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Image and reputation study 2018



**ALWAYS
READY TO TALK**

Results report
HOCHTIEF Corporate Communications

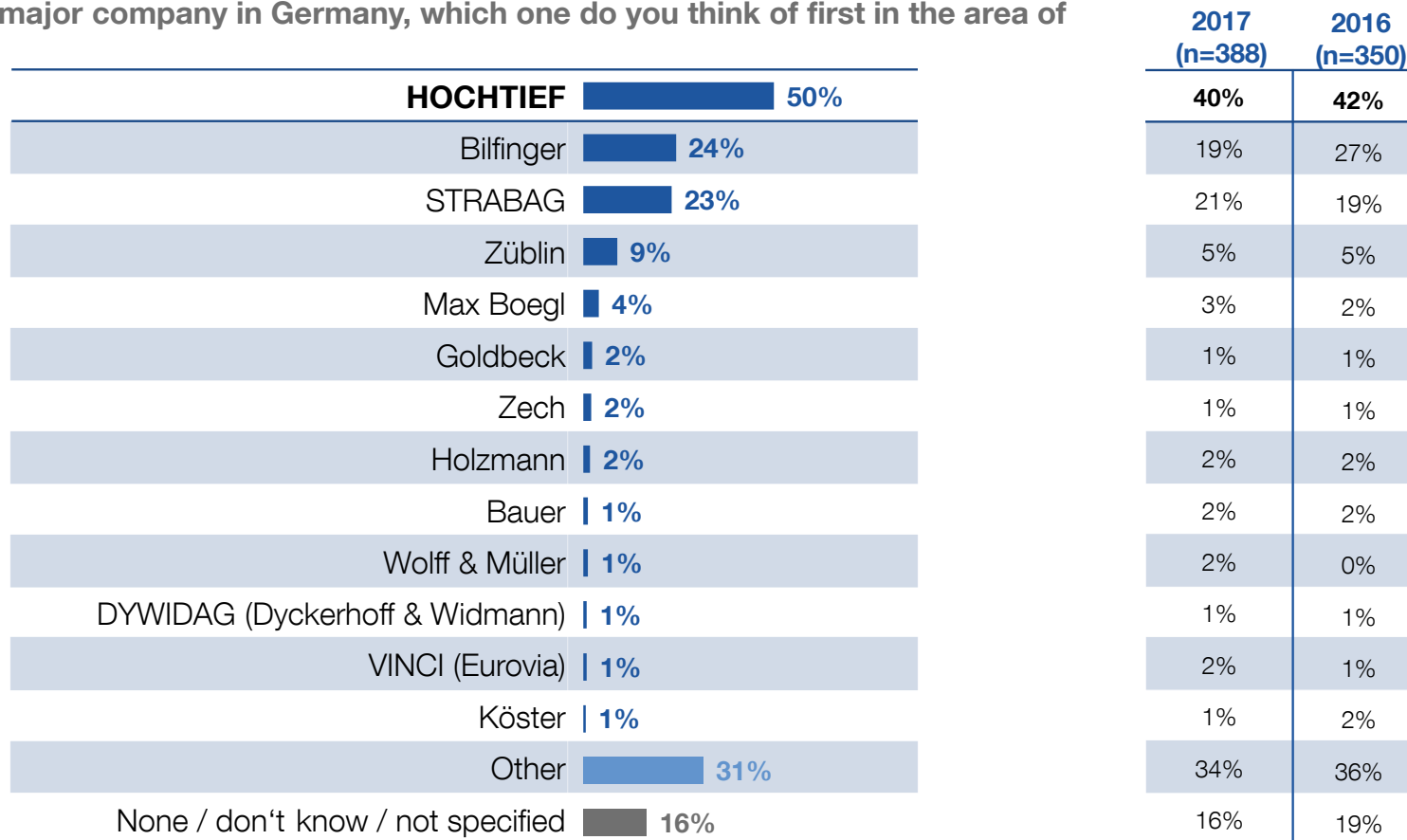
YouGov[®]
What the world thinks

Background and objective

- Since 2009, YouGov has performed an image and reputation survey on behalf of HOCHTIEF among decision-makers from enterprises. This is the continuation of an image survey, which had been started by HOCHTIEF among opinion makers, stock analysts, and business journalists in 2004.
- Since 2009, the survey has been performed online. In addition, exclusively decision-makers from enterprises have been surveyed since then.
- It is an objective of the study to gain information on how HOCHTIEF is perceived in the relevant target group of the decision-makers and what potential for development is seen in different fields of activity.

