



**Bacardi Named One of World's Most Reputable Companies  
by the Reputation Institute**

*Forbes-published Global RepTrak® 100 examines the world's most reputable companies on innovation, governance, citizenship and more*

Hamilton, Bermuda, April 23, 2015 – Bacardi Limited, the largest privately held spirits company in the world, has been named among the most reputable companies in the world, according to the annual Global RepTrak® 100 list recently released by the Reputation Institute and published in *Forbes*. The Global RepTrak rankings measure the public's perception of companies based on seven dimensions: innovation, leadership, governance, citizenship, workplace, performance, and products/services.

The Reputation Institute's RepTrak model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies. The RepTrak database examines 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies. In 2015, Reputation Institute conducted more than 61,000 interviews for the Global RepTrak 100 study.

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying," said Mike Dolan, CEO of family-owned Bacardi Limited, the highest ranking spirits company to make the annual list.

"When people decide whether to buy, recommend or invest in a company, 60 percent of the decision depends on their perception of the enterprise, compared with 40 percent, depending on the product or service in question," said Jamie Bedard, CEO of the Reputation Institute.

"Improving reputation by five points coincides with a 6.3 percent increase in recommendation and a more than five percent increase in propensity to buy."

The complete ranking of the Global RepTrak 100 companies can be found at <http://www.reputationinstitute.com/thought-leadership/global-reptrak-100>.

**About the Reputation Institute**

The Reputation Institute (RI) is the world's leading research-based consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as

well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography. [www.reputationinstitute.com](http://www.reputationinstitute.com)

### **About Bacardi Limited**

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON'S®, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur.

Founded more than 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

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