

Image Ranking: ABB CEO Björn Rosengren defends first place in Q1

- Following his win in 2021, ABB CEO Björn Rosengren is again in first place in the CEO Image Ranking in the first quarter of 2022.
- Mario Greco from Zurich Insurance ranks second. He is reported to have been instrumental in achieving the group's outstanding annual results. UBS chief executive Ralph Hamers, who is leading the bank to new heights, comes in third.
- Vincent Ducrot (SBB) and Roberto Cirillo (Swiss Post), who are both tackling austerity measures, share fourth place.

Björn Rosengren, CEO of ABB, wins the CEO Image Ranking published in *SonntagsZeitung* in the first quarter of 2022. For the list, UNICEPTA analyzed the media presence of the CEOs of all Swiss companies in the SMI as well as Coop, Glencore, Migros, SBB and Swiss Post. Compared to the previous year, ABB's 2021 revenue increased by 20.2%, with the increase in profitability being particularly striking, according to *Finanz und Wirtschaft*. "Rosengren's course pays off," the paper headlines accordingly. He has succeeded in breaking up "the complex maxi-structure of the group." In addition, ABB has become more selective in accepting orders. "The separation of the e-mobility division is also proceeding according to plan," writes *Neue Zürcher Zeitung*. The division is to be listed on the Swiss stock exchange as a separate entity this summer, it said. The business with charging stations, which Rosengren calls "our growth engine" (*NZZ*), will thus receive more attention.

Zurich Insurance improves business, UBS has party atmosphere

The runner-up also shines with good figures. Mario Greco, Group CEO of Zurich Insurance, has "improved the business in steady steps" together with the management team during his tenure so far, writes *Finanz und Wirtschaft*. Since then, the group has been regarded as "the insurer with the perfect formula for success." Greco is also optimistic about the current year: "He has full confidence that Zurich will meet or exceed its targets for 2022," *Neue Zürcher Zeitung* quotes him as saying.

New in the ranking is UBS CEO Ralph Hamers in third place. The development of the long-established major bank under his leadership is virtually being hailed by the media. *Handelszeitung* headlines "High tide at UBS, low tide at CS" in view of the extraordinary figures - not without reference to the disastrous situation at main competitor Credit Suisse. Hamers has been able to present the best figures since 2006 for the past financial year, a net profit of US\$ 7.5 billion. Shares are also doing well: "In one year, they have risen by 36%, and since the beginning of the year by a tenth, despite market turbulence," summarizes *Finanz und Wirtschaft*. *Blick* can only draw the following conclusion: "While one scandal follows another at CS, there's a party atmosphere at neighboring UBS."

Ducrot struggles with cost-cutting measures at SBB, Cirillo with reform plans for postal service

The ranking is rounded off with a tie. Vincent Ducrot ranked fourth in the first quarter. The SBB CEO has to struggle with cost-cutting pressure and therefore wants to slim down the administrative department in particular. Investments also have to be cut back or postponed, reports *Blick*. "We are turning over every franc twice and taking a very close look at every expense," Ducrot is quoted as saying, but he nevertheless makes it clear: "We want to be a railroad for everyone."

His colleague Roberto Cirillo from Swiss Post, also in fourth place, is still involved in a debate about the future of the company. He takes a clear stance against a proposed removal of A Mail from the basic service catalog. That is not an option, Cirillo tells *Basler Zeitung*. The Ticino native is considered experienced and is not afraid to critically question or even openly criticize reform proposals from policymakers.

For the CEO Image Ranking of *SonntagsZeitung*, UNICEPTA evaluated 327 articles published from January to March 2022 in Swiss leading media as well as *Spiegel*, *FAZ*, *Handelsblatt*, *The New York Times*, *The Wall Street Journal* and *The Economist*. The ranking is based on results from UNICEPTA's "SMI Benchmark." With this, the media & data intelligence provider continuously records the media presence of all SMI CEOs (plus Swiss Post, SBB, Coop, Glencore and Migros) as well as the tonality of media coverage.

About UNICEPTA

UNICEPTA is one of the leading providers of visionary, AI-powered media and marketing intelligence solutions, delivered with a human factor of analytics, insights, and advisory services. Our media and audience tracking provides you with the insights you need for more personalized and engaging customer and company interactions. Connecting media, digital & social, marketing and business analytics, our integrated digital platforms compile real-time information flows into reports, live dashboards and immersive corporate and brand newsrooms, supported by Analytics & Insights advisors to help your team spot issues and opportunities immediately. As a result, we deliver smart insights 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.

Contact

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