Top Manager Reputation

The permanent observatory of top managers with the best online reputation
certifies that:

Elisabetta Franchi

Founder and President of Betty Blue

is among the top100 managers with the best online reputation in Italy
starting from January 2019

Achieved the following results:

Best ranking position	22	52.6 on October 2019
Best position in the sector Fashion & Beauty	6	44.90 on January 2019
Ranking position 2024	124	39.95

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia of Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.

Top Manager

Non-modifiable and non-reproducible Certificate No. 4A72E410 issued on 29/11/2026.
The original certificate copy is digitally stored and protected in the archives of the observatory.