

Corporate Reputation Survey 2011

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15 April 2011
NUSS Suntec City Guild House

- Introduction & Objectives
- Methodology
- Top-Line Findings
- Findings – By Verticals
- Factors Influencing Corporate Reputations – By Industry
- Next steps

- The survey seeks to measure the corporate reputations of Singapore-based companies in banking, life and general insurance and mobile service providers.
- This is the fifth national survey is being conducted.
- The poll aims to concretise into an index, called the Corporate Reputation Index (CRI), the intangible asset of a company's reputation. The CRI measures the ability of Singapore companies to manage the activities (or foci) that directly contribute to their corporate reputations.

2011 CRI Research Objectives

- To ascertain public's perception of reputation of Singapore-based companies.
- To determine companies' reputations have been restored post 2007/2008 economic crisis.
- To uncover new drivers or factors that are impinging on a company's reputation.

2011 CRI Research Methodology

- **341** respondents polled, 20 to 60 years
- **Face-to-face** survey interviews were carried out by Aileen Lee & Associates
- Survey conducted at high human traffic areas including HDB town centres, bus terminals, MRT stations, shopping centres.
- Survey conducted between 3rd and 24th March 2011
- Target Perceptions: White collar, working, adults

Respondents who were users / customers

Banks	83%
Life insurance	82%
General insurance	80%
Mobile service provider	87%

All Sectors

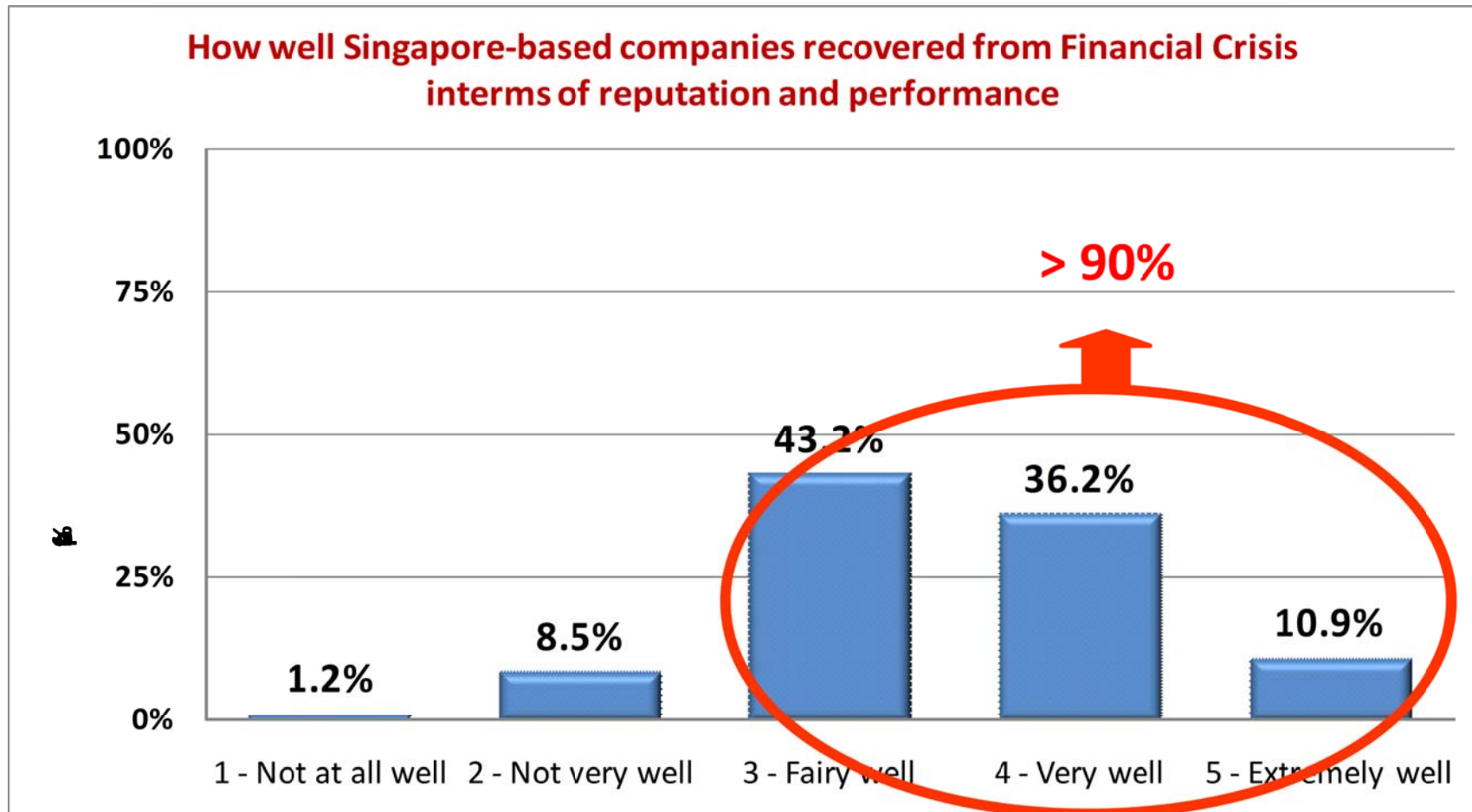
Retail Banks

Life Insurance

General Insurance

Mobile Service Providers





Confidence Loss During Financial Crisis

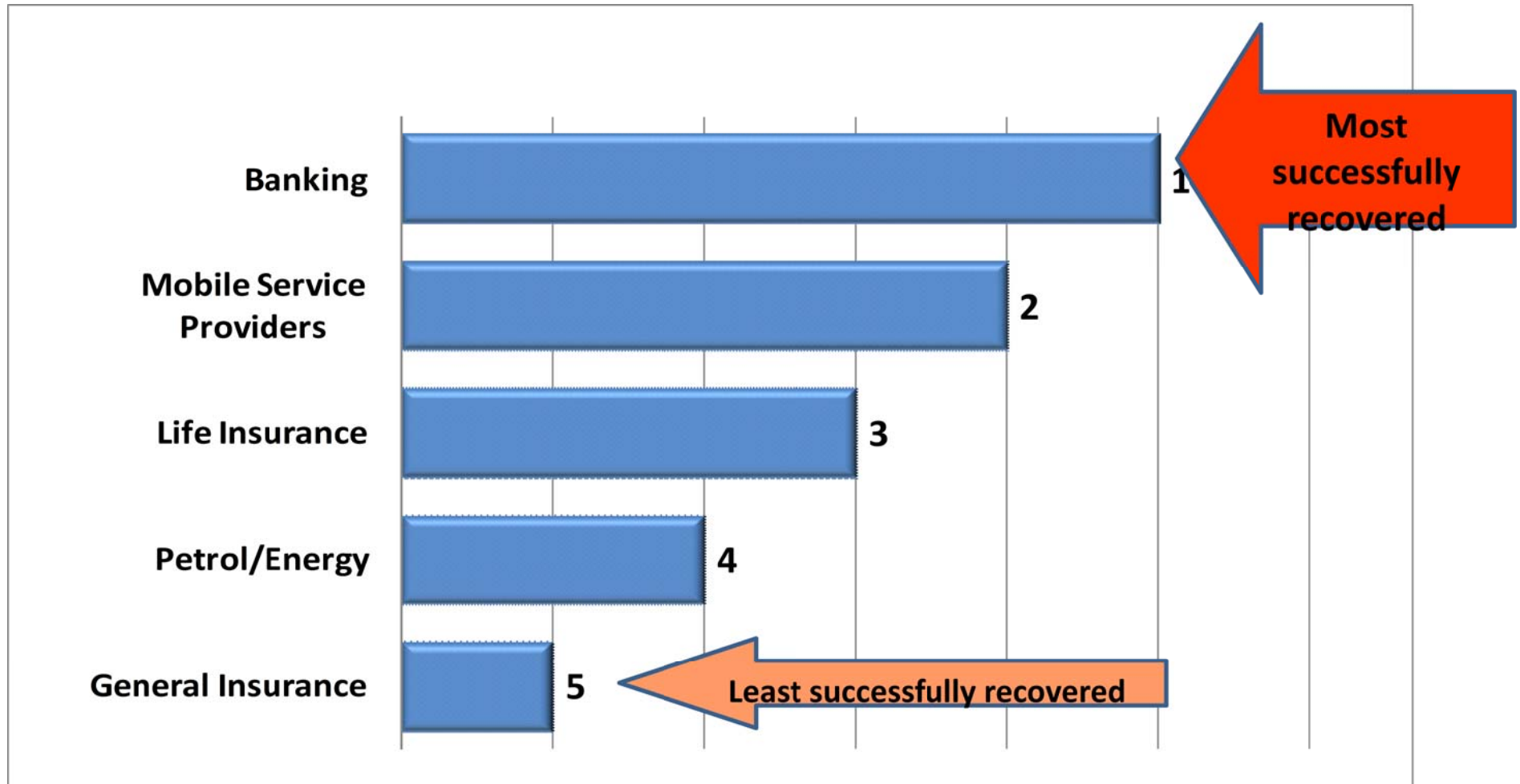


Have lost MOST confidence
in

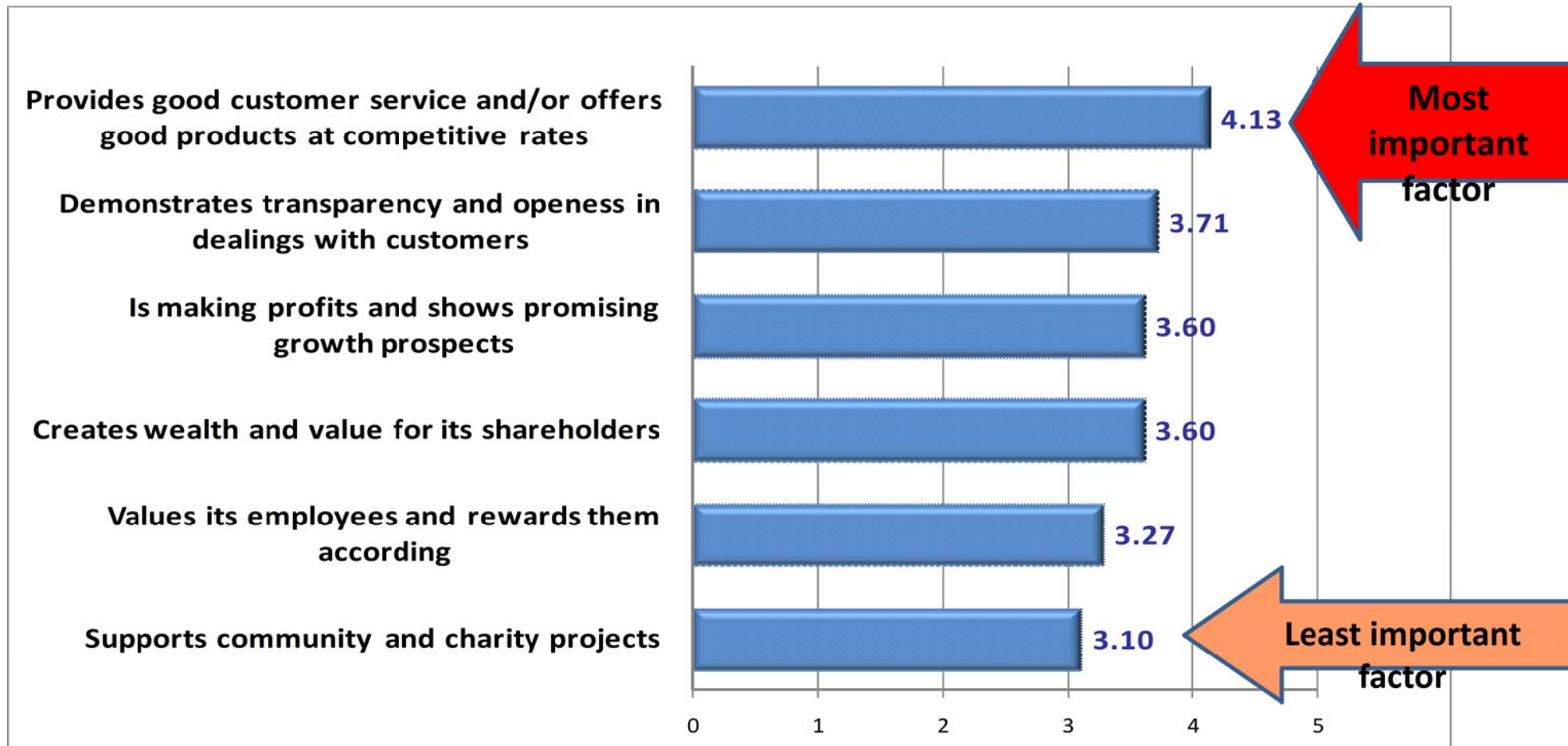


Have lost LEAST
confidence in

Sectors Most Successfully Recovered