Unprompted awareness: One in two people is familiar with HOCHTIEF

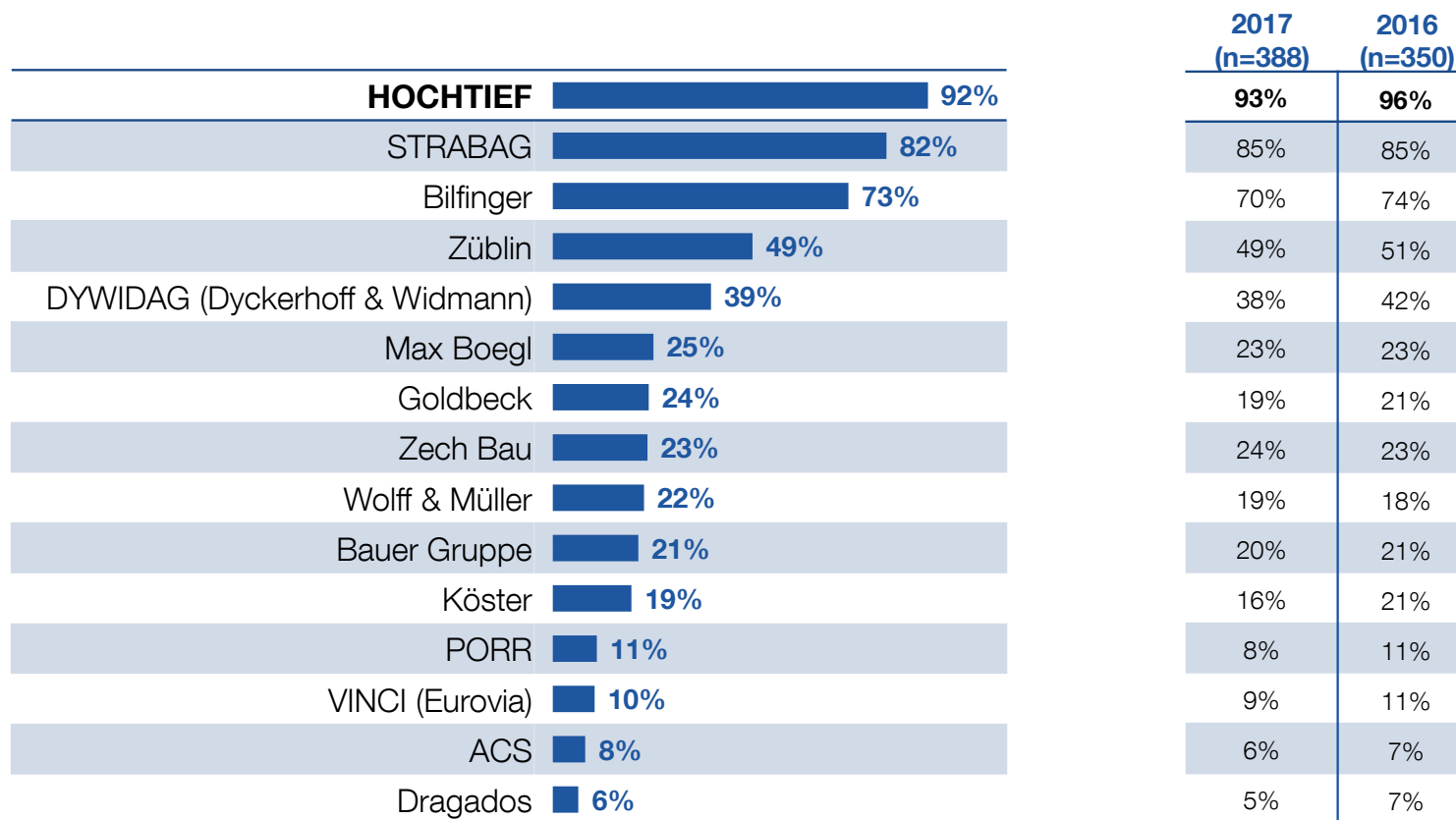
If you think of a major company in Germany, which one do you think of first in the area of "construction"?



