

## UNICEPTA image ranking: Marijn Dekkers leads DAX

**Marijn Dekkers has the best image amongst the CEOs of the 30 DAX-listed companies. According to the latest UNICEPTA ranking, the head of Bayer maintains his leading position ahead of Kasper Rorsted (Henkel) and Dieter Zetsche (Daimler).**

The ranking is based on more than 17,000 articles published by German opinion-leading media in the first half of 2015. UNICEPTA constantly collects this data for the “DAX Benchmark”, continuously analyzing the tonality of media reporting with regard to all DAX-listed companies and their CEOs for many of its clients.

The complete top 10 (Q1 2015 rank in brackets)

1. Marijn Dekkers, Bayer (1)
2. Kasper Rorsted, Henkel (2)
3. Dieter Zetsche, Daimler (4)
4. Matthias Zachert, Lanxess (6)
5. Bernd Scheifele, HeidelbergCement (17)
6. Harald Krüger, BMW (new, predecessor Norbert Reithofer 3<sup>rd</sup> in Q1)
7. Elmar Degenhart, Continental (11)
8. Heinrich Hiesinger, ThyssenKrupp (15)
9. Karl-Ludwig Kley, Merck (7)
10. Timotheus Höttges, Deutsche Telekom (12)

Marijn Dekkers maintains his top rank because German journalists see him as extremely successful, sustainably guiding the company towards success. “Der Spiegel”, for example, writes: “The US citizen with Dutch roots rebuilt Bayer AG into the most valuable German company.” And “Capital” says: “Bayer under Marijn Dekkers is stronger than ever before.”

## About UNICEPTA

UNICEPTA is a leading global provider for monitoring, media analysis, research competence and communication consulting services. About 600 specialists in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington, D.C., structure the newsflow 24/7. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social media sources at short notice. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

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