

World's Most Respected Companies Survey 2005

Table 1a

World's Most Respected Companies

Companies with 5 nominations or more

Rank 1998	Rank 1999	Rank 2000	Rank 2001	Rank 2002	Rank 2003	Rank 2004	Rank 2005	Name	Country	Sector
2	2	2	2	2	2	2	1	Microsoft	US	IT
1	1	1	1	1	1	1	2	General Electric	US	Electrical/Electronics
5	10	6	6	5	3	3	3	Toyota	Japan	Engineering
3	3	4	5	4	6	5	4	Coca-Cola	US	Food/Beverages
4	4	5	3	3	4	4	5	IBM	US	IT
=17	9	20	8	8	5	7	6	Wal-Mart	US	Retail
0	28	=23	21	20	26	15	7	BP	UK	Energy/Chemicals
=14	=36	13	=27	11	18=	9	8	Procter & Gamble	US	Food/Beverages
0	0	0	59	44	51	42	9	Apple	US	IT
0	=41	27	37	35	25	23	10	Siemens	Germany	Electrical/Electronics
=27	7	19	25	10	7	6	11	Dell	US	IT
0	25	33	23	26	13	47	12	Disney	US	Media/Leisure
0	0	0	18	21	23	12	13	Southwest Airlines	US	Transport
0	0	0	0	0	0	0	14	Starbucks	US	Food/Beverages
=17	=29	0	19	55	18=	14	15	Johnson & Johnson	US	Healthcare
13	=36	0	24	17	14	16	16	BMW	Germany	Engineering
0	=41	=28	31	30	20	=36	17	L'Oréal	France	Consumer Goods
0	0	0	0	0	0	21	18	Sony Ericsson	Japan/Sweden	Consumer Goods
=7	8	16	17	13	11	17	19	Nestle	Switzerland	Food/Beverages
0	0	0	0	0	15	19	20	Honda	Japan	Engineering
6	5	12	16	14	9	13	21	DaimlerChrysler	Germany	Engineering
0	24	22	10	15	31	8	=22	Citigroup	US	Financial
0	0	0	44	40	39	0	=22	Porsche	Germany	Engineering
0	0	40	36	38	37=	52	24	Airbus (Subsidiary of EADS)	France/Germany/UK/Spain	Engineering
=35	=13	11	7	29	28	26	25	Nokia	Finland	Electrical/Electronics
0	0	0	51	=53	46	30	26	Ikea	Sweden	Retail
0	0	=28	34	45	42=	=44	27	Virgin	UK	Transport
0	0	0	0	=80	35	51	28	British Airways	UK	Transport
0	0	18	=48	=71	59	=44	29	Nike	US	Consumer Goods
0	0	7	=27	23	24	61	30	Cisco Systems	US	IT
9	12	8	9	36	37=	38	31	Intel	US	IT
0	0	0	0	42	40	32	32	Samsung	Korea	Electrical/Electronics
0	0	0	0	=82	0	67	33	Ryanair	Ireland	Transport
0	26	0	39	32	32	54	34	Volkswagen	Germany	Engineering
11	17	10	11	7	12	18	35	General Motors	US	Engineering
0	=38	42	26	=24	16	41	36	Exxon Mobil	US	Energy/Chemicals
0	0	0	0	50	34	22	37	Nissan	Japan	Engineering
=17	19	15	32	37	30	=27	38	McDonald's	US	Media/Leisure
0	0	0	0	0	0	58	39	Google	US	IT
12	=21	=23	30	18	22	=34	40	Royal Dutch/Shell	Netherlands/UK	Energy/Chemicals
0	=21	14	20	27	8	20	41	Berkshire Hathaway	US	Financial
0	0	0	0	=61	0	=49	42	BHP Billiton	UK/Australia	Resources
0	0	0	54	=24	45	60	43	Tesco	UK	Retail
=24	15	9	14	9	17	11	44	3M	US	Consumer Goods
0	0	0	41	0	41	=27	45	HSBC	UK/Hong Kong	Financial
=14	11	35	15	34	29	10	46	Hewlett-Packard	US	IT
0	0	0	0	0	44	46	=47	BASF	Germany	Energy/Chemicals
0	0	0	0	=78	33	=34	=47	PricewaterhouseCoopers	US	Financial
0	0	0	0	=57	50	=68	49	Novartis	Switzerland	Healthcare
0	0	0	0	0	49	39	50	Danone	France	Food/Beverages
0	0	0	0	0	0	64	51	AP Moller Maersk Group	Denmark	Transport
=35	20	37	47	12	=42	33	52	Unilever	Netherlands/UK	Food/Beverages
0	0	0	0	88	65=	72	53	UBS	Switzerland	Financial
=9	=29	43	13	31	36	=36	54	Ford	US	Engineering
0	0	0	0	56	47=	57	55	Vodafone	UK	Telecoms
0	0	0	0	0	68	0	56	Inditex (Zara)	Spain	Retail
0	0	0	0	0	0	0	57	News Corporation	US	Media/Leisure