Basis: Gross sample (n=352), open question, multiple answers possible, Top 13 depicted, arranged as in 2018

Aided awareness: HOCHTIEF remains the best-known construction company

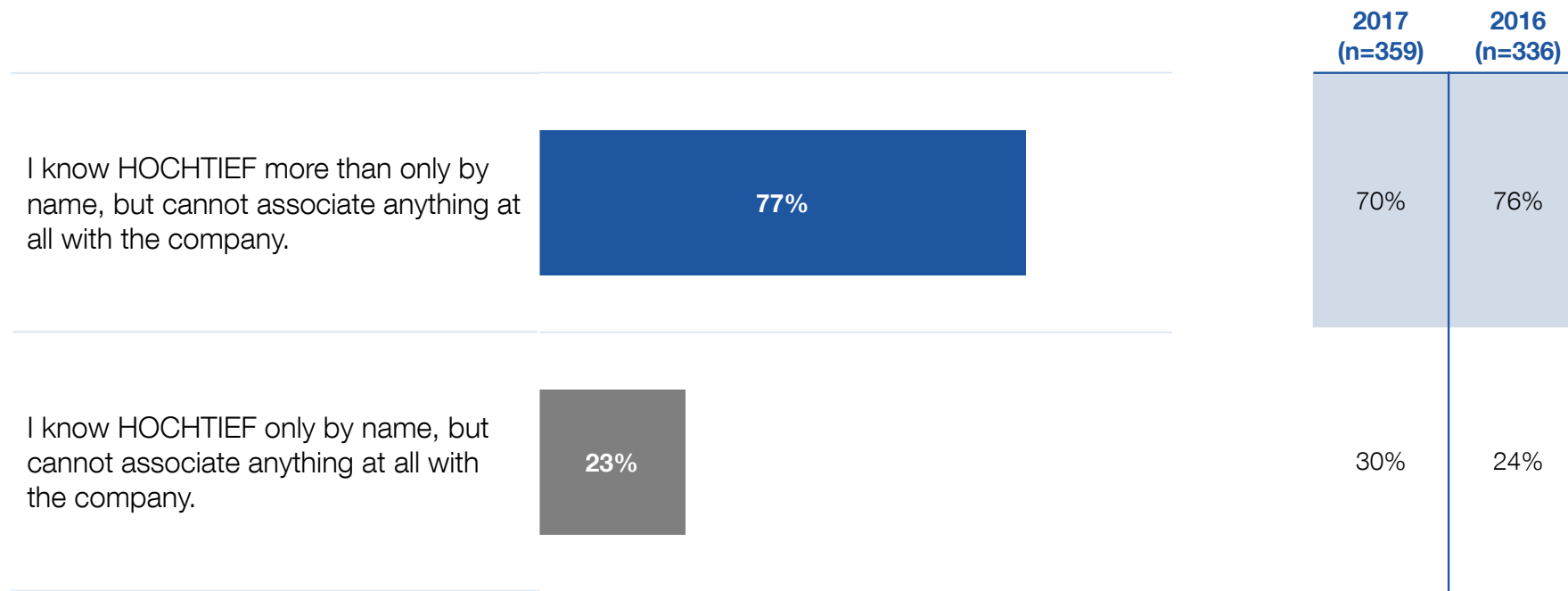
Some companies from the “construction industry” segment are listed below. Please specify which of these companies you know, if only by name.



Basis: Gross sample (n=352), multiple answers possible, Top 15 depicted, arranged as in 2018

Brand awareness: High proportion of qualified individuals know HOCHTIEF













Which of the following statements is applicable to you?



Basis: Gross sample (n=325), filtered by interviewees who at least know HOCHTIEF by name

Majority associates construction business, major projects and market leadership with HOCHTIEF

