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## Image and Reputation Study 2021



**ALWAYS  
READY TO TALK**

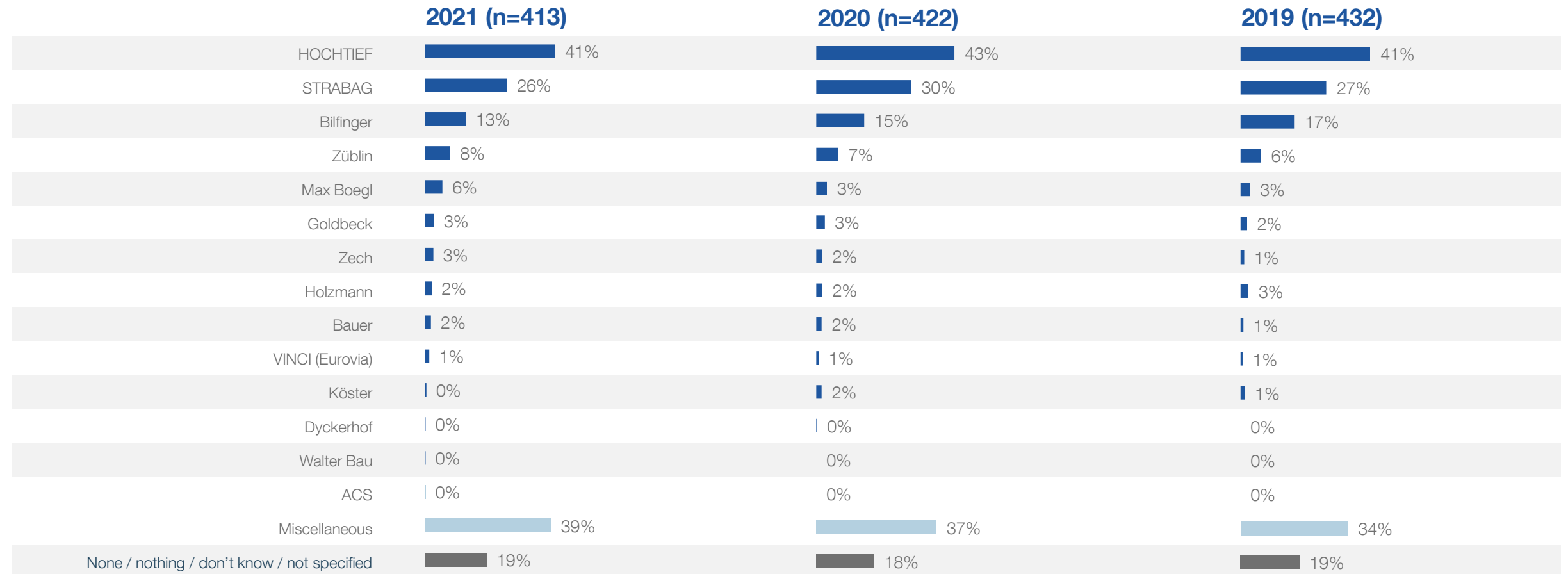
Results 2021

## Background and objective

- Since 2009, YouGov has been regularly conducting an image and reputation survey on behalf of HOCHTIEF amongst decision makers from companies.
- The survey is implemented as an online questionnaire.
- The 2021 survey period started on October 26 and ended on November 10.
- The aim of the survey is to obtain findings on how HOCHTIEF is perceived in the relevant target of decision makers and what development potential is seen in various different areas of activities.

## HOCHTIEF remains the by far most well-known construction company in Germany. When openly questioned, four out of ten respondents spontaneously named HOCHTIEF (“unsupported”)

