



2019 EDELMAN TRUST BAROMETER

Hong Kong

#TrustBarometer



19TH ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online Survey in 27 Markets

33,000+ respondents total

All fieldwork was conducted between
October 19 and November 16, 2018

27-market global data margin of error: General population +/- 0.6% (N=31,050), informed public +/- 1.3% (N=6,000), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=15,525).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N=min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N=min 739, varies by market).

Employee MOE: 27-market = +/- 0.8% (N=16,944)

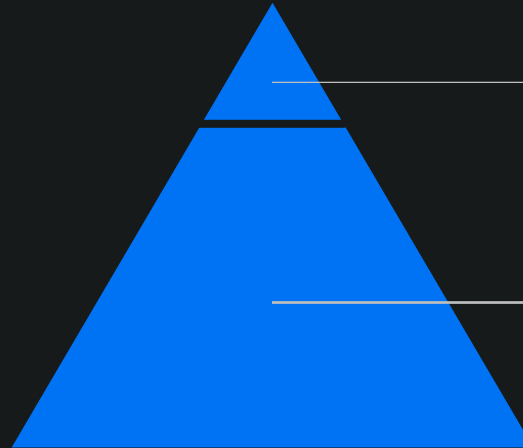
Market-specific = +/- 3.2 to 4.6% (N=min 446, varies by market)

General Online Population

1,150 respondents per market

Ages 18+

All slides show general online
population data unless otherwise noted



Informed Public ▲

500 respondents in U.S. and China;
200 in all other markets

Represents 16% of total global population

Must meet 4 criteria

- Ages 25-64
- College-educated
- In top 25% of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

Mass Population ▲

All population not including informed public

Represents 84% of total global population

2019 Focus on Employer-Employee Relationship

55% of global general population are full- or part-time employees (but not self-employed)

Oversample of employees of multinational companies: 500 respondents per market

TRUST IN RETROSPECT

2001

**Rising
Influence of
NGOs**

2002

Fall of the
Celebrity CEO

2003

**Earned
Media More
Credible
Than
Advertising**

2004

U.S.
Companies in
Europe Suffer
Trust Discount

2005

Trust
Shifts from
“Authorities”
to Peers

2006

**A “Person
Like Me”
Emerges as
Credible
Spokespers
on**

2007

Business More
Trusted Than
Government
and Media

2008

Young
Influencers
Have More
Trust in
Business

2009

**Business
Must Work
with
Government
to Regain
Trust**

2010

Trust is Now
an Essential
Line of
Business

2011

Rise of
Authority
Figures

2012

Fall of
Government

2013

Crisis of
Leadership

2014

Business
to Lead
the Debate
for Change

2015

Trust is
Essential to
Innovation

2016

**Growing
Inequality
of Trust**

2017

Trust in
Crisis

2018

The Battle
for Truth

2019

**Trust
at Work**

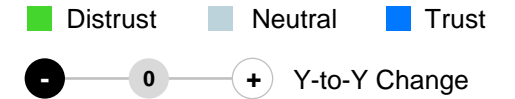


Global & Regional Trends

Jesse Lin, CEO, Edelman APAC

A MODEST RISE IN TRUST GLOBALLY

Percent trust



△ Informed public

NGOs



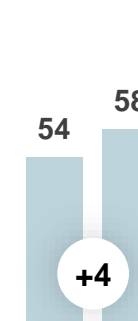
2018 2019

Business



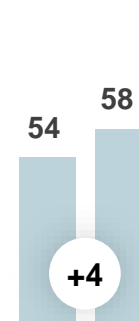
2018 2019

Government



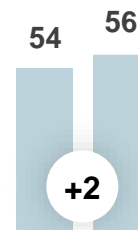
2018 2019

Media

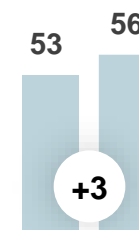


2018 2019

▲ General population

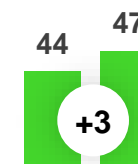


2018 2019

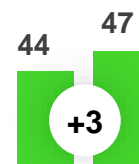


2018 2019

Government and media still distrusted



2018 2019



2018 2019

DISTRUST CONTINUES TO DOMINATE

Trust Index

Global Trust Index increases 3 pts to neutral

15 of 26 markets are distrusters, down 3 from 2018

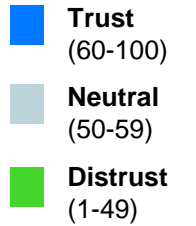
2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 26-market global average.

▲ 2018 General Population

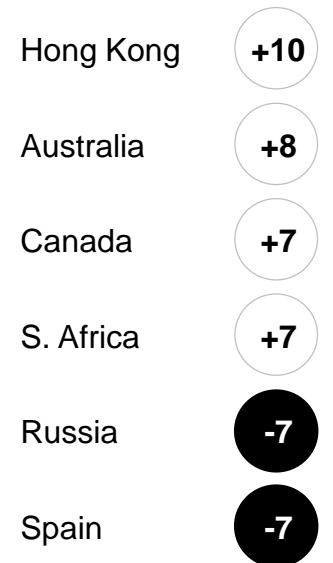
49	Global 26
74	China
71	Indonesia
68	India
66	UAE
58	Singapore
54	Mexico
54	The Netherlands
53	Malaysia
49	Canada
47	Argentina
47	Colombia
47	Spain
46	Turkey
45	Hong Kong
44	Brazil
44	S. Korea
43	Italy
43	U.S.
41	Germany
40	Australia
40	France
39	U.K.
38	Ireland
38	S. Africa
37	Japan
36	Russia

▲ 2019 General Population

52	Global 26
79	China
73	Indonesia
72	India
71	UAE
62	Singapore
59	Malaysia
58	Mexico
56	Canada
55	Hong Kong
54	The Netherlands
52	Colombia
49	U.S.
48	Australia
46	Argentina
46	Brazil
46	Italy
46	S. Korea
45	S. Africa
45	Turkey
44	France
44	Germany
43	U.K.
42	Ireland
40	Spain
39	Japan
29	Russia

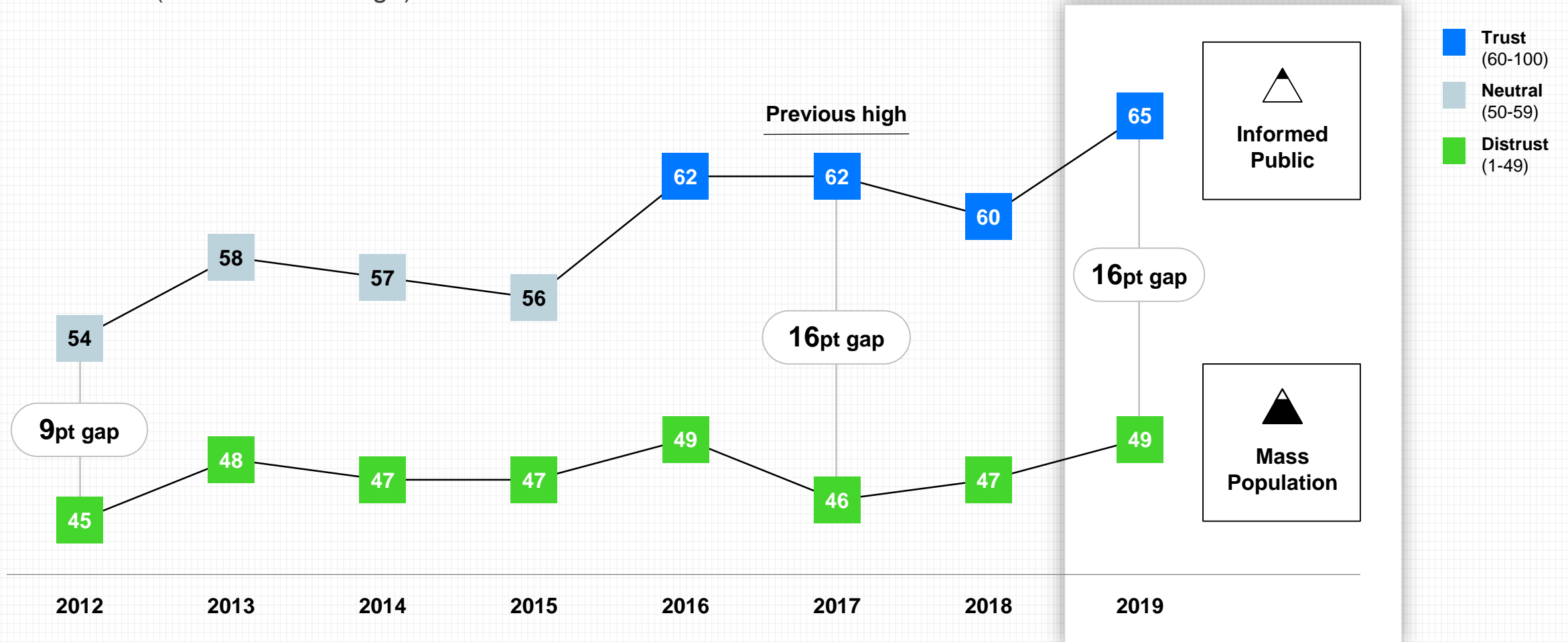


Biggest changes in



TRUST INEQUALITY RETURNS TO RECORD HIGHS

Trust Index (23-market average)

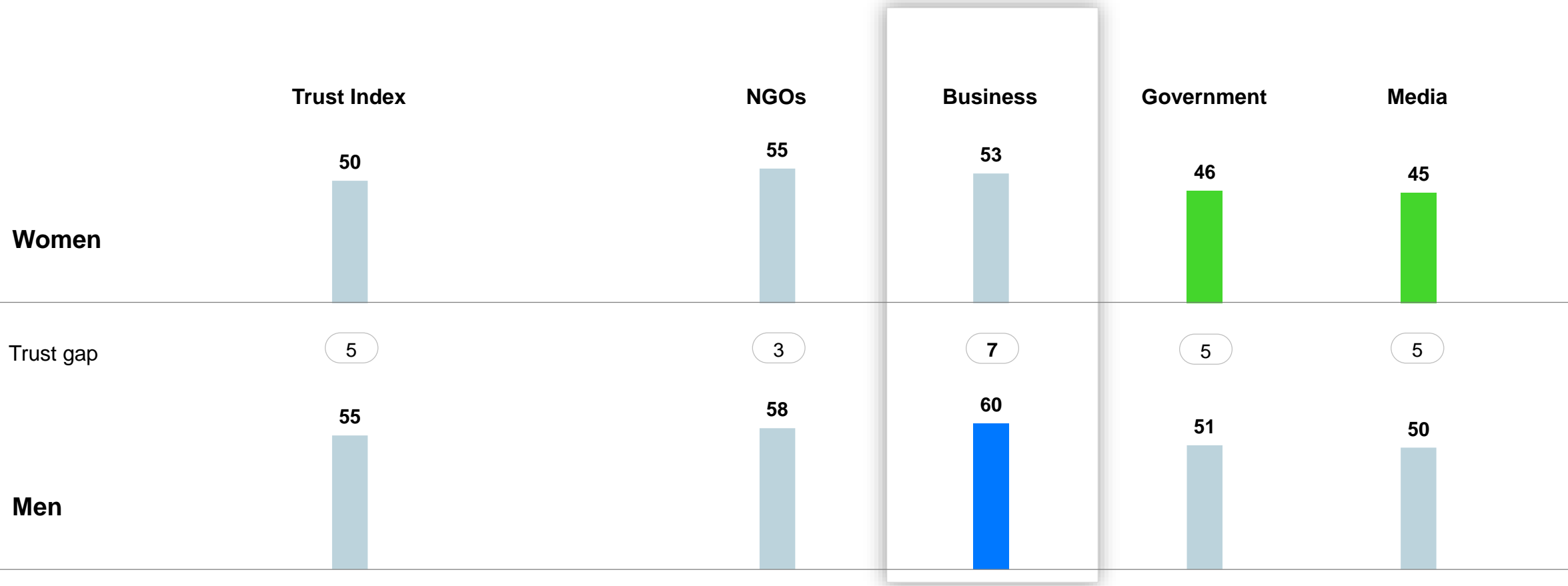


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WOMEN SIGNIFICANTLY LESS TRUSTING