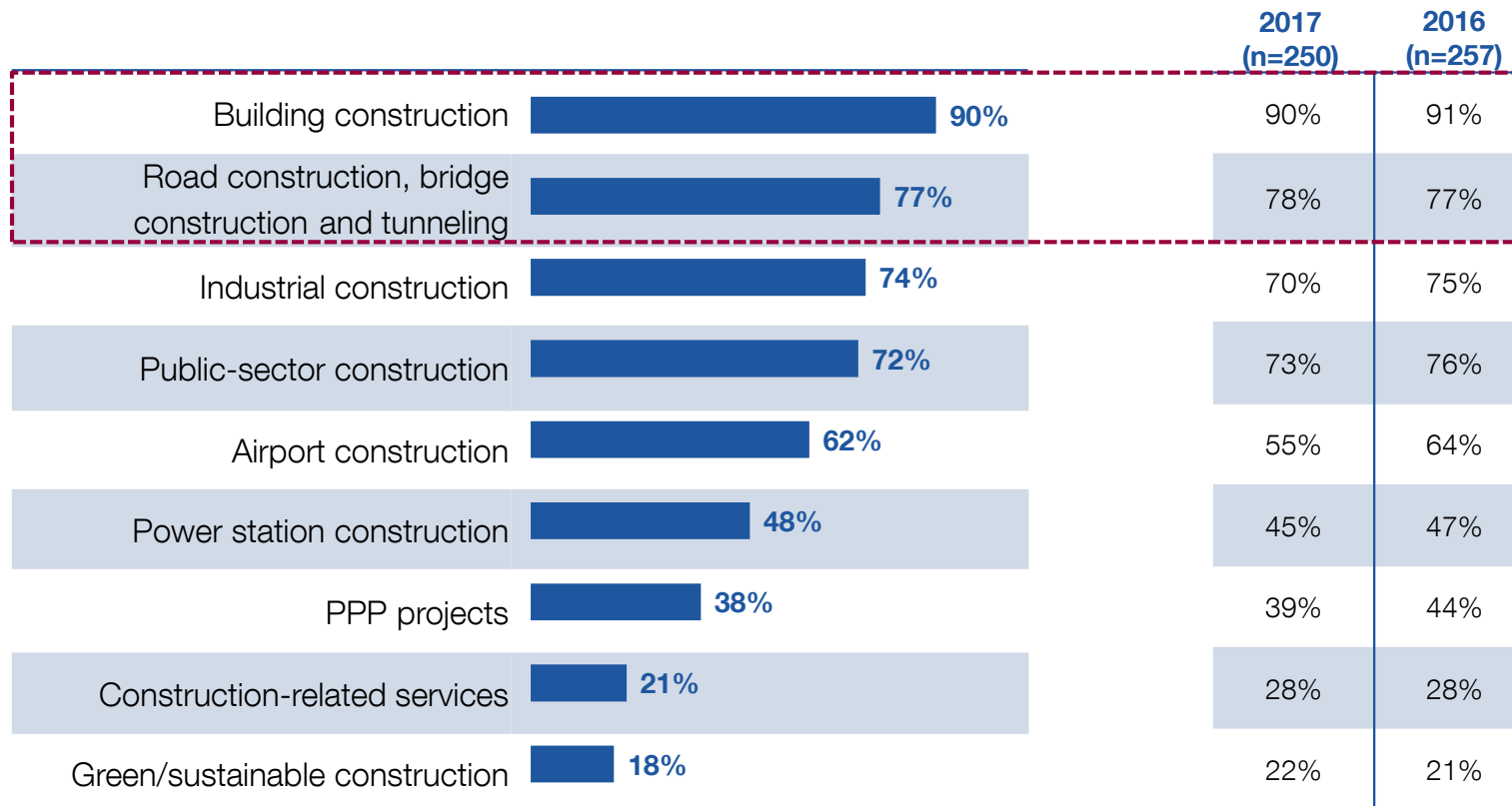
If you think of the company HOCHTIEF, what comes to your mind?

		2017 (n=250)	2016 (n=257)
Construction firm/construction company	 21%	19%	23%
Major projects/major construction sites	 19%	15%	17%
Major group/market leader	 18%	16%	27%
International/global	 12%	14%	14%
Road construction/bridge construction	 10%	12%	12%
Tradition/well-known/sound	 9%	6%	10%
Building/civil engineering	 7%	10%	8%
High-rises/(public) buildings	 7%	10%	7%
Good work/professional/competent	 6%	8%	7%
Elbe Philharmonic Hall	 4%	4%	4%
Wide range of services	 4%	5%	5%
Nothing/don't know/not specified	 9%	9%	7%

Basis: Net sample (n=250), open question, multiple answers possible, Top 11 depicted (upwards of 4% mentions), arranged as in 2018