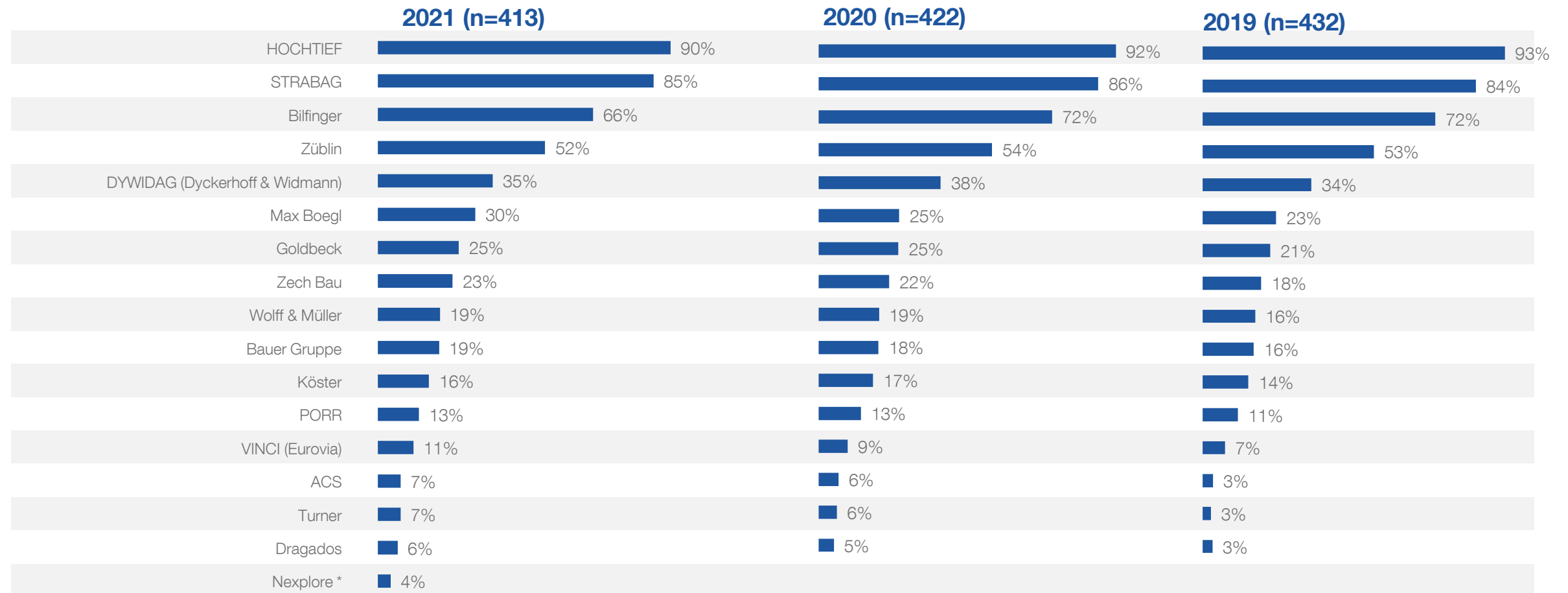
Question: “If you think about a major company in Germany, what spontaneously comes into your mind in the sector ‘construction industry’?”



Basis: Gross random sample, open question, multiple answers possible, Top 14 presented, sorted according to 2020

## Supported awareness: Nine out of ten respondents know HOCHTIEF – High name recognition remains stable.

Question: “In the following several companies from the sector “construction industry” are listed. Indicate which of these companies you know, even if it is just their name.”

