

Björn Rosengren (ABB) and Albert M. Baehny (Lonza) enjoy the best image among CEOs

- Björn Rosengren (ABB) has defended his top position in the Swiss CEO image ranking, published by *Sonntagszeitung*, in the third quarter of 2020. He shares the top spot with Albert M. Baehny, interim CEO at Lonza.
- Jan Jenisch (LafargeHolcim) rounds off the podium in third place. Migros CEO Fabrice Zumbrunnen, new in the ranking, makes his debut in the Top 10.
- Media intelligence company UNICEPTA analysed the media presence of the CEOs of all Swiss companies in the Swiss Market Index (SIM) as well as Coop, Glencore, Migros, SBB and the Swiss Post.

The Swiss CEO Image Ranking, published by *Sonntagszeitung*, has two companies sharing the top spot for the first time in the third quarter of 2020: Björn Rosengren (ABB) and Albert M. Baehny (Lonza) are tied for first place.

Rosengren thus defends his top position for the third time in a row. Under Rosengren's leadership, *Handelsblatt* sees a trend reversal at ABB after the pandemic. *Neue Zürcher Zeitung* finds that the company has "its costs under control, which is also to the credit of new CEO Björn Rosengren." The Swede pays strict attention to "ensuring that savings are implemented wherever they can be realized in the short term," the paper says.

Rosengren shares first place in the image ranking with Lonza's interim CEO Albert M. Baehny, who will hand over the reins to Pierre-Alain Ruffieux in November. *Finanz und Wirtschaft* attests Baehny good leadership and management strength, as well as "a lot of experience in cost efficiency and marketing." *Tages-Anzeiger* stresses that Baehny has landed a contract with US biotech company Moderna in the midst of the pandemic, meaning that "over the next ten years, Lonza will produce the active ingredient for their promising coronavirus vaccine."

Jan Jenisch leads LafargeHolcim safely through the crisis

Jan Jenisch (LafargeHolcim) rounds off the top three again. "The half-year figures were better than we and the market had expected. Our order books are well-filled, and we are expecting new government infrastructure projects," L'Agefi quotes him as saying. *Finanz und Wirtschaft* thinks the company is strategically on track: "When Jan Jenisch took over as CEO in October 2017, he flipped the switch: the focus has been back on growth ever since."

Ulf Mark Schneider is ranked fourth. According to *Finanz und Wirtschaft*, the Nestlé CEO has "succeeded in several value-creating transactions in recent years." He is a "quiet cleaner", headlines *Frankfurter Allgemeine Zeitung*. Thomas Gottstein (Credit Suisse) follows in fifth place. He is an "experienced investment banker" and is close to the people, *Sonntagszeitung* finds. In addition, according to *Neue Zürcher Zeitung*, he collected sympathy points through fast Covid-19 loans for SMEs.

Novartis CEO boosts remote working, Migros CEO succeeds in climbing into the Top 10

Novartis CEO Vasant Narasimhan defended his sixth place, having advanced the company's remote working capabilities. As part of the new corporate culture, dubbed "Unboss", "hierarchies are being dismantled and employees are being given more responsibility. The pharmaceutical company is thus intending to become more agile and flexible," *Luzerner Zeitung* reports. Narasimhan also scored points with the announcement that the company will not reduce its workforce despite the coronavirus crisis.

Sergio Ermotti (UBS) follows in seventh place, and Vincent Ducrot (SBB) and Severin Schwan (Roche) share the eighth spot. Fabrice Zumbrunnen (Migros) is a new entrant to the ranking, rounding off the Top 10. Despite the crisis, Zumbrunnen expects a better annual result for the retailer than initially forecast. According to *NZZ am Sonntag*, Zumbrunnen is also becoming increasingly present and is making more of a public appearance, after having previously remained in the background.

For the CEO image ranking published by *Sonntagszeitung*, UNICEPTA evaluated 2,004 articles that appeared in leading Swiss media, as well as in Spiegel, FAZ, Handelsblatt, the New York Times, the Wall Street Journal, and the Economist from January to September 2020. The ranking is based on results from the UNICEPTA "SMI Benchmark". The provider for Media & Data Intelligence continuously records the media presence of all SMI CEOs (plus Swiss Post, SBB, Coop, Glencore, and Migros) as well as the tonality of media reporting in this tool.

About UNICEPTA

UNICEPTA is the world's leading provider of visionary AI-powered Media and Data Intelligence solutions, delivered with a human factor of Analytics, Insights, and Advisory services. We offer truly end-to-end Global Media Monitoring, compiled in real-time into scalable, immersive Corporate Brand Newsrooms, supported by Analytics & Insights advisors to help your team spot issues and opportunities immediately. As a result, we deliver Smart Insights to the world's leading companies to drive faster, better decisions for Strong Performance. With over 450 colleagues from 44 nations across our offices in Berlin, Cologne, Krakow, London, Shanghai, Washington, and Zurich, UNICEPTA supports renowned cross-sector market leaders. Complete client orientation is our core ambition and passion.

Contact

UNICEPTA GmbH | Salierring 47-53 | 50677 Cologne
Christina Westerhorstmann
Tel.: +49 221 99 02-171 | Mobile: +49 173 9061 058
christina.westerhorstmann@unicepta.com