Building and infrastructure construction remain the best-known areas of activity

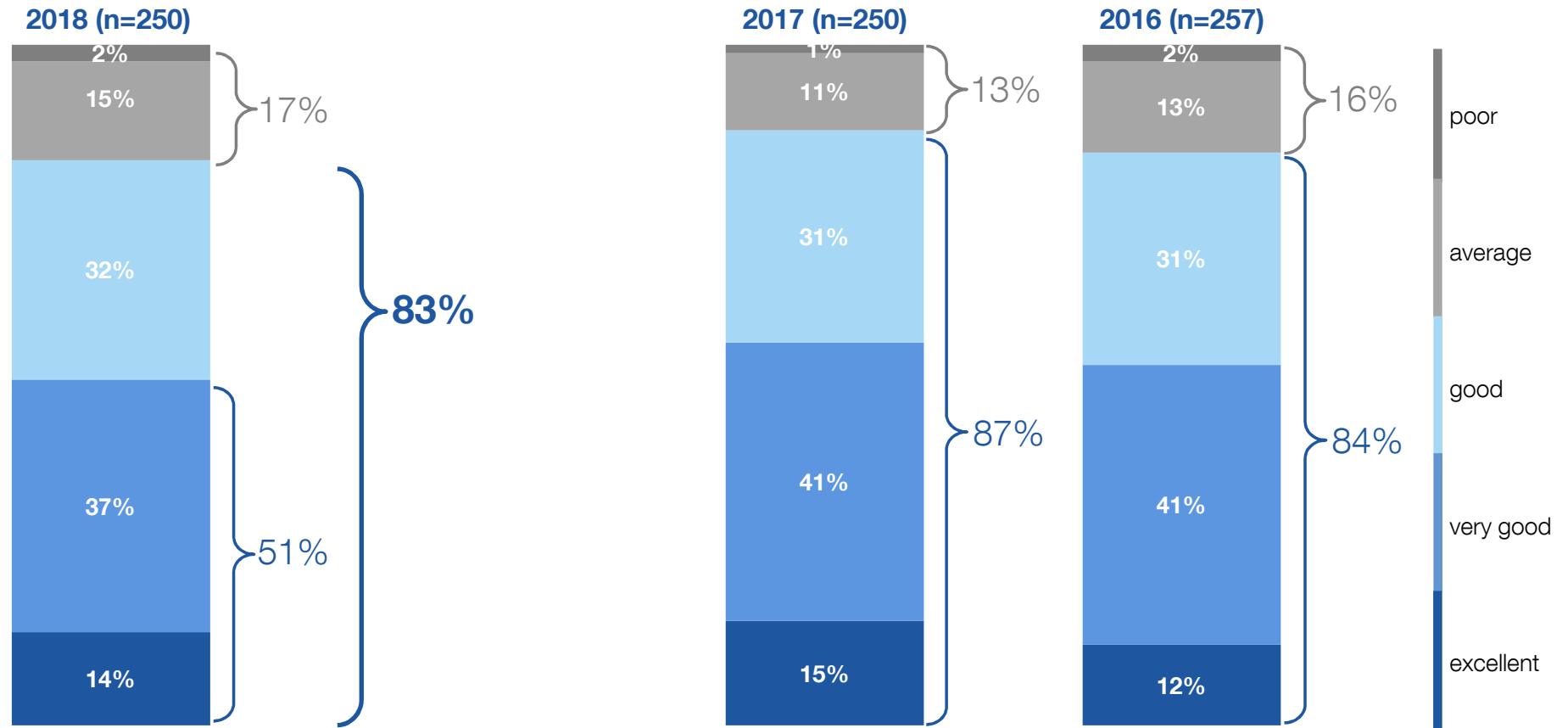
Please name all segments from the following list, in which HOCHTIEF is active as far as you are aware.



Basis: Net sample (n=250), multiple answers possible, arranged as in 2018

One in two interviewees assesses HOCHTIEF's reputation as "very good" or "excellent"

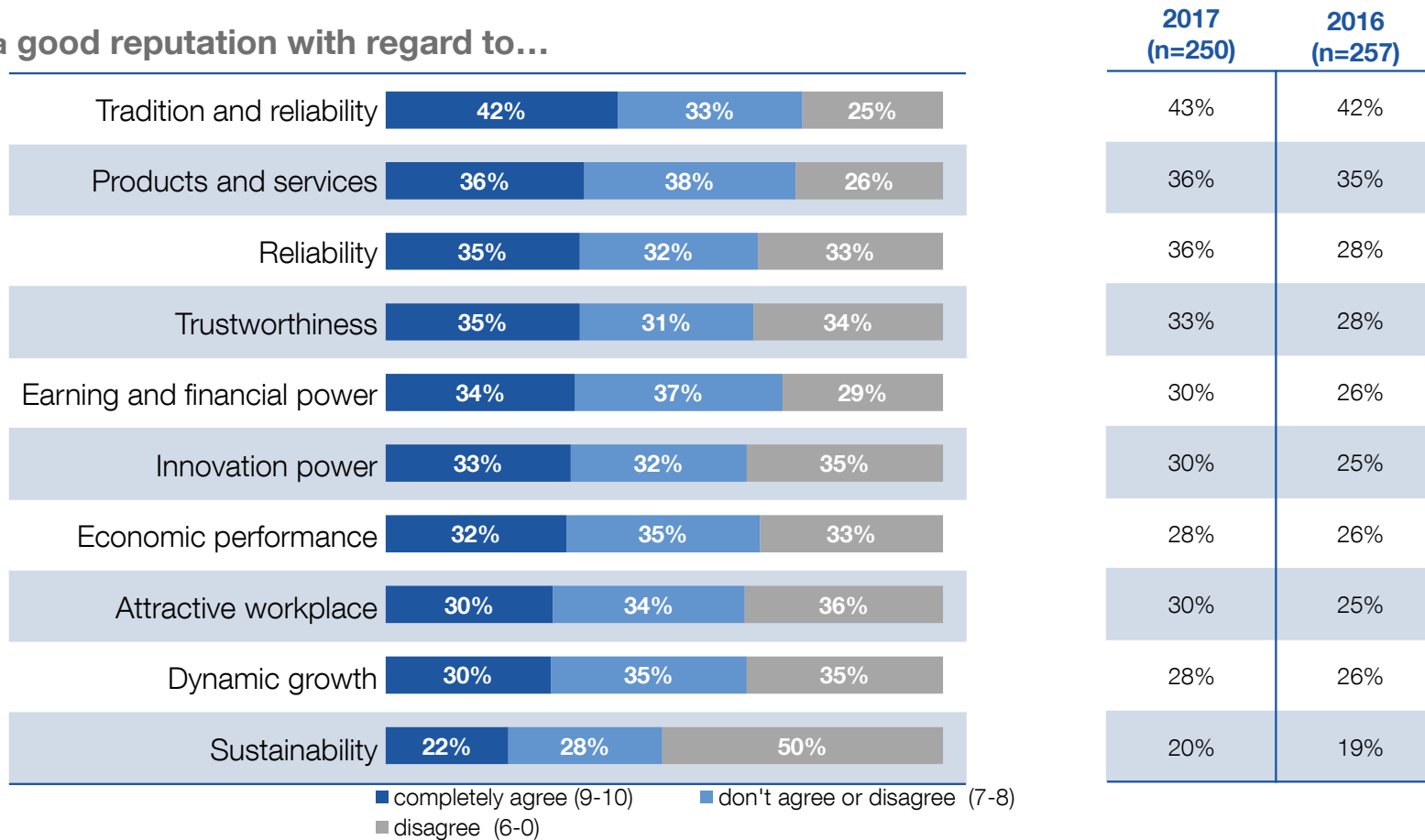
How do you see HOCHTIEF's reputation altogether?



