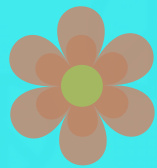
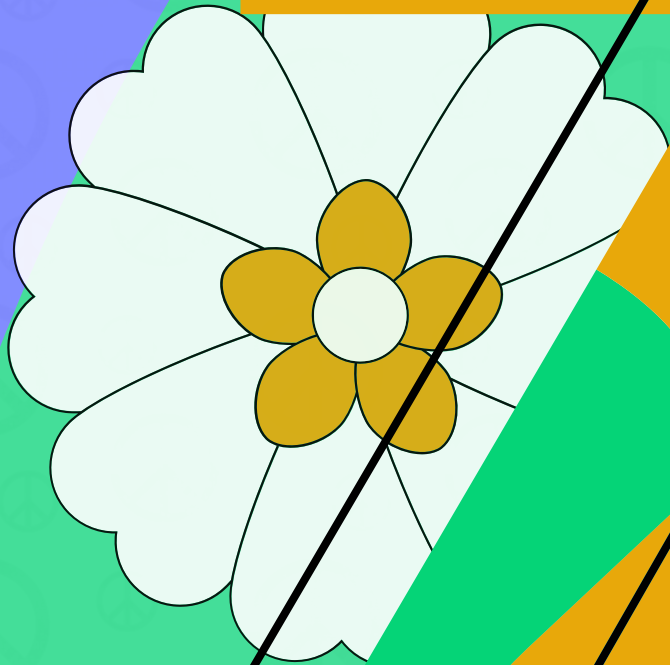


GROOVY

ESG

GOODIES



you may have missed.



RepTrak™



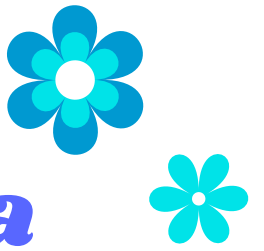
ESG and Reputation go hand in hand.