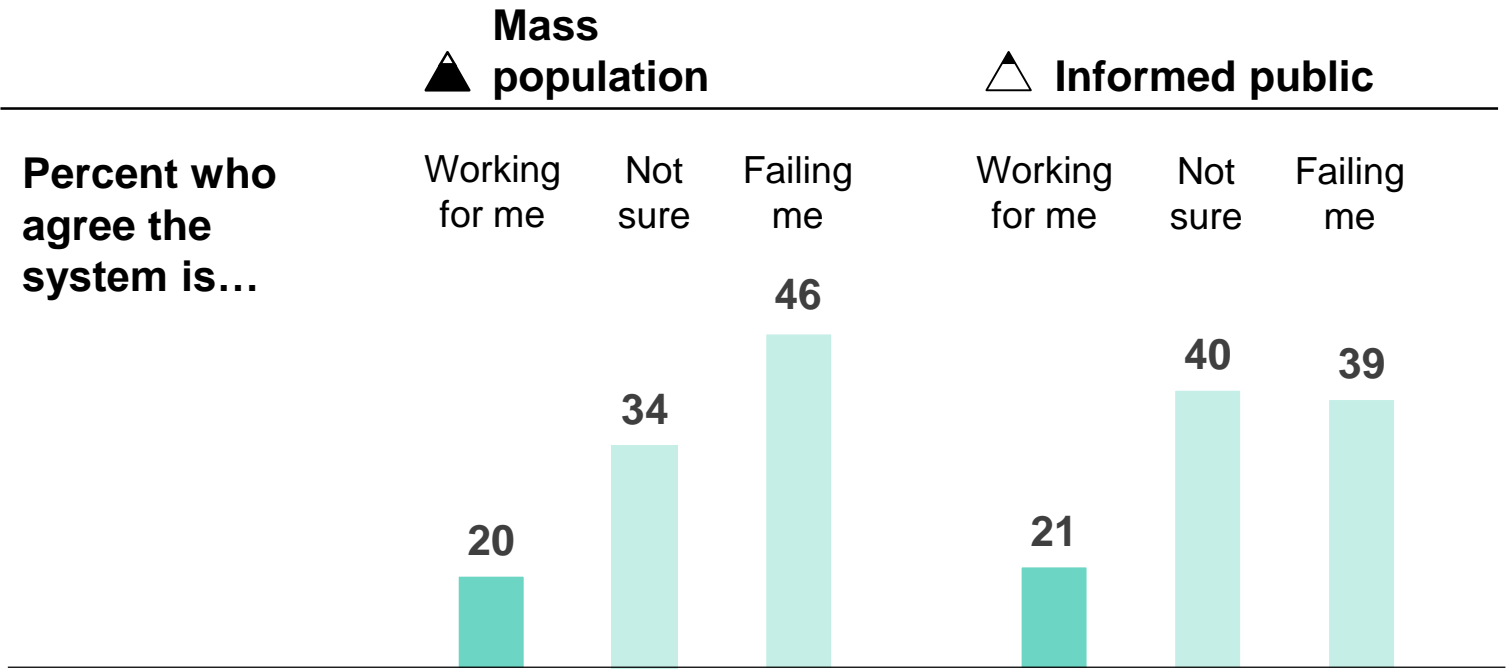
Percent trust

■ Distrust ■ Neutral ■ Trust



2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 27-market average, by gender.

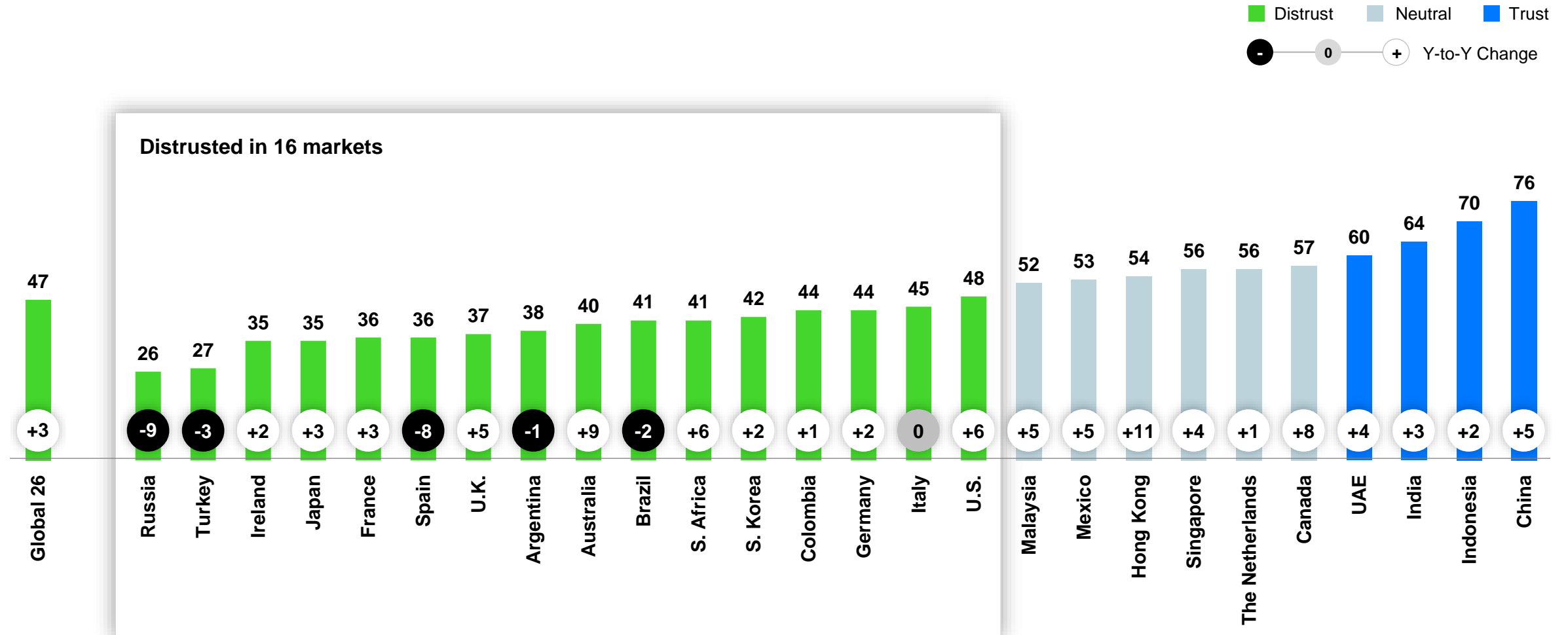
ONLY 1 IN 5 HAVE FAITH IN THE SYSTEM



2019 Edelman Trust Barometer. “System failing” measure. For full details on how the “system failing” measure was calculated, please refer to the Technical Appendix. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. 9-point scale; top 4 box, true. Informed public and mass population, 27-market average.

