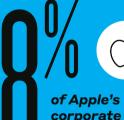


The value of protecting your company's reputation

TRILLION DOLLARS

Value of the corporate reputations of the S&P 500—nearly 22% of its total market capitalization.¹





of Apple's corporate value stems from its corporate reputation.¹

chance in any 5-year window that there will be a month when a company loses 20% of its value.²

\$**53** BILLION



The market value loss BP suffered in the year following the oil spill in the Gulf of Mexico. This did not account for cleanup, repair, legal or punitive costs.²

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of companies see a direct link from their reputation to customer loyalty, revenue and market share.³

FIFTEEN DERCENT

Average **drop** in a company's value the year following a reputational incident where it was slow, failed to communicate, issued inadequate responses, refused to take responsibility or attempted to shift blame.² 57



of marketing executives said their company does not have a crisis response plan in place.⁴

Amount a company's value **increased** in the year after a reputational incident that was handled with prompt disclosure, transparency, honesty, the company taking responsibility for its actions and changing its behavior.²

¹Echo Research in association with Reputation Dividend. ²Oxford Metrica 2011 Reputation Review ³Reputation Institute's 2013 Global RepTrak™ 100 ⁴B2B and Mower.