Factors that Affect a Company's Reputation



Retail Banks

Retail Banks' Reputation Rankings

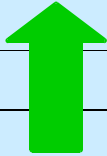


Bank	2011 Rankings	CRI	2009 Rankings
DBS	1	5.69	1
Citibank	2	4.29	5
HSBC	3	3.96	4
OCBC	4	3.48	2
Standard Chartered	5	2.97	6
UOB	5	2.97	3
Maybank	6	1.9	7
RBS	7	1.55	9
Bank of China	8	1.34	8
CIMB	9	0.67	
RHB	10	0.57	
Bank of India	11	0.42	

- Both Citibank and HSBC regained ground post economic downturn

Life Insurance Companies

Life Insurance Companies

Reputation Rankings

Life Insurance Company	2011 Ranking	2011 CRI	2009 Ranking
NTUC Income 	1	4.65	2
Prudential	2	4.48	3
ManuLife	3	3.62	6
HSBC	4	3.41	8
Great Eastern Life Assurance 	5	3.18	1
AXA	6	2.99	7
Aviva	7	2.98	5
American Int'l Assurance (AIA) 	8	2.67	4
UOB Life Assurance	9	1.21	9
Tokio Marine Life	10	0.87	10

General Insurance Companies

General Insurance Companies'

Reputation Rankings

General Insurance Company	2011 Ranking	2011 CRI	2009 Ranking
