

METHODOLOGY

# World's Most Trustworthy Companies 2024

in collaboration with

**Newsweek**



# 1,000 companies are awarded as World's Most Trustworthy Companies 2024 by Newsweek and Statista

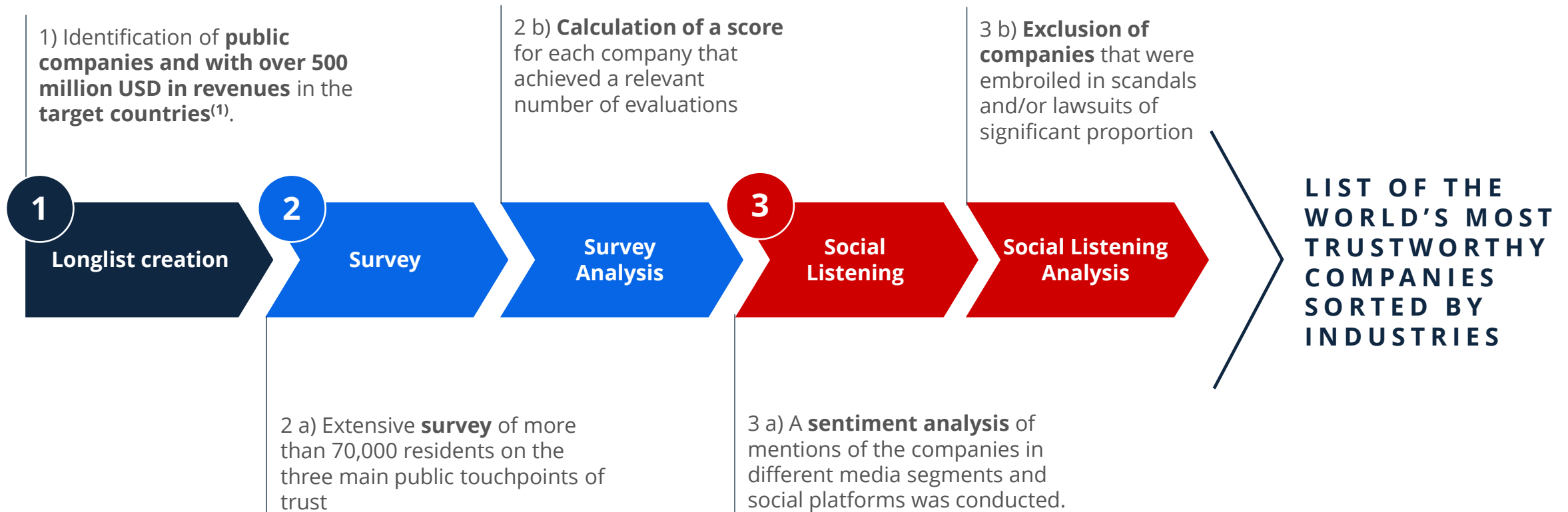
## Management Summary

- For the second time, Newsweek, in collaboration with market research partner Statista, recognizes the **World's Most Trustworthy Companies conducting business in 23 different industries and spanning 20 different countries**. Trust in companies is crucial as it drives customer loyalty, enhances brand reputation, boosts employee morale and secures investor confidence. The ranking wants to provide guidance to shareholders and to highlight the companies that are most trusted. Being aware that trust can be evaluated from different angles, Newsweek and Statista developed a methodology which takes several aspects into account.
- The creation of the ranking followed a 3-step process:
  - 1) Scope: All **stock listed companies** headquartered in one of the target countries with a **revenue of over 500 million USD** were considered in the longlist of the project.<sup>(1)</sup>
  - 2) Extensive survey: The basis of the analysis was an independent survey from a sample of more than **70,000 participants from the target countries**. The participants rated companies they knew and that were headquartered in the respective country in terms of three touchpoints of trust: **Investor Trust, Customer Trust** and **Employee Trust**. A total of **230,000 evaluations** of companies were submitted.
  - 3) Social listening: For each company that received enough evaluations, a social listening analysis was conducted. This phase of the project involved a **sentiment analysis** of the companies on several media segments of the internet and evaluating their mentions as either positive, neutral or negative. In total, **over 995,000 mentions were gathered**. Additionally, companies were scrutinized and vetted for any recent scandals or litigations that would be of significance to taint their trust image.

