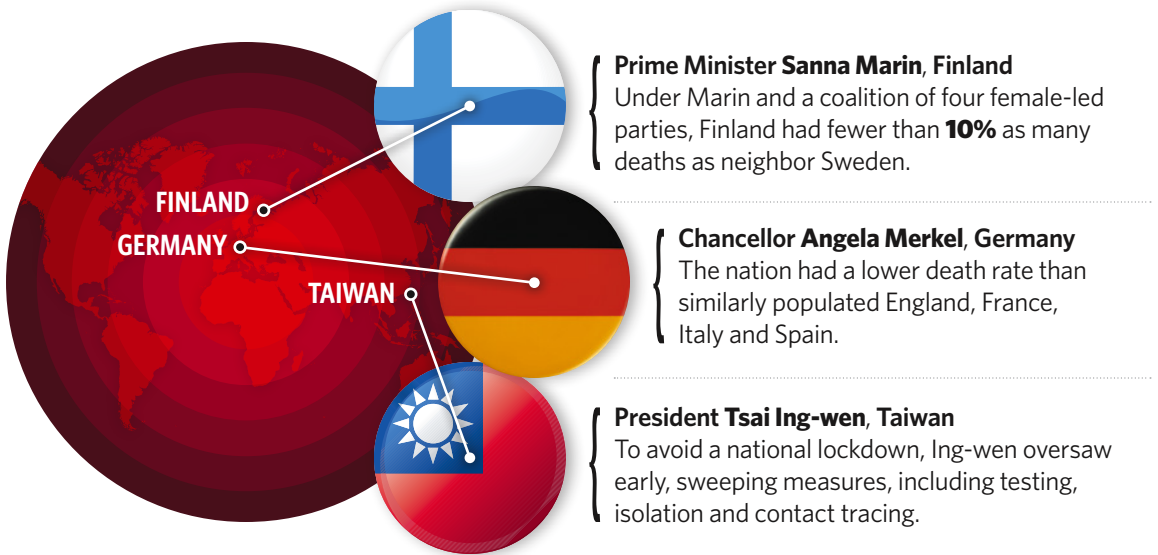


CORPORATE TRAILBLAZING DURING THE COVID-19 ERA

How Fortune Global 500 companies—namely those led by women—are succeeding through corporate social responsibility and nimble responses.

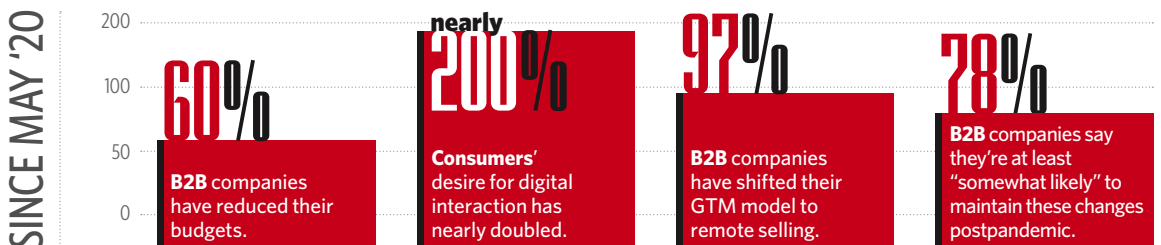
GLOBAL FEMALE LEADERSHIP

Early on, nations with female heads of state navigated the COVID-19 era with far better results.



GLOBAL CORPORATE FINANCIAL DATA SINCE MAY '20

How B2B corporations and their consumers are reacting and responding in Europe:



FOUR WAYS CONSUMER MINDSETS HAVE CHANGED

The COVID-19 era has shifted the buyer's psyche. Here's how:

1. THE DIGITAL FRONTIER

Increased screen time yields more blazed trails in the virtual world.

75% |

Increase in video game streaming with millennials leading the way

50%+ |

In digital activity across all devices

43% |

Consumers purchasing digital subscriptions they didn't have prepandemic

2. FUTURE OPTIMISM

Consumers want all things "good" from trusted brands.

49% |

Want to feel informed

37% |

Want to feel warm and happy

33% |

Want to feel inspired

3. PRIORITIZE HEALTH

"Well-being" tops "well-paid" more than ever.

76% |

Say companies should prioritize health, even if it means being more cautious about reopening.

69% |

Prefer to risk financial difficulty than return to workplace too soon.

62% |

Say companies should offer continued health-care benefits to those laid off due to COVID-19 pandemic.

4. CORPORATE RESPONSIBILITY

Consumers want transparent upticks in CSR from their trusted companies.

81% |

Want companies to rehire laid-off or furloughed workers, instead of making new hires, after operations return to normal.

71% |

Say that companies prioritizing profits over people will sustain a permanent loss of trust.

77%

SPOTLIGHT ON CORPORATE LEADERSHIP

Fortune 1000 female CEOs are leading the charge in corporate response and responsibility.

Contract awarded to GM under Ms. Barra's leadership to produce **30,000 ventilators** by the end of August.

Mary T. Barra,
CEO, General
Motors Company:

• **\$489M**

Jayshree Ullal,
CEO, Arista
Networks:

• **100%**

Percentage of company offices closed in support of employee safety.

Lynn J. Good,
CEO, Duke Energy:
\$1.3M

In relief for Duke customers and energy users through the Duke Energy Foundation.

Amount committed to spend on a new manufacturing line just for the production of face masks. The company is also donating **22,000 square feet** of warehouse space to support the flow of supplies from Penn State Health to its providers.

Michele Buck,
CEO, The Hershey
Company:

• **\$1M**

Tricia Griffith,
CEO, Progressive:

\$1B

Offered by the Apron Relief Program, in aid to customers, employees, communities and agents through premium credit for auto customers and coverage assistance.

VERTEX PHARMA

Savvy and transparent leadership from **CEO Reshma Kewalramani** grew Vertex Pharmaceuticals from this time last year, spurred by new, innovative products.

► **\$5.3 – \$5.6 billion**

Rise of revenue guidance range.

► **\$895 million**

Amount Trikafta, a new cystic fibrosis drug, brought in, during its first full quarter in market.

ISTOCK; BGBLUE, KRISTINAVELICKOVIC; STUDIOCASPER; COLONEL; ISOCK EDGE69