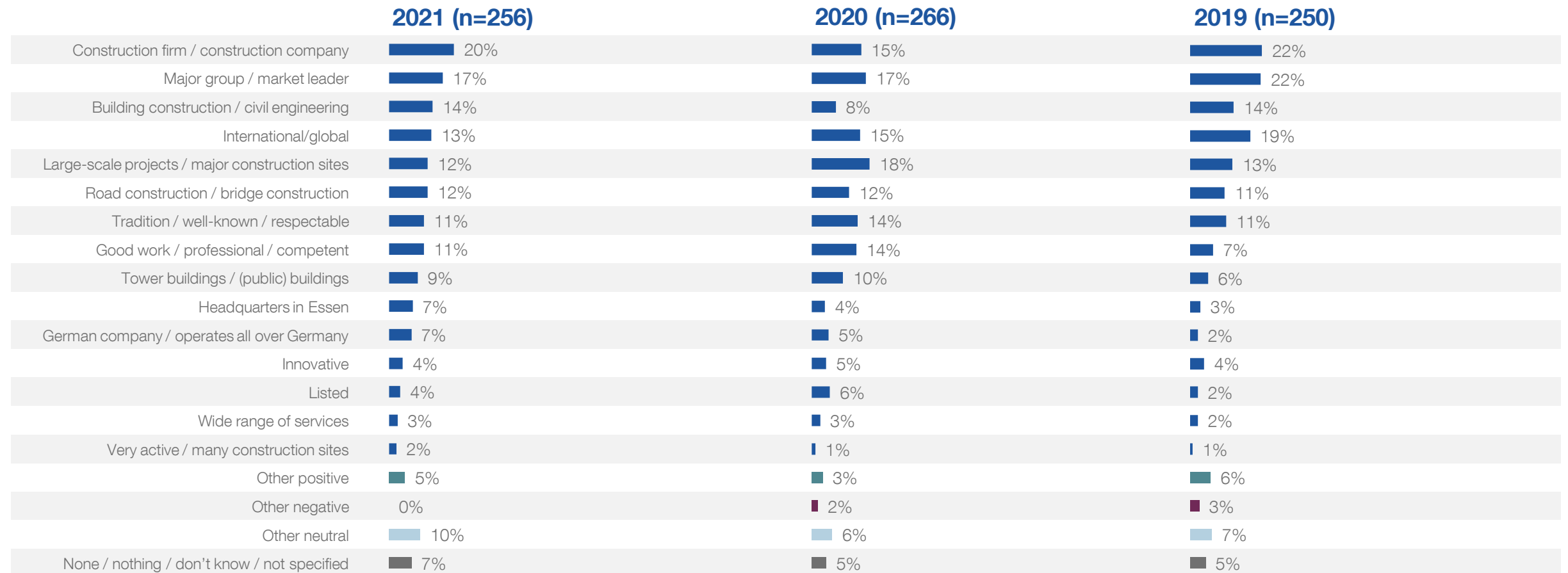


Basis: Gross random sample, multiple answers possible, Top 16 presented, sorted according to 2021

\* HOCHTIEF-Gesellschaft Nexlore wurde 2021 erstmals abgefragt

## Perception of HOCHTIEF as major construction company, association with market leadership, internationality and large-scale projects

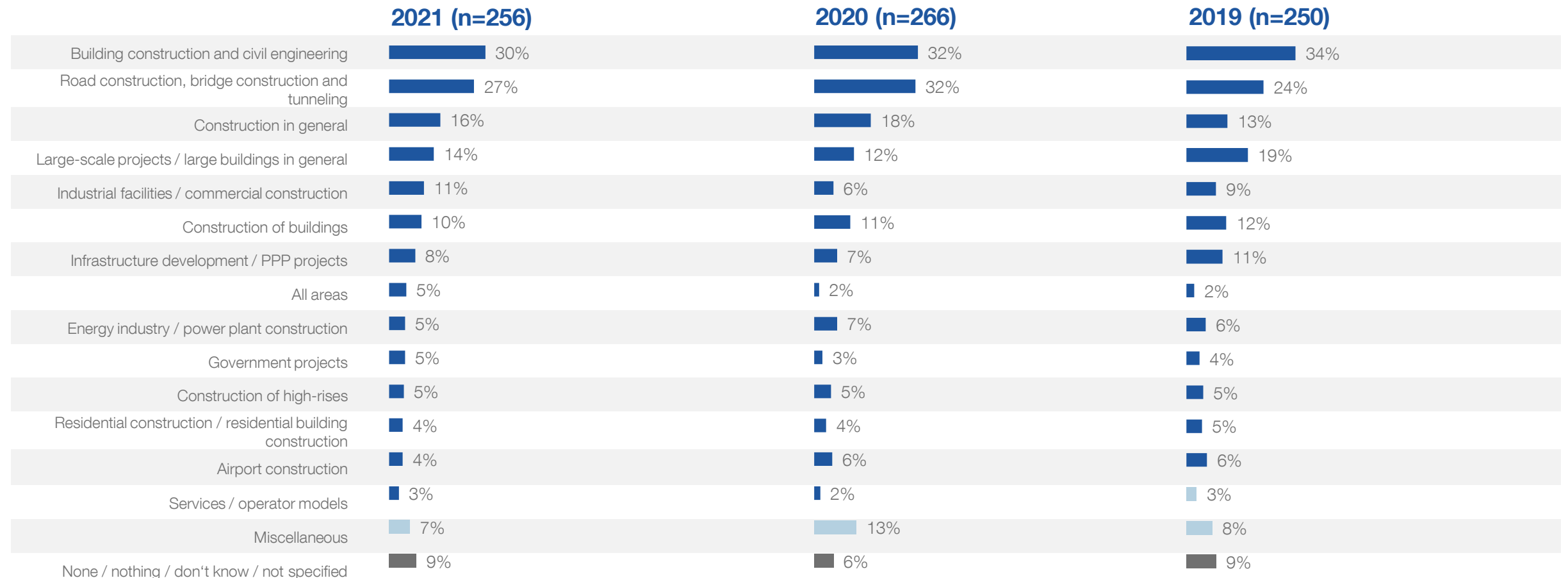
Question: "If you now think about the company HOCHTIEF, what are all the things which come to mind?"