Basis: Net sample

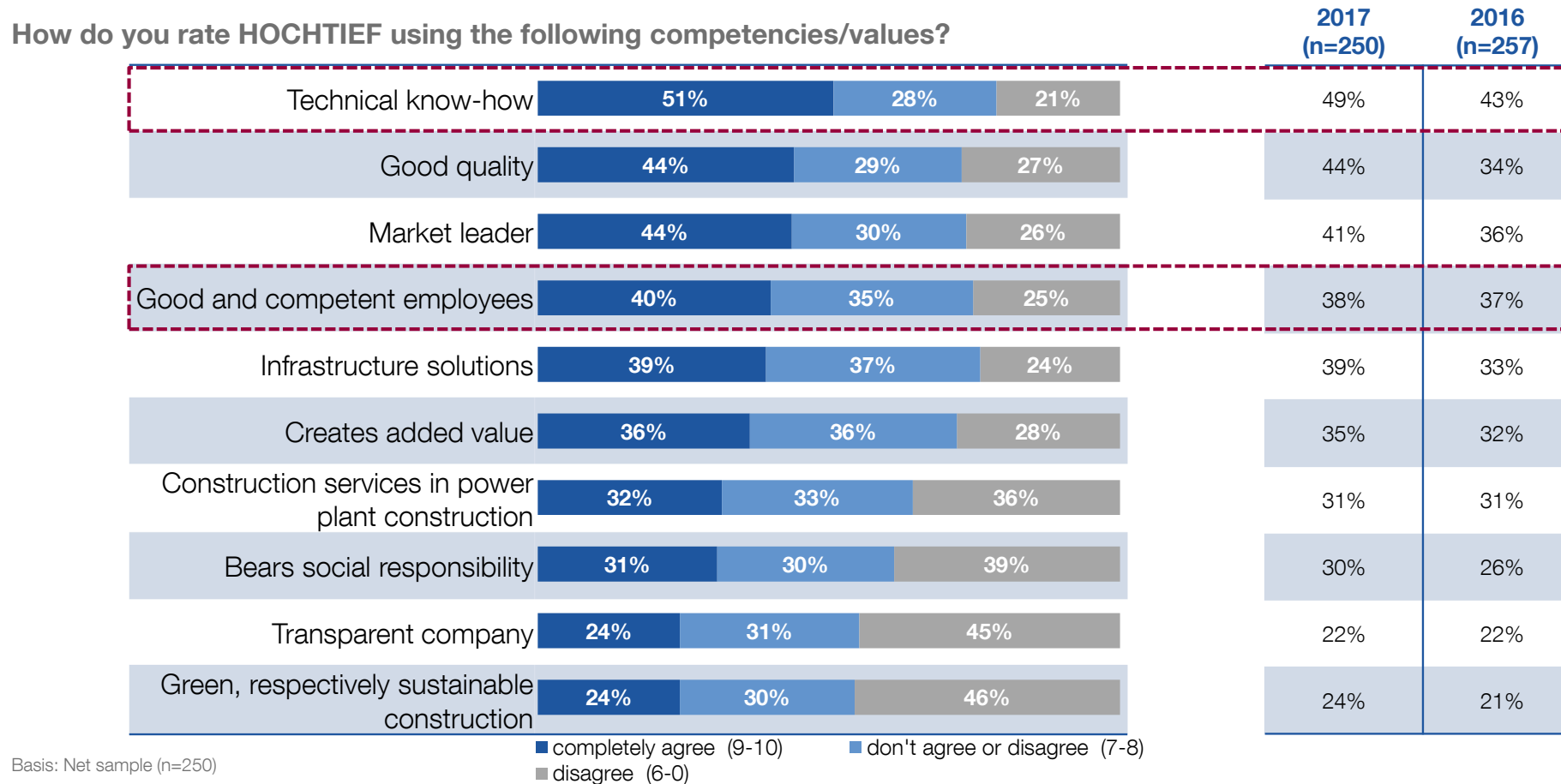
HOCHTIEF's good reputation continues to rest on the values of "tradition" and "performance".