TRUST IN MEDIA RISES, REMAINS LEAST-TRUSTED INSTITUTION

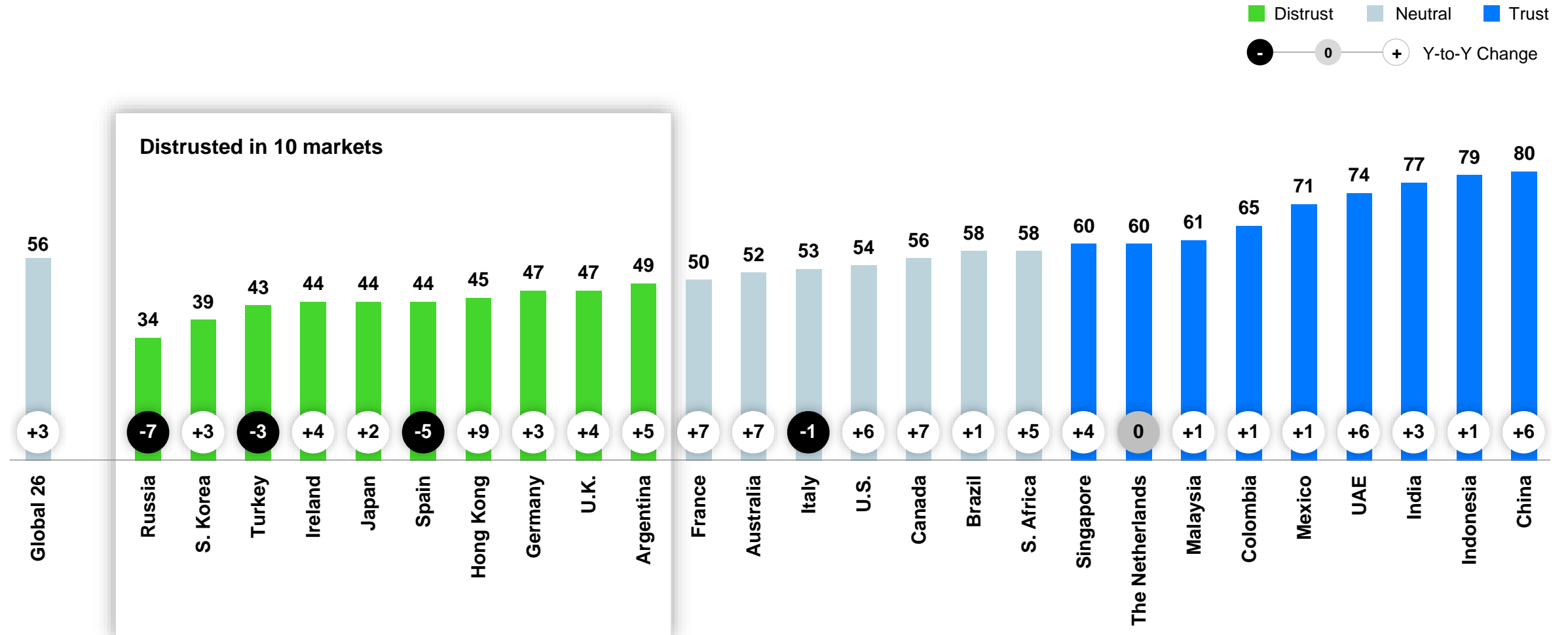
Percent trust in media



2019 Edelman Trust Barometer. TRU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 26-market average.

TRUST IN BUSINESS INCREASES IN 21 OF 26 MARKETS

Percent trust in business

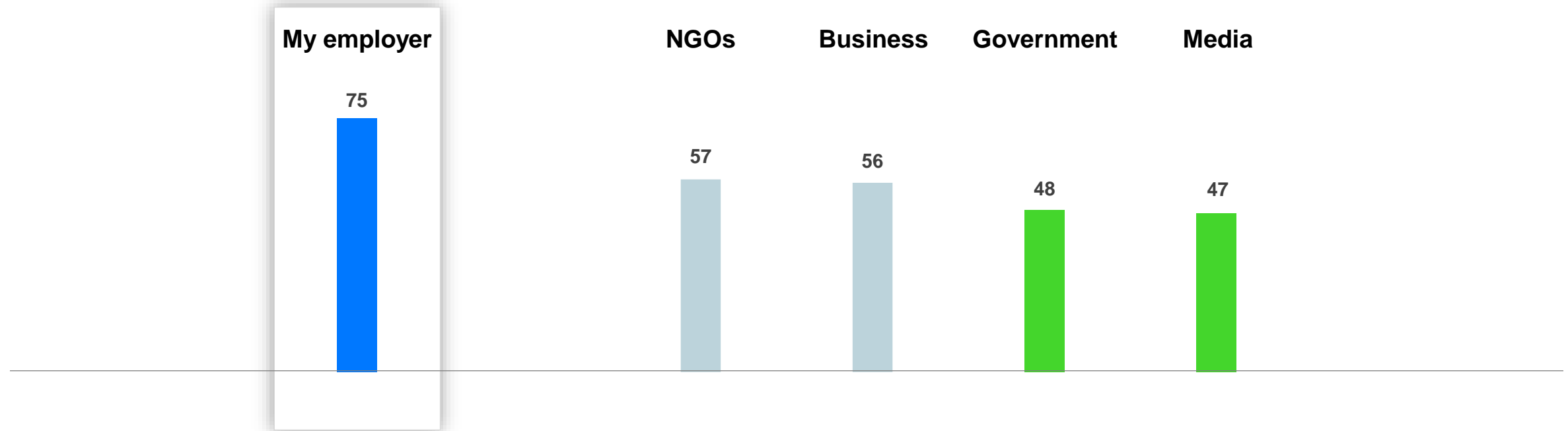


2019 Edelman Trust Barometer. TRU_INS. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 26-market average.

MY EMPLOYER IS NOW THE MOST TRUSTED RELATIONSHIP GLOBALLY

■ Distrust ■ Neutral ■ Trust

Percent trust



2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. “Your employer” asked of those who are employed, but not self employed (Q206/1 OR 2 AND NOT Q421/8). General population, 27-market average.

Looking for Leadership from CEO and Employers

71%

of employees agree
**It's critically important for my CEO
to respond to challenging times**

- Industry issues
- Political events
- National crisis
- Employee-driven issues

2019 Edelman Trust Barometer. CEO_DIR. On which of the following occasions do you believe it is critically important to hear directly from the CEO or head of the organization you work for? Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average.

Data shown is a net of “when there is major news or an event that affects our industry or sector,” “when there is a major social or political event that affects our country,” “when there is a crisis in the country,” and “when employees demand that the CEO publicly take a stand on an important issue”.

TRENDS SHAPING 2019

1

Trust is diverging with a gulf opening up within countries between the haves and have nots

2

Women are less trusting of every institution with the biggest trust gap in business

3

System failure underpins societal fears about job security and cybersecurity

4

Huge rise in people seeking out trusted information

5

Increased expectations on employers and CEOs to lead change on societal issues

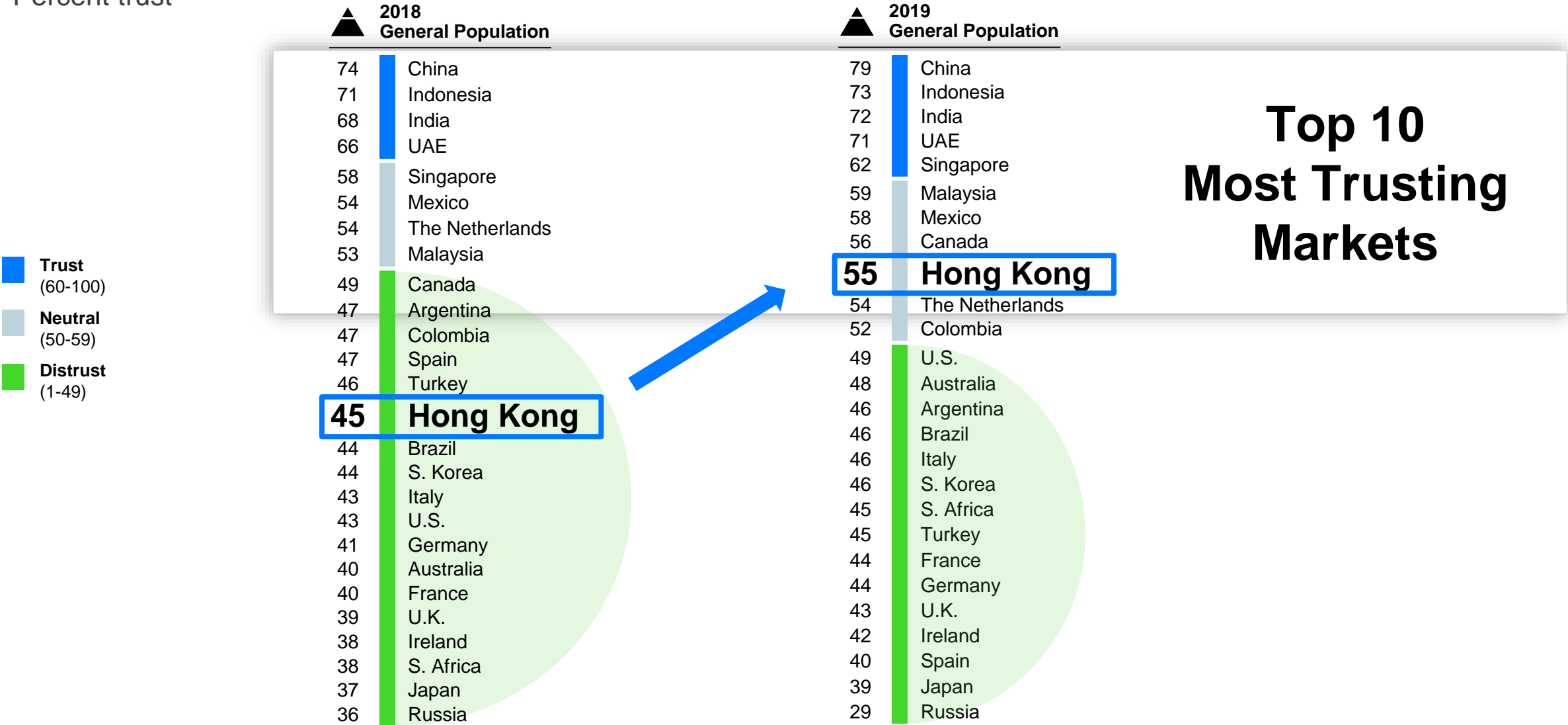


Trust in Hong Kong

Adrian Warr, MD, Edelman HK

HONG KONG JUMPS BACK INTO TOP 10 MARKETS

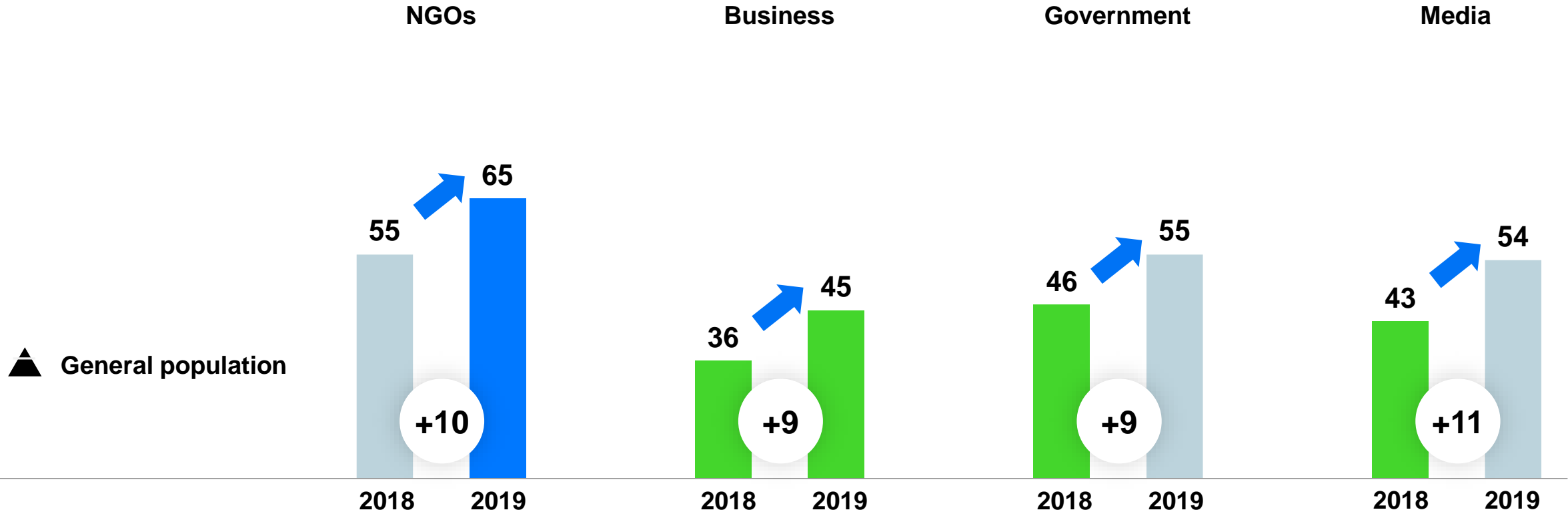
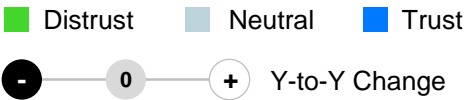
Percent trust



2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, by market.

