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DIVIDEND

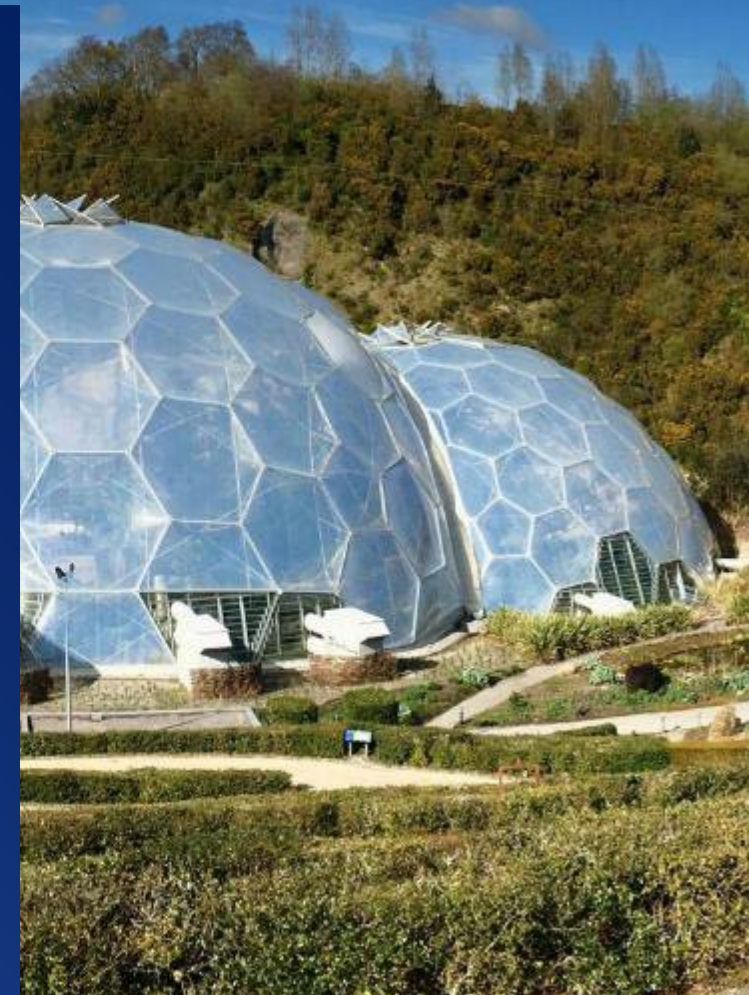


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# The Role of Reputation and Trust in National Prosperity – Insights from Britain's Most Admired Company Leaders

Anthropy26

[echoresearch.com](http://echoresearch.com)



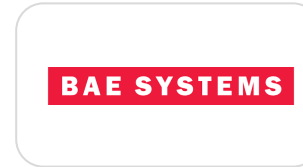
# About Echo Research

- Global leaders
- Expert Witnesses
- Full range of brand and reputation research
- Integrated reputation and trust measurement, including ESG commitments and reputation valuation
- Winners of industry 100+ awards for excellence in communications research and reputation management
- Offices in London, New York and Abu Dhabi



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*“For over three decades, this research has provided something rare and invaluable: a rigorous, peer-driven measure of corporate reputation, based on a company’s performance in the eyes of its stakeholders.*

*In an environment where narratives can be noisy and fleeting, the perspective of those who understand business best - competitors, investors and advisers - remains a vital compass. Admiration cannot be claimed; it must be earned.”*

**Dame Julia Hoggett, CEO  
London Stock Exchange**



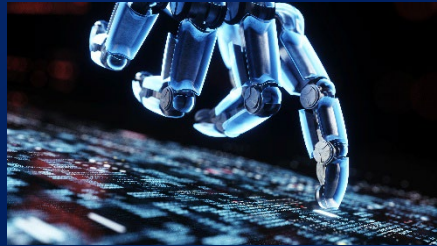
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# Opportunities for British businesses

What are the top THREE opportunities facing your company in the next 12 months?

Technology /  
AI



79%

Reputation / trust



52%

Talent retention  
& acquisition



44%

# Risks facing British businesses

What are the top THREE risks facing your company in the next 12 months?

