

Technology — Tech is King, all hail the King.

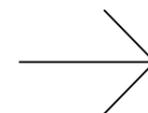
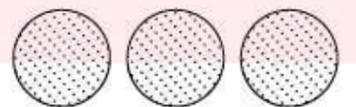
What a difference a year (or two) makes. In our 2018 Index, we revealed that almost every technology company had fallen in the ratings, despite the fact that nearly half of them were viewed as so-called ‘companies of the future’. We concluded that while these firms clearly had a crucial part to play in shaping the 21st century, most people weren’t clear on what this role would be. Furthermore, few brands were perceived to be moving ahead in three years’ time.

Fast forward to 2020 and it seems that the point and purpose of the changes and new experiences brought about and implemented by technology have sharpened into focus. With more technology companies in the 2020 global top ten than any other sector (and Apple scooping number one), it comes as no surprise that, across the board, technology has gone up.

Looking at the top ten tech firms, as our sector snapshot graphics show, two were new entrants to the global 100 (ASML and Prosus NV) and six were year-on-year climbers, with Apple, Samsung and Nvidia taking the top three spots.

“Technology always improves processes. If you do not adapt and your competition does you will lose ground.”

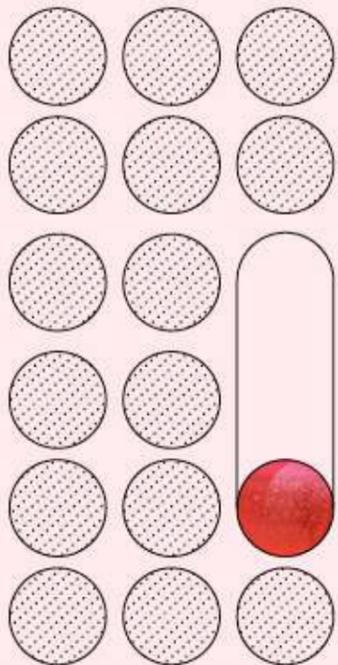
Argentina, Male



Technology — The other side of the coin.

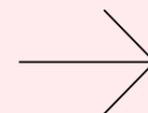
But there's a flipside to this success story. It appears that although tech brands are deemed to be innovative and, in many cases, indispensable in modern day life, they have lost their emotional connections with their customers.

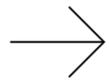
Trust is also an issue. In a world of fake news, concerns over privacy and an increasing public desire for corporate accountability, seemingly unbreakable brands are beginning to show the cracks. Look at what's happened to Facebook, for example. The social media giant is one of PwC's leading firms but Mark Zuckerberg's behemoth is languishing at number 37 in the FutureBrand index. In 2014, it scooped 11th place. Similarly, Alphabet, Google's parent company, has slipped to 40 compared to 21 in 2016 when it first entered the Index.



“With so many new technologies being created it is easy to fall behind.”

South Africa, Female



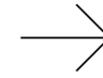
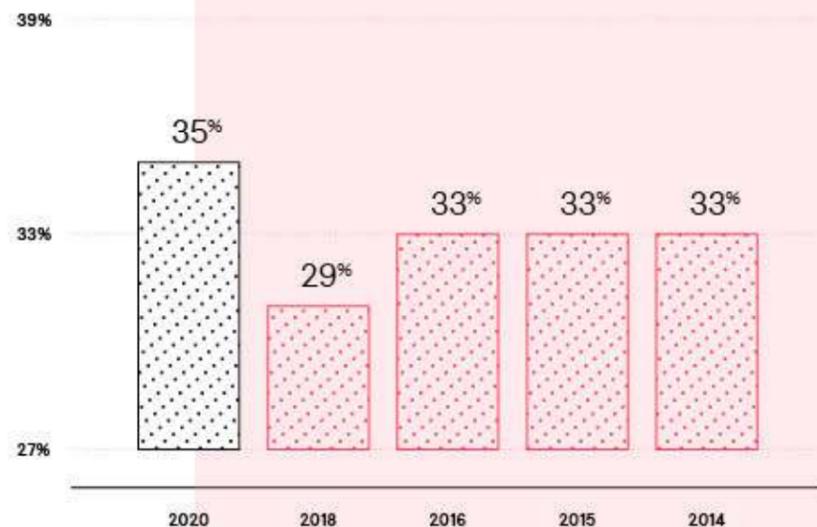


“People are always looking for new opportunities or options that will provide better solutions to their needs.”

Argentina, Female

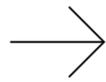
Sector Performance Score by Year

Average score of all 18 Experience & Purpose Dimensions for all companies included in that sector for each year.



All listed Brands

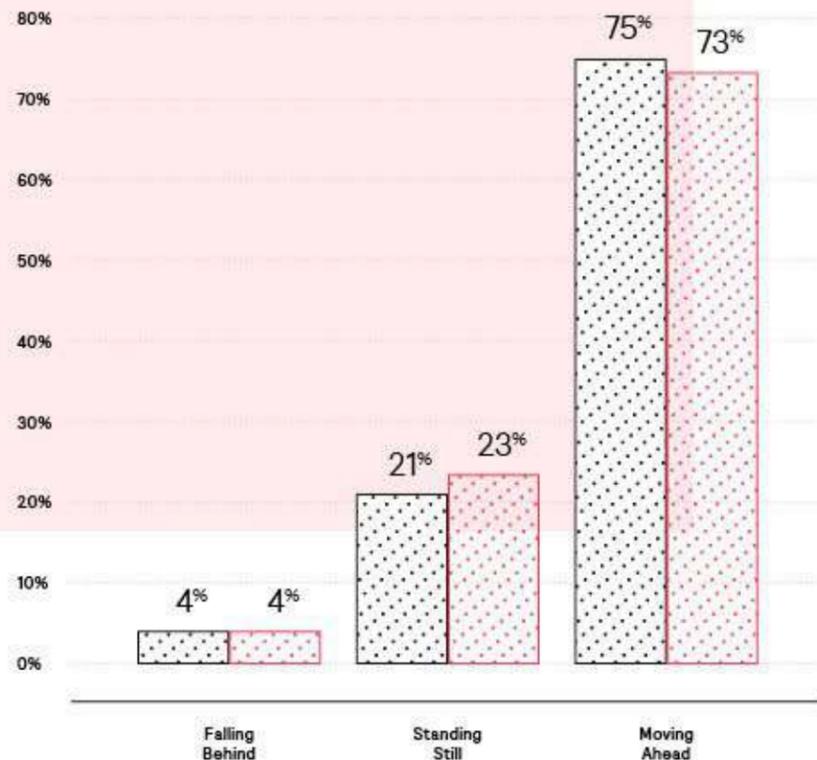
FBI Global Ranking 2020 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position
1 3↑	Apple	4	3
3 6↑	SAMSUNG	9	21
4 6↑	NVIDIA	10	41
7 6↑	Microsoft	12	2
8 —	ASML	NEW ENTRY	71
11 —	prosus	NEW ENTRY	73
21 6↓	intel	16	22
25 7↓	tsmc	18	20
32 8↑	IBM	40	81
35 39↑	ORACLE	74	45
37 6↑	facebook.	43	7
40 9↓	Alphabet	31	5
43 24↑	BROADCOM	67	87
48 1↓	SAP	47	50
50 —	salesforce	NEW ENTRY	56
53 25↑	CISCO	78	38
57 21↓	Tencent 腾讯	36	8
60 30↓	Adobe	30	44
65 —	TATA	NEW ENTRY	96
95 8↓	TEXAS INSTRUMENTS	86	92



“A reputation is hard to acquire but easy to lose.”

Russia, Male

Apple- Today & 3 Years Time (Q11 & Q 12)
Moving ahead in 3 years time average = 59%



Q11: For each of these companies please tell us where it is today? (Falling behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years time? (Falling behind, Standing Still, Moving Ahead)

Today
3 Years Time



1

3 ↑

Apple has wrested back the crown. It last held the title in 2016 and has consistently been ranked in the top four since the inception of the FutureBrand Index. With a whopping 73% of people confident it will be moving ahead in three years' time, there seems to be no stopping Tim Cook's company. Whether it's launching a new version of the iPhone or selling more Apple Watches than the entire Swiss watch industry, the US firm is no stranger to making radical decisions. Lockdown boosted its streaming services during lockdown in the first three months of the year, offsetting falling device sales in China.

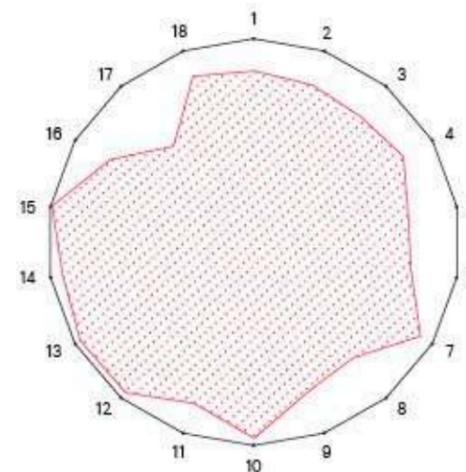
“Apple is a truly universally admired brand.”

Far East, Female

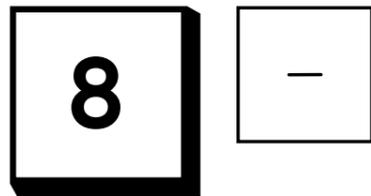
FutureBrand Dashboard Key

- 1. Personality
- 2. Story
- 3. Attachment
- 4. Consistency
- 5. Seamlessness
- 6. People
- 7. Pleasure
- 8. Wellbeing
- 9. Respect
- 10. Mission
- 11. Inspiration
- 12. Authenticity
- 13. Innovation
- 14. Thought leadership
- 15. Individuality
- 16. Indispensability
- 17. Resource Management
- 18. Premium

Apple Dashboard



Passion for Apple runs high at 46%, as does a desire to buy its products and services (58%). And association with the mega brand also pays dividends. Broadcom Inc rose 24 places to 43 showing steady growth across all attribute scores. It supplies radio frequency filters and amplifiers to manufacturers of high-end smartphones, including the Apple iPhone.