INCREASE IN TRUST SPANS ALL INSTITUTIONS

Percent trust



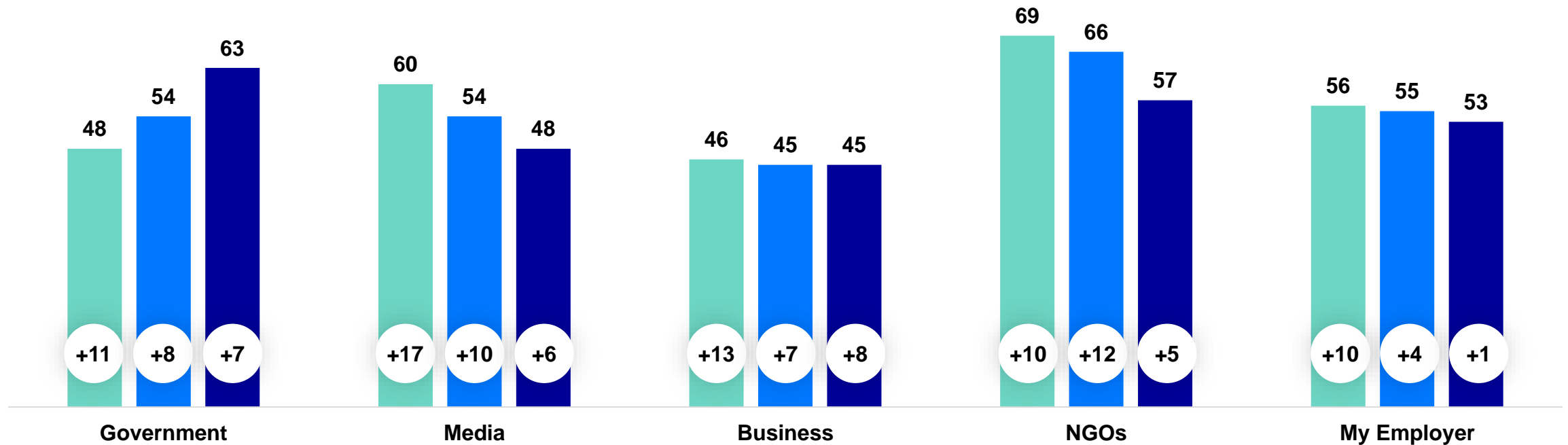
YOUNG PEOPLE SHOW BIGGEST INCREASE

Percent trust in each institution

● 0 ● + Y-to-Y Change

Trust Index

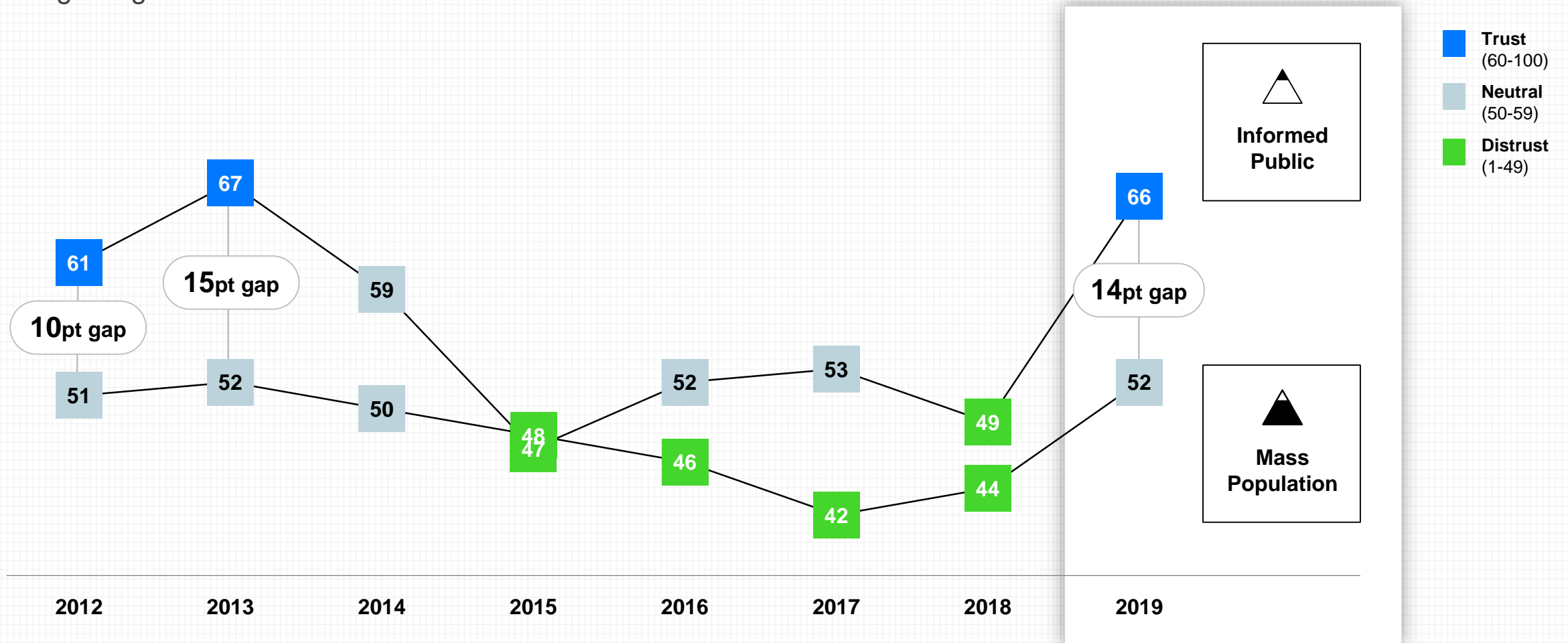
■ 18-34 years old ■ 35-54 years old ■ 55+ years old



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INCREASE IN TRUST MORE PROFOUND IN INFORMED PUBLIC

Hong Kong Trust Index



2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. Informed public and mass population, Hong Kong.



Better Off Than We Think?

REBOUNDED TRUST AND RISING GOVERNMENT SATISFACTION

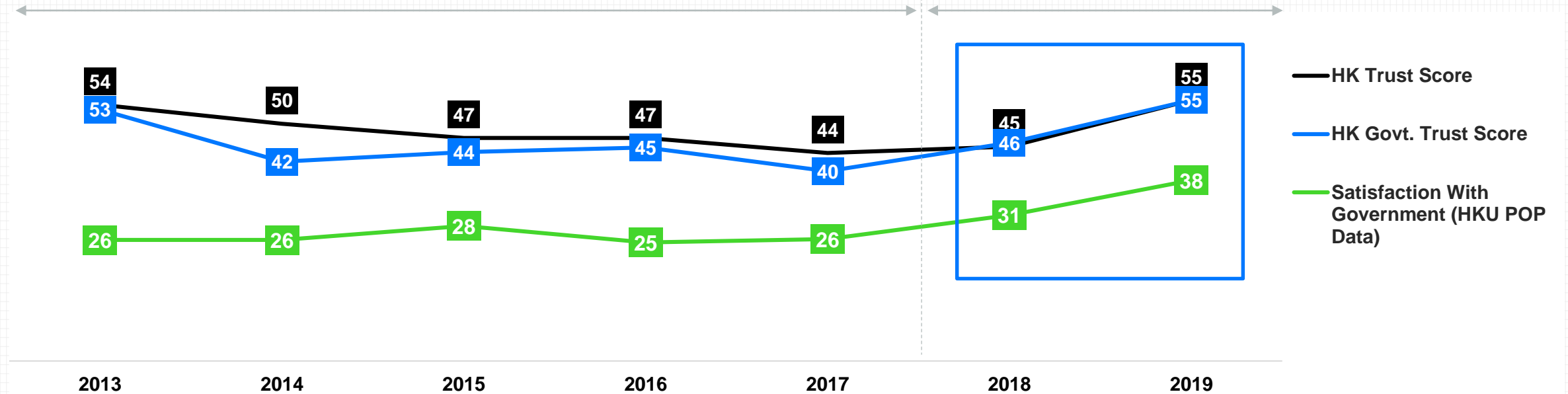
Trust data and HKU government satisfaction polling data



LEUNG CHUN-YING



CARRIE LAM



Source: People's Satisfaction with the HKSAR Government (1997 - 2019); HKU POP

2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." 9-point scale; top 4 box, trust. General population, Hong Kong.

A SOLID ECONOMY

External Data

 South China Morning Post

Hong Kong **regains global IPO crown** from New York in 2018 thanks to its listing reforms

THE WALL STREET JOURNAL.

Hong Kong has world's **Most Business-Friendly Tax System**, says World Bank, PwC



Hong Kong tops **'economic freedom'** chart

 South China Morning Post

No one saw this bull coming, so does Hang Seng Index have the legs to keep running in 2018?

HK IPO Headline: <https://beta.scmp.com/business/companies/article/2179283/hong-kong-easily-regains-2018-global-ipo-crown-new-york-thanks>

Hang Seng Index Data: Monthly Closing Data <https://finance.yahoo.com/quote/%5EHSI/history?period1=1356883200&period2=1550073600&interval=1mo&filter=history&frequency=1mo>

HK Global Comp. Headline: <https://beta.scmp.com/news/hong-kong/hong-kong-economy/article/2169131/hong-kong-retains-7th-place-global-competitiveness>

HK China's Most Comp. City Headline: <https://beta.scmp.com/news/hong-kong/hong-kong-economy/article/2170594/hong-kong-still-chinas-most-competitive-city>

