

Top Manager Reputation

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

Lapo Civiletti

Chief Executive Officer of Ferrero

is among the top100 managers with the best online reputation in Italy
starting from **October 2017**

Achieved the following results:

Best ranking position	66	40.65 on February 2018
Best position in the sector Food & Retail	3	39.40 on October 2017

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.



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