Basis: Net random sample, open question, multiple answers possible, Top 15 presented, sorted according to 2021

## HOCHTIEF continues to be perceived as a diversified construction company

Question: “In your opinion what special areas does HOCHTIEF operate in?”

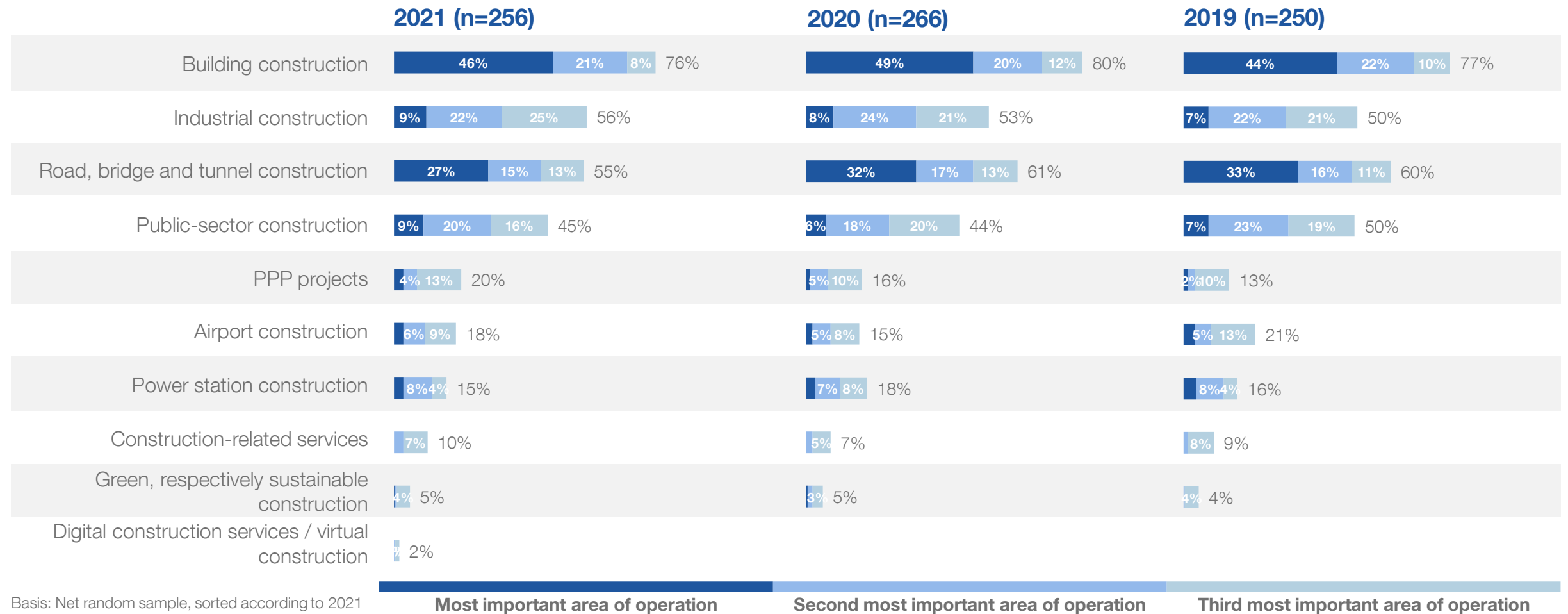


Basis: Net random sample, open question, multiple answers possible, Top 14 presented, sorted according to 2021



## Construction of buildings, industrial facilities and transportation infrastructure evaluated as the most relevant areas of operation

