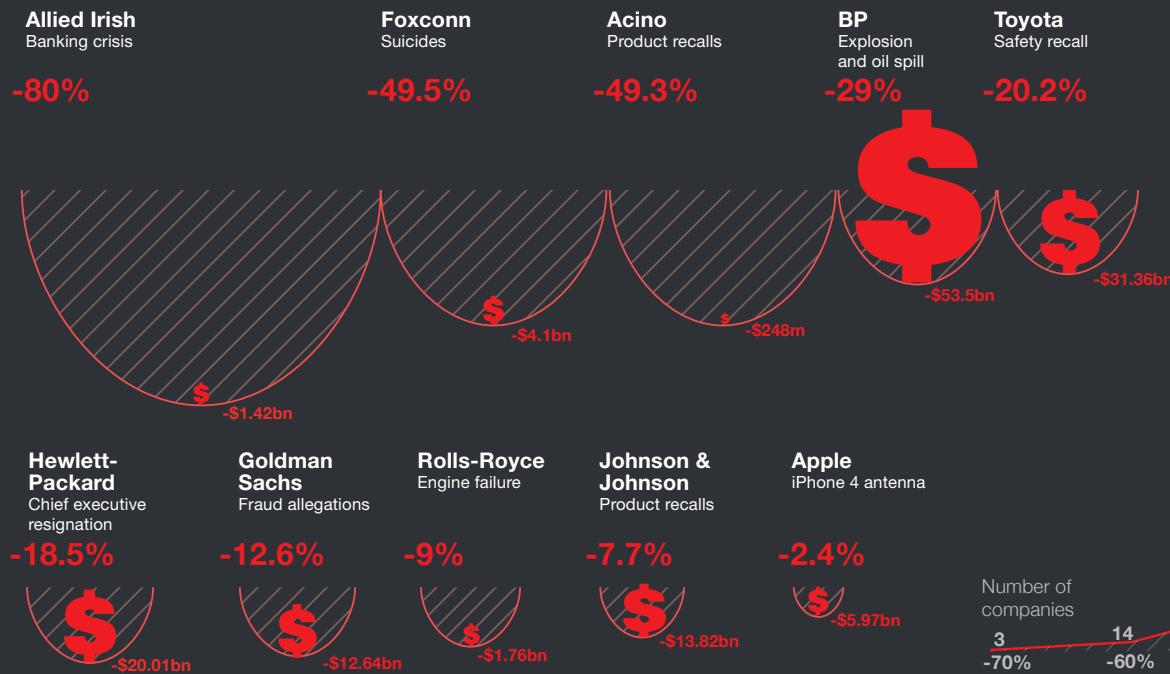


The price of a reputation

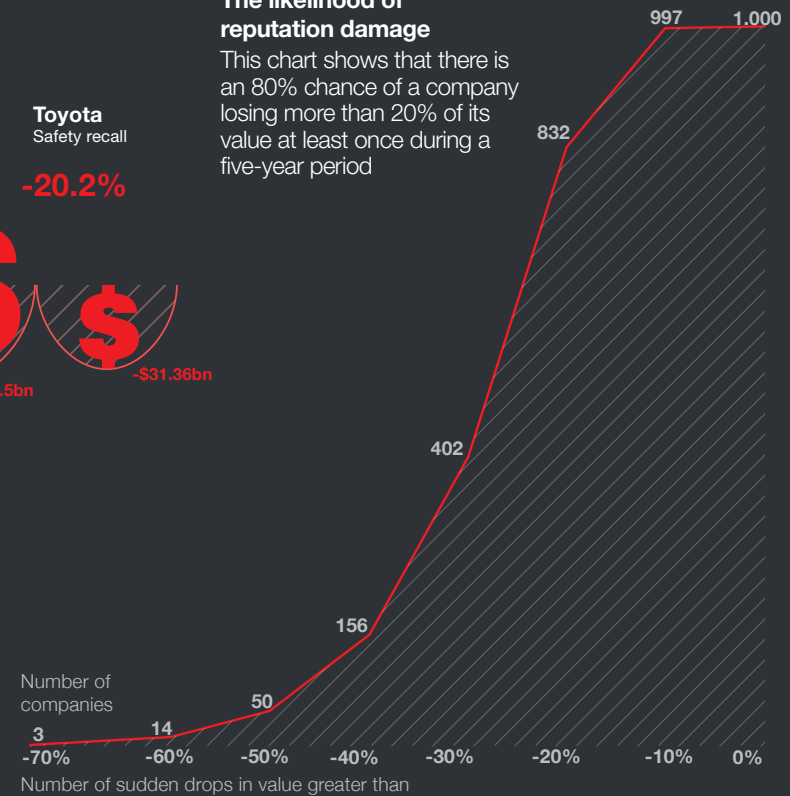
Top 10 reputation events in 2010

BP was not the only company to face major reputation challenges in 2010. These are 10 of the most prominent examples from the year, along with the value each company lost



The likelihood of reputation damage

This chart shows that there is an 80% chance of a company losing more than 20% of its value at least once during a five-year period



The impact of reputation crises on shareholder value

While the initial impact on all companies is a drop in value, the market rapidly begins to make its judgment and there emerges a clear distinction between the winners and the losers

