift in how consumers evaluate *value*.

RepTrak's current events data tells us that consumers are rethinking what makes a product or service "worth it." While affordability remains important, it's no longer the only factor that's considered. Outside of the number on a price tag, people are placing more importance on reliability, access, and real-world impact.

CONTRIBUTIONS TO THE VALUE OF PRODUCTS OR SERVICES CORPORATIONS PROVIDE — Q3 2025, GLOBAL



Source: RepTrak Q3 2025 Current Events Data

Products and services is consistently the business area that has the most influence over a company's reputation. As stakeholders move past transactional definitions of value, the focus has shifted from "what does this cost me?" to "*what does this do for me?*"

This evolution in how people define value is more than a consumer trend — it's a reputational signal. It shows that authenticity and reliability now carry more weight than affordability alone. For companies, that means proving value through consistency, transparency, and corporate purpose.

What can you do to improve your value?

- ✓ **Lead with proof, not price.**
- ✓ **Deliver reliability across every touchpoint.**
- ✓ **Stay accessible, consistent, and credible.**
- ☆ **Track shifts with RepTrak.**