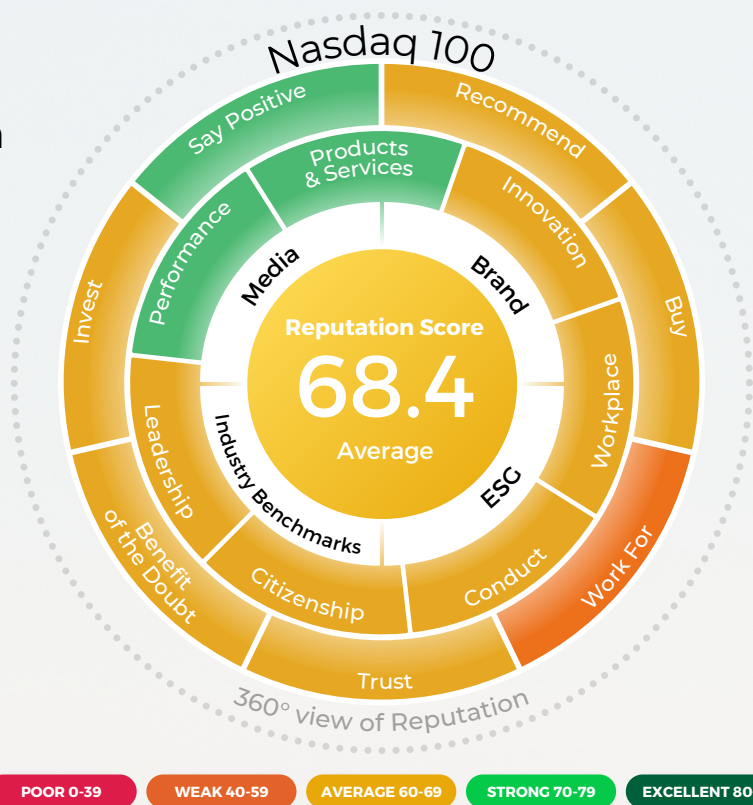




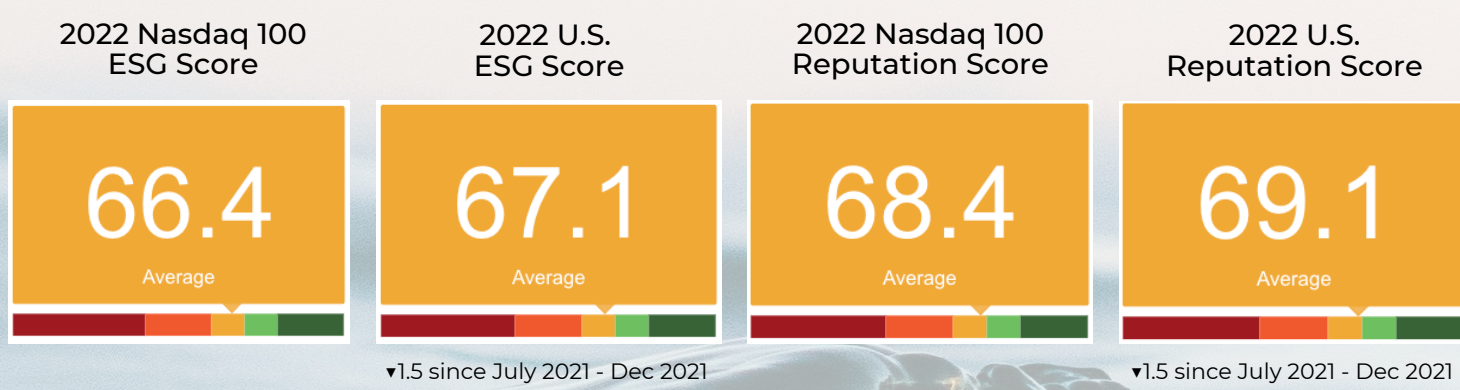
2022 RepTrak Nasdaq 100 ESG, Ranked*

The US's most successful companies are not exempt from rising ESG and reputation expectations.

RepTrak proudly boasts the world's largest and most comprehensive corporate reputation tracking database, we turned to our collection of Nasdaq 100 and US ESG data to monitor this ongoing phenomena.

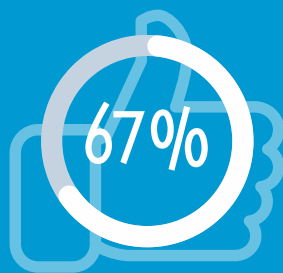
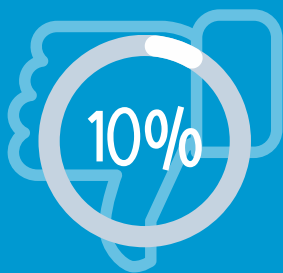


ESG Scores and Reputation Scores are down for the Nasdaq 100—and for the US in general.



And lower ESG Scores are bad news.

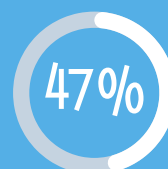
A low ESG Score can result in as low as a 10% willingness to buy...



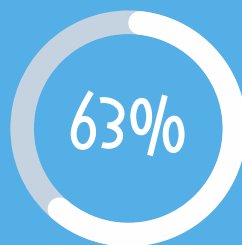
...while a high ESG Score can result in as high as a 67% willingness



have felt "betrayed by what a company stands for"



have stopped doing business with a company as a result



of global consumers prefer to buy from companies that "stand for a purpose that reflects their values and beliefs" and will avoid those that do not.



When those same brands didn't deliver on their ESG promises or weren't consistent in their efforts, the public noticed—and adjusted their perceptions and response accordingly.

REPUTATION

.86 statistical correlation (R^2) between ESG Scores and Reputation

PURCHASE INTENT

.78 statistical correlation (R^2) between ESG Scores and "Willingness to Buy"

RECOMMEND

.83 statistical correlation (R^2) between ESG Scores and "Recommend Products"

TALENT ACQUISITION

.66 statistical correlation (R^2) between ESG Scores and Talent Acquisition

TRUST

.85 statistical correlation (R^2) between ESG Scores and Trust in a time of crisis

Strong and positive correlation

With Nasdaq's heightened recognition, Nasdaq 100 companies could be under more scrutiny, eliciting a more dramatic response.

To read our full analysis and to see the Nasdaq 100 ranked based on their ESG, check out [the full report](#).