

UNICEPTA CEO-Ranking:

Marijn Dekkers has the best image of all Dax-CEOs ahead of Kasper Rorsted and Dieter Zetsche

- Marijn Dekkers (Bayer) had the best image of all 30 Dax-listed company leaders in 2015. Kasper Rorsted (Henkel) follows in second place, ahead of Daimler CEO Dieter Zetsche in third.
- Heinrich Hiesinger (ThyssenKrupp) and Karl-Ludwig Kley (Merck) made significant gains, and new entrant John Cryan (Deutsche Bank) leapt into the Top 10.

Bayer CEO Marijn Dekkers has been defending his place at the top of the pack since the first quarter of 2015. According to journalist assessments, he is playing an outstanding role in Bayer's history. *Handelsblatt*, for instance, describes the Dekkers era as "one of the most successful phases" of the company. "Many observers believe that Dekkers has been pursuing a master plan that will end in an integrated life science company from the very beginning," the paper continues. "Since Dekkers took office, the pharma giant has doubled in value," *manager magazine* writes in praise of the Bayer head.

The greatest ranking gains were achieved by Heinrich Hiesinger (ThyssenKrupp, from rank 13 in 2014 to rank 4) and Karl-Ludwig Kley (Merck, from rank 16 in 2014 to rank 7). Journalists consider Hiesinger to be a successful turnaround-manager with "the right compass" writes *Frankfurter Allgemeine Zeitung*.

The media also praised Karl-Ludwig Kley for his nine-year term in office, in which he successfully realigned Merck's company strategy. He will leave his post after the next general meeting.

The new Deutsche Bank CEO John Cryan is considered to be the right manager for the current situation, and journalists deem him a "quiet, hard worker." (*Neue Züricher Zeitung*).

The Top 10 (In Brackets, find the rank held in 2014):

1. Marijn Dekkers, Bayer (6)
2. Kasper Rorsted, Henkel (1)
3. Dieter Zetsche, Daimler (10)
4. Heinrich Hiesinger, ThyssenKrupp (13)

5. Ulf Schneider, Fresenius (2)
6. Carsten Kengeter, Deutsche Boerse (new)
7. Karl-Ludwig Kley, Merck (16)
8. Bill McDermott, SAP (15)
9. Reinhard Ploss, Infineon (9)
10. John Cryan, Deutsche Bank (new)

The ranking is based on 34,852 news items in German leading media from January through November 2015, as well as the “Dax-Benchmark” which UNICEPTA Medienanalyse GmbH compiles continuously for various clients to report on the tonality of coverage on all Dax-listed companies and their CEOs

About UNICEPTA

UNICEPTA Medienanalyse GmbH is a leading global service provider for media monitoring and analysis, communications consulting and research. Around 600 experts are structuring the permanent news flow – around the clock, around the world. UNICEPTA compiles highly relevant and precise information from print and online media, TV and radio, as well as social media. This daily work becomes the basis for board-ready analyses and research-based consultations in all questions regarding strategic communication.

Contact

UNICEPTA Medienanalyse GmbH
Salierring 47-53
50677 Köln

Wolf Rühl
Tel.: +49 (0)221 9902-110
wolf.ruehl@unicepta.de

www.unicepta.com