

Unlock the
Power of Reputation

2012 Reputation Results The Netherlands

A WORD FROM THE FOUNDER



Since the start of the Reputation Institute in 1997, global RepTrak™ Pulse studies in over 40 countries have shown and proved the importance of corporate reputation for the success of an organization.

Successful organizations appear to have a high *Alignment Factor*. Reputation is a means, while alignment is, or at least should be, the end goal of all organizations. Alignment can be described as a mutual rewarding relationship between an organization and its key stakeholders, enabling the organization to meet its objectives and realize its purpose. On April 3rd, my latest book *The Alignment Factor* was launched in The Netherlands. In the book you will find the tools that can be used to create and maintain mutual rewarding relationships with your key stakeholders, both internally and externally.

We are pleased to present the 2012 reputation results of the 30 largest Dutch companies. The basic outcomes can be found in this leaflet. Additional information about the 2012 results can be obtained by contacting one of our staff members mentioned in this leaflet, either by email or by phone (010-4082851). Data about the global results of the largest companies in other countries can be found soon on the website of the Reputation Institute: www.reputationinstitute.com.

Cees B.M. van Riel

Vice Chairman and Co-Founder of the Reputation Institute

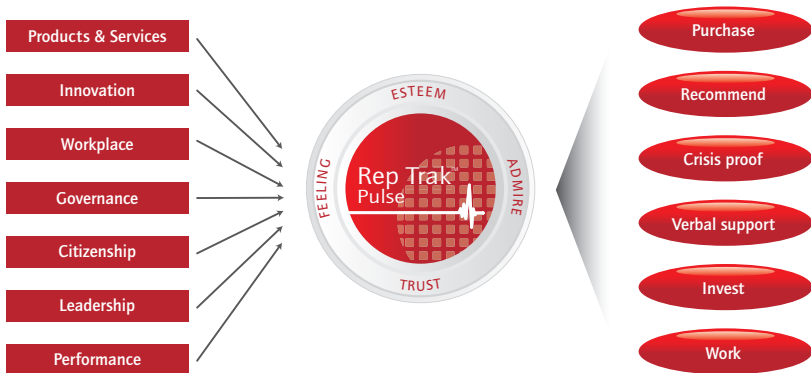
THE METHOD



The RepTrak™ method

The RepTrak™ method measures corporate reputation directly (the Pulse) based on assessments by the general public regarding the *esteem*, *good feeling*, *trust*, and *admiration* towards a company. The Pulse score is expressed in a figure ranging from 0 to 100.

Explanations for a high or low Pulse score can be found by looking at the seven drivers of reputation. The practical consequences of reputation are measured by six types of behavioral intentions.



2012 RESULTS

At the top of the reputation ranking of the 30 largest Dutch companies (based on revenues, with sufficient familiarity among the general public) is Philips with a RepTrak™ Pulse score of 78.0. A great accomplishment of Philips, which has the best reputation for the fifth time in a row. FrieslandCampina takes second place with a Pulse score of 75.8. Former winners Ahold and Heineken share third place.

Company	RepTrak™ Pulse	Company	RepTrak™ Pulse
Philips	78.0	BAM Groep	64.2
FrieslandCampina	75.8	Nutreco	64.2
Ahold	74.7	KPN	63.8
Heineken	74.7	Reed Elsevier	63.6
Air France-KLM	73.8	ABN Amro	63.4
Rabobank Groep	73.7	Eneco	63.1
Wolters Kluwer	71.1	PostNL	62.6
Unilever	69.1	Coöperatie VGZ*	61.0
CZ	68.8	Eureko/Achmea**	60.7
Randstad	68.4	Shell	60.3
Menzis	68.1	Delta Lloyd Groep	59.9
VolkerWessels	66.4	SNS Reaal	59.1
ING Groep	65.3	ASR	58.6
DSM	65.0	AEGON	57.8
AkzoNobel	64.4	NS	53.6

* Formerly UVIT

** Until Jan. 2012



2012 DIMENSION LEADERS

FrieslandCampina and Heineken have strong reputation platforms. Both companies are present in the top 5 of all seven reputation dimensions. The reputation leader, Philips, has a strong reputation platform as well: It has a top listing in six out of seven dimensions.

Products & Services

1	FrieslandCampina
2	Heineken
3	Philips
4	Ahold
5	Unilever

Innovation

1	FrieslandCampina
2	Philips
3	Ahold
4	Heineken
5	Unilever

Workplace

1	FrieslandCampina
2	Philips
3	Heineken
4	Randstad
5	Rabobank Groep

Governance

1	FrieslandCampina
2	Philips
3	Heineken
4	Rabobank Groep
5	Randstad

Citizenship

1	FrieslandCampina
2	Rabobank Groep
3	Philips
4	Ahold
5	Heineken

Leadership

1	Heineken
2	FrieslandCampina
3	Ahold
4	Rabobank Groep
5	Philips

Performance

1	Heineken
2	FrieslandCampina
3	Ahold
4	Randstad
5	Rabobank Groep

CEO's about reputation



"This is a fantastic recognition for Philips in the Netherlands", said Frans van Houten, CEO of Royal Philips Electronics. "Since we started in 1891, our company has gone through many changes and challenges but we have always upheld our principles. I'm convinced that the combination of our strong heritage, our consistent commitment to drive innovation to improve people's lives, and our desire to create a more sustainable world, have helped us to win the Dutch Reputation Award for the fifth consecutive year. This is an achievement all Philips employees can be very proud of."

Frans van Houten

*President/CEO and Chairman of the Board of Management
and the Group Management Committee, Royal Philips Electronics Inc.*



"FrieslandCampina is one of the largest multinational dairy companies in the world and plays an important role in the Dutch Agri & Food business. In the coming years, it is our ambition to become one of the most attractive workplaces in our key countries. Without an excellent reputation, this would be an impossible expedition."

Cees 't Hart

CEO FrieslandCampina



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