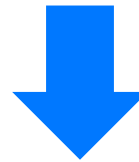
STEADY IMPROVEMENT IN KEY SOCIO-ECONOMIC INDICATORS

External Data

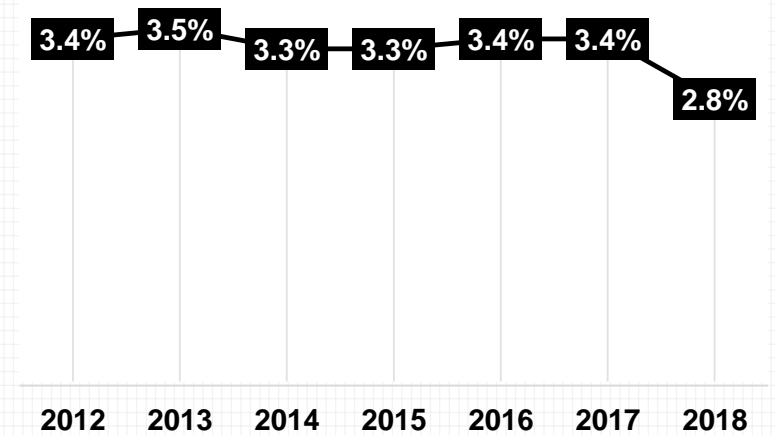
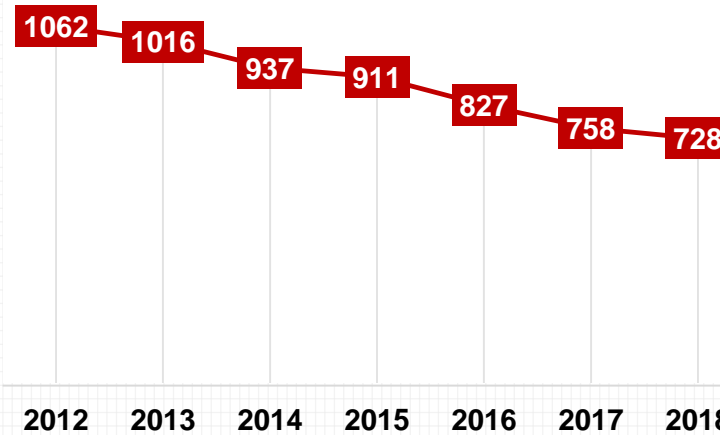
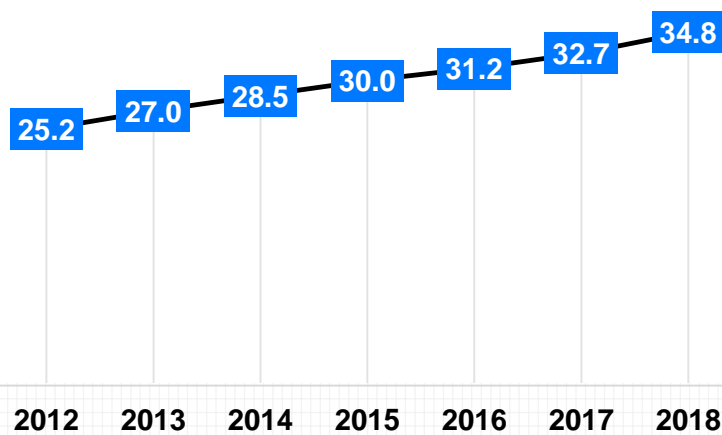
Median Monthly Household Income
(in 000s)



Crime Rate
(Crimes per 100,000 pop.)



Unemployment Rate



Median monthly household income of economically active domestic households by household size. Source: General Household Survey, Census and Statistics Department

Crime Rate - https://www.police.gov.hk/ppp_en/09_statistics/csd.html;

Unemployment Rate - <https://www.ceicdata.com/en/indicator/hong-kong/unemployment-rate>

RELATIVE JOB SECURITY

Percent of employees who worry about job loss due to each issue

Not having the **TRAINING**
and skills necessary to get
a good paying job

AUTOMATION and/or
other innovations taking
your job away

International conflicts
about **TRADE POLICIES**
AND TARIFFS hurting the
company you work for



All Employees (HK)

51%

48%

51%



All Employees (Global)

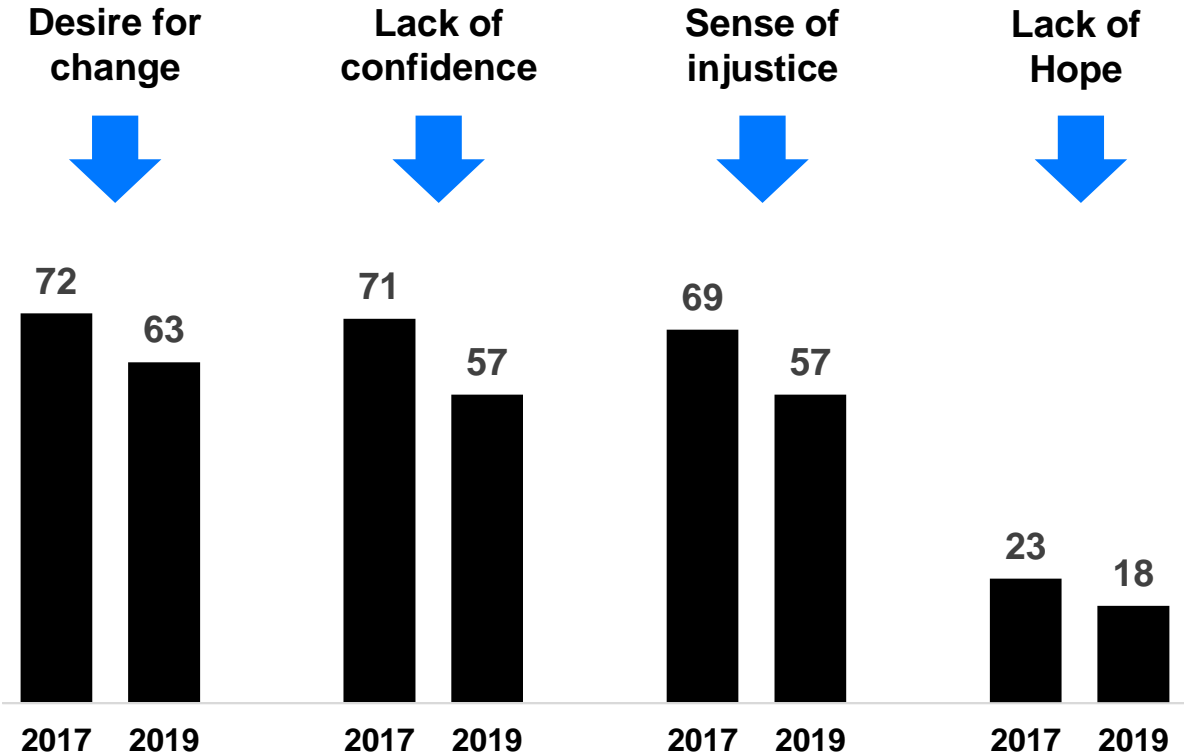
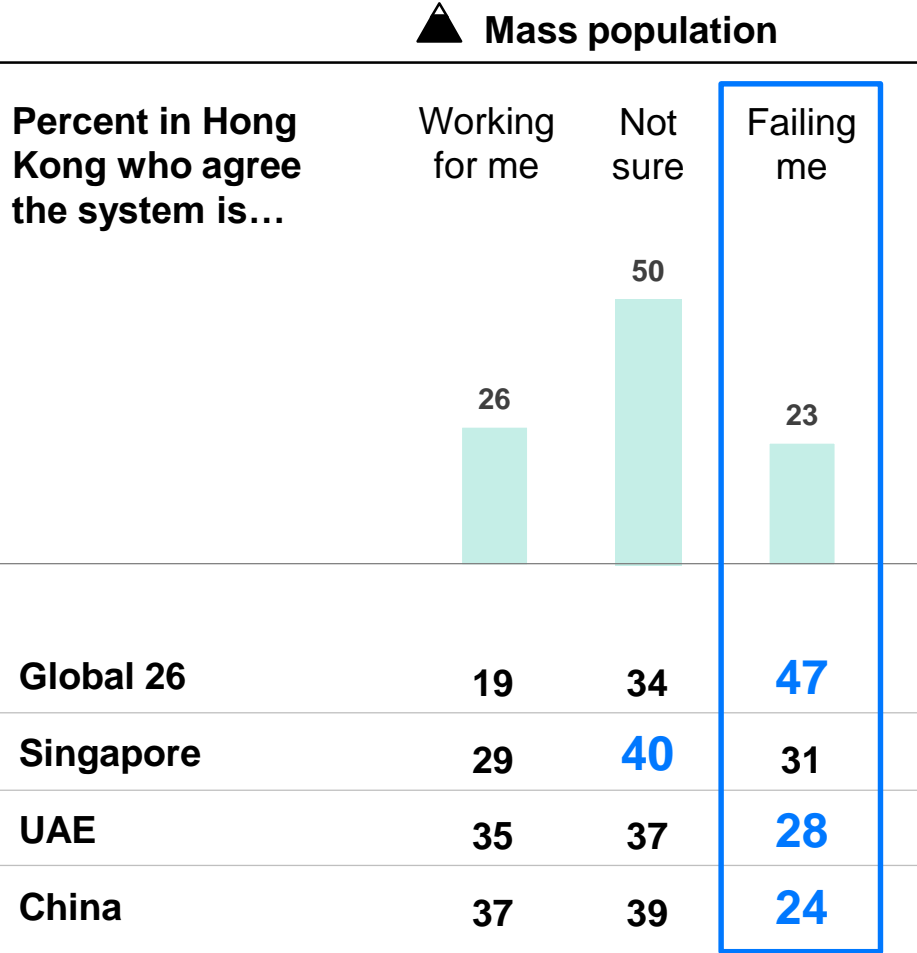
59%

55%

57%

2019 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. 9-point scale; top 4 box, worried. Question asked of half of the sample. Attributes shown to those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average and Hong Kong.

HONG KONGERS ARE LESS SCEPTICAL OF ‘THE SYSTEM’



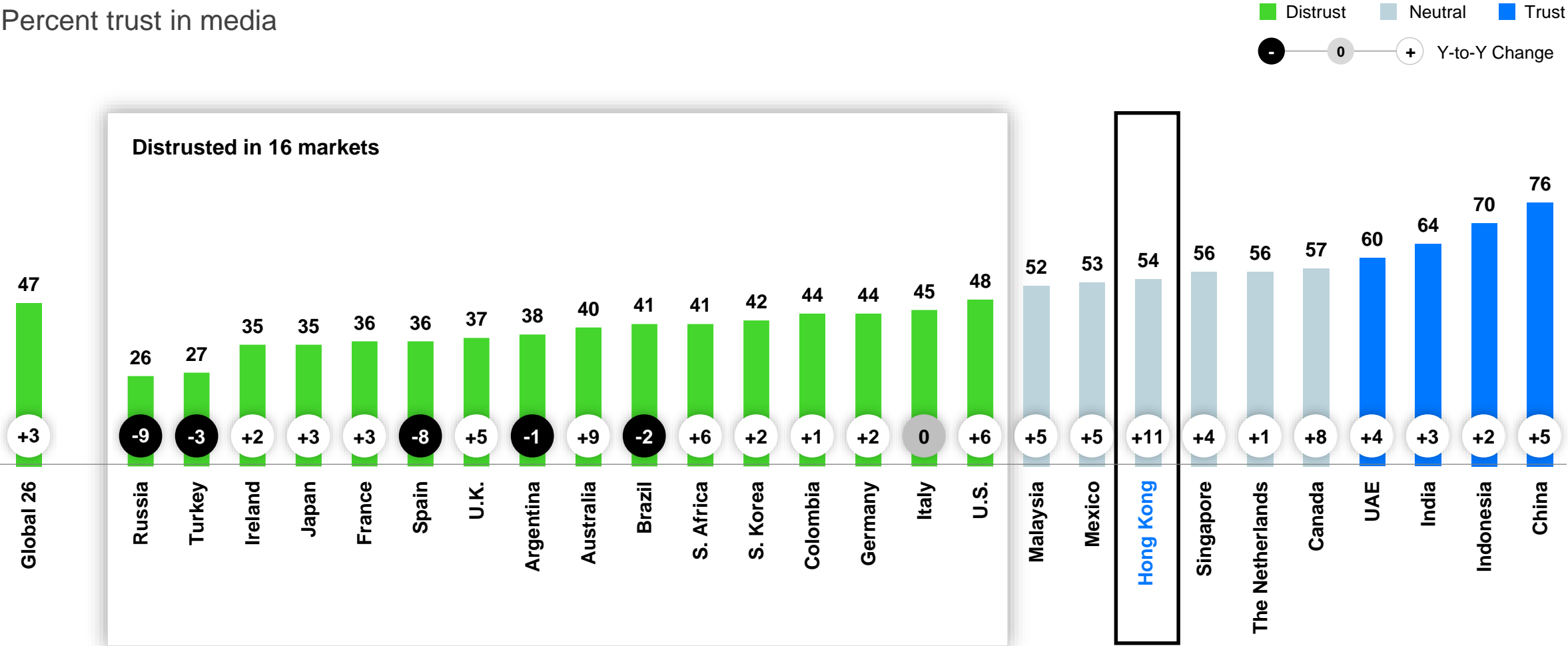
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Trust in Media