0	0	0	0	69	67	66	58	Pfizer	US	Healthcare
0	0	0	0	47	60	40	59	Ferrari	Italy	Engineering
0	0	0	56	=59	47=	63	60	Philips Electronics	Netherlands	Electrical/Electronics
0	0	0	55	39	56	0	61	Renault	France	Engineering
0	0	0	0	0	0	0	62	El Corte Ingles	Spain	Retail
0	0	0	0	=63	70=	65	63	Volvo	Sweden	Engineering
0	0	0	0	0	0	0	=64	Telmex	Mexico	Telecoms
0	0	0	0	=73	27	=27	=64	Caterpillar	US	Engineering
0	0	0	0	75	0	53	66	PepsiCo	US	Food/Beverages
0	0	0	0	85	0	62	67	Infosys Technologies Ltd	India	IT
0	0	0	0	0	0	0	=68	Grupo Industrial Bimbo	Mexico	Food/Beverages
0	0	0	0	0	0	0	=68	Rio Tinto	Australia	Resources
0	0	0	0	0	0	0	=68	Grupo Santander	Spain	Financial
0	0	0	0	=66	70=	0	71	Cemex	Mexico	Property/Construction
0	0	0	0	0	0	56	72	RBS Royal Bank of Scotland	UK	Financial
0	0	41	58	51	60=	48	=73	Oracle	US	IT
0	0	0	29	33	0	0	=73	ABB	Switzerland/Sweden	Engineering
0	0	0	57	0	0	0	75	Goldman Sachs	US	Financial

Table 1b

Fund Managers - World's Most Respected Companies

Companies with 5 nominations or more

Rank 1998	Rank 1999	Rank 2000	Rank 2001	Rank 2002	Rank 2003	Rank 2004	Rank 2005	Name	Country	Sector
0	0	0	0	0	0	1	1	Microsoft	US	IT
0	0	0	0	0	0	2	2	General Electric	US	Electrical/Electronics
0	0	0	0	0	0	8	3	Dell	US	IT
0	0	0	0	0	0	11	4	Wal-Mart	US	Retail
0	0	0	0	0	0	5	5	Citigroup	US	Financial
0	0	0	0	0	0	6	6	Toyota	Japan	Engineering
0	0	0	0	0	0	=9	7	DaimlerChrysler	Germany	Engineering
0	0	0	0	0	0	7	8	Coca-Cola	US	Food/Beverages
0	0	0	0	0	0	=9	9	BP	UK	Energy/Chemicals
0	0	0	0	0	0	12	10	Virgin	UK	Transport
0	0	0	0	0	0	0	11	Porsche	Germany	Engineering
0	0	0	0	0	0	3	12	IBM	US	IT
0	0	0	0	0	0	0	=13	Apple	US	IT
0	0	0	0	0	0	7	=13	Google	US	IT
0	0	0	0	0	0	0	15	Allianz	Germany	Financial
0	0	0	0	0	0	0	16	BMW	Germany	Engineering
0	0	0	0	0	0	0	17	British Airways	UK	Transport
0	0	0	0	0	0	0	18	Tesco	UK	Retail
0	0	0	0	0	0	14	19	Siemens	Germany	Electrical/Electronics
0	0	0	0	0	0	0	20	Sony Ericsson	Japan/Sweden	Consumer Goods
0	0	0	0	0	0	13	21	McDonald's	US	Media/Leisure
0	0	0	0	0	0	16	22	HSBC	UK/Hong Kong	Financial
0	0	0	0	0	0	0	23	BHP Billiton	UK/Australia	Resources

Table 1c

NGO - World's Most Respected Companies

Companies with 5 nominations or more

Rank 1998	Rank 1999	Rank 2000	Rank 2001	Rank 2002	Rank 2003	Rank 2004	Rank 2005	Name	Country	Sector
0	0	0	0	0	0	1	1	Microsoft	US	IT
0	0	0	0	0	0	2	2	General Electric	US	Electrical/Electronics
0	0	0	0	0	0	0	3	Google	US	IT
0	0	0	0	0	0	14	4	Apple	US	IT
0	0	0	0	0	0	5	5	Coca-Cola	US	Food/Beverages
0	0	0	0	0	0	4	6	Toyota	Japan	Engineering
0	0	0	0	0	0	0	7	Procter & Gamble	US	Food/Beverages
0	0	0	0	0	0	10	8	BP	UK	Energy/Chemicals
0	0	0	0	0	0	0	9	Disney	US	Media/Leisure
0	0	0	0	0	0	0	10	BMW	Germany	Engineering
0	0	0	0	0	0	0	11	British Airways	UK	Transport
0	0	0	0	0	0	13	12	Tesco	UK	Retail
0	0	0	0	0	0	6	13	DaimlerChrysler	Germany	Engineering
0	0	0	0	0	0	0	14	Nokia	Finland	Electrical/Electronics
0	0	0	0	0	0	7	15	Virgin	UK	Transport
0	0	0	0	0	0	3	16	IBM	US	IT
0	0	0	0	0	0	0	17	Vodafone	UK	Telecoms
0	0	0	0	0	0	0	18	Sony Ericsson	Japan/Sweden	Consumer Goods