Straight in at number eight, ASML's Index debut is something to write home about. It outperformed the industry average on almost every attribute and is particularly strong on perceptions of its vision for the future as well as emotional connection. ASML has cornered the market in the global electronics supply chain, making this tech company the sole manufacturer of the most advanced equipment critical to modern chipmaking.

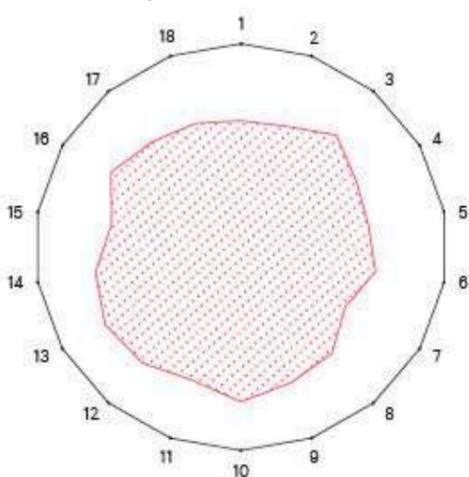
“Industry giants, the industry benchmark, technological innovation.”
Far East, Male

With admiration and passion for this Dutch firm running high, and a view that it often sets benchmarks for other to follow, we may see ASML climb up the rankings in years to come.

FutureBrand Dashboard Key

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ASML Holdings Dashboard

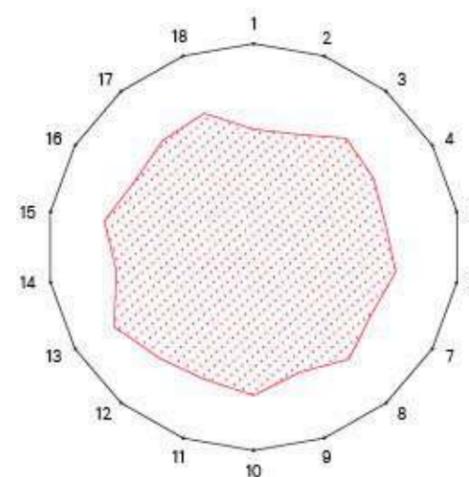


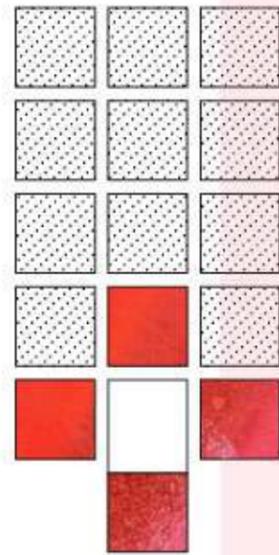
Another new entrant, in at 11, Prosus NV scores higher than the sector average across the board, doing exceptionally well on sustainable value and improving lives.

“This is a technology company that is still young and has a diverse portfolio. It also finds and invests in up and coming companies that have a potential to be great companies of the future.”
Middle East, Male

Some 64% believe it will move forward over the coming years, and the perception is that this global consumer internet group, and one of the largest technology investors in the world, is progressive and of high quality. Controlled by Naspers, one of Africa's most valuable companies, Prosus is definitely one to watch.

Prosus Dashboard





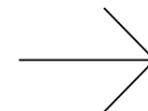
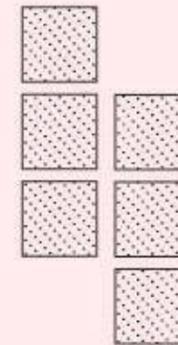
Healthcare — The battleground for tech

While there are just two healthcare companies in this year's top 20 (Danaher – a new entrant – and Medtronic), this statistic masks the real story. Consider that both firms are world leaders in medical technology and then consider the rise and rise of other healthcare brands: Roche (up 49 places since 2018), AstraZeneca (up by 20), Novo Nordisk, and Sanofi (both up by 18).

Tech-inspired innovation is paying dividends for healthcare brands, literally and figuratively. Whereas before drug research tended the hog the limelight in the health sector, now it's new medical technologies. Technology is improving our healthcare like never before, and the companies embracing tech to treat patients are perceived as being at the vanguard of a revolution. For instance, Medtronic is the world's largest non-pharmaceutical healthcare company and a market leader in replacement body parts and other innovations including pacemakers which allow users to have MRI scans safely.

“Innovation is the most important thing to keep pace with the changes of the times.”

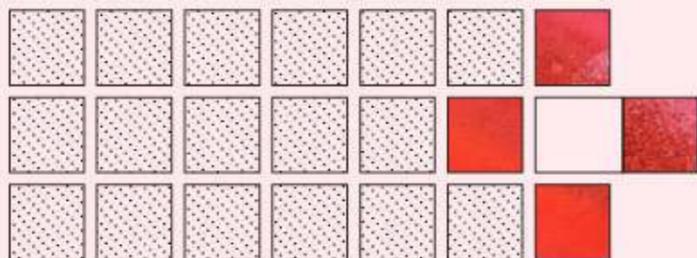
UAE, Female



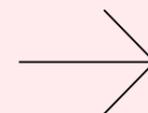
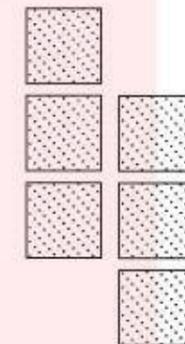
Healthcare — There's something else

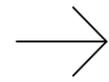
But there's another factor at play here: well-being. Those healthcare firms on the rise showed strong attributes on this score, in some cases overtaking most other considerations on brand perception. Given our research was conducted during the initial phases of lockdown, we can, to some degree, attribute raised awareness and concern over health to be a key factor. Even Gilead Sciences, which plummeted 71 places to 74, recorded well-being as its strongest attribute.

In a nutshell, healthcare companies are doing what tech companies were once famous for – innovating for the good of mankind. Looking ahead, healthcare brands that continue to rise to the challenge of the coronavirus should consolidate their high rankings on our Index. Any progress on a vaccine will be watched carefully, as will production of effective antibody tests. Innovation in the field of ventilators and breathing apparatus is also likely to be under close scrutiny.



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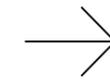
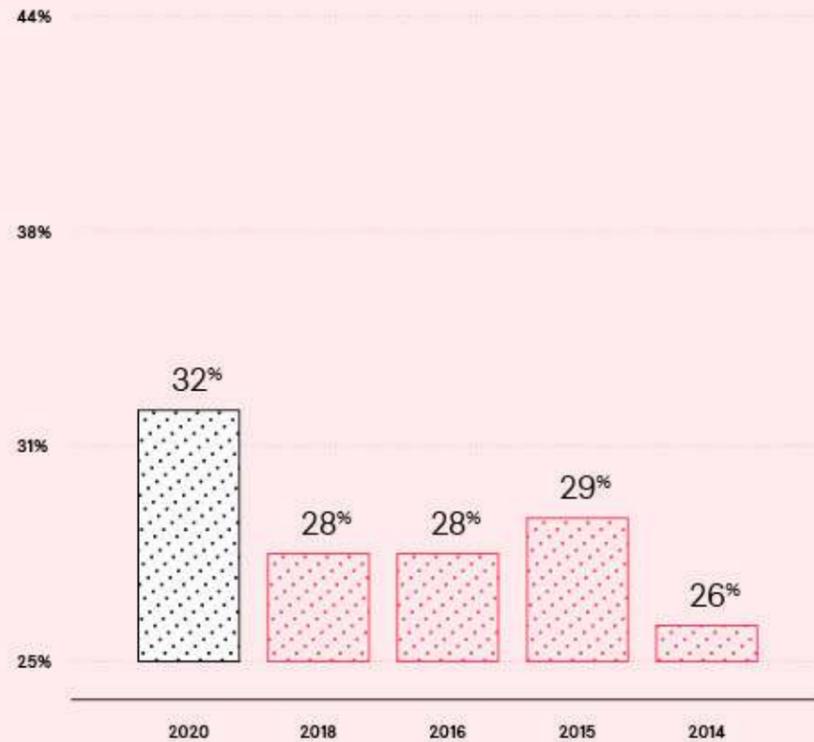




“The future is in medical with these new virus and diseases.”

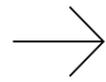
North America, Male

Sector Performance Score by Year
Average score of all 18 Experience & Purpose Dimensions for all companies included in that sector for each year.