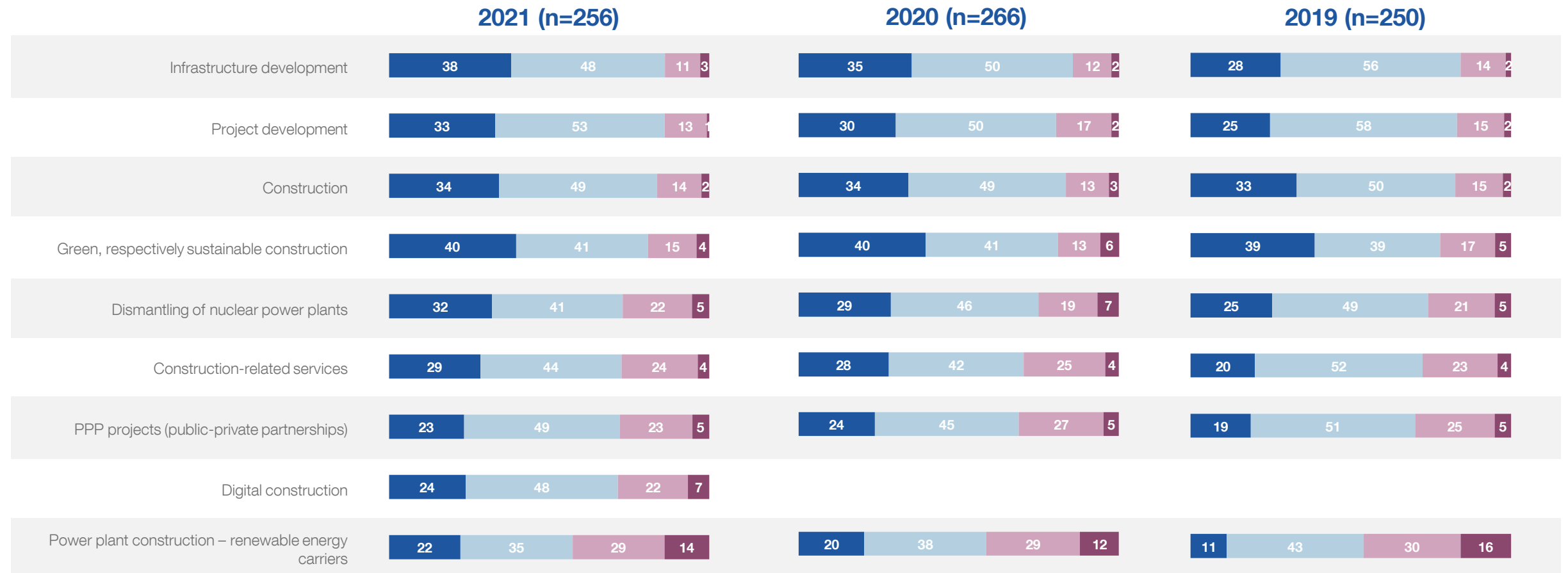
Question: "In your opinion, what are HOCHTIEF's three most important areas of operation?"



Basis: Net random sample, sorted according to 2021

## Growth areas are seen in infrastructure development and construction, optimism for sustainable construction, great potential for digital construction

Question: “How do you rate growth opportunities of construction groups in the following areas?”



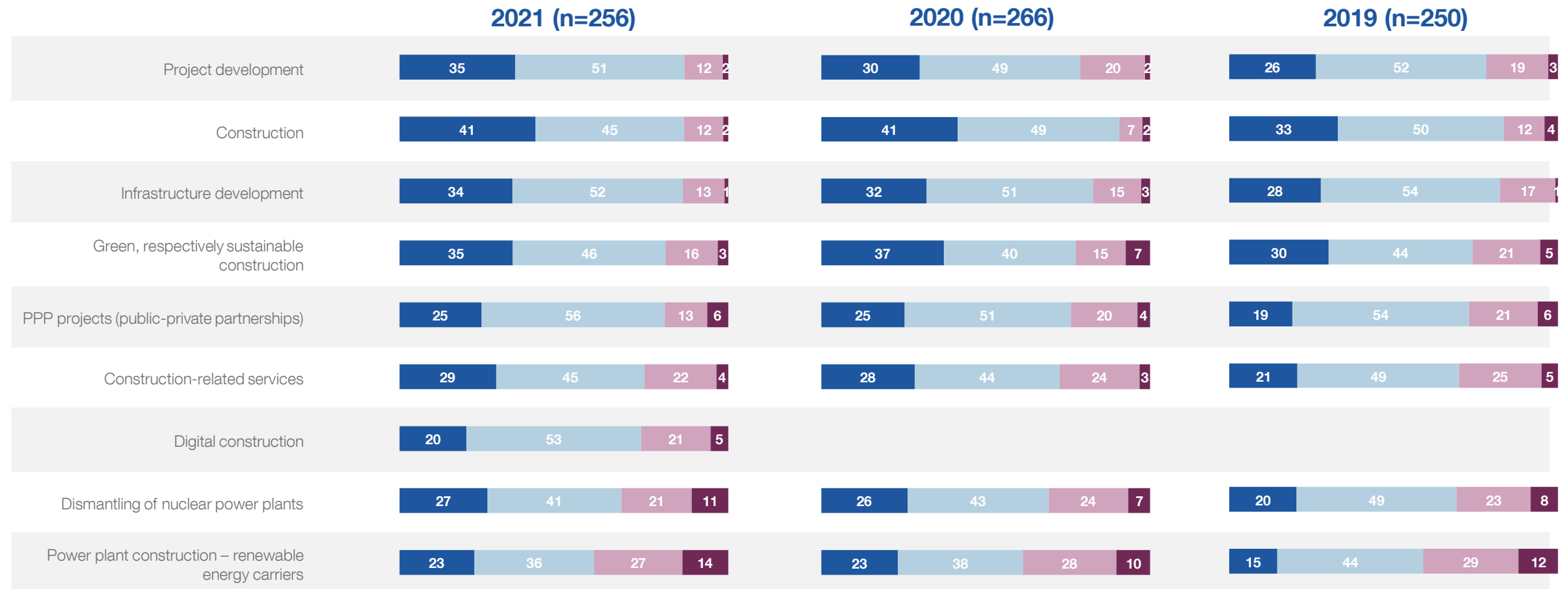
Basis: Net random sample, sorted according to 2021 (top 2 boxes), figures in percent