Geopolitical  
uncertainty



57%

Inflation /  
macroeconomic  
volatility



56%

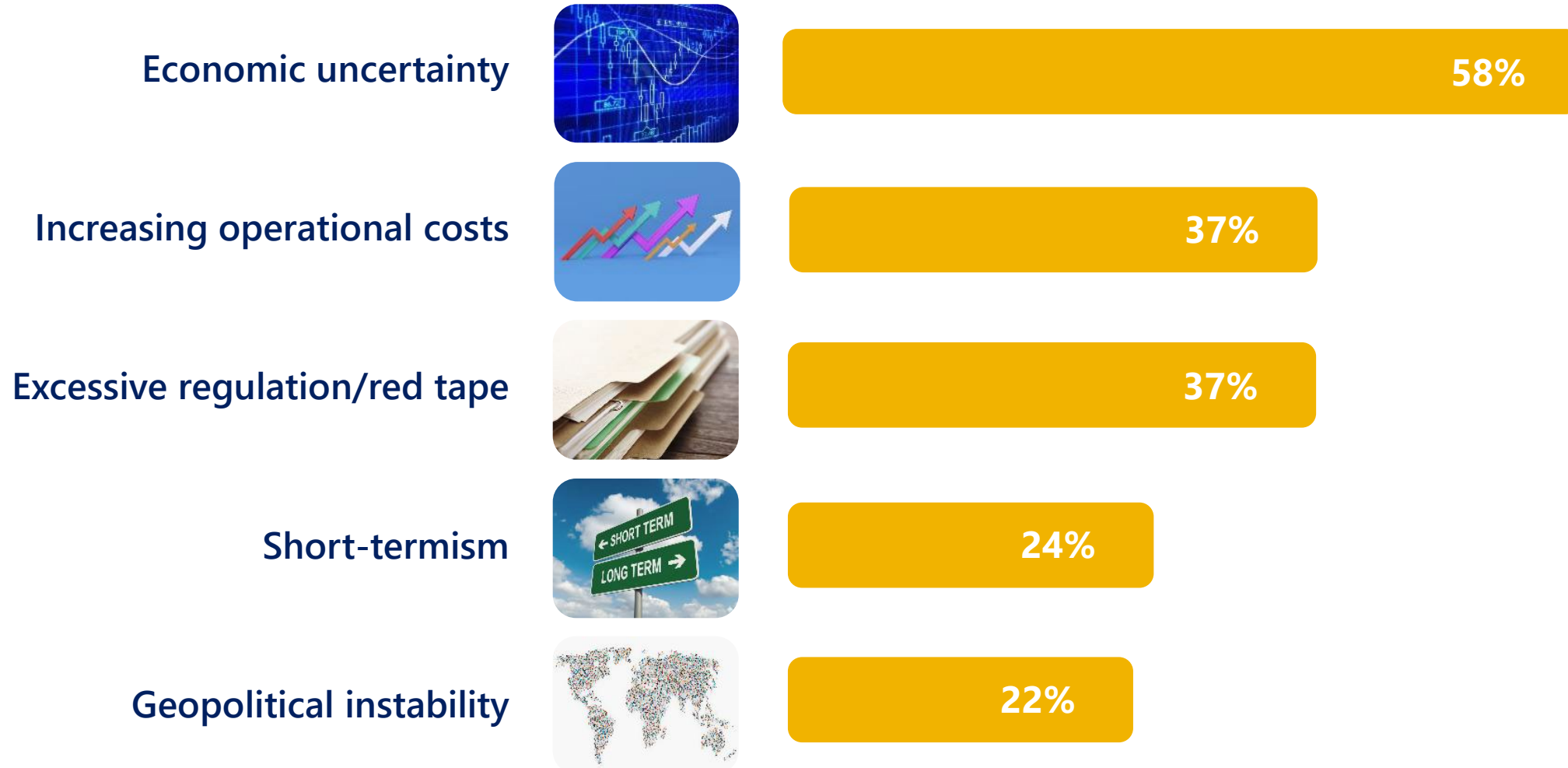
Cybersecurity



40%

# Reputation is never built in isolation

## Factors holding back growth of UK businesses

