

Transparency pays off: Fresenius with top media image

MT-Dax30 ranking for the first half of 2007

MEDIA TENOR has analyzed the presence and assessment of DAX 30 companies in the opinion leading media for the first half of 2007. The company with the best media image is Fresenius Medical Care.

The corporation Fresenius Medical Care (FMC) was able to convince the journalists of 25 opinion leading German media: FMC came first in the assessment ranking of the MT-DAX30 ranking. Among others, the company was able to convince analysts and journalists with its capital market communication. The current study by the Kirchhoff Consult AG on prognosis reporting in the fiscal year 2006, chose FMC, next to Adidas and Thyssen Krupp, as the corporation with the best transparency in capital market reporting.

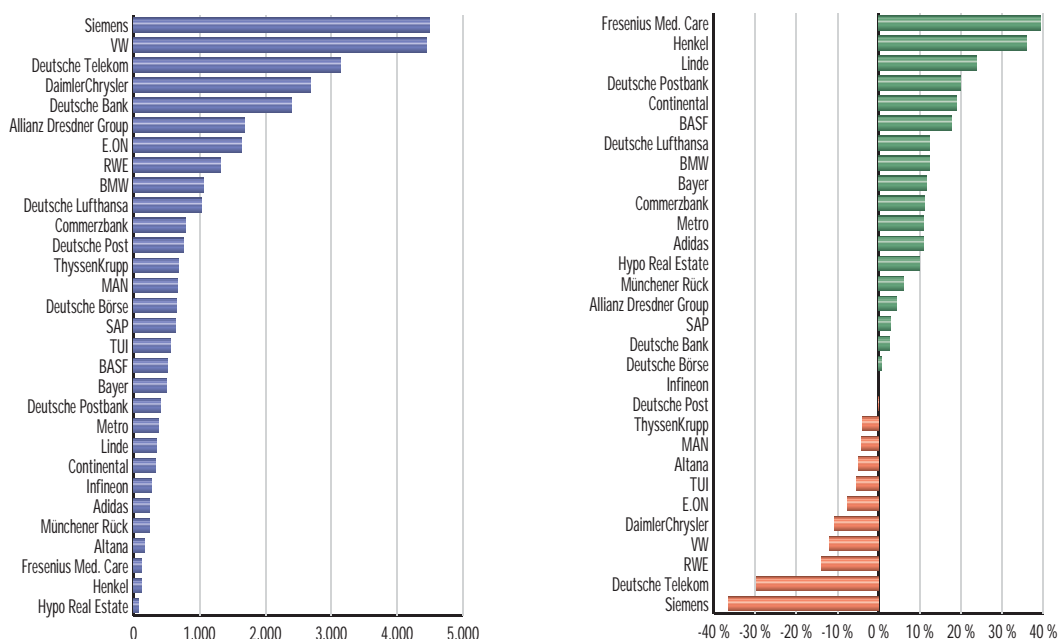
The restructuring and the preceding corruption scandal at Siemens had resulted in continuous media attention for the electronics corporation in the first half of 2007: The Munich-based company led the MEDIA TENOR MT-DAX30 ranking with 4,253 passages of at least five lines, thereby even ousting the automobile makers, which generally come in first.

A look at the assessment, however, illustrates the damage that the corruption scandal has done to Siemens' corporate image: It is even significantly worse than that of Deutsche Telekom, which has been notorious for attracting negative headlines for a long time.

The debate around climate protection kept the German automobile makers firmly in the media's grip. They are relegated – aside from BMW on rank 8 – to the lowest third of the assessment ranking: DaimlerChrysler comes in 26th, and VW 27th with its drab media image. In March 2007, the former President of the German Automobile Association (VDA), Bernd Gottschalk, still explained the declining sales figures with the VAT increase. Under pressure from the automobile industry he then stepped down. The new President, Matthias Wissmann, immediately made a connection to climate protection. Yet in his explanatory statement he put the blame on politics, not on a lack of environmental communication or the design of new models that did not meet self-imposed emission standards (i.e. **FTD** 4.7.): “The German automakers are late to discover the environment as an important sales argument”, says Henning Peitsmeier in the **FAZ** (13.7.).

The basis for the MT-DAX30 ranking are 32,304 passages on DAX corporations and their managers in 25 opinion leading German media in the period from January 1st until June 30th, 2007. (ph)

Presence and assessment of DAX 30 companies



Number of passages and overhang of +/- assessments respectively
Basis: 32,304 passages by/about the DAX corporations and their managers in 25 media outlets
Time period: 01 - 06/2007