

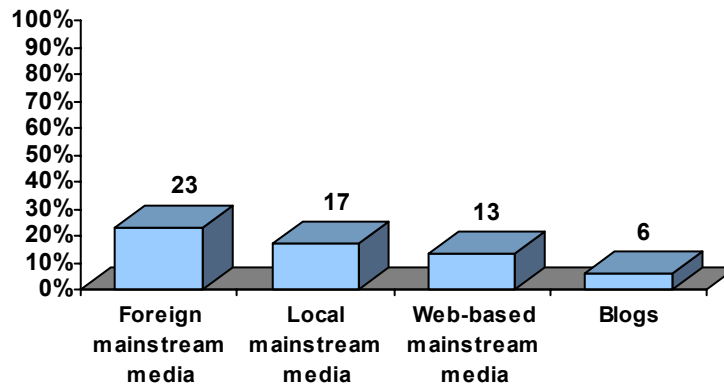


## 2006 Asia Pacific Stakeholder Research

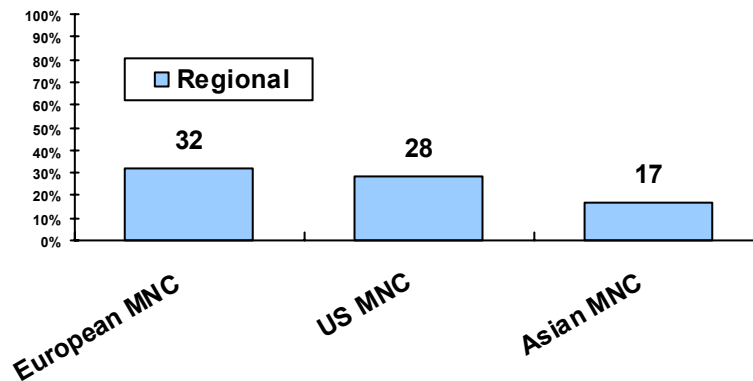
### Key Findings:

#### Trust in Institutions

- Among media institutions, foreign mainstream media receives a top rating of 23 percent, while local mainstream media gets top rating for trust from just 17 percent of stakeholders. Web-based mainstream media garners top ratings from 13 percent of stakeholders, while bloggers receive top trustworthiness ratings from only 6 percent of stakeholders.

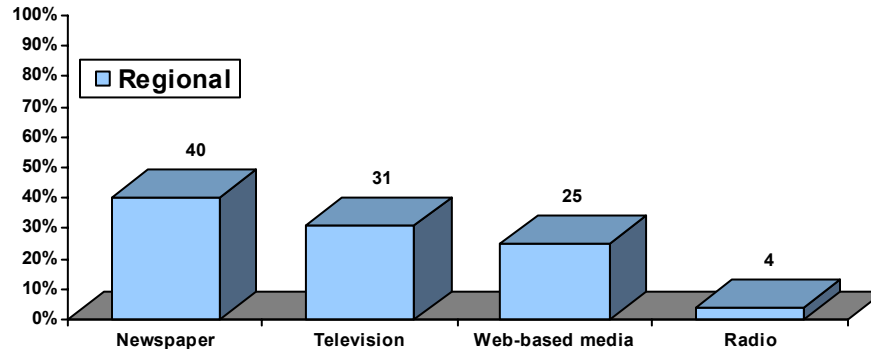


- Across the region, European based multi-national corporations are seen as the 'most trusted' institution, with a 32 percent top rating. This is followed by US MNCs with a 28 percent top rating, and Asian multi-nationals at 17 percent.



### Trusted Communication Sources

- Forty percent of stakeholders turn to newspapers first as their most trusted source of information and news. This is followed by Television with 31 percent, web-based media at 25 percent, and radio at 4 percent.



### Spokespeople: Degree of trust and believability

- Regionally, stakeholders find those closest to the operation of a corporation to be the most trusted and believable sources of information about that particular corporation.
- A CEO is seen by stakeholders across the region as the most trusted and believable spokesperson to provide information about a corporation, with a 51 percent top rating for trustworthiness and believability; This is followed by a Chairman of the Board at 42 percent, a CFO at 40 percent and a Managing Director at 36 percent top rating.
- Across the region, the least trusted and believable sources of information about a corporation are Bloggers with only 12 percent top rating for trustworthiness and believability and a journalist or media outlet with only a 20 percent top rating.

### Communications vehicles: Trust and believability

- Overall, Channel use and credibility vary greatly by country. The overall regional data has remained very consistent over the last four years except for the emergence of blogging as a channel of communication.
- Stock analyst reports are seen by stakeholders across the region as the most likely source of information about a corporation, with 36 percent of the sample rating them 'eight or higher' on a scale of ten.
- Following analyst reports, 33 percent of respondents rate a business magazine or other professional publication as their most likely source for information about a corporation.
- Thirty-one percent of regional respondents cite an event where a corporate leader is a featured speaker, followed by 31 percent who rate a news story on regional television.

### Characteristics of a responsible organization

- Throughout the region, tangible business factors are still considered the most essential for a 'good and responsible' corporation.
- Stakeholders rate the following characteristics most highly when asked if they are essential drivers of good and responsible behavior (the percentages refer to a rating of '8 or higher'):

- Brands and product quality continue to be the first characteristics noted about a corporation. 23 percent volunteer this answer as the most notable characteristic.
- Strong management and leadership are the second most frequently mentioned attention grabbers for all stakeholders with 21 percent of respondents. Compared to four years ago, stakeholders are significantly more likely to mention strong management and leadership as a distinguishing characteristic of corporations.
- The third most frequently notice characteristic of a corporation is how well it treats its employees with 15 percent of respondents. This attribute of management has also significantly increased in importance as a defining characteristic compared to four years ago.

-ENDS-

### **About the Survey**

This was Edelman’s fourth annual Asia Pacific Stakeholder Research study conducted in partnership with Harris Interactive Inc., one of the world’s leading research houses. The research objective was to understand which factors are most important to stakeholders when corporations build relationships with them. Within this, the research examined:

- Trust in Asia Pacific institutions and information sources
- The drivers of stakeholder opinions
- The drivers of responsible corporate behavior / Corporate Social Responsibility

The regional respondents represented seven different stakeholder groups, including:

- Senior business executives: C-Suite executive decision makers
- Institutional investors
- Government officials: Mid-range officials or above, such as senior officers and senior executive officers
- Media representatives: Senior Business Editors/Reporters/Journalists and Producers
- NGOs/trade associations: Managers or above working in institutions, charity organizations, industry associations and/or trade associations
- Up-scale consumers: Middle to upper class consumers with buying power; work in multi-national corporations and large corporations
- Employees

### **About Edelman**

Edelman is the world’s largest independent public relations firm, with 2,200 employees in 46 offices worldwide. The firm was named PRWeek’s Large Agency of the Year for 2006. Advertising Age named Edelman as the best PR firm in its 2005 “Best Agencies” issue, while PRWeek awarded the firm its “Editor’s Choice” distinction at the start of 2006. Edelman was also named 2006 Large Agency of the Year and 2005 International Agency of the Year by The Holmes Group. Visit [www.edelman.com](http://www.edelman.com) or [www.edelmanapac.com](http://www.edelmanapac.com) for more information.