HONG KONG SEES HIGHEST INCREASE IN MEDIA TRUST GLOBALLY

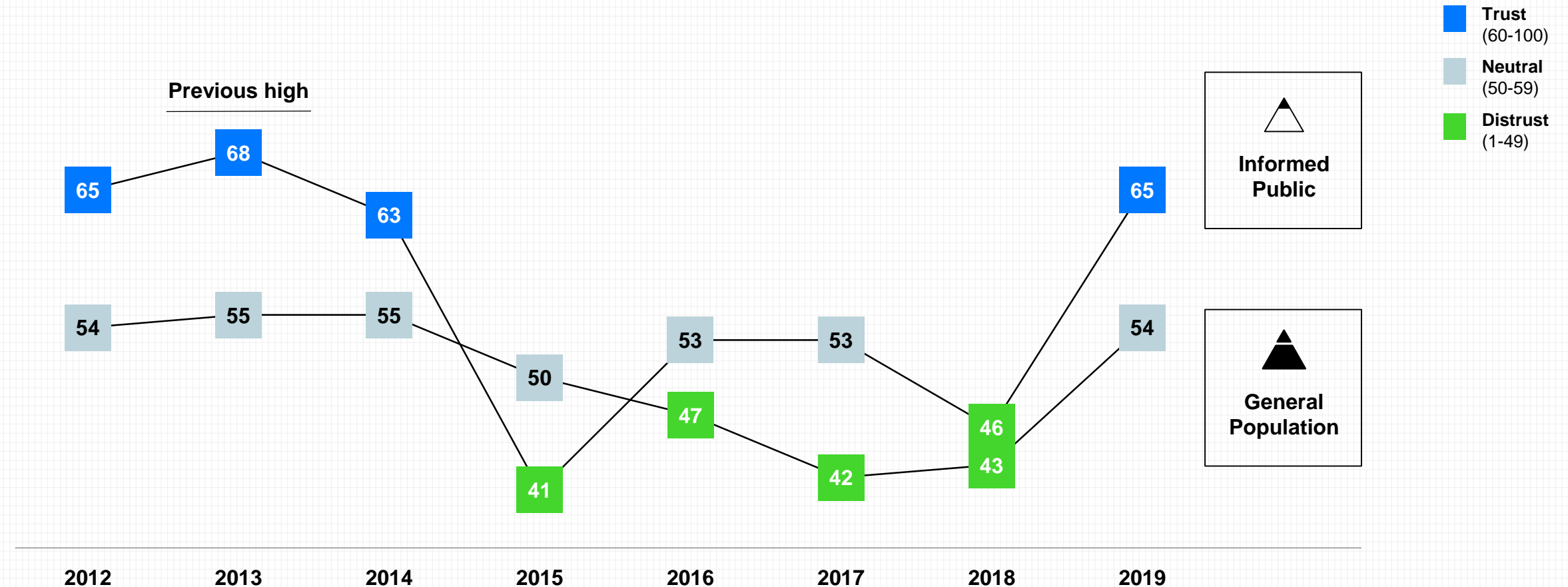
Percent trust in media



2019 Edelman Trust Barometer. TRU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 26-market average.

TRUST IN MEDIA BACK TO PREVIOUS HIGH

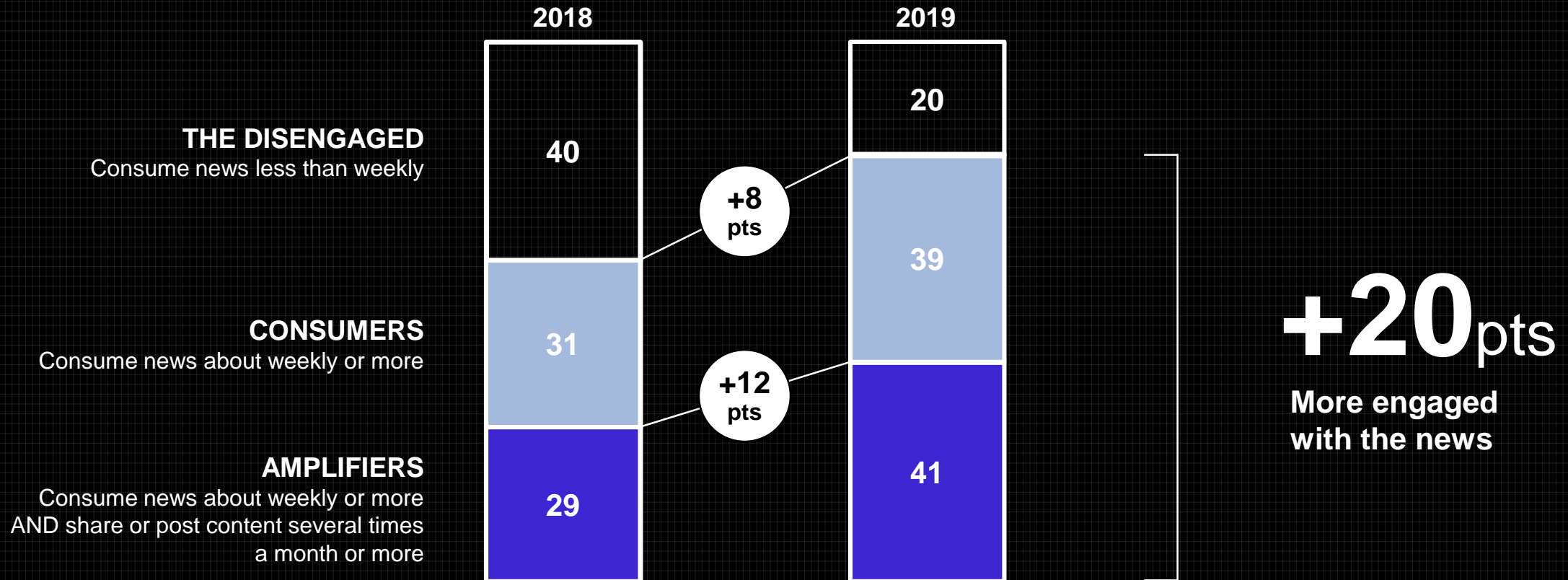
Percent trust



PROFOUND SHIFT IN NEWS ENGAGEMENT

Number of disengaged halved as more people consume and engage with news

○ — 0 — ● Y-to-Y Change



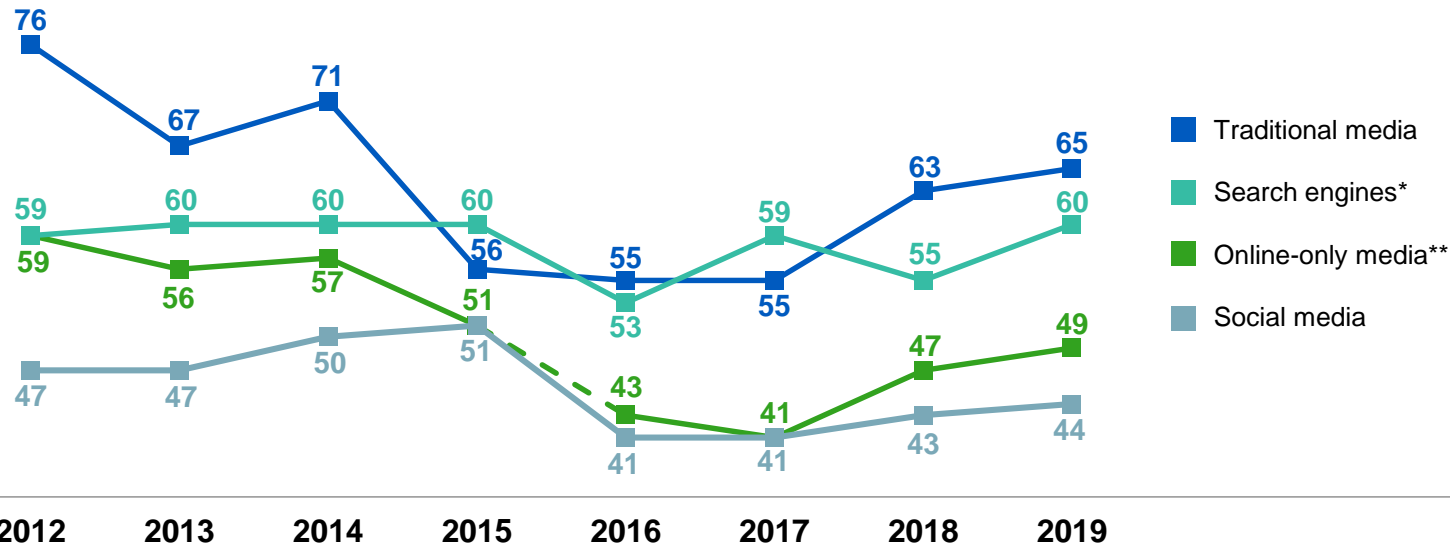
2019 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. Question asked of half of the sample. General population, Hong Kong. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

TRADITIONAL MEDIA IS MOST TRUSTED

Trust in Traditional media and Journalist credibility increases for second year in a row

+10pts

Trust in traditional media since 2017



Credibility in journalists up

+13pts

since 2017



Stable Media Credibility

5.73 = 5.78

2017

2018

*HK Media Credibility Rating
(HKU Pop Data)

2019 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Hong Kong. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Hong Kong.

*From 2012-2015, “Online Search Engines” were included as a media type. In 2016, this was changed to “Search Engines.”