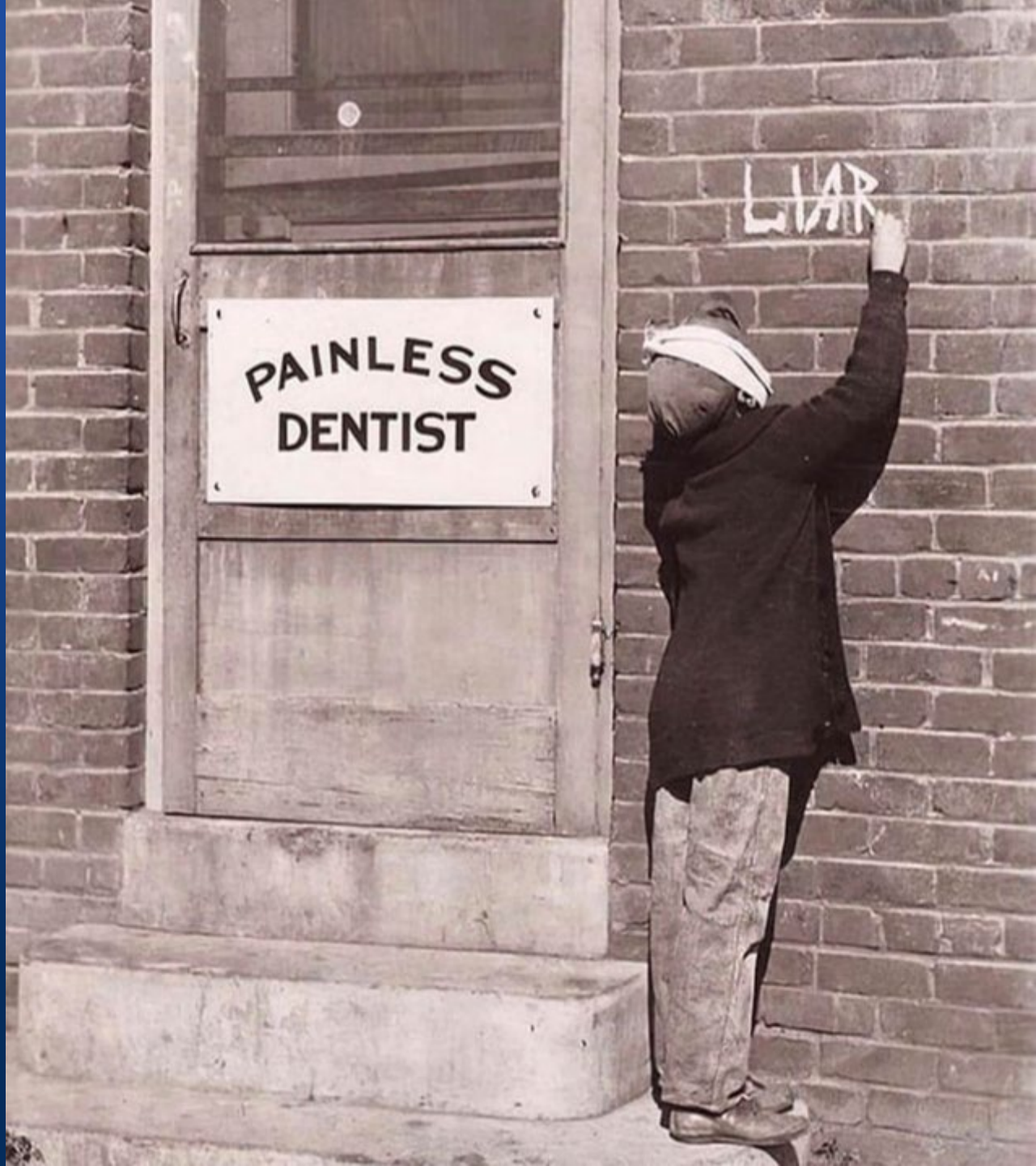




To accomplish our bold ambitions, we will need to operate in an environment that is receptive to and supportive of our business model, priorities, practices and people. In a word...

