

# REP•TRK DAX40



## 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 DAX 40 IS BEATING THE GLOBAL AVERAGE OF 68.5 BY 1.7 - POINTS**

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. DAX 40-listed companies demonstrate strong performance, but the real differentiator lies in their leadership and innovative capabilities.

Companies in this index are recognized for having clear visions for the future and excelling in managing and leading their organizations — strengthening their reputations and favorability with stakeholders. However, to maintain and further elevate their reputation, DAX 40 companies must address areas that are lagging behind: Citizenship and Conduct. Investing in transparent, ethical practices and actively engaging in socially responsible initiatives are crucial steps. By adopting a holistic approach to reputation management, these companies can enhance stakeholder trust and achieve sustainable success in a competitive market.

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 DAX 40 index features 40 leading companies in Germany, and our analysis reveals the critical reputational strengths and gaps these companies must address to maintain their competitive edge.

## DAX 40 DRIVER SCORES: Q1 2024

**FOCUSING ON CONDUCT AND CITIZENSHIP EFFORTS WILL GIVE DAX 40 COMPANIES A COMPETITIVE EDGE**

DRIVER	SCORE
Performance	75.8
Products & Services	75.0
Leadership	74.5
Innovation	72.4
Workplace	72.2
Conduct	68.9
Citizenship	68.0

Source: 2024 Stock Index Study

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

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