

## UNICEPTA CEO Ranking:

### New and outgoing CEOs take top spots

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- Ulf Schneider (Fresenius) ranks first, followed by Herbert Hainer (Adidas) and Bill McDermott (SAP)
- Achievements of outgoing CEOs recognised, new CEOs given vote of confidence
- UNICEPTA: “CEO leadership in digitalisation rewarded with positive image.”

UNICEPTA's CEO Ranking on the media image enjoyed by the CEOs of the 30 Dax-listed companies reveals that outgoing CEOs who delivered successful figures ahead of their departure and new CEOs and their past success have been afforded a lot of attention. Digitalisation and all of its various facets represent promising opportunities for CEO positioning.

The CEO Ranking is based on data from around 19,000 reports published in Germany's leading media in the first half of the year, with UNICEPTA Medienanalyse GmbH drawing on the findings of its “DAX Benchmark” to compile the ranking. With the help of this benchmark, the monitoring, analysis and communications specialist continuously monitors the tonality of reporting on all Dax-listed companies and their CEOs.

**Ulf Schneider**, Fresenius CEO until 30 June, tops the ranking for the first half of the year (Q1: 3<sup>rd</sup>), with the leading media outlets praising the growth in revenues, profits and staffing numbers under his stewardship.

**Herbert Hainer** (Adidas) was able to substantially boost his image, with him now ranking second (Q1: 9<sup>th</sup>). Hainer, who is set to be succeeded by Kasper Rorsted (former CEO of Henkel, 1<sup>st</sup> in Q1) in September, attracted a lot of positive feedback for his performance. During his tenure, Hainer achieved the most he could possibly achieve, says *Frankfurter Allgemeine Zeitung*.

New Henkel CEO **Hans Van Bylen** impressed the media with his skills in overseeing the acquisition of US firm Sun Products Corp. shortly after taking the reins (new entry at 4<sup>th</sup>). New Commerzbank CEO **Martin Zielke** (10<sup>th</sup>) was also given a vote of confidence by the media.

Allianz CEO **Oliver Bäte** (from 15<sup>th</sup> to 7<sup>th</sup>), who has been at the helm since May 2015, successfully entered uncharted territory, garnering a lot of media attention over his interview with the “Jung & naïv” (Young & naïve) YouTube format. His Munich Re counterpart, **Nikolaus von Bomhard**, who is set to step down at the end of the year, remains one of the most sought-after media interview partners (unchanged at 8<sup>th</sup>).

Another group of long-serving CEOs managed to do well in the ranking by presenting themselves as key voices on digitalisation and innovation.

“Primarily CEOs who act as thought-leaders and provide impetus in the digital transformation are interesting from a public-discourse perspective,” says Michael Matern, Managing Partner at UNICEPTA. Amid the current debate on how well companies will tackle future challenges, primarily firms with CEOs who lead by example are seen as pioneers, he says. However, this is a feat not only achieved by new CEOs, but their experienced counterparts as well, Mr Matern points out.

This is illustrated by SAP CEO **Bill McDermott** (from 2<sup>nd</sup> to 3<sup>rd</sup>), who has finger on the pulse of digitalisation and is currently the only CEO of a Dax-listed company who uses a Twitter account. Daimler’s **Dieter Zetsche** (from 7<sup>th</sup> to 6<sup>th</sup>) is attracting attention through his high level of input on the subject of autonomous driving. Deutsche Telekom CEO **Timotheus Höttges** (from 17<sup>th</sup> to 9<sup>th</sup>) frequently appears in reporting thanks to his focus on innovation.

Top 10 CEOs of Dax-listed companies by image			
Current position	Previous quarter	CEO	Dax-listed company
1 <sup>st</sup>	3 <sup>rd</sup>	Ulf Schneider*	Fresenius
2 <sup>nd</sup>	9 <sup>th</sup>	Herbert Hainer	Adidas
3 <sup>rd</sup>	2 <sup>nd</sup>	Bill McDermott	SAP
4 <sup>th</sup>	-	Hans Van Bylen	Henkel
5 <sup>th</sup>	11 <sup>th</sup>	Rolf Buch	Vonovia
6 <sup>th</sup>	7 <sup>th</sup>	Dieter Zetsche	Daimler
7 <sup>th</sup>	15 <sup>th</sup>	Oliver Bäte	Allianz
8 <sup>th</sup>	8 <sup>th</sup>	Nikolaus von Bomhard	Munich Re
9 <sup>th</sup>	17 <sup>th</sup>	Timotheus Höttges	Telekom
10 <sup>th</sup>	-	Martin Zielke	Commerzbank

\*Left Fresenius on 1 July

## About UNICEPTA

*UNICEPTA Medienanalyse GmbH is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 670 experts continuously structure the news flow –around the clock and around the world. With an office in Shanghai that employs 30 members of staff, UNICEPTA has developed a special expertise in the Chinese market. The media analysis company supports Chinese and international companies in the country when it comes to their communication strategy.*

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