

## UNICEPTA CEO Ranking:

### Peak-performers and long-distance runners

- Stephan Sturm (Fresenius) makes his debut on 1st place; Hans van Bylen (Henkel) on 2nd place ahead of Herbert Hainer (adidas)
- Media reward quick successes of new CEOs and the stamina of long-serving CEOs
- CEO stances on future topics are showing effects

CEOs who manage to start their tenure with a good performance are well received, according to the new UNICEPTA CEO Ranking on the media image of CEOs at the 30 Dax-listed companies.

**Stephan Sturm**, new CEO of Fresenius, secured himself positive media attention with strong impulses at the beginning of his tenure. These included the acquisition of Spanish hospital operator Quironsalud, and the swift raise in the 2016 profit forecast. The "dashing start" (*Süddeutsche Zeitung*) elevates the manager to first place in the ranking.

New Henkel CEO **Hans Van Bylen** (from rank 4 to rank 2) was also said to have made a good debut, especially in light of the takeover of US company Sun Products shortly after assuming his post. Media praised the smooth handling of the CEO change by Henkel in particular.

Long-standing Adidas CEO **Herbert Hainer** (from 2nd to 3rd rank) impressed journalists with "great figures" (*Wirtschaftswoche*) and a well-positioned company upon his departure. He has "more stamina than any other Dax CEO," *Börsen-Zeitung* writes about the sometimes controversial manager on the occasion of the end of his tenure.

For the CEO Ranking, UNICEPTA analysed more than 28,000 articles published from January to late September 2016 by leading German media. The ranking is based on the UNICEPTA "Dax-Benchmark", which the monitoring, analysis and communication service provider uses to continuously track the media presence of all Dax-listed companies and their CEOs, as well as the tonality of the reporting.

Experienced CEOs also manage to find a good position in the media by making future topics, such as digitalisation, a top priority. Telekom CEO **Timotheus Höttges** (from rank 9 to 6) managed to win favour as a champion of digital strategies, which is evident in his introducing a company-wide manager position for technology and innovation, according to journalists. Apart from his image as a trustworthy conservative manager, Munich Re CEO **Nikolaus von Bomhard** (from rank 8 to 7), managed to become the driver of the transformation of corporate culture at the reinsurer. **Dieter Zetsche** (Daimler, from rank 6 to 8) has been successfully promoting autonomous driving and e-cars.

Top 10 ranking of DAX30 CEO according to image			
Current	Last quarter	CEO	Company
1	*	Stephan Sturm	Fresenius
2	4	Hans Van Bylen	Henkel
3	2	Herbert Hainer**	adidas
4	3	Bill McDermott	SAP
5	5	Rolf Buch	Vonovia
6	9	Timotheus Höttges	Telekom
7	8	Nikolaus von Bomhard	Munich Re
8	6	Dieter Zetsche	Daimler
9	7	Oliver Bäte	Allianz
10	17	Reinhard Ploss	Infineon

\* in office since Q3

\*\* no longer at adidas since 01/10

## About UNICEPTA

*UNICEPTA Medienanalyse GmbH is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 700 experts in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington/DC continuously structure the news flow – both around the clock and around the world. UNICEPTA provides highly relevant information from print and online media, TV and Radio, as well as social media in a timely manner. This daily work then leads to boardroom-ready analyses and research-based consulting in questions of strategic communication.*

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