

REP•TRK X CAC40



REPUTATION SCORE BY INDEX: Q1 2024

THE CAC 40
BOASTS A
REPUTATION
SCORE 2.7 POINTS
HIGHER THAN THE
GLOBAL AVERAGE
OF 68.5

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

Source: 2024 Stock Index Study

INNOVATION SCORES: Q1 2024

HIGHER THAN
THE GLOBAL
AVERAGE BY
3.2 POINTS!

DRIVER	SCORE
Global Average	68.8
CAC40	72.0

Source: 2024 Stock Index Study

LEADERSHIP SCORES: Q1 2024

HIGHER THAN
THE GLOBAL
AVERAGE BY
3.3 POINTS!

DRIVER	SCORE
Global Average	70.9
CAC40	74.2

Source: 2024 Stock Index Study

Corporate reputation evolves uniquely across markets, regions, and sectors. At RepTrak, these natural ebbs and flows don't scare us. We constantly track and analyze reputation data to provide a consistent understanding of global reputation trends — alongside regional nuances. In our latest study, we examined nearly 400 companies across 6 major global stock indexes. Our analysis of France's CAC 40 index uncovers current reputation trends that offer valuable insight into the factors driving corporate reputation across the globe and within the French market.

Companies on the CAC 40 boast a Reputation Score 2.7 points higher than the global average, making it the top performer amongst the indexes measured. Stakeholders are thinking positively about these businesses in the key areas of innovation and leadership — 2 areas that RepTrak measures as part of our 7 Drivers. RepTrak's Drivers offer tangible rationale for why people think a certain way about businesses.

On the CAC 40, 2 of the 7 Drivers stand out compared to corresponding global averages. Innovation and Leadership are each surpassing global Scores by over 3 points. The notable strength of these areas can have an overarching impact across CAC 40 companies' reputation. For example, good leaders can attract top talent, and innovative strategies can encourage consumer support and investor confidence.

CAC 40 companies should continue to leverage their strengths in these areas while not forgetting to address other stakeholder concerns, such as corporate citizenship and conduct efforts, to ensure sustainable growth and success.

WANT TO SEE HOW YOUR
REPUTATION STACKS UP ON
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