**TRUST**

Echo C-Suite client



# THE REPUTATION ECONOMY 2026

## Why Trust Drives More Than a Quarter of FTSE Value

UK REPUTATION VALUATION REPORT 2026



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Scan the QR code to  
download the report:



[www.echoresearch.com](http://www.echoresearch.com)  
[enquiries@echoresearch.com](mailto:enquiries@echoresearch.com)



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The overall value of reputation in 2026

**Corporate reputations are to be counted  
among business's most valuable  
economic assets**

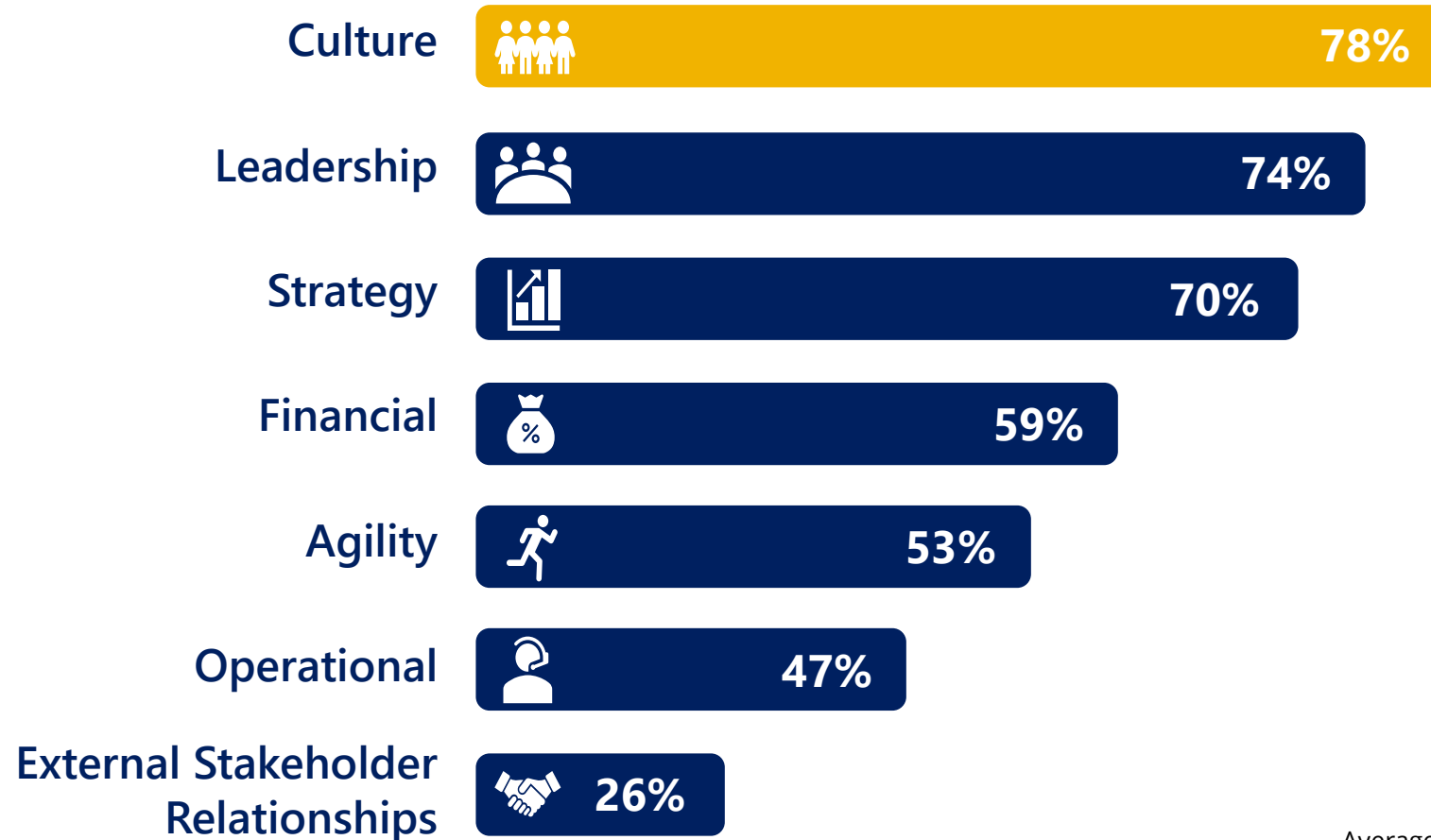
**Worth  
£841 billion**  
of shareholder value