All listed Brands

FBI Global Ranking 2020 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position
16 —	DANAHER	NEW ENTRY	84
18 8 ↑	Medtronic	26	61
22 17 ↓	abbvie	5	74
26 2 ↑	AMGEN	28	62
27 6 ↓	Johnson & Johnson	22	10
28 49 ↑	Roche	77	14
31 18 ↑	Novo Nordisk	49	48
39 —	ThermoFisher Scientific	NEW ENTRY	72
42 16 ↓	gsk	27	89
45 3 ↑	Pfizer	48	34
46 20 ↑	AstraZeneca	66 2018	64
49 18 ↓	Abbott	33	49
56 6 ↑	NOVARTIS	61	25
61 18 ↑	SANOFI	79	76
67 4 ↓	Bristol-Myers Squibb	63	58
73 10 ↓	Lilly	63 2018	54
74 71 ↓	GILEAD	3	90
77 8 ↓	MERCK	69	30

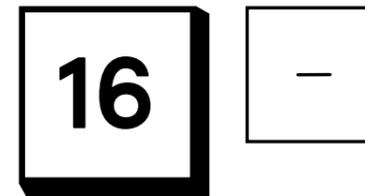
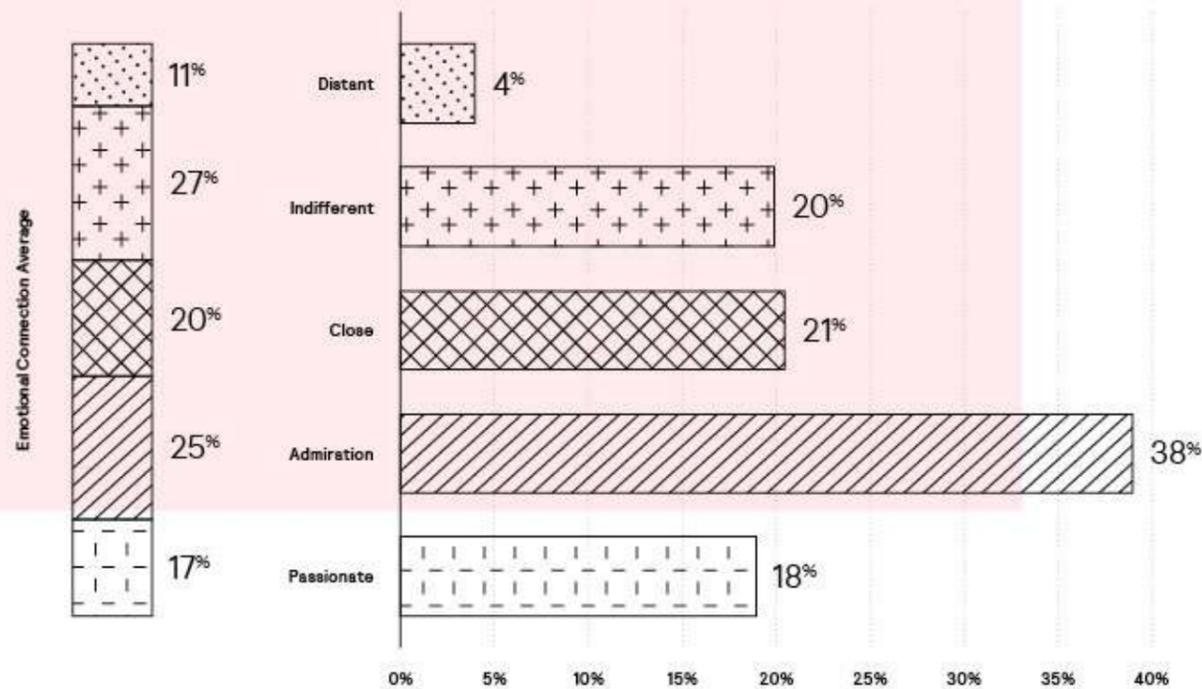


“Danaher have a clear vision for the future.”

Far East, Male

Emotional Connection (Q6)

Q6: Thinking about your gut feeling about each of these companies please put each company into one of these boxes – Passionate, Admiration, Close, indifferent, Distant. For example if you feel passionate about any of them, put them into passionate. You can put them in as many boxes as you like or none.



New entrant Danaher, in at 16, looks set to become a future staple of the Index. This Fortune 500 science and technology innovator is viewed by people as “an established leader”, “a quality brand” and, according to a respondent in the Far East, has “a clear vision for the future”. Its sales range from diagnostics and life-science research equipment to environmental fields, recently acquiring Aquatic Informatics. It’s perhaps no surprise, then, that this US conglomerate markets itself as “Helping Realize Life’s Potential”, nor that it is perceived as a quality brand providing many essential services. While people admire Danaher, it may have some ground to make up on innovation which is slightly lower than the sector average.

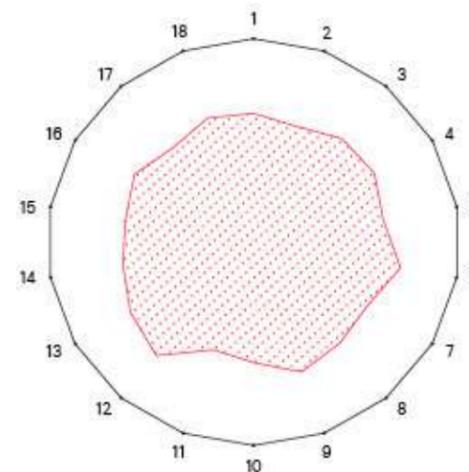
“Because it sells products that are essential for us, so I think it will last over time.”

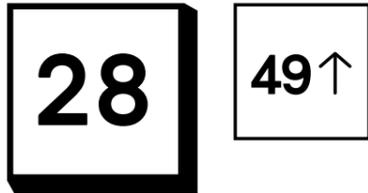
LATAM, Female

FutureBrand Dashboard Key

- | | |
|-------------------------|------------------------|
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| 17. Resource Management | 18. Premium |

Danaher Dashboard





Regarded as a “pioneering Swiss healthcare company”, Roche is expected to grow due to the forward-focused industry in which it operates. It’s certainly done well in this year’s Index, soaring 49 places to 28 thanks to a dramatic increase in the majority of its attribute scores. While it could improve on perception of its delivery of sustainable value, Roche is doing most things right, not least on people’s desire to buy its products and services.

“Pharmaceutical firms are always needed to help develop new drugs etc, more so than ever in this current environment.”

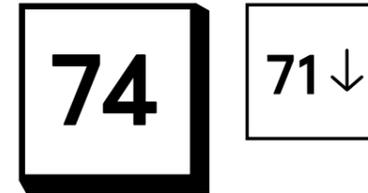
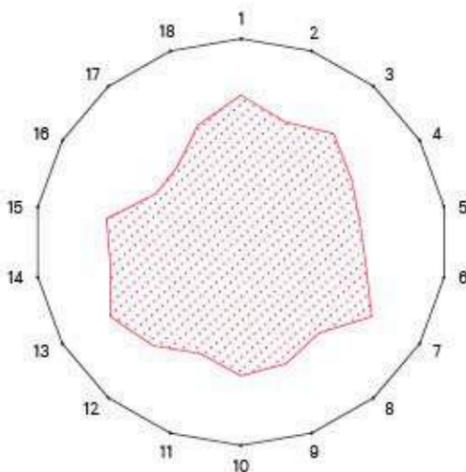
Europe, Female

With the focus on pharma more intense than perhaps ever before, companies researching and delivering products to help those affected by the coronavirus will be future game-changers. Roche has been at the forefront of this field and innovations include the production of coronavirus antibody tests and experimental treatments for the virus. It has also pledged to share its data as early as possible. If this work continues, we may see Roche rise further up the ranks next year.

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Roche Dashboard



In 2018, Gilead was the highest ranked healthcare company in the Index. The biggest faller year-on-year, Gilead Sciences plunged 71 places to 74. In fact, many of its attribute scores are now lower than in 2014. Not only has it fallen below the average for people wanting to work at the company, it’s also under the average for people wanting to purchase its products. Among other things, years of declining hepatitis C drug sales have impacted the company.

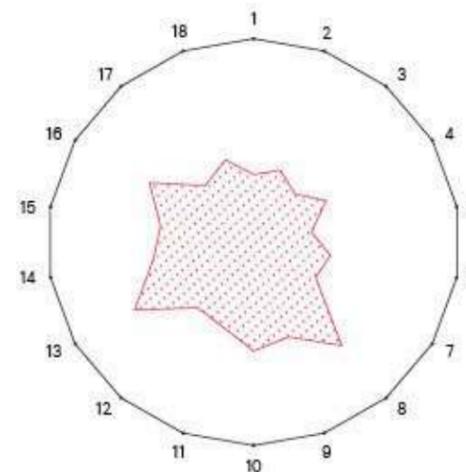
“They make anti-virals for HIV and Hepatitis which are very effective. They now have an anti-viral for coronavirus which is promising.”

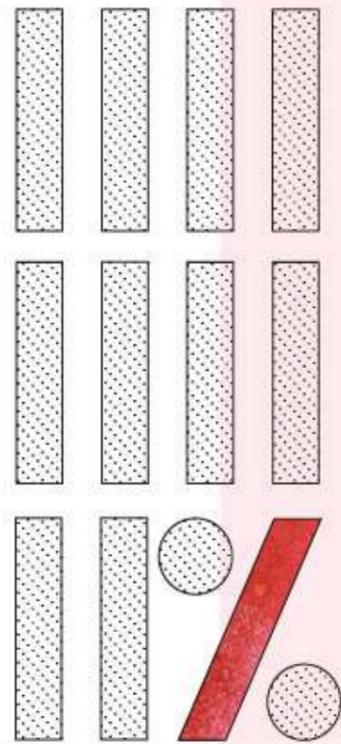
North America, Male

But Gilead may have a shot at redemption. Confidence in its ability to move forward is at 68% and, as many respondents noted, it is known to be at the forefront of developing a vaccine for COVID-19. Recent reports suggest that its antiviral drug Remdesivir reduces the risk of death for severely sick patients. But it will have to overcome the bad press that followed its decision to sell the drug (initially at least) almost exclusively to the US Government as well as damaging reports suggesting it had ramped up the price.

However, respondents acknowledged its “immense potential for growth” so, depending on what happens with treatment for the virus over the months ahead, we may see Gilead climb the rankings, particularly if its extensive pipeline of potential treatments for diseases of the liver, blood and inflammatory systems reach the market. As ever, medical breakthroughs will always be needed.