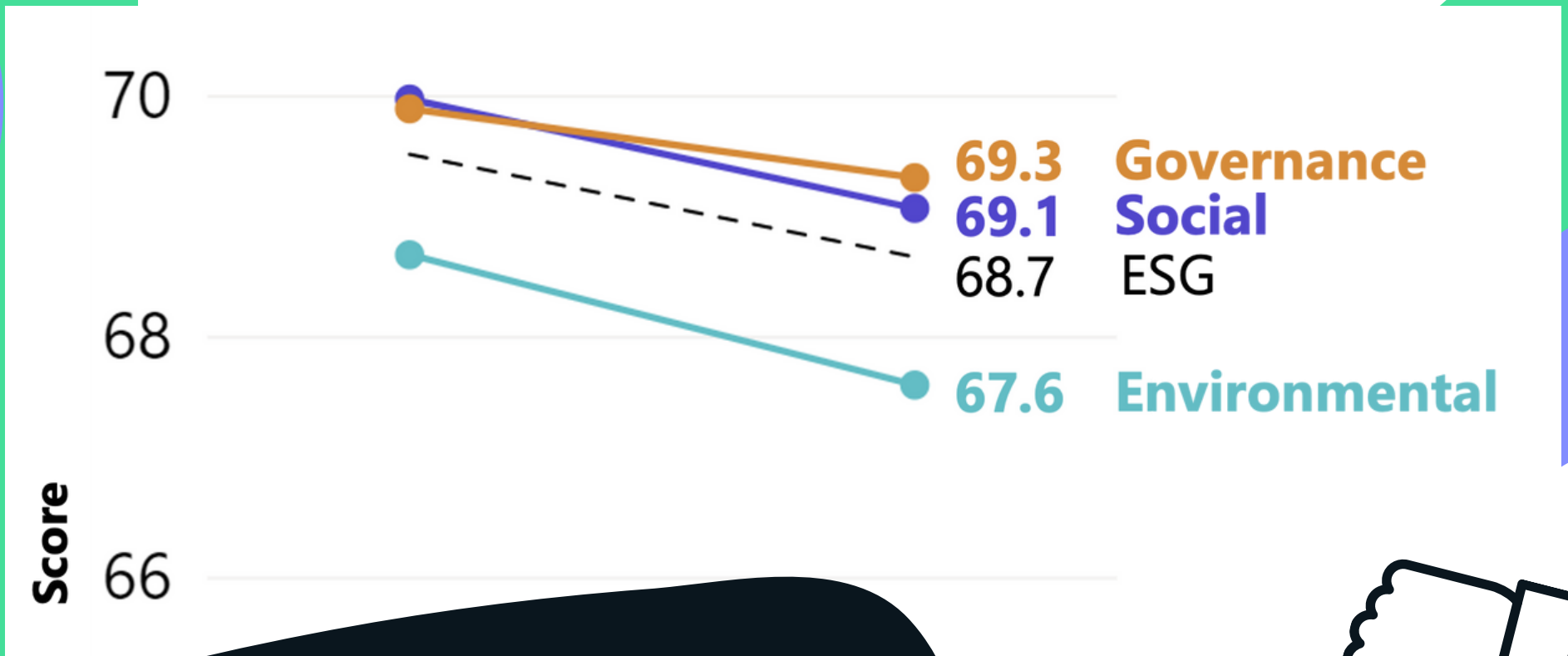
Reputation

.86 statistical
correlation (R^2)
between ESG
scores and
reputation

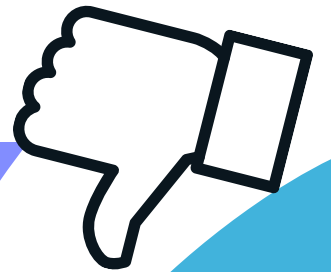
**JUST LIKE
REPUTATION, YOU
HAVE ESG WHETHER
YOU RECOGNIZE IT
OR NOT.**



Global ESG Scores saw a 0.8-point YoY decrease from 2021 to 2022.



THE PUBLIC IS FRUSTRATED WITH HOW BUSINESSES ARE CONDUCTING THEMSELVES.





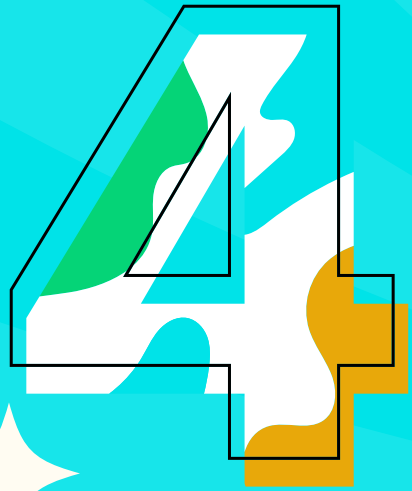
And those low ESG scores are bad news.

A low ESG score results in a 10% willingness to buy...

10%

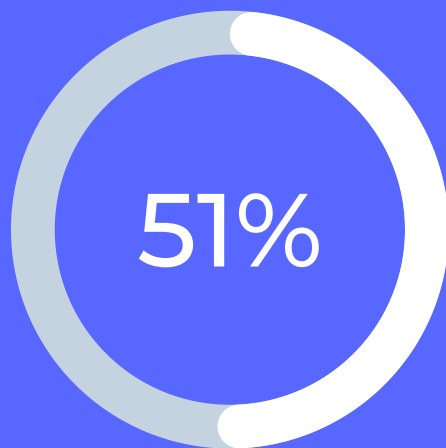
... while a high ESG score results in a 67% willingness

67%



Saying and doing the right thing is good business.

Companies with outspoken CEOs across social justice, environmental, and political issues had higher average **Reputation Scores.**

