

Switzerland SMI20

Most Trusted & Liked Companies

2023 TRUST & LIKE SCORE (TLS) RANKING



Three quarters of top listed Swiss companies improve their reputation — and none see a fall in their Trust & Like Score

NR	Company	TLS 2022	TLS 2023	+/-	NR	Company	TLS 2022	TLS 2023	+/-
1	Sonova	70	74	+4	11	Richemont	62	65	+3
2	Geberit	70	70	-	12	Sika	65	65	-
3	Logitech	68	69	+1	13	Zurich	64	64	-
4	Alcon	67	68	+1	14	Swiss Life	61	62	+1
5	Kühne + Nagel	-	68	-	15	Holcim	54	60	+6
6	Partners Group	64	68	+4	16	Lonza Group	58	60	+2
7	Swisscom	65	68	+3	17	UBS	57	60	+3
8	Swiss Re	64	67	+3	18	Roche	58	58	-
9	ABB	65	66	+1	19	Novartis	54	56	+2
10	Givaudan	60	65	+5	20	Nestlé	53	54	+1

How to read results: **80-100** Very high **70-79** High **60-69** Average **40-59** Low **0-39** Very low

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the SMI20 companies in Switzerland on a daily basis.

The scores underpinning the ranking are based on the average responses to a question presented on a 1-7 scale: to what extent do respondents trust and like each company. The scores are then normalized into a 0-100 scale without any weighting or adjustments.

As the data is collected on a daily basis rather than on an ad-hoc basis as is often the case in comparable studies results can be seen as being representative of all news and activities that occurred throughout the year.

The 2023 results are based on 3,593 evaluations representing the Swiss population.

All results shown in the SMI20 ranking can be further broken down along segmentation parameters like age, gender, geography, and occupation.

In any study based on a population sample, there is a statistical margin of error in all measurements. In this study, the margin of error in the scores above is 1.6 points at a 95% confidence level.

This means that only differences in scores equal to or larger than 1.6 points can be regarded as statistically significant, though smaller changes may still indicate important tendencies.

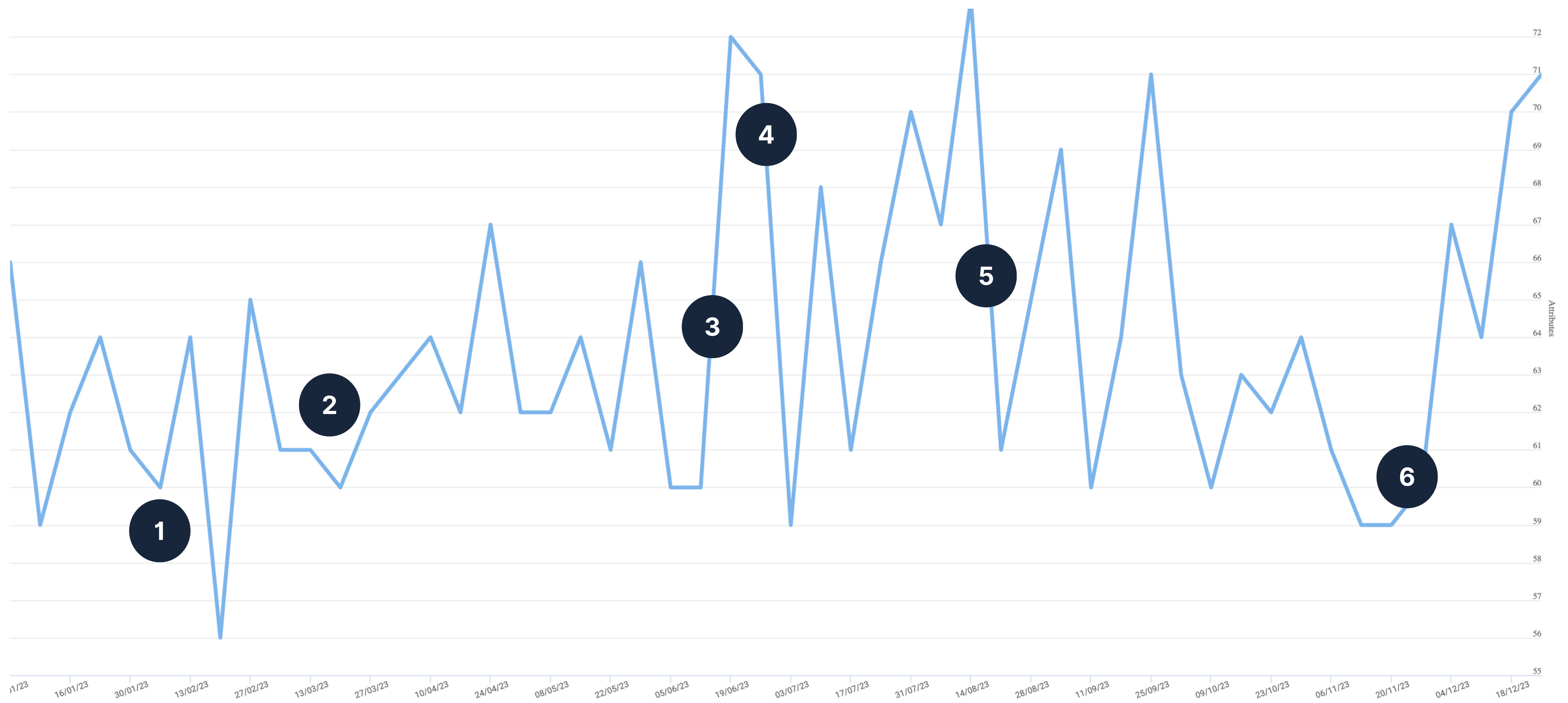
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2023 WEEKLY TLS DEVELOPMENTS



Credit Suisse collapse triggers topsy-turvy year for stock index's average Trust & Like Score



Switzerland SMI20 Trust & Like Score (TLS) 2023

1 9 February

Credit Suisse reports its biggest annual loss since the 2008 global financial crisis and warns of more “substantial” losses, as worried clients withdraw billions from the scandal-struck bank.

2 19 March

In a deal engineered by Swiss authorities to prevent further turmoil, rival bank UBS agrees to buy Credit Suisse for 3 billion Swiss francs in stock and to assume up to 5 billion francs in losses.

3 12 June

UBS completes its emergency takeover of Credit Suisse. The merger creates a Swiss banking behemoth with a \$1.6 trillion balance sheet.

4 22 June

Switzerland’s central bank says regulators should conduct an in-depth review of the “too big to fail” rules that were designed to prevent the collapse of a banking giant like Credit Suisse.

5 14 August

Almost 1,000 Credit Suisse shareholders, including former employees, announce plans to launch a legal challenge to UBS’s takeover.

6 22 November

UBS’s chief executive calls for greater powers for Switzerland’s financial regulator — and says the country should increase personal accountability in its banking sector.