Gilead Sciences Dashboard





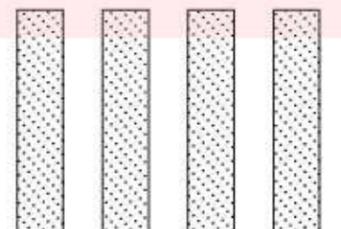
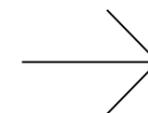
Financial Services — A bleak outlook

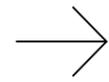
It's not been a good year for financial services in the FutureBrand Index. Yes, there's a new entry at 19 for American Tower Corporation, and AIA Group has improved its position to rank number 12. But Mastercard slipped to 36 in the rankings, down 11 places since the last Index, scoring weakly in a variety of attributes, particularly thought leadership and innovation.

It's more than a decade since the financial crash. And now the impact of the coronavirus is being keenly felt on economies around the world with no end in sight. Brands which had recovered their standing are now facing new, unknowable challenges, not least how they treat customers facing personal financial upheaval. How these companies work with people struggling to make ends meet will determine how they fare in future years of the Index.

Meanwhile, analysis of companies that have fallen by ten or more places in 2020 reveals that financials feature significantly and they are almost entirely Chinese.

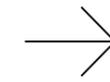
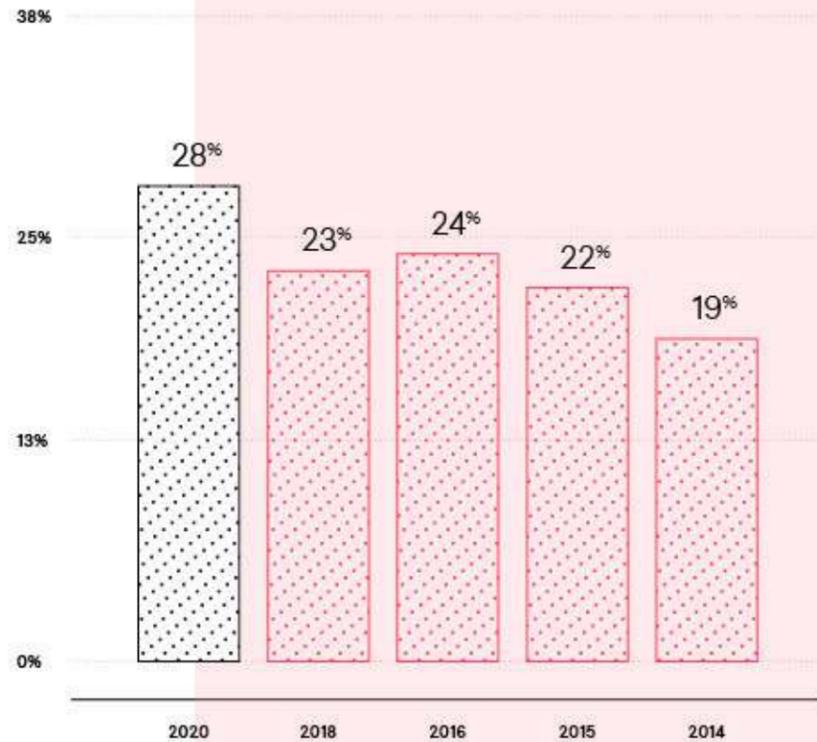
There's always an exception to the rule and, as far as China is concerned, it's the Industrial Commercial Bank of China (ICBC), up 13 places to 76. But it's on its own. In fact, in the overall top 100 global Index, all Chinese companies except ICBC have fallen in the rankings. They include China Life Insurance, China Merchants Bank, China Construction Bank, Agricultural Bank of China, and China Mobile. This is a stark comparison to the 2018 Index where, at first glance, Chinese companies seemed to be overperforming financial rivals from other countries.





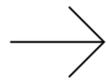
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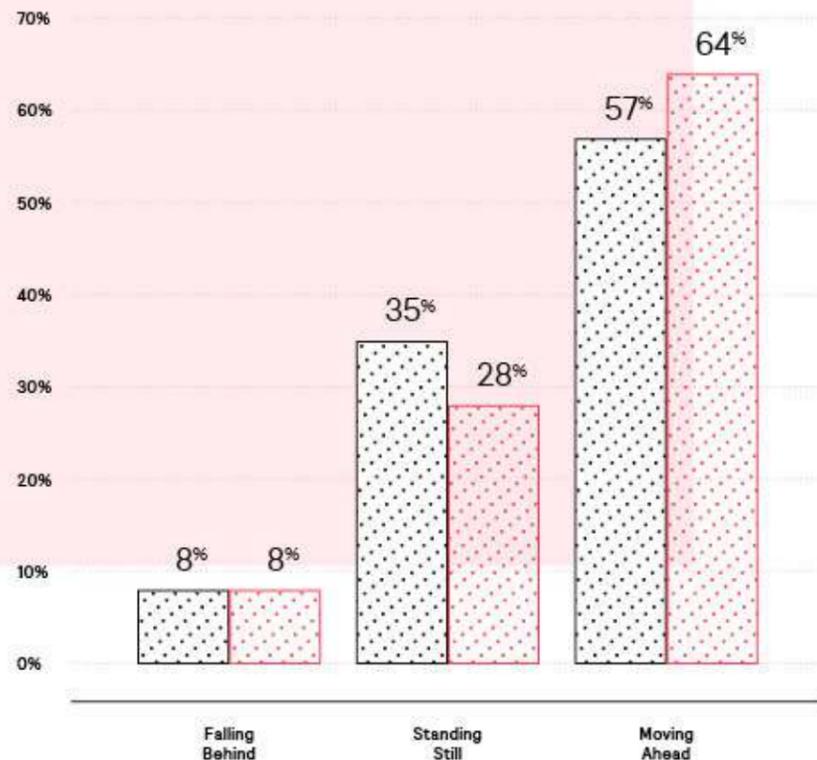
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47 36↓		11	94
54 31↓		23	67
68 16↓		52	26
70 12↓		58	40
76 13↑	ICBC	89	17
82 2↑	RBC Royal Bank	84	99
83 54↓	Bank of America	29	9
84 1↓		83	33
88 7↑	HSBC	95	68
89 4↓	citi	85	98
97 4↓		93	65
98 11↓	J.P.Morgan	87	15
99 2↓		97	52



“This is a company with determination to do everything, it brings progress to all employees and customers.”

Far East, Female

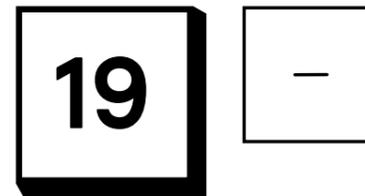
American Tower Corp – Today & 3 Years Time (Q11 & Q 12) Moving ahead in 3 years time average = 59%



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Today
3 Years Time



A dynamic new entrant at 19, American Tower Corporation is perceived to be growing fast and developing itself as well as looking after its employees and providing good customer service. Interestingly, while it is seen to be determined to succeed, respondents noted its ambition is based on an ethical approach.

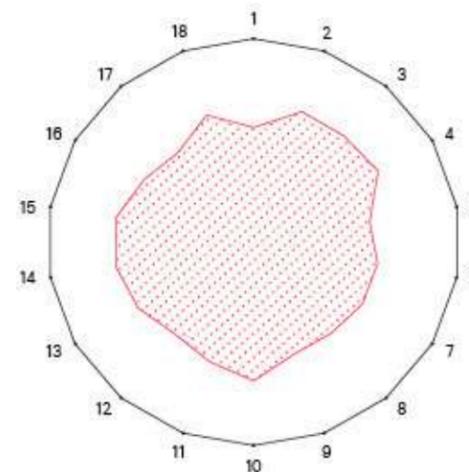
“I like this company very much, they support their employees a lot always and give great customer service whenever it is required.”

Far East, Male

FutureBrand Dashboard Key

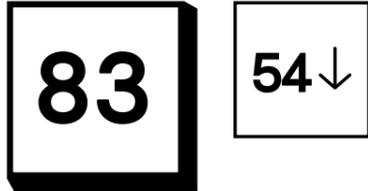
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- 18. Premium

American Tower Corporation Dashboard



This global provider of wireless communications infrastructure and next generation wireless technologies did well to outperform the sector average on all measures and is especially well thought of in terms of individuality, thought leadership, innovation, attachment and consistency. Its positive attitude to its customers and commitment to continually improving its services will serve it well in the years to come. With retail and institutional investors increasingly concerned with how corporates rank in ESG (Environmental, Social & Governance), American Tower was recently a number one pick in the infrastructure sector by an equity research platform. Watch this space.

Berkshire Hathaway



After appearing to show steady progress in previous versions of the Index, Berkshire Hathaway has plummeted 54 places, ending up at 83, and was the second biggest faller year-on-year. It fared particularly badly in mission, thought leadership and seamlessness but was also very poor on resource management. What went wrong?

“It’s owned by Warren Buffett and he has consistently been successful at investing in the stock market for years.”

North America, Female

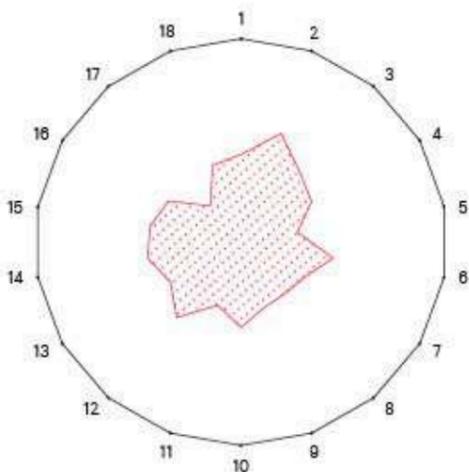
Warren Buffett’s holding company is the eighth largest public firm in the world, and the largest financial services company by revenue. But size is no protection against a fall in perception. Looking at Berkshire Hathaway as a place to work and a place to buy products and services from, both were below average. Furthermore, a third of people felt indifferent to the company with 17% saying their emotional connection was distant. And less than half saw it moving ahead in the next three years.

