



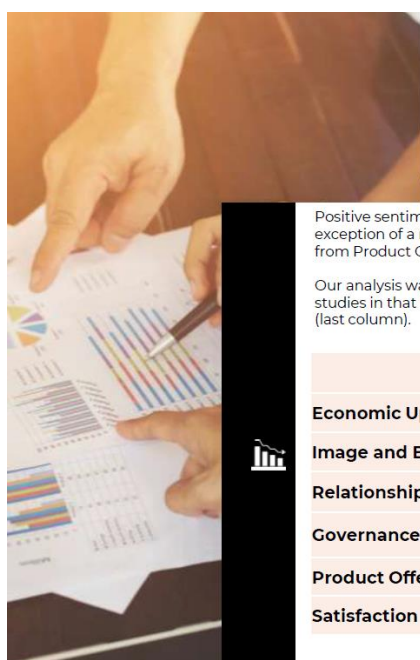
ECIC Corporate Reputation Index Performance

ECIC conducted a brand survey during 22'23 to establish the corporate reputation index performance (CRIP score) of the Corporation.

The main objective of this survey was to establish ECIC's corporate reputation level, including brand equity and brand value as well as to gain insights on how to improve or leverage ECIC's corporate reputation in order to meet the business strategic objectives.

The steps to building a strong corporate reputation include Awareness, Familiarity, Favourability, Trust and Advocacy. Each step on the corporate reputation pyramid was measured accordingly. The survey aimed to develop a roadmap to aid the Corporation in realising its desired reputation level. It was also imperative to ECIC to gather Stakeholder and Customer Perceptions to ascertain the current perceptions of the ECIC amongst its' key external stakeholders.

Below are the results obtained from the survey:



EXECUTIVE SUMMARY

Positive sentiment was observed from across all stakeholder categories, with the exception of a minor decline from Governance and Compliance, and a larger decline from Product Offering. Growth was observed in 6 of the 6 stakeholder categories.

Our analysis was based on single CRIP analysis approach that is comparative to prior studies in that it uses an aggregated index which factors scores from 6 to 10 ratings (last column).

	2016	2018	2022
Economic Upliftment	61%	67,0%	↑ 75%
Image and Brand	60%	69,0%	↑ 81%
Relationship Management	56%	64,3%	↑ 74%
Governance and Compliance	74%	75,0%	↑ 84%
Product Offering	44%	53,8%	↑ 74%
Satisfaction	56%	64,3%	↑ 76%

CRIP Score

77%

NPS Score

55%

Respondents

N = 80

Method

CATI
ONLINE SURVEY

Research Period

START: 21 SEPT 2022

END: 7 DEC 2022