

Denmark OMX C25

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2023	TLS 2024	+/-	NR	Company	TLS 2023	TLS 2024	+/-
1	Novonosis*	71	75	4	13	Ambu*	63	65	2
2	Novo Nordisk	73	73	0	14	Bavarian Nordic	63	65	2
3	Coloplast	70	69	-1	15	A.P. Møller - Mærsk	65	65	0
4	Vestas	70	69	-1	16	GN*	61	63	2
5	Zealand Pharma*	n/a	68	-	17	DSV	60	62	2
6	Demant*	68	68	0	18	ROCKWOOL	59	60	1
7	Royal Unibrew	67	68	1	19	Ørsted	59	59	0
8	Carlsberg	67	68	1	20	Pandora	59	59	0
9	NKT	66	67	1	21	Jyske Bank	53	53	0
10	Genmab*	69	66	-3	22	ISS	49	52	3
11	Tryg	66	66	0	23	Nordea	54	52	-2
12	Torm*	n/a	65	-	24	Danske Bank	41	42	1

How to read results:	80-100	Very high	70-79	High	60-69	Average	40-59	Low	0-39	Very low
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*Scores might be affected by the respondent familiarity with the company. Learn more on page 3.

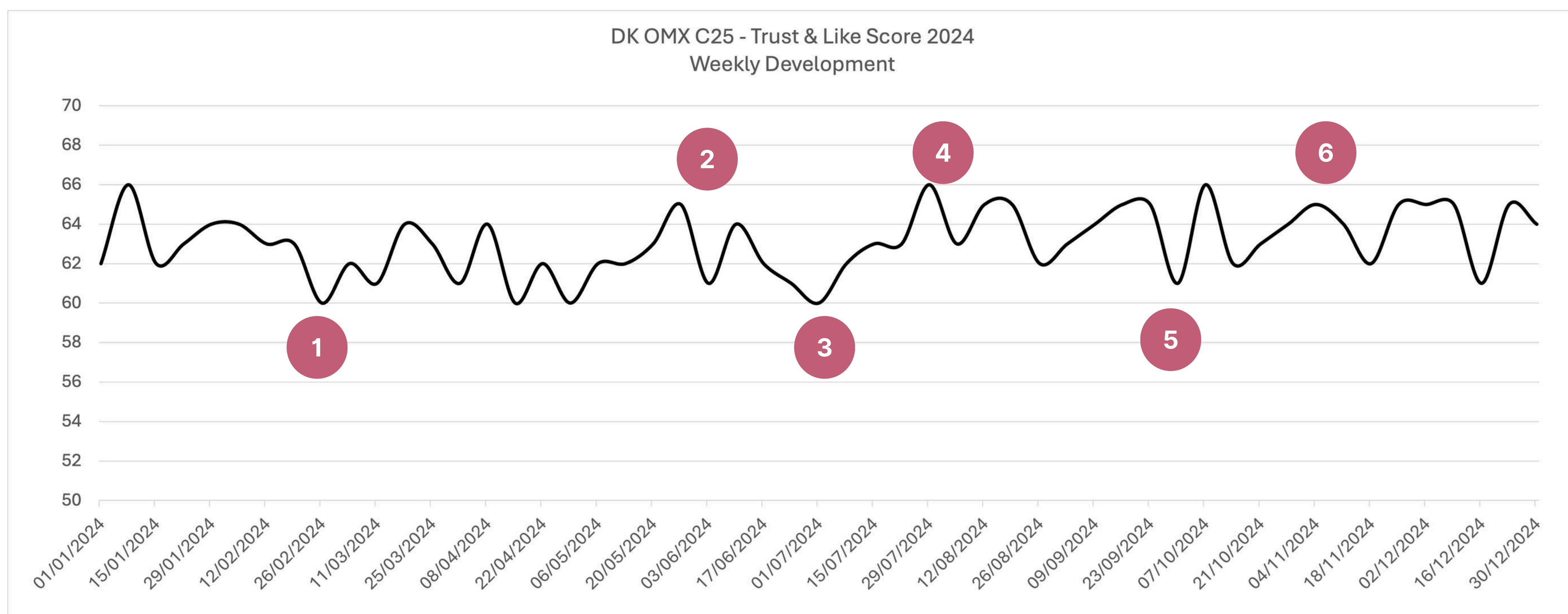
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2024 WEEKLY TLS DEVELOPMENTS



Growing positive perceptions on Danish economic outlook impacts perceptions. Novo Nordisk had a moment



1

February

Despite a strong Danish economy, global trade disruptions such as the Houti attacks on the Suez canal, looming trade disputes between US, China and EU threatens to slow down optimism. Macro economy plays a substantial role for the TLS of OMX C25 around this time.

4

July

Decidedly positive results reporting and outlook for companies in the Danish OMX C25.

2

June

The influence of Novo Nordisk on Danish economy keeps rising positively impacting the reputation of the company. In the same period, many companies in the index see an increase in perceptions likely connected with a positive business environment i.e., growth in DK.

5

October

In October, OMX companies associated with having done/still doing business in Russia are particularly negatively impacted on TLS. In this period, Carlsberg sells off Baltika Breweries to the Russian state.

3

July

The downturn in TLS for the index was mostly guided by developments for Novo Nordisk, Jyske Bank and A.P. Møller-Mærsk. Novo Nordisk saw increased competition threatening the company's leading position in obesity. APMM dropped plans to buy DB Schenker and continued to face Red Sea disruptions.

6

November

Relatively stable development for the index in the period around the US elections, which likely shows apprehension and a 'wait and see' approach among the Danish public in their assessment of how this will impact the largest companies in Denmark.

About this ranking

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **OMX C25 companies in Denmark** on a daily basis.

The scores underpinning the **Trust & Like 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 2024 results are based on **15,013 evaluations representing the Danish population**. All results shown in the **OMX C25** 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.

*About the level of Familiarity

All scores are based on evaluations from a demographically representative set of respondents in each country who were highly familiar with the company they evaluated (selected 4 or above on a 1-7 scale in a familiarity question, after indicating general awareness with the company).

Companies with low familiarity (where the portion of highly familiar respondents from those generally aware of the company was less than 15%) are labeled with an asterisk (*). Such companies typically operate in less visible industries, appeal to niche audiences or provide B2B services, and therefore have lower visibility.

Though unfamiliar to the public, such companies are typically known to "industry insiders" such as customers, suppliers, industry professionals, employees, analysts, and journalists — which can result in higher Trust & Like Scores when measured among highly familiar respondents.

Meet Caliber

Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

LEARN MORE: [GROUPCALIBER.COM](https://groupcaliber.com)