Nevertheless, its biggest asset would appear to be the Sage of Omaha – Buffett himself – with his “association, vision and expertise” continuing to drive the “very positive image of this company”. So it would seem to be down to Buffett to drag Berkshire Hathaway back up the rankings. Only time will tell.

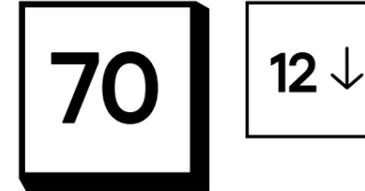
FutureBrand Dashboard Key

- | | |
|-------------------------|------------------------|
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| 3. Attachment | 4. Consistency |
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| 9. Respect | 10. Mission |
| 11. Inspiration | 12. Authenticity |
| 13. Innovation | 14. Thought leadership |
| 15. Individuality | 16. Indispensability |
| 17. Resource Management | 18. Premium |

Berkshire Hathaway Dashboard



China Life Insurance

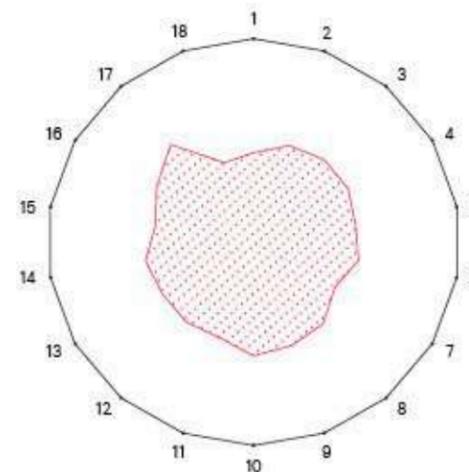


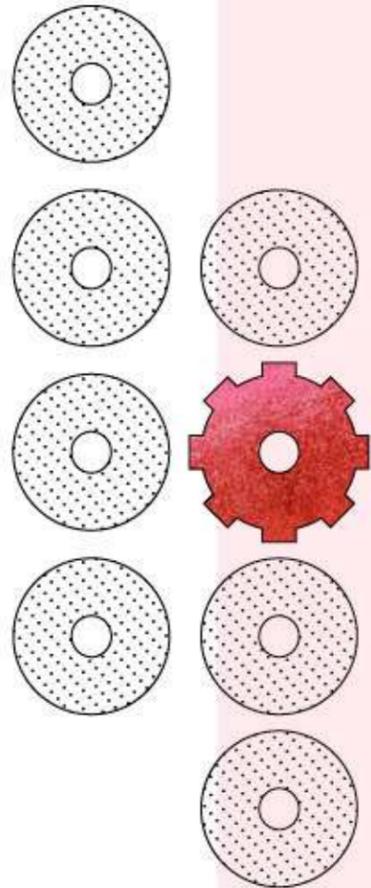
In line with all other Chinese companies save one, China Life dropped down the rankings, landing at 47 (a fall of 36 places). A lack of purpose seems to be one of its main problems as well as people’s perception on whether it makes lives better. It’s a remarkable change in fortune given its sharp rise in 2018 across almost all purpose and experience measures. The enterprise has a lot to do to recover its former high position, as do the other Chinese firms in the Index.

“China is a fast-growing country. There’s potential for this company to exponentially increase.”

Middle East, Female

China Life Insurance Dashboard





Industrials, Telcos and Oil & Gas — A mixed bag

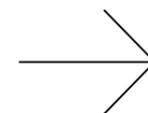
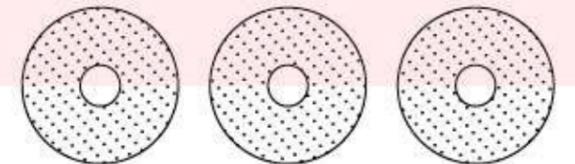
In the broad sector of the mighty Industrials/Telcos/Oil & Gas, the most intriguing story lies in telecommunications. A salutary tale of the fragility in perception of leading organisations, seemingly bulletproof brands all experienced a fall in rankings, among them former darling of the Index, Verizon. Others included AT&T, Nippon Telegraph, NTT Docomo, and China Mobile.

Are we witnessing a lack of faith and trust in telcos? A telecoms company doesn't trouble the 2020 Index until number 63 (NTT Docomo – down 11 places) and it's not until place 71 that we see the next one – Nippon Telegraph.

Over in industrials, Accenture has plummeted by 25 places, Union Pacific is down by 15, and Honeywell has dropped by 13. But PayPal outshines them all. A new entry at nine, this worldwide online payments systems has reaped the benefits of the switch away from cash spending and physical shopping.

“This is the most important aspect of doing business. If there is a bad reputation or no trust we cannot continue to do business with them.”

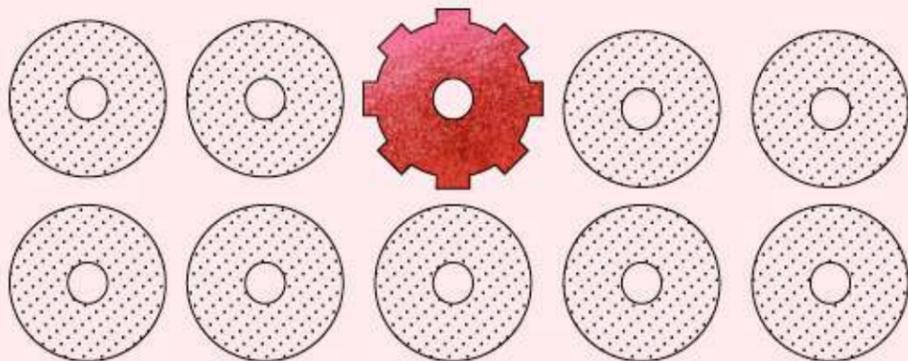
Thailand, Male



Industrials, Telcos and Oil & Gas — It's a gas, gas, gas

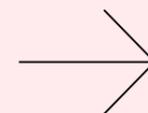
As far as oil & gas are concerned, this sector has various reasons to be cheerful, not least Royal Dutch Shell. It takes the number one slot when it comes to companies that have risen most significantly since 2018 (up a staggering 59 places) while Reliance Industries is a new entrant to the top 100 at number two. And then there's Saudi Aramco, also making its Index debut at 91.

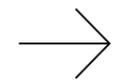
We live in a world deeply concerned about climate change and, with that, a focus on fossil fuels. Usually, oil & gas companies are perceived less well than other sectors in the Index. But, in 2018, every firm moved up in the rankings and some excelled. Are we to conclude that, as a number of brands continue to score well on perception, oil & gas brands are successfully persuading people of their necessity, innovation, and sustainability?



**“In the future a
company which does
not respect the planet
will become obsolete.”**

Argentina, Male



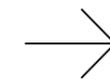
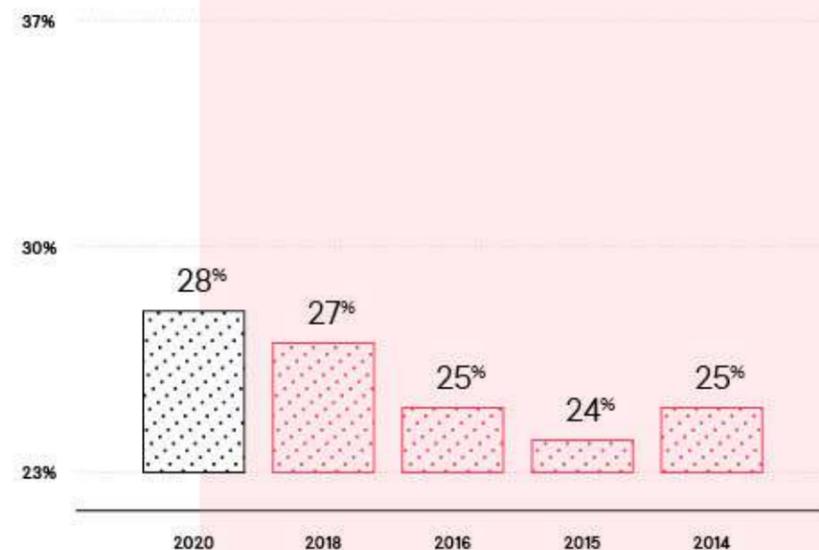


“Even established companies can be made redundant when a new upstart emerges and disrupts.”

Canada, Female

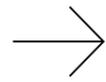
Sector Performance Score by Year

Average score of all 18 Experience & Purpose Dimensions for all companies included in that sector for each year.



All listed Brands

FBI Global Ranking 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position
9 -	PayPal	NEW ENTRY	75
81 13↓	Honeywell	68	88
85 -	SPRINT	NEW ENTRY	86
78 25↓	accenture	53	79
87 15↓	UNION PACIFIC	72	82

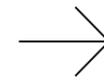
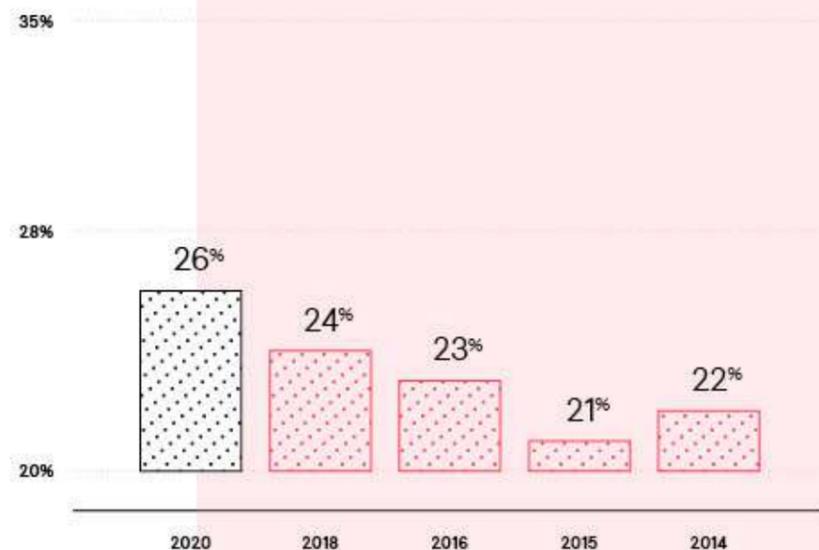


“People are always looking for new opportunities or options that will provide better solutions to their needs.”