**The 1,000 best-rated companies in three dimensions of trust were awarded. The top list is presented by industries.**

# The analysis followed a 3-step-process

## Overview

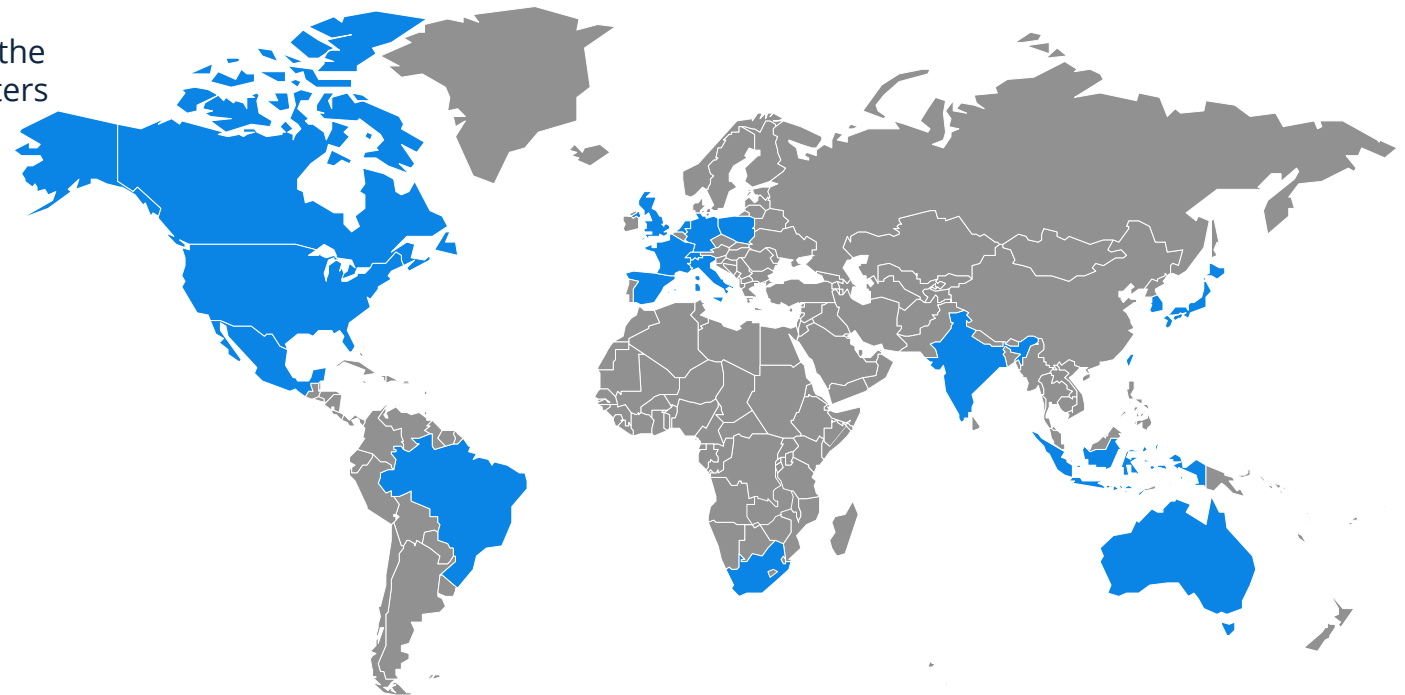


# All publicly listed companies with a revenue of over 500 million USD headquartered in one of 20 target countries were eligible

Target countries & eligibility criteria

## 1 The pool of companies was defined as follows:

- Relevant countries from each continent were selected for the longlist. The selection included companies with headquarters in the following countries:
  - Americas: Brazil, Canada, Mexico, USA
  - Europe: France, Germany, Italy, Netherlands, Poland, Spain, Switzerland, UK
  - Africa: South Africa
  - Asia-Pacific: Australia, Japan, India, Indonesia, Singapore, South Korea, Taiwan
- The companies had to be listed on a stock exchange.
- Companies had to generate revenues of more than 500 million USD in one of the last two available fiscal years. <sup>(1)</sup>



