

Theodor Weimer ranked first in Q1/2019 CEO Image Ranking

CEO Ranking: Executives score with good financial statements and strategy

- Theodor Weimer (Deutsche Börse) came first in the first quarter of 2019.
- Timotheus Höttges (Telekom) and Martin Brudermüller (BASF) follow in places two and three, respectively.
- In Reinhard Ploss (Infineon), Johannes Teysen (E.ON) and Oliver Bäte (Allianz), three executives newly enter the top ten. Stefan de Loecker from (Beiersdorf) and Steve Angel (Linde) have entered the ranking for the first time.

Theodor Weimer is at the top of the UNICEPTA CEO Image Ranking in the first quarter of 2019. In 2018, Weimer came in second among all 30 CEOs of Dax-listed companies in terms of image. Media outlets highlight the positive financial statement and the company's strategy. According to *Handelsblatt*, Deutsche Börse has significantly increased its profit under Theodor Weimar. "His strategy [...] is to bank on new technologies, organic growth, and acquisitions."

Timotheus Höttges had a successful start to 2018 as well in terms of media image. Under his leadership, Telekom has seen a strong development. Economic success in Europe and the US is reflected in positive media coverage. According to *Handelsblatt*, Höttges has turned "the Dax-listed company into Europe's highest-rated telecoms company." The executive also impresses the media by how he prepares investors for major projects such as the 5G expansion and Sprint merger, while at the same time promising high dividends.

Martin Brudermüller (BASF), who was ranked 8th in 2018, came in third. Media outlets stress the company's strategic realignment in particular, as well as the planned investments in Asia. *Wirtschaftswoche* stresses his down-to-earth mentality: "Meanwhile, chemist Brudermüller mixes with BASF employees in the cafeteria."

Five DAX CEOs newly enter the top ten

The Image Ranking, which had been dominated by Kasper Rorsted (adidas; now ranked 4th) over two years, did not see changes only in the top-ranking places, however. Five executives have newly entered the top ten. Stefan de Loecker (Beiersdorf) and Steve Angel (Linde) have entered the ranking for the first time (6th and 10th, respectively). The media images of Infineon CEO Reinhard Ploss (5th), E.ON CEO Johannes Teysen (7th) and Allianz CEO Oliver Bäte (8th) have significantly improved.

According to media outlets, under Ploss' management, semiconductor manufacturer Infineon has evolved into a healthy company. *Börsen-Zeitung* writes: "As regards Infineon's prospects, Reinhard Ploss is bursting with enthusiasm. The CEO of Germany's biggest chip manufacturer likes to point out the growth drivers of the semiconductor industry in general and of his company in particular: electric and robot cars, automation technologies in the industry, and digitalization."

Media reports on E.ON CEO Johannes Teysen, who is ranked 7th, are shaped by the Innogy takeover. Allianz CEO Oliver Bäte (8th), whose image is driven by the positive business figures, is seen as the face of this success. *Handelsblatt* writes about the former McKinsey executive, referring to the strategy program which was presented in 2015: No investor “is able to accuse the self-confident fast thinker and fast talker at the helm of Europe’s biggest insurer of not having delivered.”

For the CEO ranking, UNICEPTA evaluated around 9,100 articles that appeared from January to March 2019 in leading German media, as well as *The New York Times*, *The Wall Street Journal* and *The Economist*. The ranking is based on results from the UNICEPTA “Dax benchmark”, which sees the provider of smart media intelligence continuously record the media presence of all DAX companies and their CEOs, as well as the tonality of media coverage.

About UNICEPTA

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With AI-driven technology and more than 700 analytics experts, we analyze globally available data from virtually any media channel such as social, online, print, and broadcast. We can access these and other data sources in real-time or at any scheduled time you desire. The high-quality analyses and insights serve globally operating companies and organizations in their decision-making processes, both on management level as well as in communications and marketing.

UNICEPTA’s offices are located in Berlin, Köln (headquarters), Krakow, Shanghai, Washington DC and Zürich.

Contact

UNICEPTA GmbH
Salierring 47-53
50677 Cologne

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