North America, Male

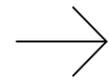
Sector Performance Score by Year

Average score of all 18 Experience & Purpose Dimensions for all companies included in that sector for each year.



All listed Brands

FBI Global Ranking 2020 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position
63 <small>11 ↓</small>	docomo	52 <small>2018</small>	78
71 <small>7 ↓</small>	NTT	64 <small>2018</small>	93
72 <small>13 ↓</small>	中国移动 China Mobile	59	46
86 <small>10 ↓</small>	AT&T	76	24
93 <small>36 ↓</small>	verizon	57	23

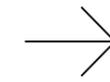
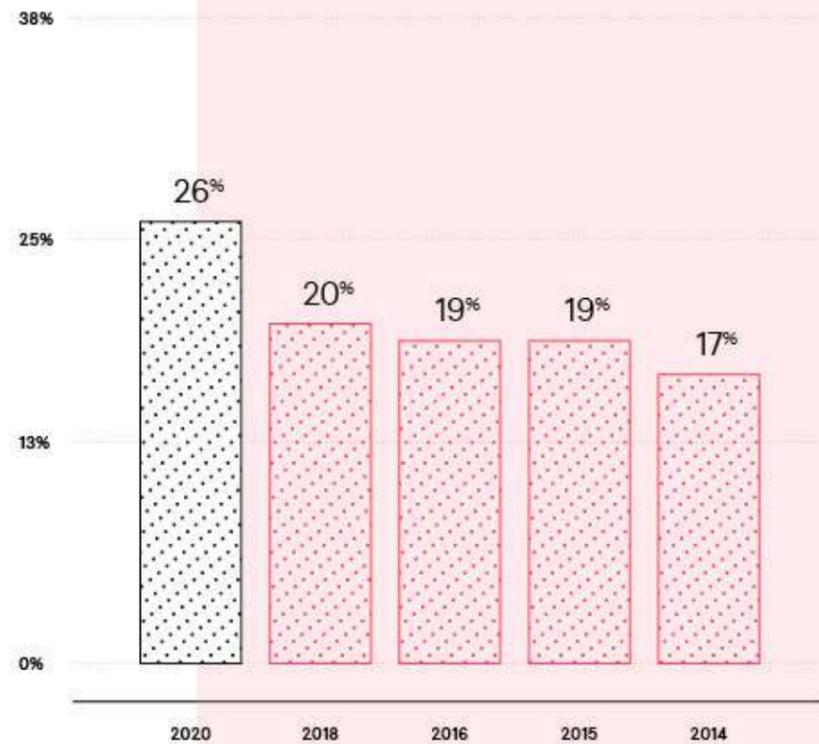


“There are finite resources available with consequences on life itself.”

Brazil, Male

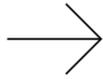
Sector Performance Score by Year

Average score of all 18 Experience & Purpose Dimensions for all companies included in that sector for each year.



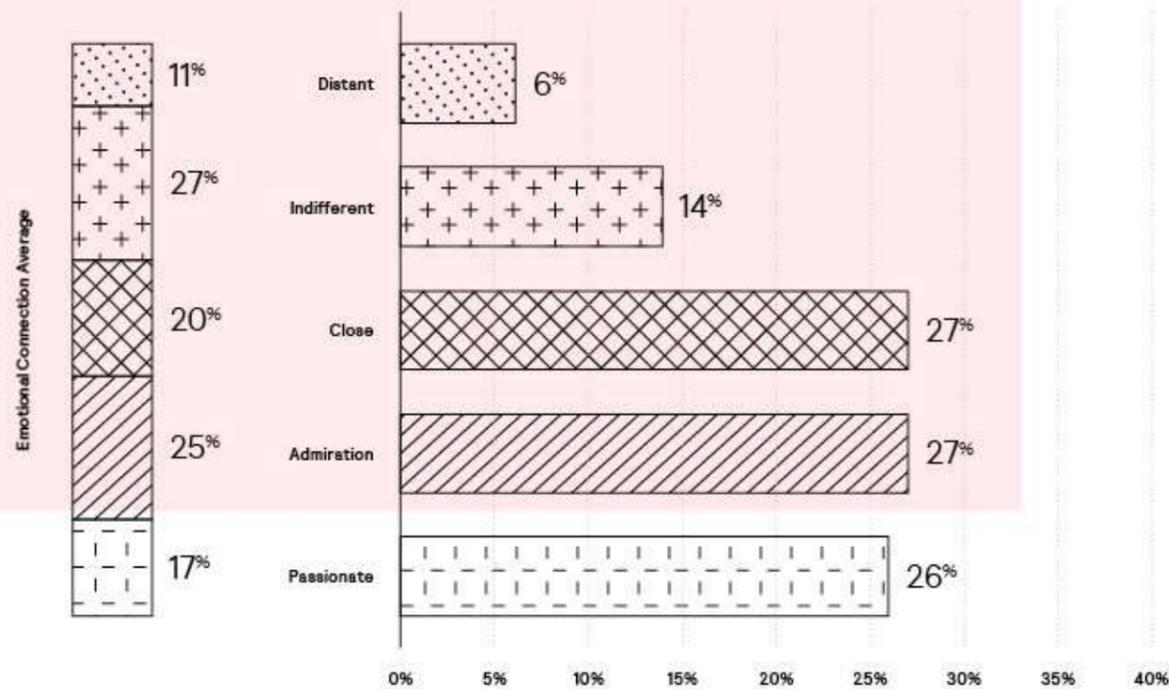
All listed Brands

FBI Global Ranking 2020 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position
2 —	Reliance Industries Limited	NEW ENTRY	91
29 59↑	Shell	88	53
80 7↓	TOTAL	73	80
90 4↑	bp	94	100
91 —	أرامكو السعودية saudi aramco	NEW ENTRY	1
92 —	Chevron	92	51
94 23↓	PetroChina	71	70
96 3↑	ExxonMobil	99	42



Emotional Connection (Q6)

Q6: Thinking about your gut feeling about each of these companies please put each company into one of these boxes – Passionate, Admiration, Close, indifferent, Distant. For example if you feel passionate about any of them, put them into passionate. You can put them in as many boxes as you like or none.



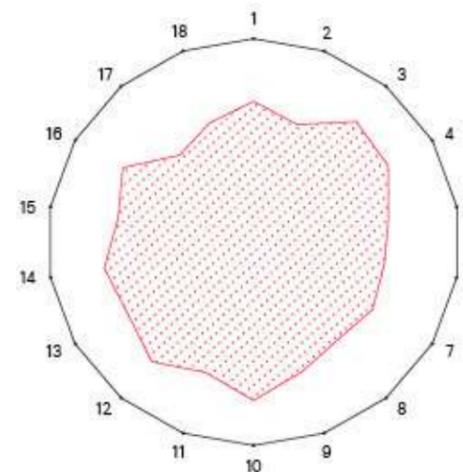
In light of PayPal's massive success in the field of online payments, it's perhaps to be expected that it makes its Index debut this year, straight in at number nine. Showing tremendous growth, the firm is especially strong across a range of measures including attachment, mission, and innovation. It also records excellent emotional connections and is regarded as highly resilient.

“I think that because everything is becoming more digital and people are going cashless, PayPal will play a big part in this for business and consumer.” *Europe, Male*

FutureBrand Dashboard Key

- | | |
|-------------------------|------------------------|
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| 15. Individuality | 16. Indispensability |
| 17. Resource Management | 18. Premium |

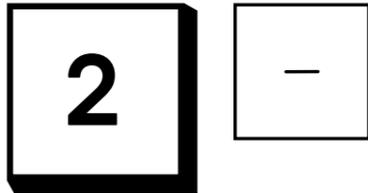
PayPal Dashboard



“Reliable” and “trusted” were some of the comments made by respondents, and PayPal is perceived as playing a vital role in daily lives. The company's CEO has reported a “tremendous surge” in demand for this firm's digital payment services during the pandemic as people have been forced to live their lives remotely and online. Meanwhile, PayPal has worked closely with government, including with the US Treasury Department, to help distribute stimulus funds via loans to small businesses, something which was no doubt well received by the public.

With plans to enter the cryptocurrency market as well as a slew of other initiatives on the cards, we could see PayPal breaking into the top five next year.

Reliance Industries



This year's highest entrant at number two, Reliance Industries excels on every attribute. One of the most profitable companies in India, Reliance is, according to respondents, "very well respected" and "seen as behaving ethically" as well as being associated with "growth", "innovative products" and "great customer service". In particular, people have a strong emotional connection with the organisation.

"I've known this company since its beginning, and I know their credibility and ethics of business."

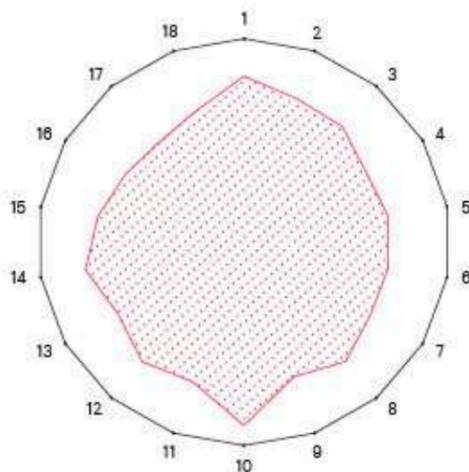
Far East, Female

Part of its success could be attributed to Mukesh Ambani's recasting of the firm as a one-stop-shop for Indians. The chairman built on the existing petrochemicals business, transforming it into a digital behemoth designed to meet every customer need. Today, this company is engaged in a number of sectors including energy, petrochemicals, textiles, natural resources, retail, and telecommunications. Now that Google and Facebook are taking equity stakes in the firm, we may see Reliance jostling for the top spot in the next Index.