**Representing  
28%**  
of gross market cap

**Value of  
reputation up  
17.6%**  
over the previous 12 months

UK Reputation Valuation Summary 2026 | NB. Numbers relate to FTSE 350 companies. Data as of January 2026.

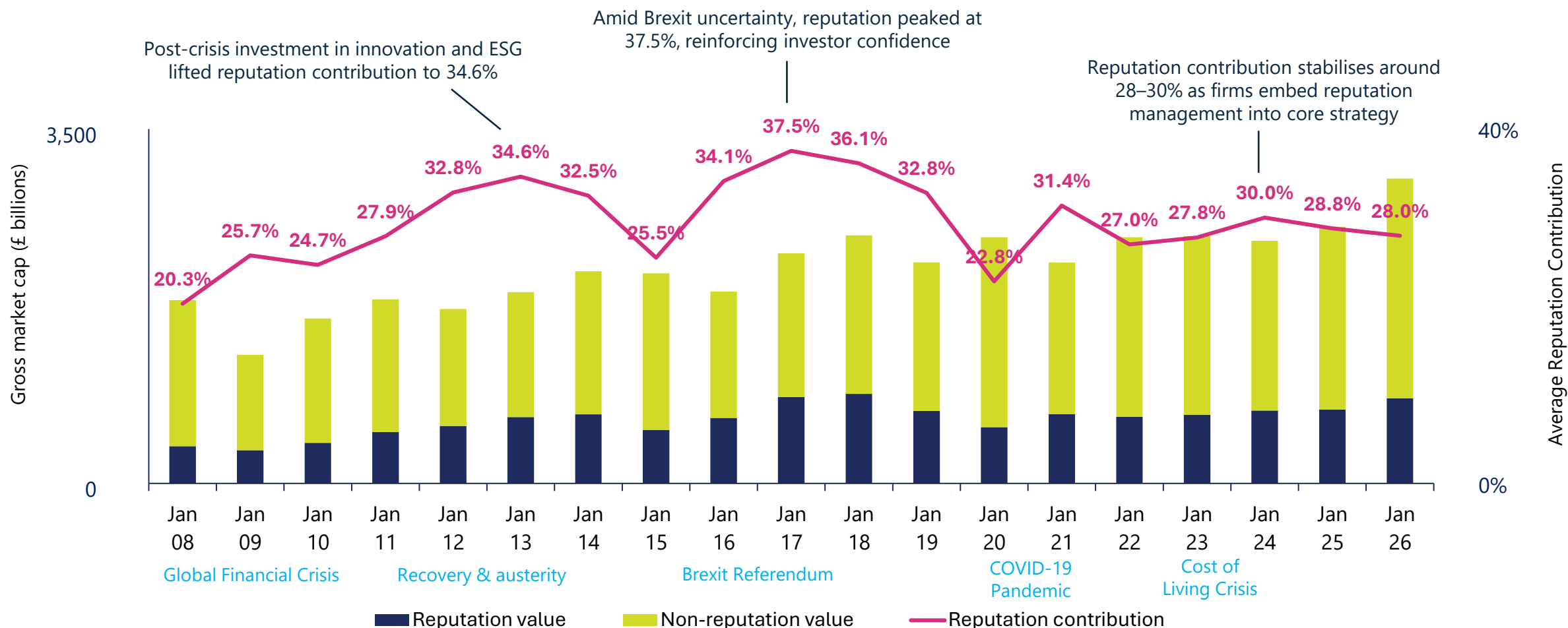
# Importance of resilience factors



Average scores achieved by the companies in this sector as a percentage of the average scores across all sectors

