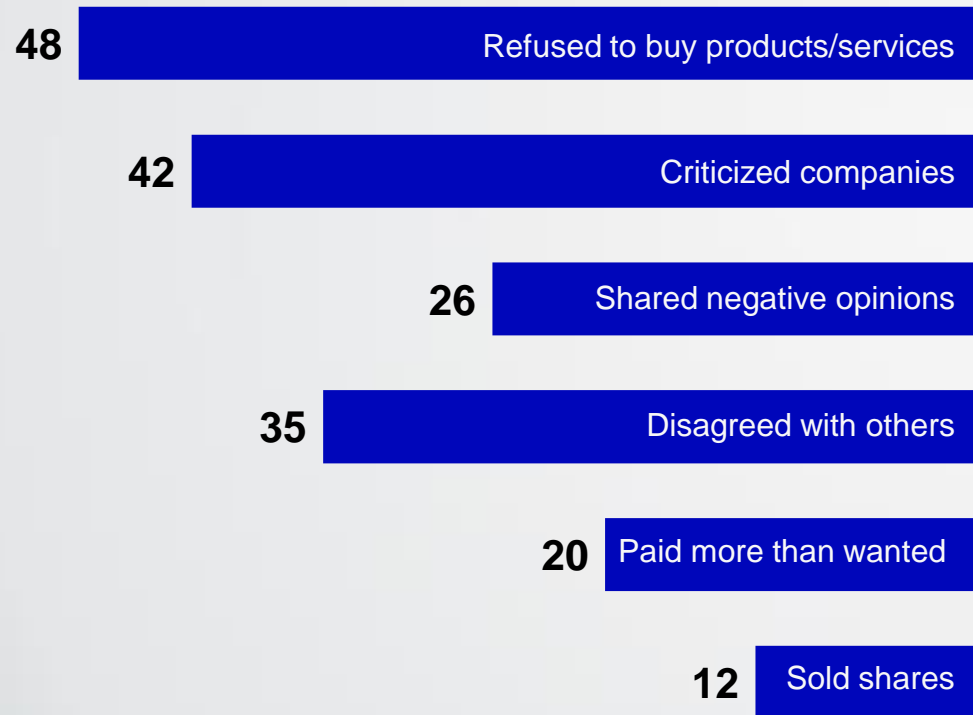


Trust Drives Business Advantages...

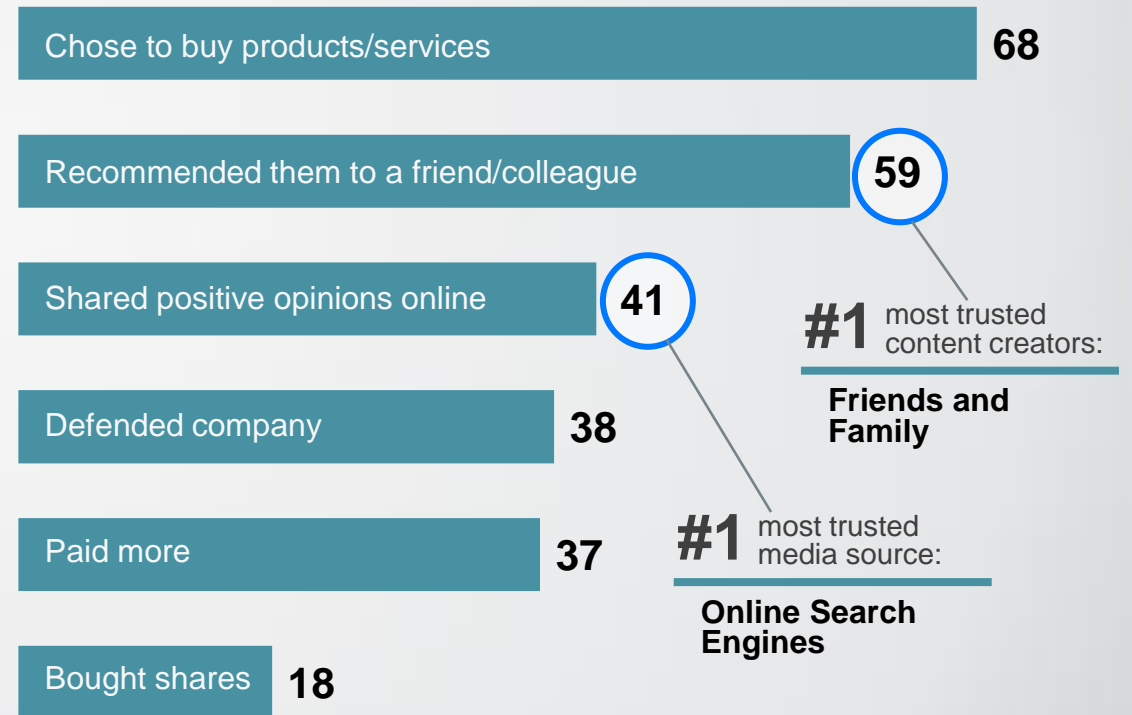
Percent who engage in each behavior based on trust

▲ General Population

Behaviors for Distrusted Companies



Behaviors for Trusted Companies



Source: 2016 Edelman Trust Barometer Q371-589. Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action. General Population, 28-country global total, questions asked of half the sample. Q377-380. Still thinking about the past 12 months, have you taken any of the following actions in relation to companies that you do not trust? Please answer yes or no to each action. General Population, 28-country global total, question asked of half the sample.