**From 2012-2015, “Hybrid Media” was included as a media type. In 2016, this was changed to “Online-Only media.”

Media Credibility – HKU POP Data

FACTORS CONTRIBUTING TO A TRUST IN TRADITIONAL MEDIA

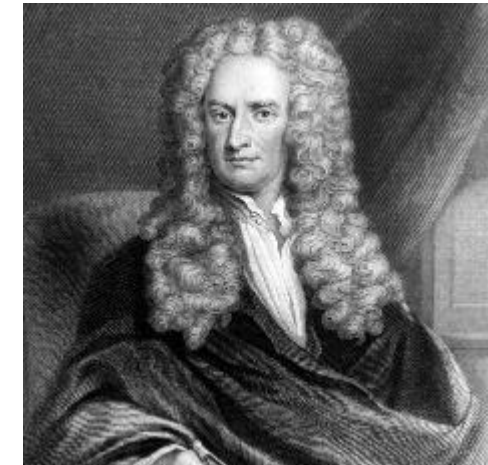
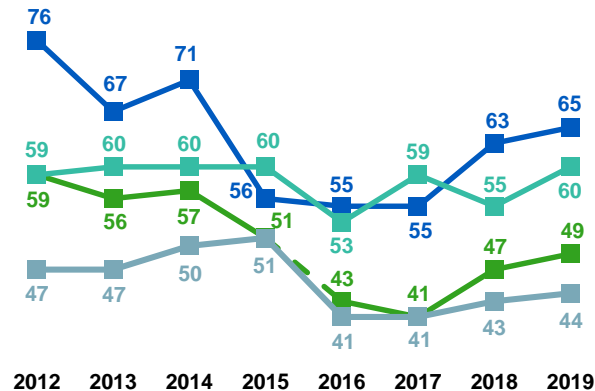
Fear of Misinformation, Declining Trust in Social, and a Less Divisive Media Agenda

Fears of Misinformation

69%

worry about false information or
fake news being used as a
weapon (HK)

Social Media in Crisis



3rd Law

2019 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, Hong Kong. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a 9-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal”. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Hong Kong.

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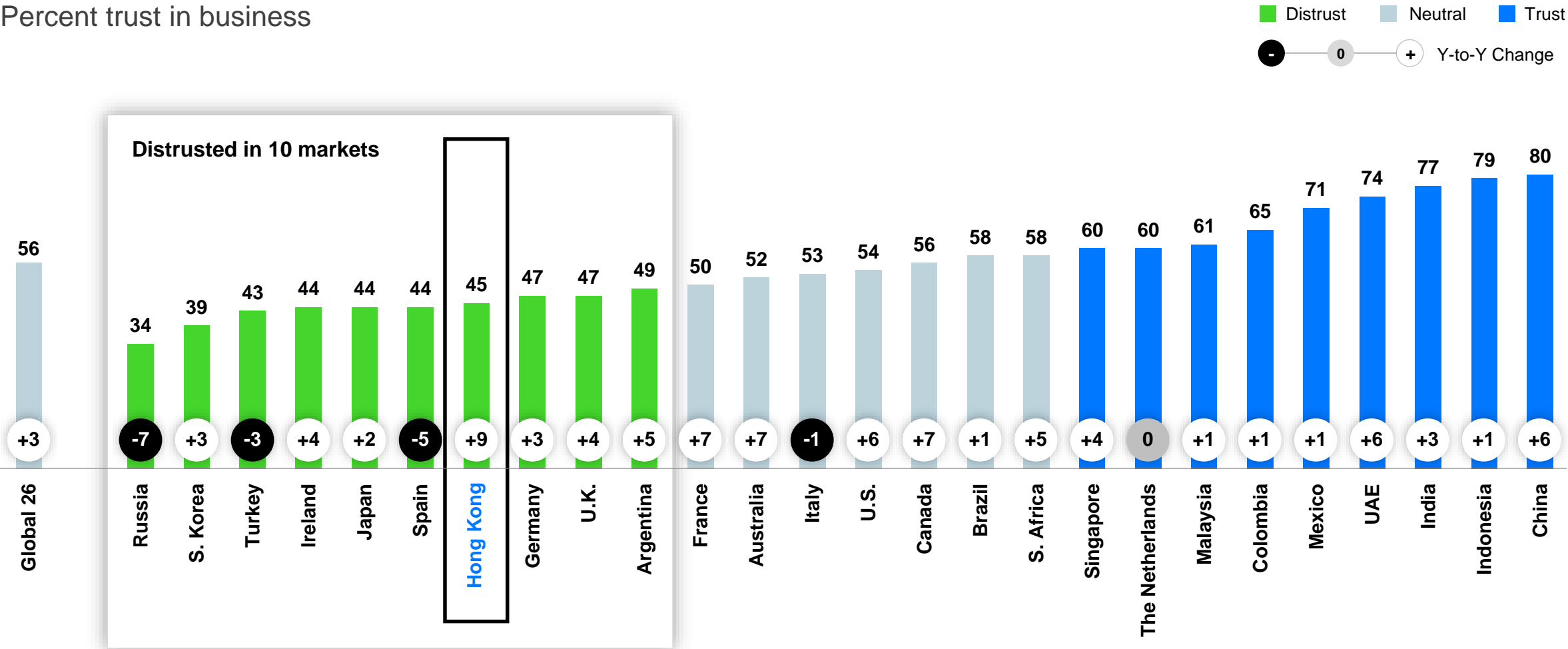
Source: Warc 2017 Media Consumption Overview: Hong Kong

A black and white photograph of a modern office building with large glass windows. Inside the building, several office spaces are visible, including a meeting room with people sitting around a table and a person standing near a whiteboard. The image is overlaid with a series of blue, wavy, concentric lines that emanate from the left side and spread across the frame, creating a sense of movement and connectivity. The text "Trust in Business" is written in a large, white, sans-serif font across the middle of the image.

Trust in Business

BIGGEST INCREASE IN TRUST IN BUSINESS GLOBALLY BUT STILL DISTRUSTED

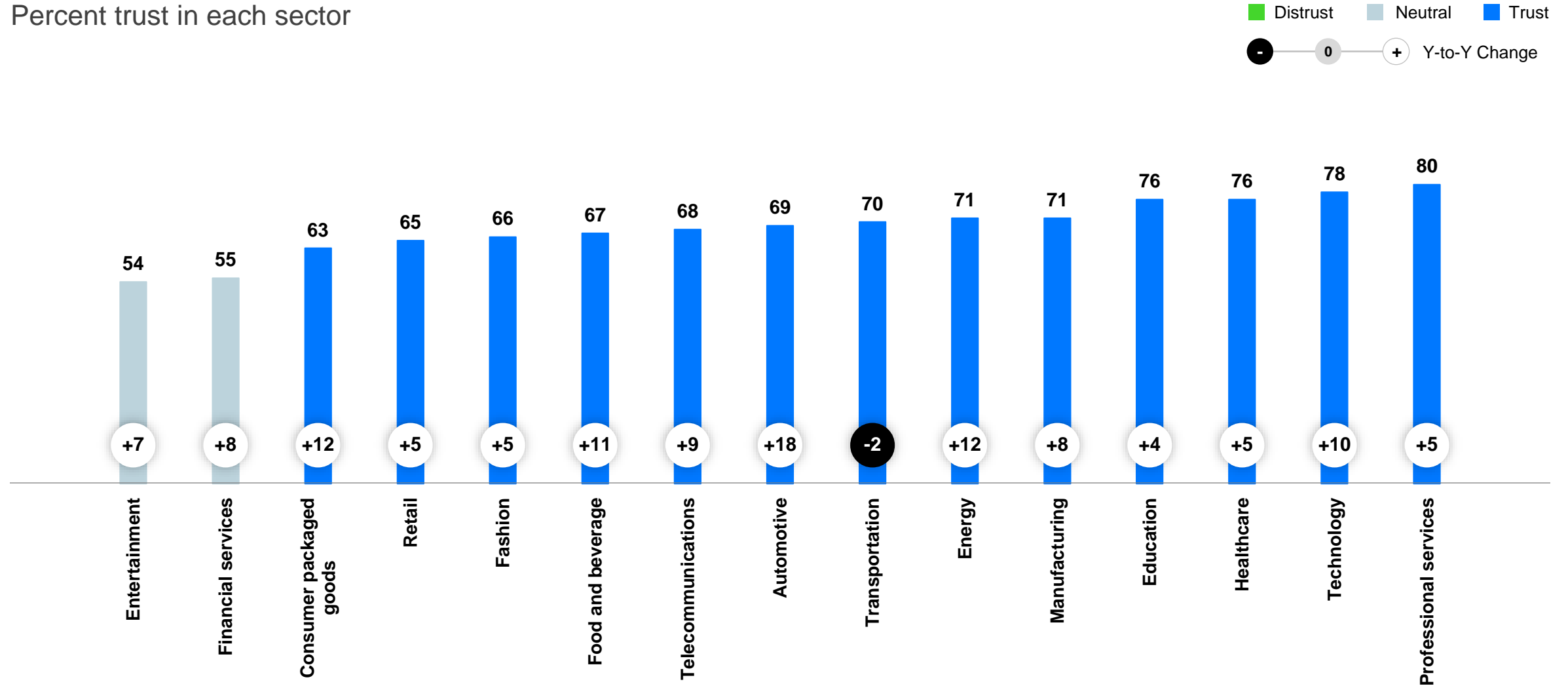
Percent trust in business



2019 Edelman Trust Barometer. TRU_INS. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 26-market average.

INDUSTRIES ARE TRUSTED

Percent trust in each sector

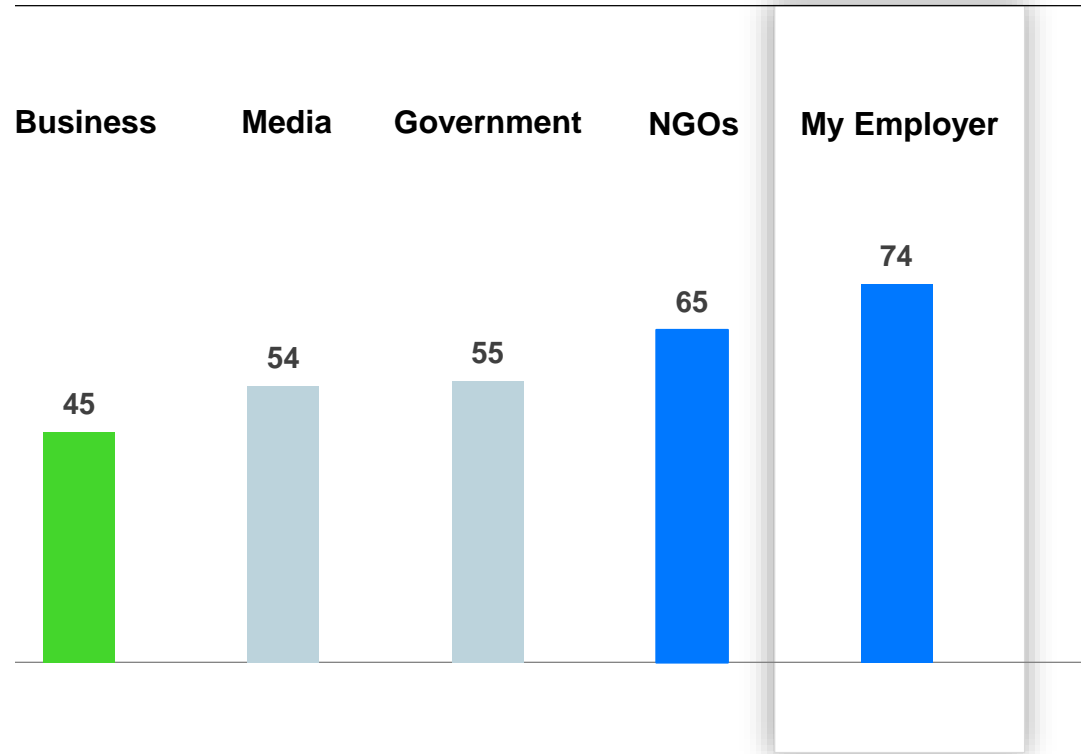


2019 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Hong Kong.