NTUC Income	1	4.95	1
HSBC ↑	2	4.38	4
AXA	3	4.29	2
Allianz ↑	4	3.48	5
Chartis & MSIG	5	2.34	3 & 7
UOI	6	2.05	6
First Capital	7	1.51	8
Liberty	8	1.38	11
EQ	9	1.18	
Tenet	10	0.89	12
QBE	11	0.69	10
India Int'l	12	0.59	13

Mobile Phone Providers

Mobile Service Providers

Reputation Rankings

Mobile Service provider	2011 Ranking	2011 CRI	2009 Ranking
SingTel	1	2.13	1
Starhub	1	2.13	2
M1	2	1.66	3

- Starhub has moved up in rankings and is currently SingTel's strongest competitor.

Favourite Mobile Phone Brand

Liking for the iPhone increased 10 fold since 2008!

Nokia, began losing favour with consumers since the introduction of iPhone

Brand	Percentage of Respondents	
	2011	2008
iPhone	45.2%	4.3%
Nokia	19.4%	47.5%
HTC/Dopod	9.5%	1.0%
Samsung	9.1%	8.3%
Motorola	6.1%	6.0%
LG	4.9%	2.0%
Panasonic	4.1%	1.3%
Sony Ericsson	1.5%	27.5%

Liking for SE dwindled to less than 2% this year



Thank You

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