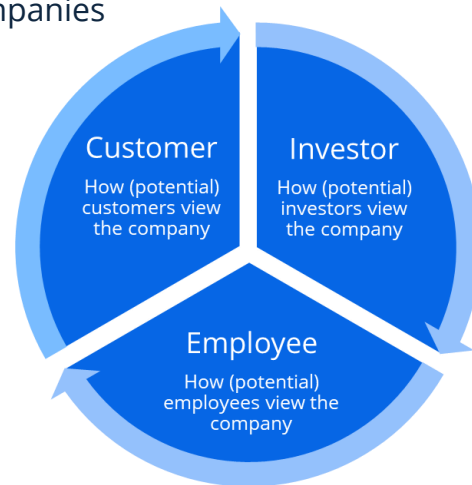
# The analysis examined the company's three main public dimensions of trust to generate a holistic perspective

Extensive survey

## 2 The three main dimensions of trust have been evaluated within an extensive survey:

The survey was carried out among residents of the target countries using an online access panel. The field period ran from CW 12 to CW 23 2024<sup>(1)</sup>. 70,000 participants submitted more than 230,000 evaluations.

- Survey participants were shown a randomized selection of relevant companies from which they could choose up to 6 companies they were familiar with. On average, about 3 companies were evaluated by each participant.
- The participants evaluated all three dimensions of trust for every company they knew. For each criterion, a detailed list of questions was asked (see left).
- Responses from participants who are customers, investors and/or employees were considered with a higher weight.



## Detailed evaluation criteria from ...

### ...a general viewpoint<sup>(2)</sup>:

- In general, I trust this company.

### ...the viewpoint of a (potential) customer:

- I trust this company to treat me fairly as a customer
- I trust this company's products and services
- Should I have a complaint as the customer of this company, I trust that it would be addressed to my full satisfaction
- I trust this company's advertising and communication claims

### ...the viewpoint of a (potential) investor:

- I believe this company would be a good long-term investment
- I trust in this company's values
- I trust that this company is competently led

### ...the viewpoint of a (potential) employee:

- I believe this company treats its employees fairly
- I believe that this company pays its employees well
- This company is an attractive employer
- I believe this company offers good opportunities for career development

# 995,000 online mentions of companies were gathered over a period of 5 months

Social Listening

## 3 Social listening consists of the aggregation of online mentions and a sentiment analysis of these companies:

- Social listening is defined as the process of identifying and assessing **what is being said about a company on the internet**. The following media segments were covered in the search: Web articles, News, Forums, Social Networks, Comment Sections, Press Releases
- The **companies from the survey** that received enough evaluations and were rated best were considered for the social listening.
- **995,000 mentions** were aggregated over a period of 5 months. These were collected live from May to June 2024 and from historical data from February 2024 to May 2024. <sup>(1)</sup>
- The **sentiment analysis** was carried out by using text analysis and computational linguistics to mark the mentions as positive, neutral or negative.
- The social listening score was created for companies that received a sufficient high number of mentions by the share of sentiments for each company. Reach, virality, the media segment and the previous year result with a lower weighting were also considered in the scoring.