# UK Reputation and Value Contribution: 2002-2026

Market context: political and economic headwinds

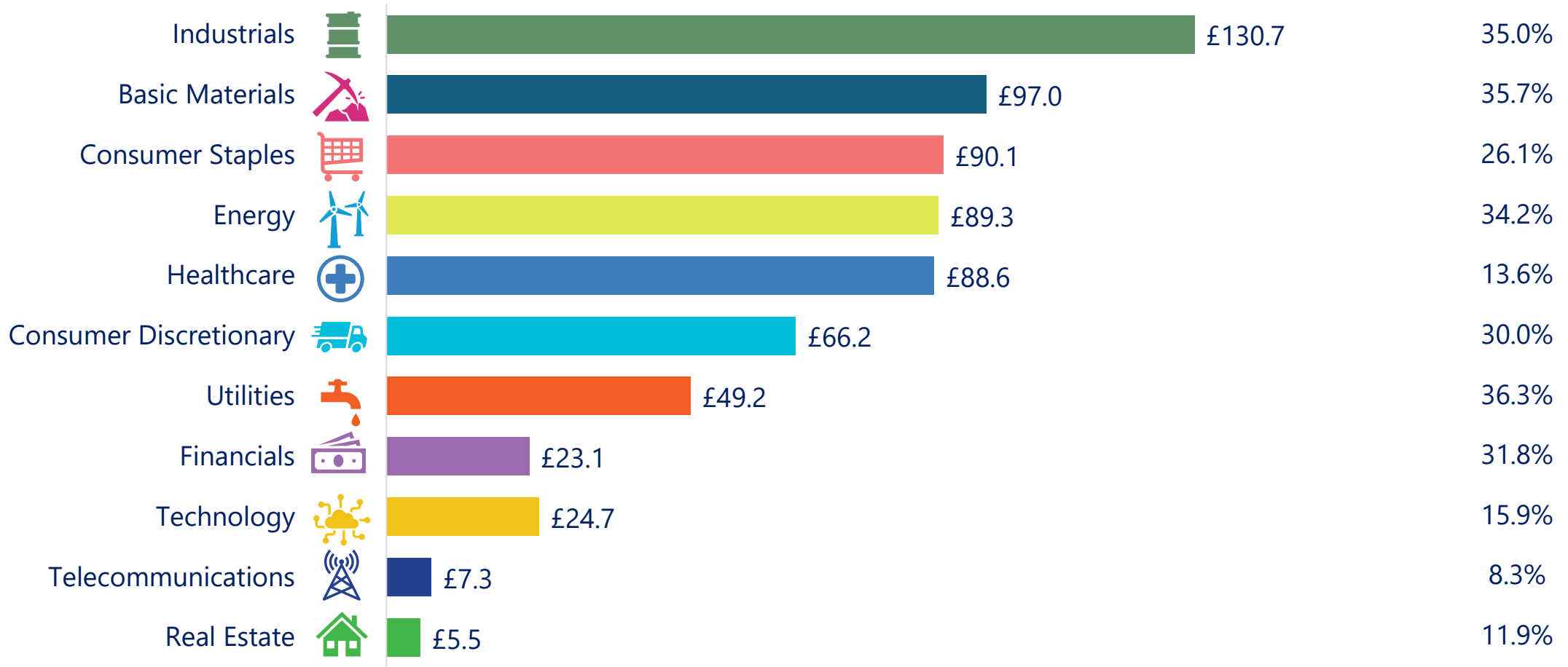


UK Reputation Valuation Summary 2026 | NB. Numbers relate to FTSE 350 companies. Data as of January 2026.

