

Corporate Reputation Management

Are you actively developing your company's key intangible asset?

Are you managing your company's reputation or is it being managed by the media?

Do internal and external stakeholders have a different view of your corporate reputation and social responsibility?

Do your reputation management programmes take into account the expectations of your company's stakeholders?

In today's news driven and fast changing business environment, building and maintaining a strong corporate reputation has never been more vital. A strong corporate reputation generates confidence which leads to long term competitive advantage.

A strong corporate reputation can power a company's success by:

- providing easier access to capital markets and attracting financial resources
- attracting, motivating and retaining talented employees
- facilitating price premiums, up- or cross-selling opportunities and new product launches
- gaining new customers
- leading to public goodwill and positive references.

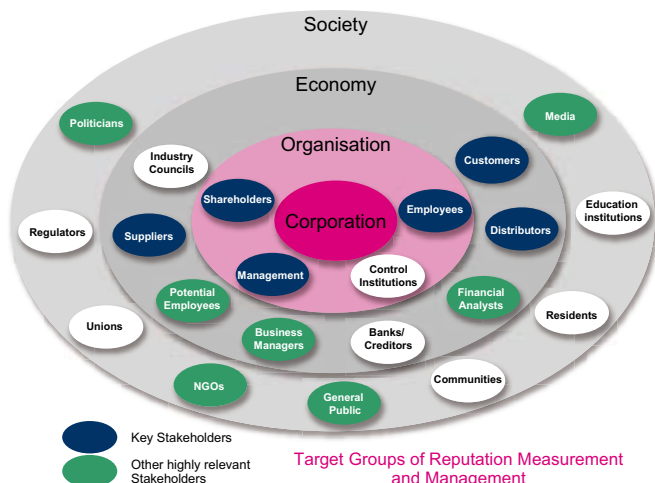


Our expertise

TNS provides organisations with the information they need to protect, enhance and actively manage their corporate reputation. We offer a 360 degree view from the diverse perspectives of stakeholders such as customers, suppliers, employees, the media, investors and regulators.

By identifying strengths and weaknesses amongst relevant stakeholder groups, TNS helps you to actively manage your corporate reputation – at management level and throughout the organisation as a whole. We provide insights to enable you to address the factors which negatively influence corporate reputation, and allow your company to increase its appeal across relevant stakeholder groups.

Our experienced TNS Stakeholder Management consultants support you through the entire process, providing insights tailored to your sector through our world-class solution, TRI*M™.



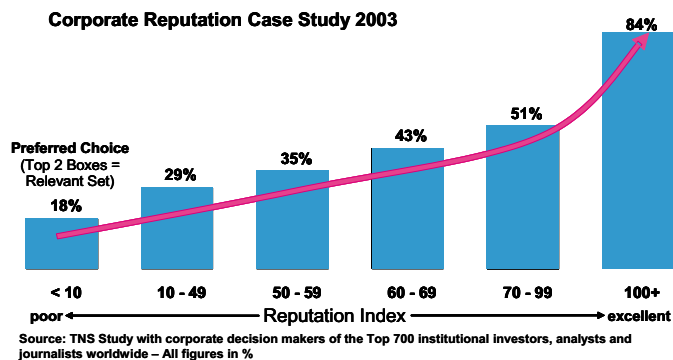
Our Solution

TNS has developed TRI*M™, a strategic management information solution designed to measure, monitor and manage multi-channel relationships and optimise your company's corporate reputation, employee and customer experience management.

TRI*M Corporate Reputation Manager provides a key performance indicator to benchmark and monitor corporation reputation in different markets and reveals problematic stakeholder relationships. It identifies strengths as well as weaknesses which put your company's reputation at risk, and helps you focus attention on topics which make a sustainable impact on different stakeholders.

The effective management of corporate reputation across various stakeholders such as employees, suppliers, shareholders, regulatory bodies and general public requires specific and targeted strategies. TNS supports clients in defining the key initiatives and communications most relevant to each stakeholder.

Corporate Reputation has a strong impact on the affinity to buy or to invest



TRI*M™ is a world-class solution which:

- allows holistic measurement, management and monitoring of stakeholder relationships
- is tailored to your company and specific stakeholder groups
- provides real insights to help detect any weaknesses and improve stakeholder relations
- monitors company performance over time, relative to its industry, country and region
- has extensive benchmarking capabilities, drawing on over 16,000 TRI*M™ studies worldwide
- has been used by over 1600 clients globally including 59 of the Fortune 100 companies in the past 3 years.

Why choose TNS

- Comprehensive Stakeholder Management research expertise with local experts across 80 countries
- Our research is underpinned by a world-class business solution to help optimise corporate reputation, employee and customer experience management
- Our Global TRI*M™ Centre is at the forefront of industry developments
- Proven ability to convert insight into action

About TNS Stakeholder Management

TNS provides insight and consultancy to help clients manage stakeholder relationships effectively through a holistic system based on measuring, managing and monitoring.

Our network of 400 stakeholder management experts worldwide provide highly tailored research designed to support you in effectively managing your relationships with stakeholders internally and externally.

TNS offers expertise to help companies increase customer loyalty, improve relationships with business partners, create employee commitment, develop efficient internal processes, build a healthy corporate reputation and ultimately ensure greater long-term profitability

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™

For further information or to discuss how TNS Stakeholder Management can help your business, please get in touch with your usual TNS contact, see our website www.tnsglobal.com, or contact:

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