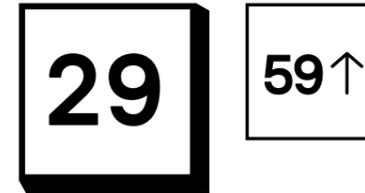
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Reliance Industries Dashboard



Royal Dutch Shell



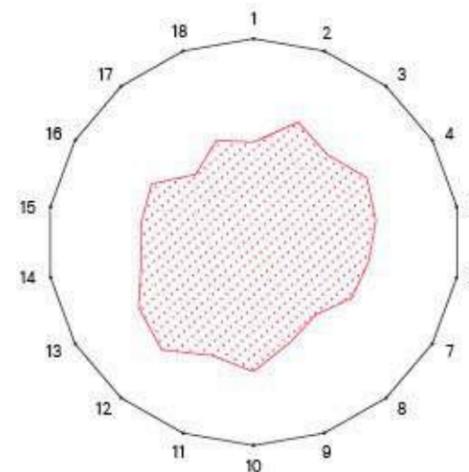
Royal Dutch Shell has bucked expectations with its huge jump in the Index, up 59 places to 29. It has shown very strong growth in its vision for the future and in terms of engaging experience, and all attribute scores have risen sharply since 2018. Global brand awareness is extremely high and, as a number of respondents noted, its products are in demand.

"The goods which are manufactured by this company are always in demand."

Europe, Female

Perhaps its rise can be partly attributed to its announcements on ethical practices, including plans to become a net zero carbon company by 2050 or sooner by selling more green energy.

Royal Dutch Shell Dashboard





Saudi Aramco sits comfortably at number 1 on PWC's Top 100 company list by market Capitalisation, so being a lowly 91st in brand perception terms suggests that there is plenty of work to do if it wants to maintain that position in the future, especially as Saudi Arabia continues to roll out its 2030 vision.

“They are securing the health and safety of the workforce and communities and ensuring the continuity of an energy supply upon which the world relies.”

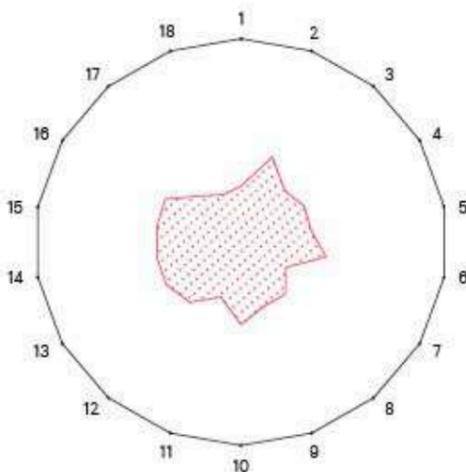
ME/Africa, Male

Remembering that the responses in our survey only come from professionals who are aware of and know something meaningful about each company, Saudi Aramco's biggest priorities are to shift perceptions around its mission and purpose and, in particular, how that relates to respect and care for human life and innovation. Encouragingly, its story around community development, people and individuality are on par with the oil and gas sector average, so these could represent a good place to start that journey.

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Saudi Aramco Dashboard



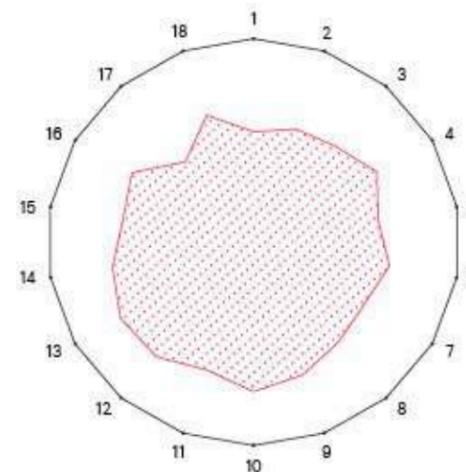
With its focus on renewable energy, especially solar and wind, Nextera Energy is an exciting arrival in the top 20 in this year's index and is also PWC's largest electric utility holding company by market capitalisation.

“It has it all, great management, great employees, and great products.”

North America, Female

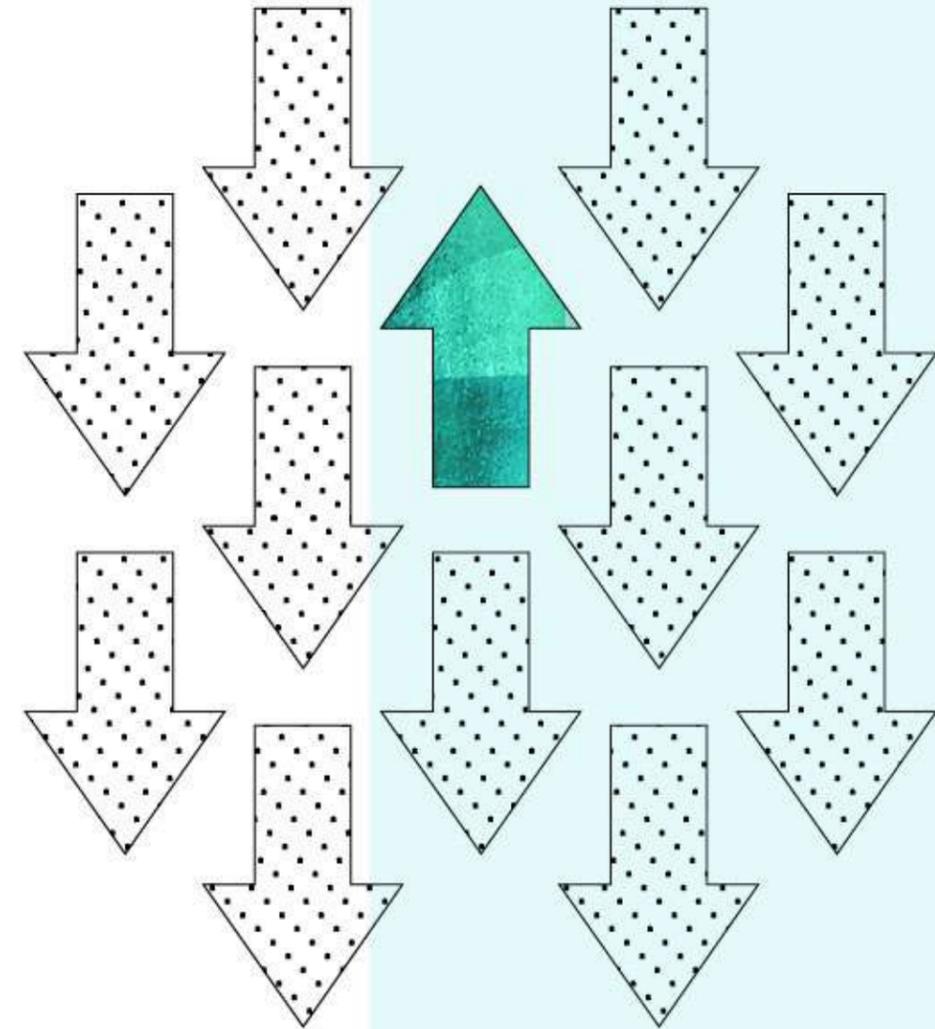
In terms of brand perception, Nextera Energy is an all-round strong performer with innovation, authenticity and mission especially positive. Energy companies that consistently innovate, especially around renewables, are certainly one of the good news stories this year, creating the prospect of a far more positive future for people, planet and profitable returns. It is no surprise that it scores well above the average on people wanting to work for and buy from it.