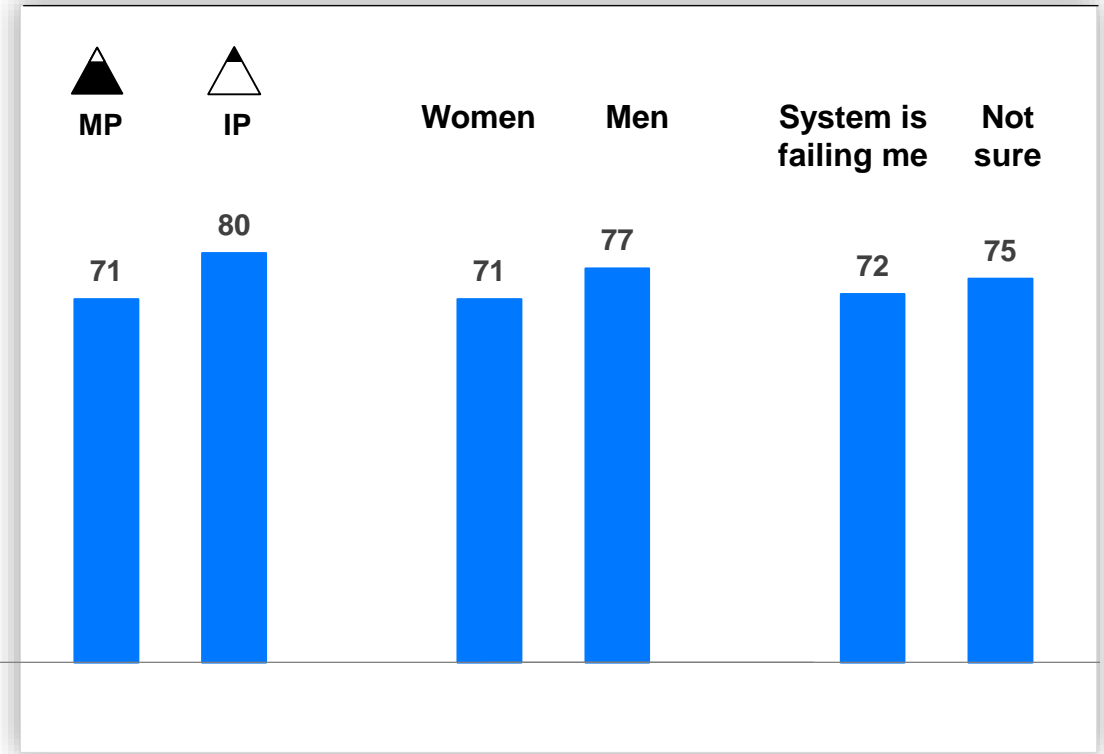
WE TRUST OUR EMPLOYERS ABOVE ALL OTHERS

■ Distrust ■ Neutral ■ Trust

Percent trust



Percent trust in “my employer”



2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. “Your employer” asked of those who are employed, but not self employed (Q206/1 OR 2 AND NOT Q421/8). General population employees, mass population employees and informed public employees, Hong Kong, by gender and “system failing scale”. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.

What this means for you as an organization

The Employee Advocacy Opportunity

EMPLOYEES EXPECT CEOS TO TAKE A LEAD

60%

of employees agree

**It's critically important for my CEO
to respond to challenging times**

- Industry issues
- Political events
- National crisis
- Employee-driven issues

Percent in Hong Kong who
say that CEOs should take
the lead on change rather
than waiting for government
to impose it

73%



6pts

2019 Edelman Trust Barometer. CEO_DIR. On which of the following occasions do you believe it is critically important to hear directly from the CEO or head of the organization you work for? Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, Hong Kong. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, Hong Kong.

Data shown is a net of "when there is major news or an event that affects our industry or sector," "when there is a major social or political event that affects our country," "when there is a crisis in the country," and "when employees demand that the CEO publicly take a stand on an important issue".

CEOS SEEN AS AGENTS OF CHANGE ON BIG ISSUES

62%

Believe a company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates

Percent who agree CEOs can create positive change in:



2019 Edelman Trust Barometer. CEO_SIG. In which of the following areas do you think CEOs can have significant impact or create the most positive change?

Question asked of half of the sample. General population, Hong Kong. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, Hong Kong, by gender.

EMPLOYEES DEMAND PURPOSE

Percent of Hong Kong employees who expect each from a prospective employer

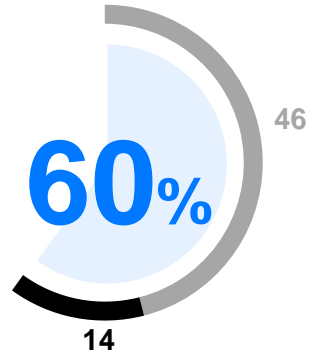
■ **Strong expectation**
You would have to **pay me a lot more** to work for an organization that does not offer this

■ **Deal breaker**
I would **never** work for an organization that does not offer this

2019 Edelman Trust Barometer. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, Hong Kong. Buckets are the sum of the average of codes 1 & 2 for the items that make up each dimension. For details on the full list of items that went into each of the three dimensions, please refer to the Technical Appendix.

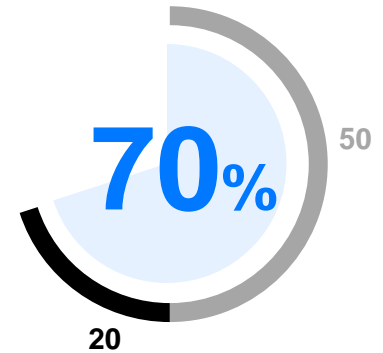
Shared Action

My employer has a greater purpose, and my work has a meaningful societal impact



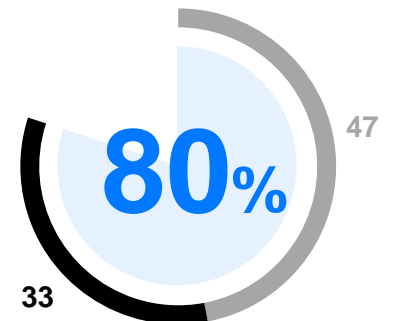
Personal Empowerment

I know what is going on, I am part of the planning process, and I have a voice in key decisions; the culture is values-driven and inclusive



Job Opportunity

My employer offers wage growth, training, career growth and work which I find interesting & fulfilling



HONG KONG EMPLOYEE EXPECTATIONS IN DETAIL

Personal Empowerment

High Expectations

Expectation Score

- Employees have a voice
- Regular communications

77%

76%

Improve Performance Upon

Performance Score

- Including employees in planning
- Organization to act on its values

50%

44%

Shared Action

High Expectations

Expectation Score

- Shared Values
- Meaningful Work

69%

63%

Improve Performance Upon

Performance Score

- Opportunity to address social problems
- Listen to employee objections

47%

42%

2019 Edelman Trust Barometer. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; code 1, very important (I would never work for an organization that lacked this characteristic); code 2, important (The pay or other benefits would have to be significantly higher than my other options to compensate for this not being a characteristic of the organization). Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). EMP_VAL. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, Hong Kong.

INVESTING IN EMPLOYEE TRUST IS INVESTING IN BOTTOM LINE

An organization will never be able to keep its customers or clients happy if it does not first make sure that its **EMPLOYEES FEEL VALUED**

70%

How a company **TREATS ITS EMPLOYEES** is one of the best indicators of its level of trustworthiness

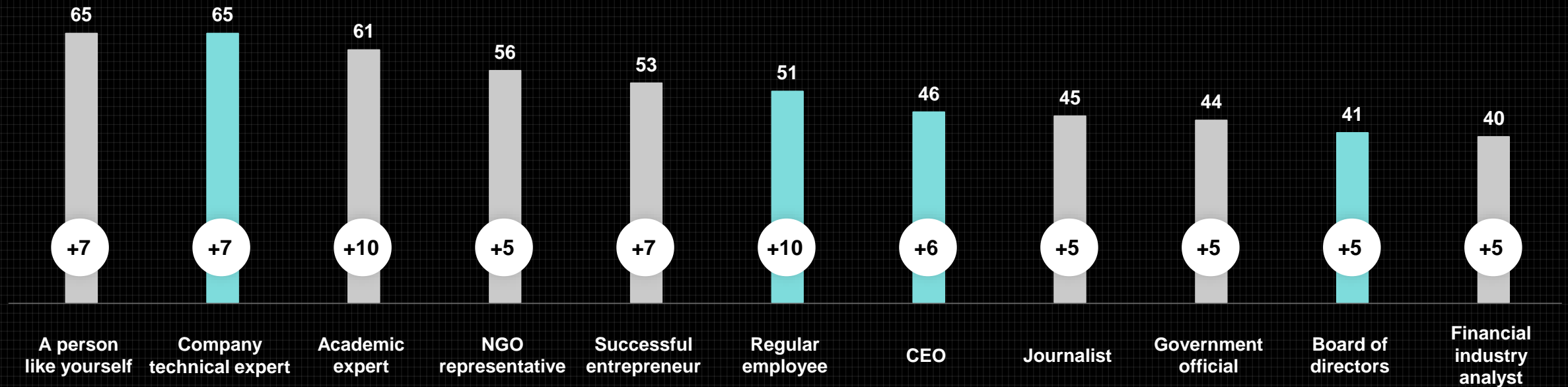
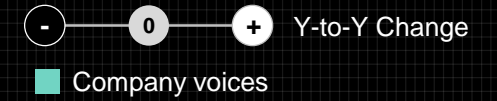
75%

Percent who agree that “a good reputation may get me to try a product, but unless I come to **TRUST THE COMPANY BEHIND THE PRODUCT**, I will soon stop buying it”

63%

THE POWER OF VOICES BEYOND THE C-SUITE

Percent in Hong Kong who rate each source as very/extremely credible



2019 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Hong Kong.



What Should Businesses Do?

WHAT SHOULD BUSINESS DO?

1

**Lead change
on issues
that matter**

2

**Focus on
your
employees**

3

**Engage
stakeholders
as advocates**

4

**CEOs take a
stand**



THANK YOU

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#TrustBarometer