# Reputation Value & Contribution by Sector 2026

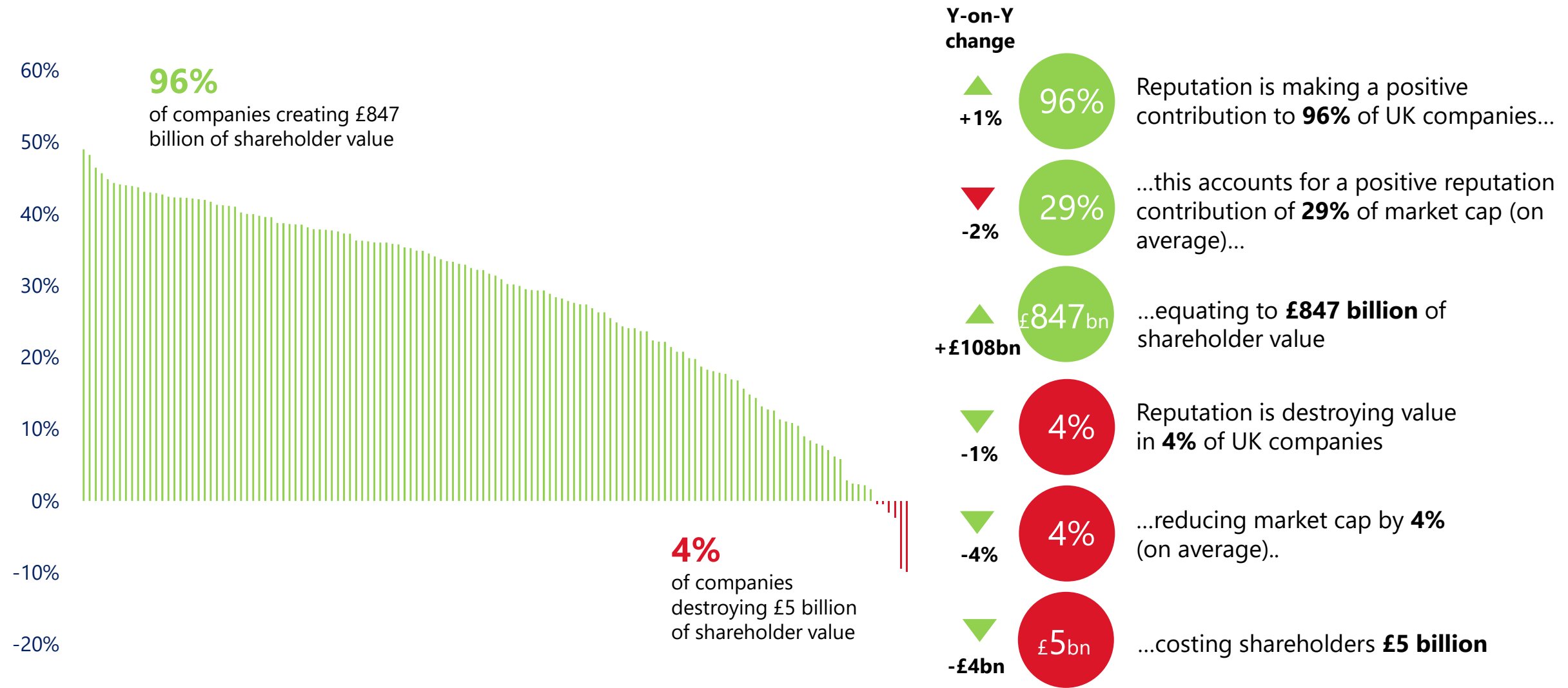
Reputation Value by Sector (£ bn)

