



Raise Your Glass: Bacardi Climbs List of World's Most Reputable Companies in 2019

Leading spirits company makes Forbes-published Reputation Institute's Global RepTrak® 100 – which measures the reputation of multinational companies across 15 countries and 20 different industries – for seventh consecutive year

Hamilton, Bermuda, April 8, 2019 — Family-owned Bacardi Limited, the largest privately held spirits company in the world, celebrates being named once again among the most reputable companies in the world, as part of the annual Global RepTrak® 100 list compiled by the Reputation Institute (RI) and published in Forbes. Ranked at #87, Bacardi Limited climbed two spots and has made the annual global list seven consecutive times.

Based on more than 230,000 individual ratings collected in the first quarter of 2019, the annual survey is the largest corporate reputation study of its kind, and provides comparative rankings, demographic trends, and unique insights into the dynamics behind reputational impact. The global study shows what drives trust including ethical behavior, fairness, product value and transparency while identifying behaviors including intent to purchase a company's products, willingness to invest in, or even work for, the company.

“Consumers are at the heart of everything we do at Bacardi as we are all about bringing people together, in real life, to celebrate moments that matter. It is rewarding to know that once again, consumers recognize us for being a good corporate citizen,” said Mahesh Madhavan, chief executive officer, Bacardi Limited. “I raise my glass to our talented teams across the world, as they are the driving force behind the positive impact on the communities in which we operate.”

For more than 20 years, RI measures the reputation of thousands of companies using its RepTrak® framework. The Global RepTrak® 100 study measures multinational companies with a presence in all 15 surveyed countries and brand familiarity with at least 40% of the general population on seven dimensions of reputation including products and services, innovation, workplace, governance, citizenship, leadership and performance. The countries in the annual survey – Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Korea, Spain, United Kingdom and United States – represent the largest economies.

In putting together its annual list of the world's most reputable companies, RI assigns each company a score between 0 and 100 – The RepTrak Pulse – ascertained by taking into account the esteem, trust, admiration and feelings the general public has for each company. A company's performance across seven categories of reputation explain the rational drivers behind the emotional bond.

About Reputation Institute

Reputation Institute powers the world's most reputable companies. By tracking and analyzing stakeholder perceptions, we unleash the power of reputation to enable leaders to build better companies. Our RepTrak® model analyzes the reputations of companies and is best known as the Forbes-published Global RepTrak® 100. Underlying the model is the RepTrak® methodology, the global gold standard for measuring reputation. 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, PATRÓN® tequila, 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® Scotch whisky, ST-GERMAIN® elderflower liqueur, and ERISTOFF® vodka. Founded more than 157 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi currently employs more than 7,000, operates more than 20 production facilities, including bottling, distilling and manufacturing sites in 11 countries, and sells its brands in more than 170 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. Visit www.bacardilimited.com or follow @BacardiLimited.

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