HOCHTIEF has a good reputation with regard to...



Basis: Net sample (n=250)

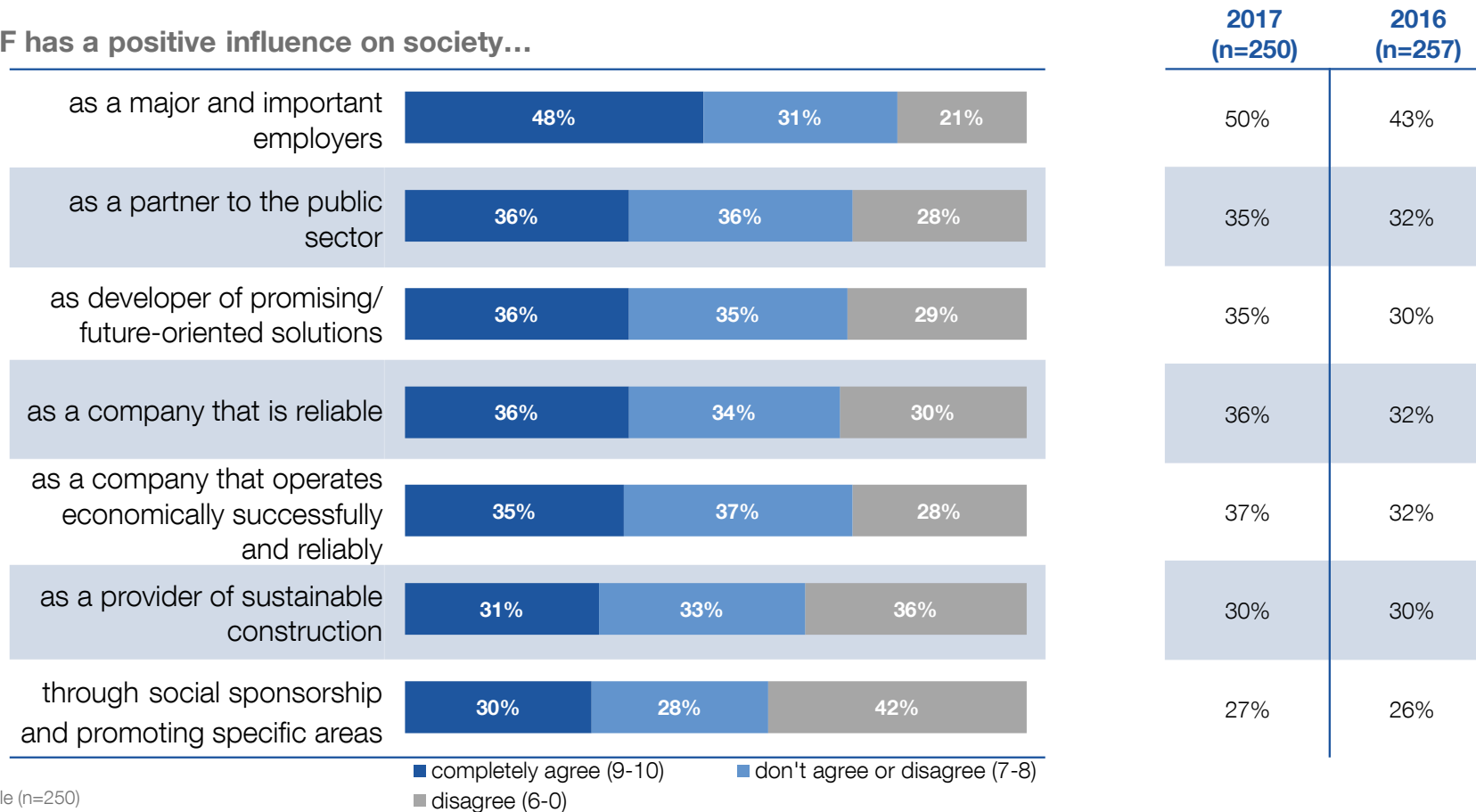
Perception as a quality provider with excellent technical know-how and employees