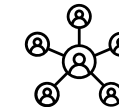
Web articles



Forums



Social Networks



Feedback Sections



COLLECTION OF MENTIONS ABOUT A COMPANY FROM VARIOUS INTERNET SOURCES



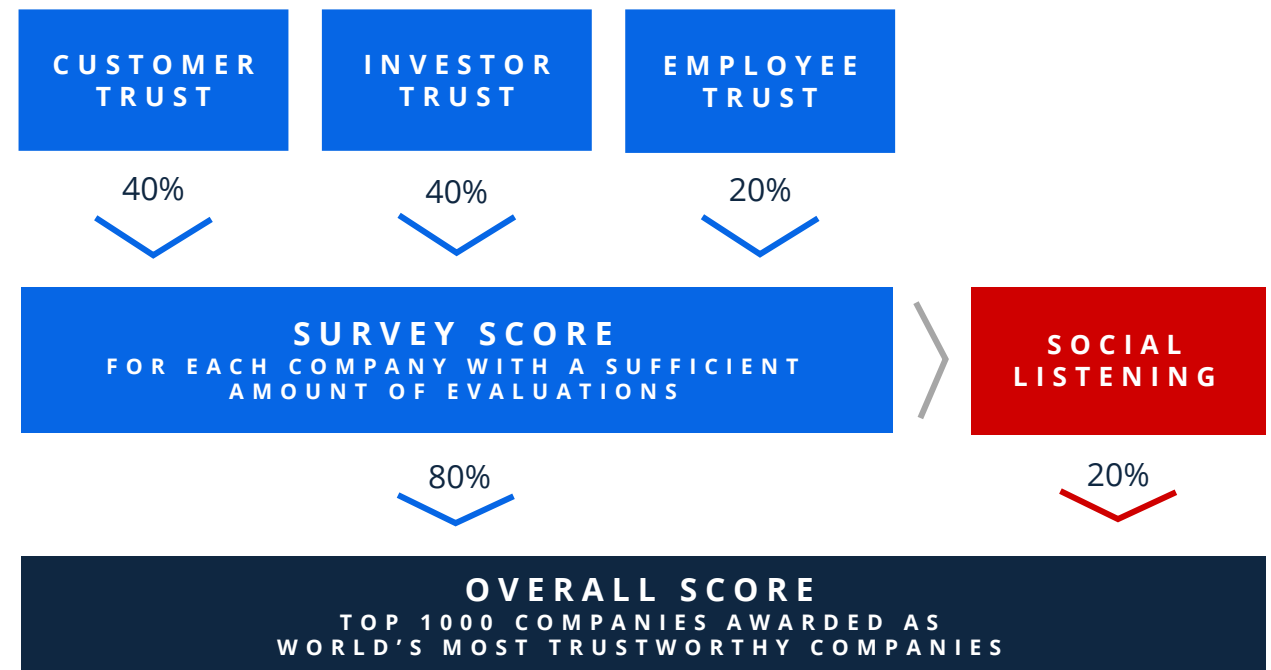
SCORE OF SOCIAL LISTENING  
BASED ON THE SHARE OF SENTIMENTS FOR EACH COMPANY

# The score of a company is composed of the three dimensions of trust and social listening

Scoring & Creation of the Ranking

## For every company evaluated, an overall score was calculated:

- The major part of the overall score is the survey score, for which each dimension of trust has been considered. The score was calculated as follows: **40% x customer trust + 40% x investor trust + 20% x employee trust**. The previous year's score was also taken into account with a lower weighting as trust builds over a long period of time.
- The **social listening** score was created by considering the share of sentiments for each company. Reach, virality and the media segment were also considered in the scoring.
- The **overall score** was calculated with 80% of the score being derived from the survey and 20% from social listening. A weighting factor was implemented to compensate for country-specific response behavior.
- The **1,000 companies** with the highest score have been awarded as **World's Most Trustworthy Companies 2024**. The final list is presented by industries.<sup>(1)</sup>



# The 1,000 World's Most Trustworthy Companies are presented in 23 industries

Awarded Companies per Industry

Industry	Awarded companies
Appliances & Electronics	39
Banks	66
Business & Professional Services	28
Conglomerate	14
Construction & Building Materials	20
Consumer Goods	54
Energy & Utilities	57
Financial Services & Investment	59
Food & Beverage	74
Grocery & Convenience Stores	17
Health Care & Life Sciences	60
Insurance	36

Industry	Awarded companies
Machines & Industrial Equipment	43
Materials & Chemicals	53
Media & Entertainment	19
Real Estate & Housing	11
Retail	72
Software & Telecommunications	48
Technology Hardware	45
Textiles, Clothing & Luxury Goods	52
Transport, Logistics & Packaging	47
Travel, Dining & Leisure	34
Vehicles & Components	52
<b>Total</b>	<b>1000</b>



# Disclaimer

The selection of the companies and the definition of the evaluation criteria were carried out according to independent journalistic criteria of Newsweek and Statista. The evaluation was carried out by the statistics and market research company Statista. Newsweek and Statista make no claim to the completeness of the companies examined.

The ranking is comprised exclusively of companies that are eligible within the criteria described in this document. A position in the ranking is a positive recognition based on an extensive consumer survey and research at the time. Events following July 24th, 2024 were not subject of this survey and analysis. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information. The quality of companies that are not included in the ranking is not disputed.