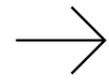
Nextera Energy Dashboard



→ **04**

→ **New for 2020**

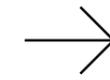




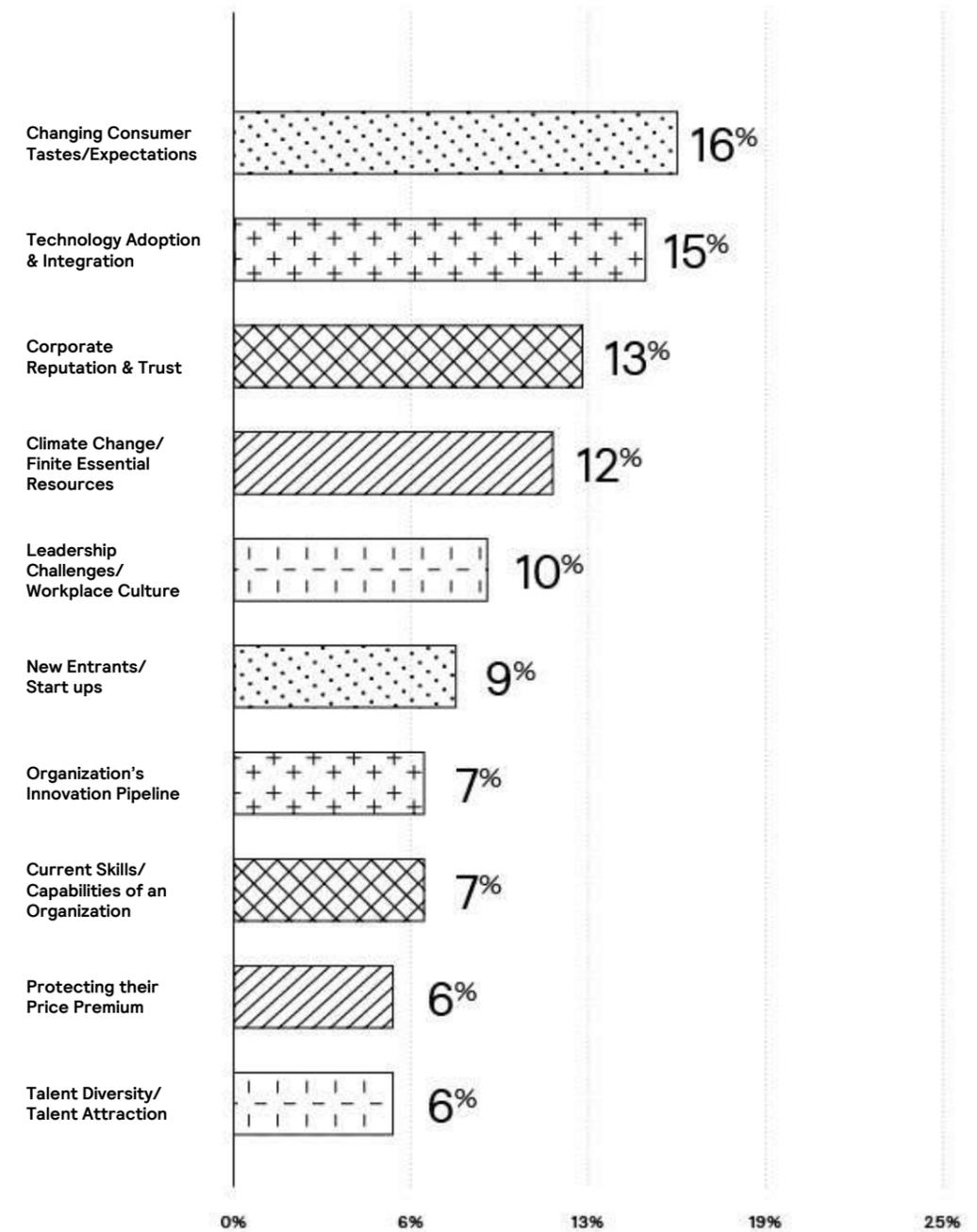
The biggest threats to businesses

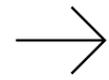
At a time when it's virtually impossible to plan from one week to the next, threats to success (and, let's face it, survival) are myriad. But our data, collated during lockdown, reveals the key perceptions when it comes to future prosperity. In line with our understanding of the seismic shifts in the way companies work and how their clients perceive them, it is hardly surprising that the number one threat to future success is changing consumer tastes and expectations.

Furthermore, given our findings on the outperforming brands which have embraced technological advances, the number two threat – tech adoption and integration – falls in line with our data. Then there's number three, corporate reputation and trust. Once again, our sector conclusions marry up with this central issue.



Threats to Future Success





Resilience

Resilience is all, especially during a worldwide crisis. Our research partner, QRi, noted five key drivers for resilience: authenticity, premium, thought leadership, mission, innovation. Using those parameters, it concluded that, in these unprecedented times, the following brands scored the highest:

- **Netflix**
- **Apple**
- **Nextera Energy**
- **PayPal**
- **Microsoft**

“Without a proper leader with a clear vision, no company or industry stands a chance of being successful.” *UK, Male*



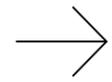
Reasons to want to work for a company

Why would you want to work for a particular company? Our research shows that the main reasons are:

- They produce premium products and services that people value
- They employ quality people
- They provide inspiration for change
- They have impressive thought leadership which includes strong ideas and principles
- There's an emotional attachment to a trusted company
- The company respects and enhances lives

And so, based on these key factors, the top five companies to work for are:

- **Samsung**
- **Nvidia**
- **Apple**
- **Nextera Energy**
- **Reliance Industries**



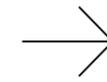
Reasons to want to buy products and services from a company

With a myriad of brands selling an incalculable number of products and services, what are the main reasons for wanting to purchase what they have to offer?

- Creates genuinely useful innovations
- Produces premium products and services that people value
- Respects and enhances lives
- Emotional attachment – a trusted company
- Has a credible authentic vision
- Thought leadership – has strong ideas and principles

“It is people who make a company, they are the lifeblood, so if we don’t retain good talent then how can a company be successful.”

UAE, Male



So, who are winners?

4 6↑



1 3↑



3 6↑

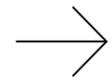
SAMSUNG

6 =



21 5↓





What makes a great CEO

In a time of individuality, personality and forging of new paths, it appears that we are also in an era which celebrates good leadership with a clear vision as well as a CEO who can foster a harmonious and happy workplace. Our respondents wanted (or at least claim to want) a brand spearheaded by someone who puts people ahead of profits and isn't afraid to prioritise integrity over shareholder profits.

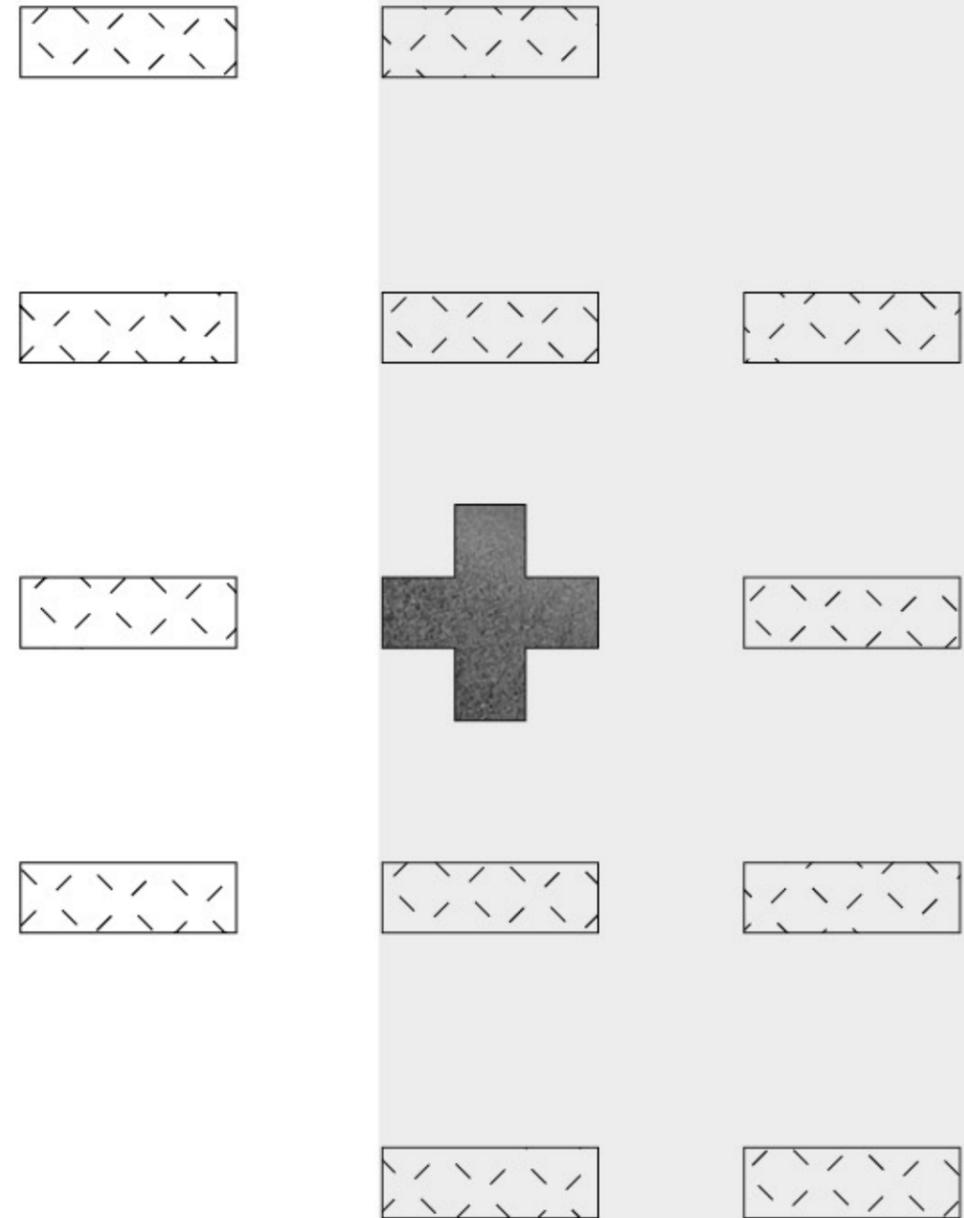
“In the future a company which does not respect the planet will become obsolete.” *Argentina, Female*

“For an organisation to be successful you need a leader who will push the concept and turn it into a success.” *Thailand, Male*



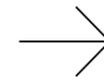
→ **05**

→ **Notes and
Methodology Detail**





Now in its sixth year, the FutureBrand Index is a global perception study that reorders PwC's Global Top 100 Companies by Market Cap on perception strength rather than financial strength.



Unlike most other ratings, the Index offers a rigorous assessment of how future-proof the world's 100 most prominent companies are, based on the views of a highly informed and highly professional group of specialists.

Using 18 indicators that, in FutureBrand's experience, provide the most relevant signals of success (including 'purpose' and 'experience'), the rankings are determined with precise and proven parameters.

In previous years, our research has conclusively demonstrated that organisations who top the Index have a measurable competitive advantage, in part due to their standing on national and international stages. Importantly, our rankings show that financial strength does not necessarily translate into perception strength.

This year's fieldwork took place between April 29 and May 11, 2020.

Since we began, there have been five separate reports: 2014, 2015, 2016, 2018, 2020.