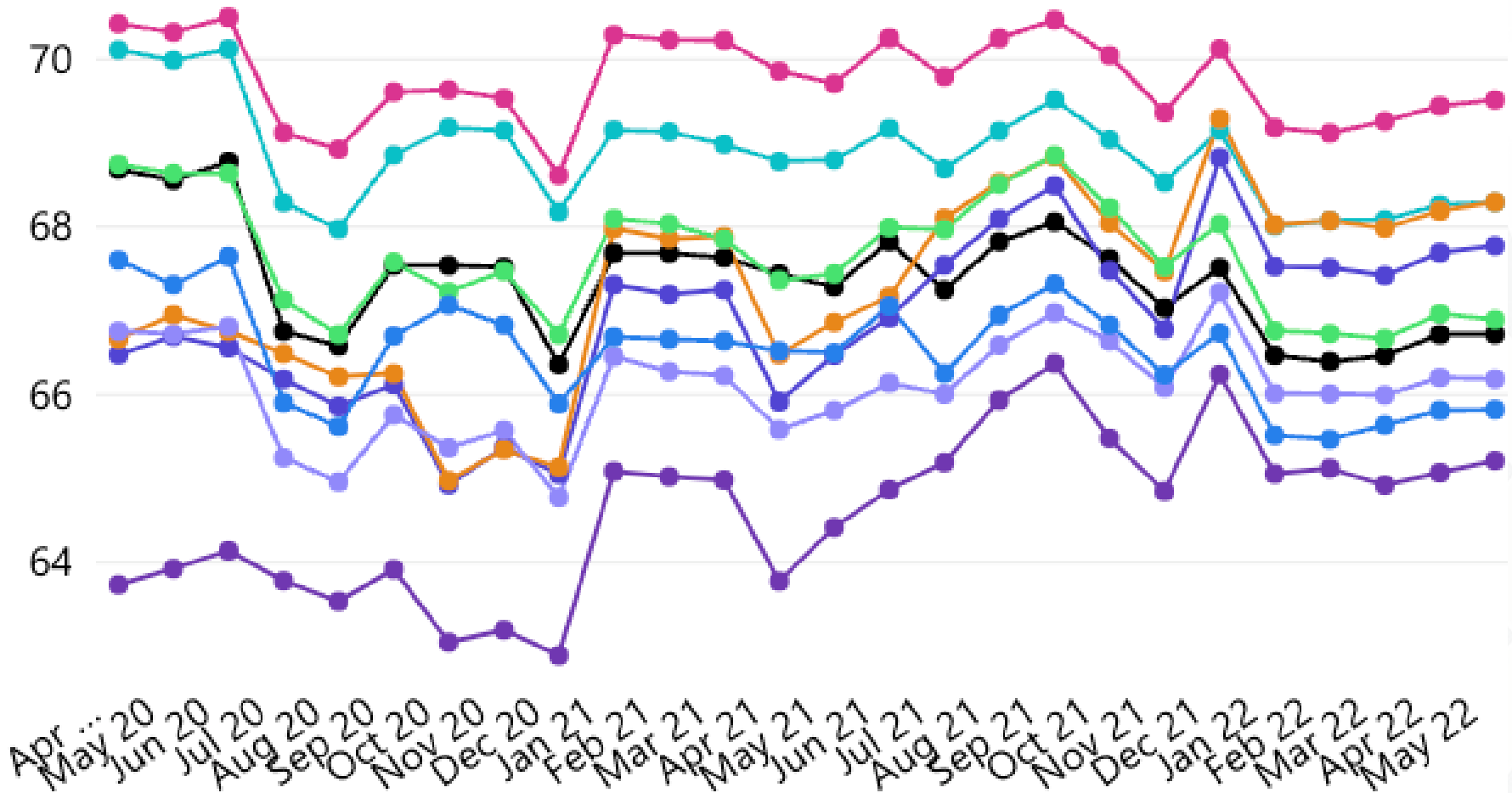


of the public believe it is essential for corporations to provide both **actions** and **words** in response to cultural issues.



Environmental considerations rank least important in comparison to Social and Governance factors.

ESG Factor Scores



- Ethical and Fair Business Practices
- Improves People's Lives
- Makes Positive Economic Contributions
- Offers Equal Opportunities
- Operations and Supply Chain Transparency
- Positive Influence on Society
- Protects the Environment
- Reduces Environmental Footprint





***Do not take this as license to
abandon environmental efforts.***

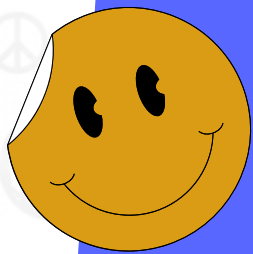
**JUST BECAUSE
ENVIRONMENT FALLS
BEHIND GOVERNANCE
AND SOCIAL MEASURES,
DOESN'T MEAN IT'S NOT
IMPORTANT.**



***ESG is an ongoing effort!
So get going.***

ESG Themes to Explore

- Fair pay, benefits, and working conditions
 - *Including independent contractors*
- Diversity and leadership representation
- LGBTQIA+ support and representation
- Environmental impact
- Carbon emissions, plastic reduction, green practices, etc.
- Fair treatment on the basis of gender
- Corporate transparency and accountability





Our ESG data is calling your name.



**SCHEDULE YOUR DEMO AND READ THE FULL
ULTIMATE ESG GUIDE AT [REPTRAK.COM](https://reptrak.com).**

