

Theodor Weimer defends top position in the CEO Image Ranking in the second quarter of 2019

Strong financial results and successful strategies for preparing their companies for the future are the strongest boost for the image of a CEO

- Thanks to positive media coverage, Martin Brudermüller (BASF) and Kasper Rorsted (adidas) have climbed to place two and three, respectively. Brudermüller benefits from his position on climate change, Rorsted scores with good financial results.
- Stefan Oschmann (Merck) and Stephan Sturm (Fresenius) have newly entered the ranking, on place five and seven, respectively.

In the second quarter of 2019, Theodor Weimer (Deutsche Börse) defended his top position of the first quarter and comes in first again in UNICEPTA's CEO Image Ranking for the second quarter of 2019. The manager was appointed CEO of Deutsche Börse in 2018 and is primarily praised for the successful reorganization of the company. Good financial results and successful takeovers are driving his image. Following an increase in profit to more than EUR 1 billion in 2018, "investors have so much confidence in the company under his management that they have pushed its market value to more than EUR 23 billion," *Süddeutsche Zeitung* notes.

Martin Brudermüller (BASF) rises from third to second place. He scores with his clear position on climate change. The "passionate chemist [...] warns so empathically against climate change that he would fit in well at any convention of the Green Party," *Frankfurter Allgemeine Sonntagszeitung* writes. The media outlet also highlights that he has "hardly been criticized by shareholders". *Frankfurter Allgemeine Zeitung* praises the way "he tackles problems, spreads optimism with his fighting spirit and promised rising dividends".

Kasper Rorsted (adidas) also rises one rank. In the past, he held the top position in the CEO ranking for a long time. As previously, he wins the media's favor with strong financial results. The "yield streamliner" delivered another excellent performance at the helm of adidas, *Börsen-Zeitung* concludes, adding that he "bet on the right horse with the expansion in North America and online sales." His approach to mistakes, including unfortunate appointments of new managers, is regarded as open and transparent. According to *Frankfurter Allgemeine Zeitung*, he responded with "swift countermeasures" in such cases.

Oschmann and Sturm join the Top 10 for the first time

Stefan Oschmann (Merck) and Stephan Sturm (Fresenius) join UNICEPTA's CEO Image Ranking for the first time in 2019, starting in rank five and seven, respectively. As all CEOs in the Top 10, Merck's CEO also benefits from his strategic success. He "courted US specialist chemical producer Versum for

a long time and has finally achieved success," *WirtschaftsWoche* comments on the takeover of the US company by Merck.

Stephan Sturm's (Fresenius) media image benefits from the positive company performance in 2019. Following a relatively strong first quarter, CEO Stephan Sturm "still forecasts a revenue increase between 3% and 6% adjusted for currency effects," according to *Handelsblatt*.

UNICEPTA analyzed about 18,500 articles published in German opinion-leading newspapers from January to June 2019, as well as articles from the New York Times, The Wall Street Journal and The Economist. The ranking is based on the results of the UNICEPTA DAX Benchmark with which the provider of Smart Media & Data Intelligence continuously monitors the media presence of all Dax-listed companies, their CEOs, as well as the tonality of media coverage.

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Contact Us

UNICEPTA GmbH
Salierring 47-53
50677 Cologne

Christina Westerhorstmann
phone.: +49 221 99 02-171
mobile: +49 173 9061 058
christina.westerhorstmann@unicepta.com
www.unicepta.com