Share of Market Cap attributable to Reputation



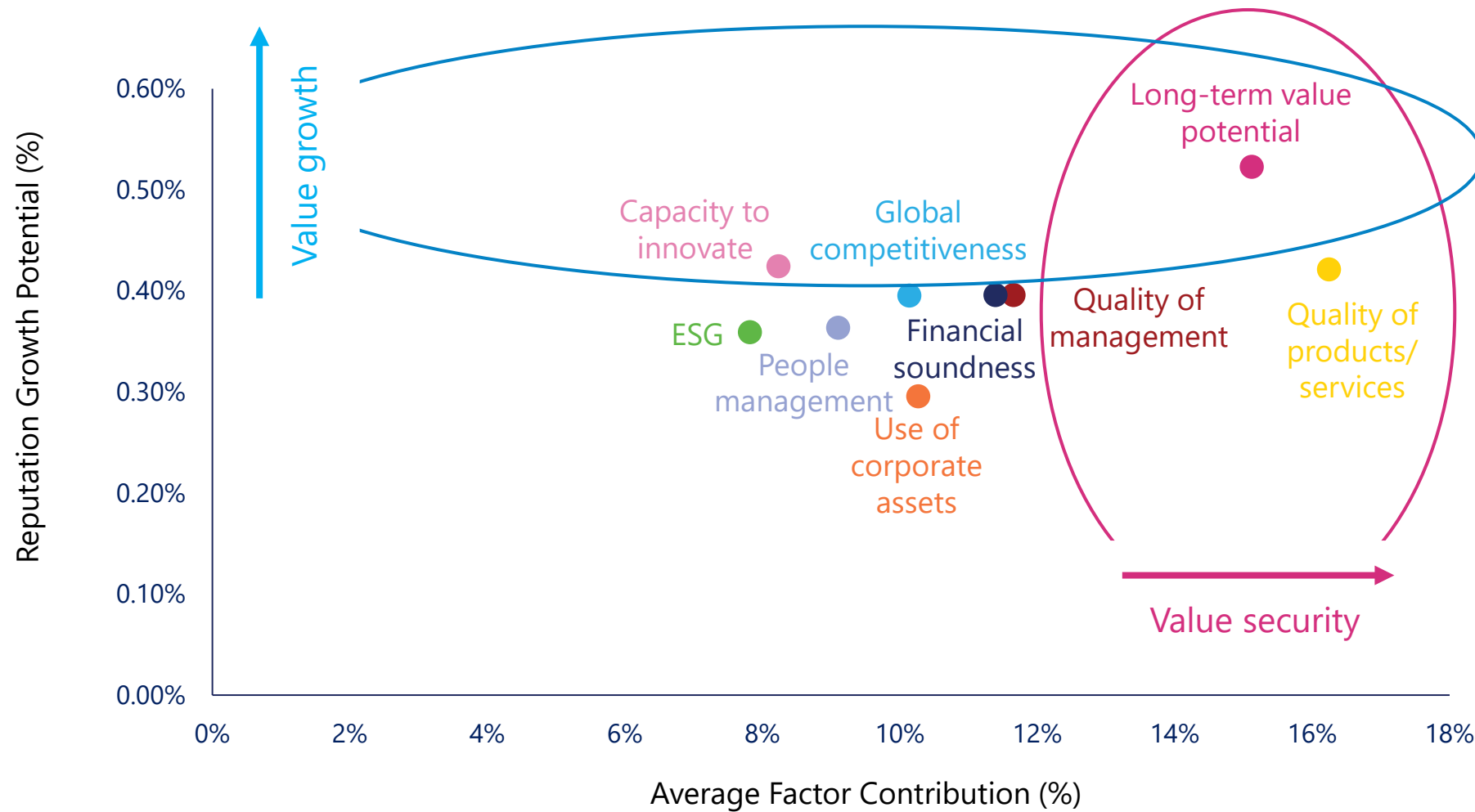
UK Reputation Valuation Summary 2026 | NB. Numbers relate to FTSE 350 companies. Data as of January 2026.

# Reputation in 2025 – the headlines



UK Reputation Valuation Summary 2026 | NB. Numbers relate to FTSE 350 companies. Data as of January 2026.

# Overall map for reputation investment



UK Reputation Valuation Summary 2026 | NB. Numbers relate to FTSE 350 companies. Data as of January 2026.



***The organisations that endure will be those that earn trust - not once, but consistently, over time.***



**If we don't manage trust deliberately, we're not just risking reputation - we're risking prosperity.**

So the question for us now is :



***How do we build TRUST***

***...***



***In a way that is  
sustainable, shared &  
strengthens both  
markets &  
communities?***

## Panel Speakers



**Claire Dorrian**

Head of Sustainable Finance, Capital Markets and Post Trade, LSEG



**Matt Hyde OBE**

CEO, Lloyds Bank Foundation for England and Wales



**Sandra Macleod**

CEO, Echo Research



**Sally Osman LVO**

Chair & Non-Executive Director, Echo Research



**Alastair Ruxton**

Chief Impact Officer, Allwyn UK



**Steve Tappin**

CEO, Beyond Unity  
Host of BBC's CEO Guru

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