...And Purpose Drives Trust

Percent who cite each as a reason for why their trust in business has increased or decreased

▲ General Population

Reasons Trust in Business Has Increased



Reasons Trust in Business Has Decreased



Source: 2016 Edelman Trust Barometer Q328-329. For which of the following reasons, if any, has your trust in each institution listed below increased over the past year? Q330-331. For which of the following reasons, if any, has your trust in each institution listed below decreased over the past year? General Population, 28-country global total.

Trust-Building Attributes: Half Are Purpose-Rooted

Company Importance vs. Performance

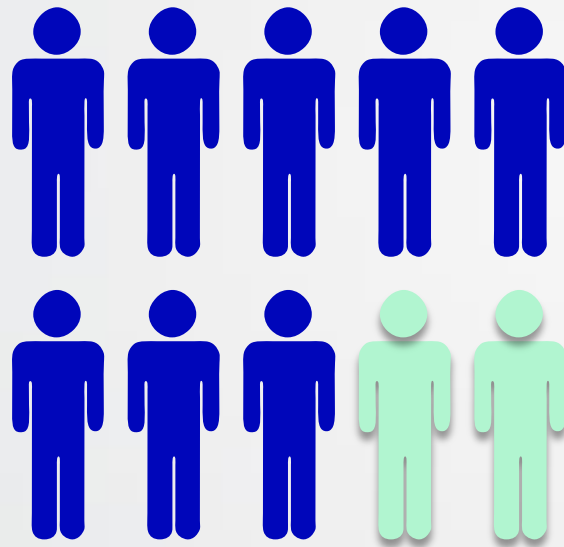
 **General Population**

	% Importance	% Performance	Gap
Integrity			
Has Ethical Business Practices	51	31	20
Takes Responsible Actions To Address An Issue Or A Crisis	54	31	23
Has Transparent And Open Business Practices	55	31	24
Engagement			
Treats Employees Well	58	33	25
Listens To Customer Needs And Feedback	58	33	25
Places Customers Ahead Of Profits	55	31	24
Communicates Frequently And Honestly On The State Of Its Business	48	29	19
Products			
Offers High Quality Products Or Services	58	35	23
Is An Innovator Of New Products, Services Or Ideas	41	32	9
Purpose			
Works To Protect And Improve The Environment	50	30	20
Creates Programs That Positively Impact The Local Community	44	29	15
Addresses Society's Needs In Its Everyday Business	45	29	16
Partners With NGOs, Government And Third Parties To Address Societal Issues	34	24	10
Operations			
Has Highly-Regarded And Widely Admired Top Leadership	39	27	12
Ranks On A Global List Of Top Companies, Such As Best To Work For Or Most Admired	36	27	9
Delivers Consistent Financial Returns To Investors	36	28	8

Source: 2016 Edelman Trust Barometer Q80-95 How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Importance) Q114-129 Please rate businesses in general on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well". (Top 2 Box, Performance) General Population, 28-country global total.

Business Must Lead to Solve Problems

▲ General Population



80% agree

▲ up from 74% in 2015

“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

Source: 2016 Edelman Trust Barometer Q249. Please indicate how much you agree or disagree with the following statement? (Top 4 Box, Agree). General Population, 27-country global total, question asked of half the sample.

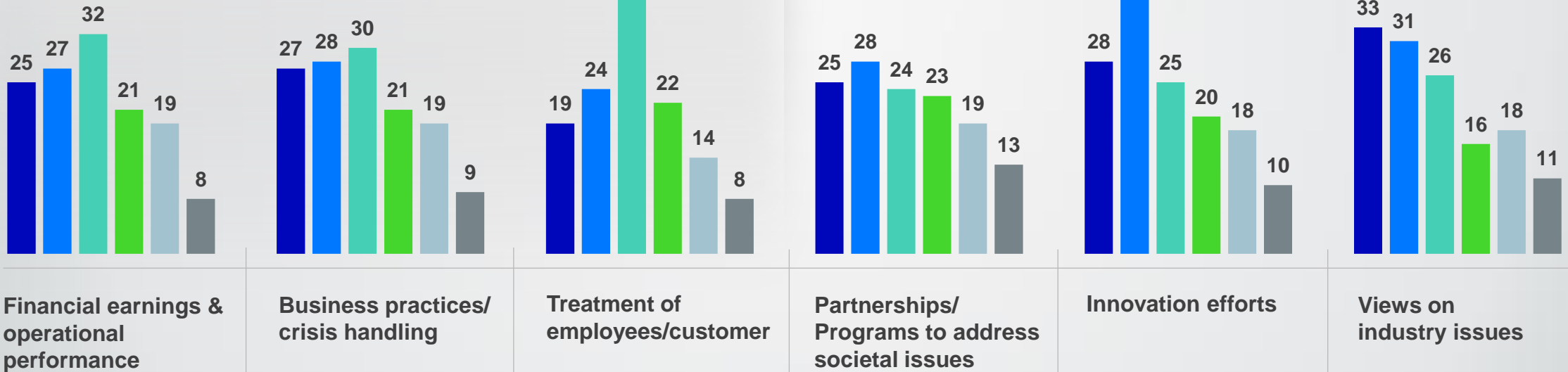
Employees are Essential Advocates

Most trusted spokesperson to communicate each topic

▲ General Population

- Company CEO
- Senior executive
- Employee
- Activist consumer
- Academic
- Media spokesperson