Basis: Net sample (n=250)

Believed to have social added-value particularly as an employer and partner

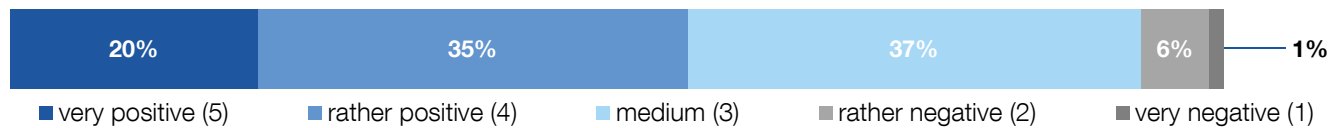
HOCHTIEF has a positive influence on society...



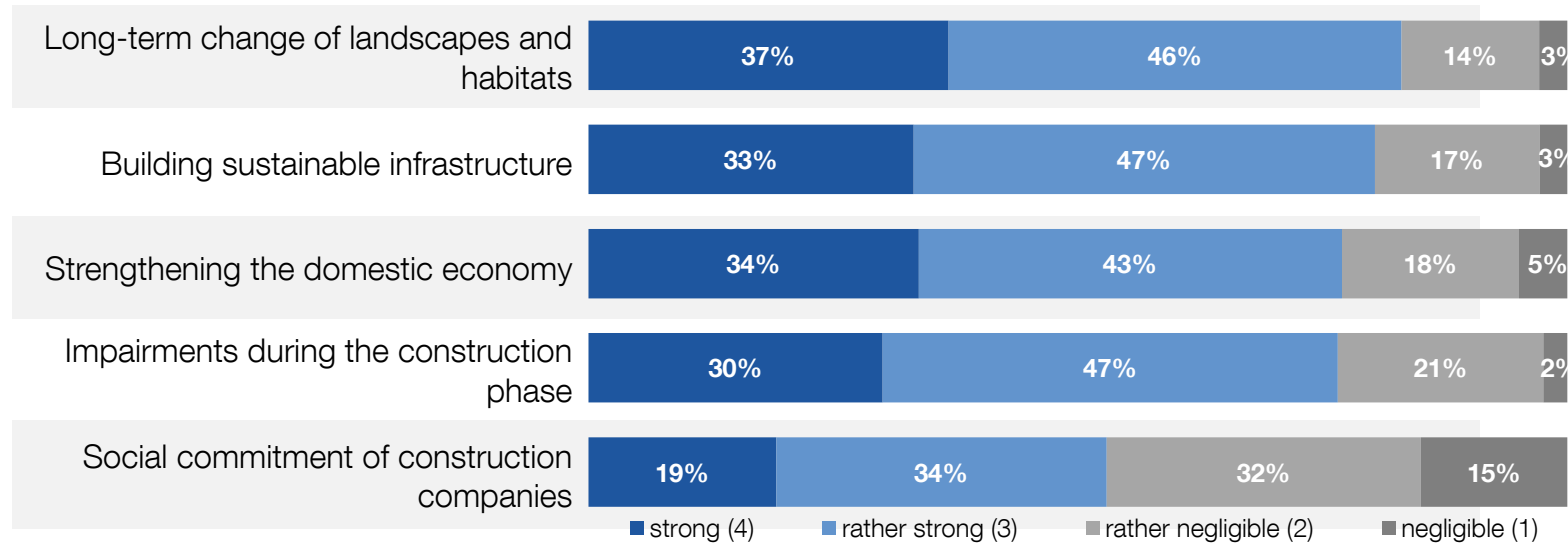
Basis: Net sample (n=250)

Impact on the construction industry was positively evaluated by a majority

How do you assess the impacts of operating activities of construction companies on society and the environment in general?



How strong, do you think, are the impacts of operating activities of construction companies on society and the environment especially in the following areas?



Basis: Net sample (n=250)