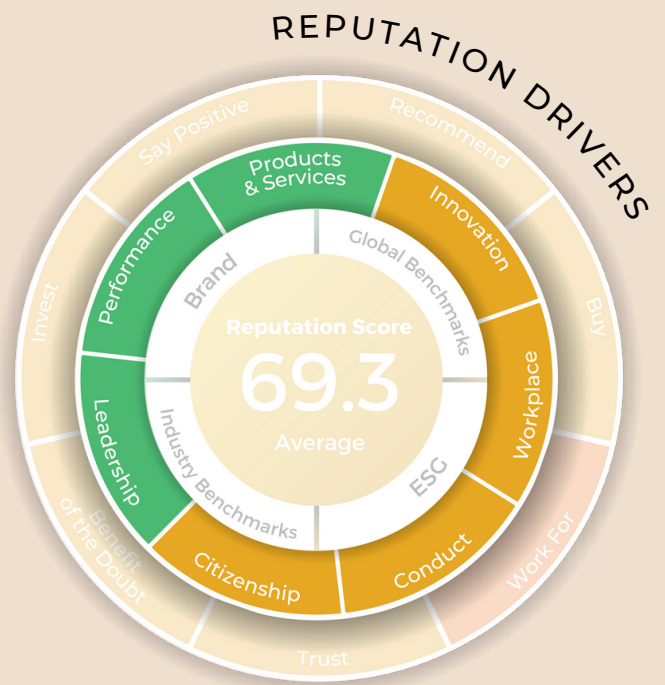


2023 CORPORATE Benefit of the Doubt Report INFOGRAPHIC



At RepTrak, we know that every reputation story is different, and our suite of reputational elements backs your story with data. So *when* a crisis occurs, you know you have the Benefit of the Doubt from stakeholders and can move on to the next chapter quickly.

Benefit of the Doubt is one of RepTrak's Business Outcomes, it measures stakeholders' willingness to assume the best of a company if they were facing a crisis. It also has strong correlations to our Reputation Drivers. These reveal how stakeholders *think* about a company — and most Driver Scores are declining at the beginning of 2023.



DRIVER SCORES

DRIVER	SCORE	CHANGE
Performance	72.9	0.0
Products & Services	72.0	▼0.2
Leadership	70.2	▼0.1
Innovation	67.8	▼0.3
Workplace	67.2	▲0.1
Conduct	67.1	▼0.1
Citizenship	66.4	▼0.2

Source: RepTrak CRT Data, Q1 2023 compared to 2022

MORE BENEFIT OF THE DOUBT INSIGHTS AWAIT, READ THE FULL REPORT.

REPUTATION & LEADERSHIP

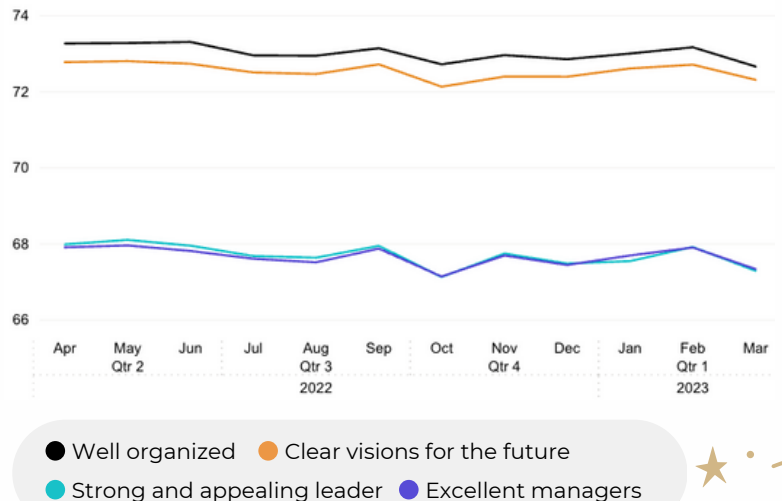
Have a .72 strong and positive statistical correlation

Source: RepTrak CRT Data, April 2022 - March 2023

The public isn't just watching how your business operates, they want to know who is behind the decisions being made.

Our Driver Factors indicate that consumers care about the following traits in their leaders: they're well organized, strong and appealing, excellent managers, and have clear visions for the future. And when something goes wrong, they're looking to leadership for swift answers.

LEADERSHIP FACTOR SCORES OVER TIME



Source: RepTrak CRT Data, April 2022 - March 2023

BY REPTRAK DECREE

Historic RepTrak data confirms that companies with outspoken CEOs across social justice, environmental, and political issues have higher average Reputation Scores.

45%

Our 2023 Q1 Current Events Study shows that 45% of global consumers strongly agree that a CEO reflects a company's conduct and values.

Source: RepTrak 2023 Q1 Current Events Study

Leadership has a strong and positive correlation to Benefit of the Doubt, and for good reason. Effective leadership is paramount in securing the Benefit of the Doubt from stakeholders, both before and after a crisis. Leaders who actively work to display those Driver Factor traits and communicate their efforts are more likely to earn the trust and support of the public when they're in the hot seat. But don't neglect the other Drivers. Implementing a well-rounded approach across all seven will not only help you improve your reputation overall, but will protect you against unforeseen events headed toward your business.

BENEFIT OF THE DOUBT & LEADERSHIP

Have a .65 strong and positive statistical correlation

Source: RepTrak CRT Data, April 2022 - March 2023