

Netherlands AEX25 Index

Most Trusted & Liked Companies

2024 TRUST & LIKE SCORE (TLS) RANKING



NR	Company	TLS 2024
1	Exor*	74
2	Philips	72
3	IMCD*	71
4	RELX*	71
5	Besi*	71
6	Prosus*	70
7	KPN	68
8	ASM*	67
9	Universal Music Group (UMG)	67
10	Wolters Kluwer	67
11	ASML	67
12	Adyen	65
13	ABN AMRO Bank	65

NR	Company	TLS 2024
14	Heineken	65
15	Ahold Delhaize	64
16	ASR Nederland	64
17	Randstad	64
18	ING	64
19	NN Group	63
20	dsm-firmenich*	62
21	Unilever	61
22	Aegon	60
23	ArcelorMittal*	59
24	Akzo Nobel	57
35	Shell	52

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.

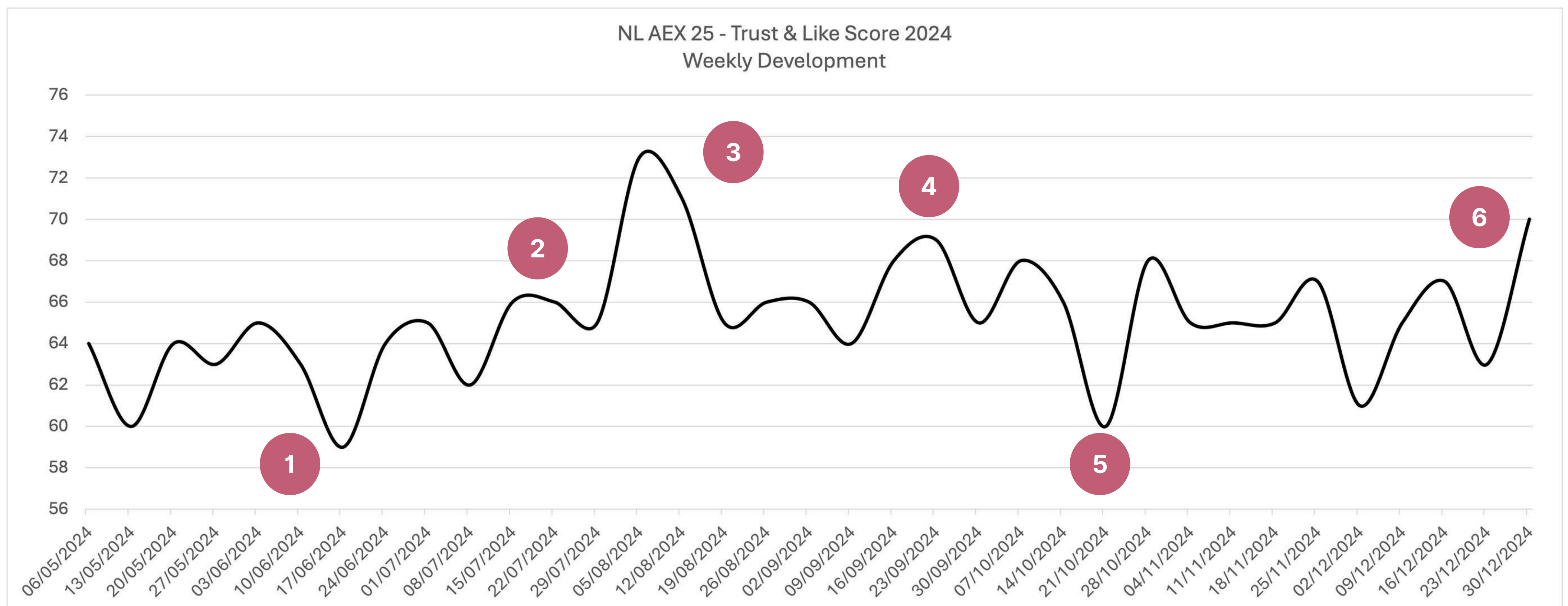
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2024 WEEKLY TLS DEVELOPMENTS



Sustainability and Governance in the Spotlight: Dutch Companies Lead in Reputation Transformation



1

June

The EU sanctioned Dutch oil trader Niels Troost for allegedly trading Russian crude oil above the price cap set by Western nations in response to Russia's invasion of Ukraine. This has raised concerns about corporate compliance and ethical standards in the Dutch trading sector.

4

September

The World ESG and Climate Summit took place in Amsterdam, bringing together global leaders to discuss pressing ESG concerns. The successful hosting of this summit reinforced the Netherlands' image as a leader in sustainability and responsible governance.

2

July

The Netherlands was announced as the host for the 2025 NATO Summit, scheduled to take place in The Hague. This decision highlighted the country's diplomatic significance and commitment to international security, positively influencing its global reputation.

5

October

A report from Altares Dun & Bradstreet indicated a rising trend in bankruptcies in the Netherlands. This may have diminished public confidence and perceptions in the business environment and heightened concerns about corporate reputation and economic stability.

3

August

In preparation for the World ESG and Climate Summit in September, the Netherlands highlighted its position on ESG issues. The country's leadership in sustainability initiatives and its commitment to addressing global ESG concerns have significantly enhanced its corporate reputation.

6

December

The World Employer Branding Day 2024 in Amsterdam highlighted the Netherlands' commitment to fostering positive employer-employee relationships and improving corporate culture, boosting the reputation of Dutch companies by year-end.

About this ranking

About the study

The results are based on Caliber's real-time tracking study that measures public perceptions of the **AEX25 companies in the Netherlands** 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 **6,980 evaluations representing the Dutch population**. All results shown in the **AEX25** 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)