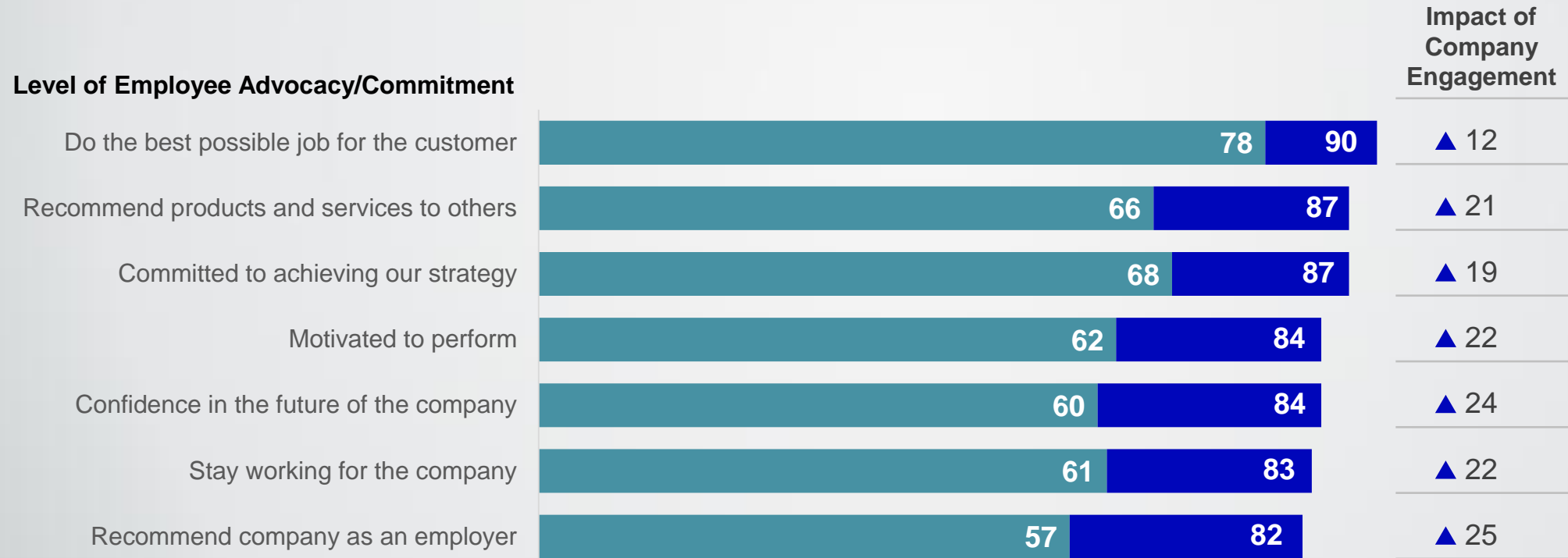
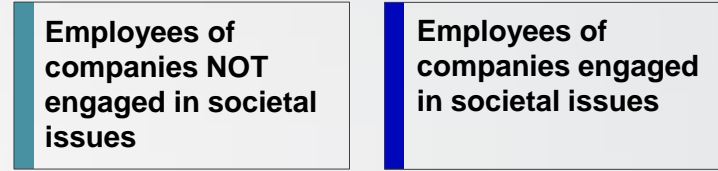
Employees Most Trusted



Source: 2016 Edelman Trust Q610 Who do you trust MOST to provide you with credible and honest information about a company's financial earnings and operational performance, and top leadership's accomplishments? Q611 a company's business practices, both positive and negative, and its handling of a crisis? Q612 a company's employee programs, benefits and working conditions, and how a company serves its customers and prioritizes customer needs ahead of company profits? Q613 a company's partnerships with NGOs and effort to address societal issues, including those to positively impact the local community? Q614 a company's innovation efforts and new product development? Q615 Who do you trust MOST to provide you with credible and honest information about a company's stand on issues related to the industry in which it operates? General Population, 28-country global total.

Employee Advocacy Increases With Societal Issue Engagement

Percent who agree with each statement, comparing those who work at companies involved in addressing broader societal issues vs. those who do not



Source: 2016 Edelman Trust Barometer Q527-529 Does your company get involved in addressing broader societal issues beyond the core business, through programs or relationships with other companies? Q530-536. Thinking about your current company, please indicate how much you agree with each of the following statements using a nine-point scale where one means that you “strongly disagree” and nine means that you “strongly agree”. (Top 4 Box, Agree) General Population, 28-country global total, question was asked of half the sample.