Great Mainly great Mainly limited Limited



## Growth opportunities assumed in construction and project development, more potential for sustainable construction

Question: "How do you rate growth opportunities of HOCHTIEF in the following areas?"

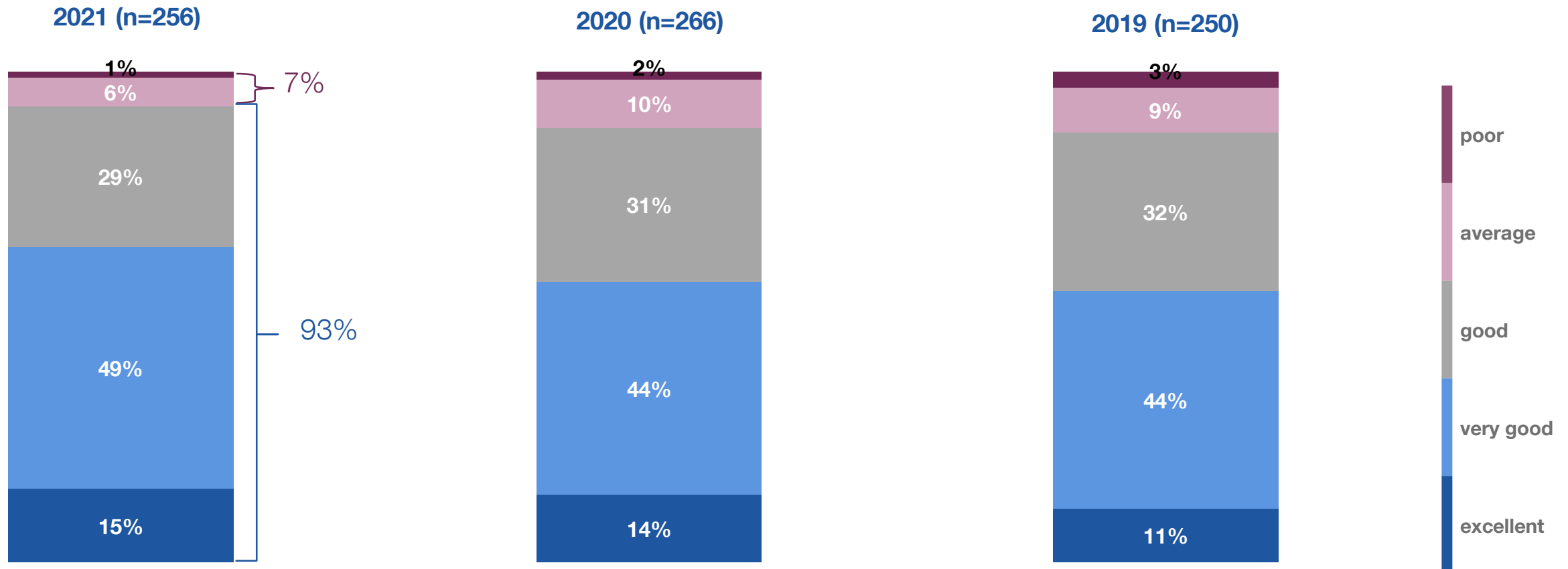


Basis: Net random sample, sorted according to 2021 (top 2 boxes), figures in percent

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## Marked positive trend: 93% rate reputation of HOCHTIEF as “excellent”, “very good” or “good”

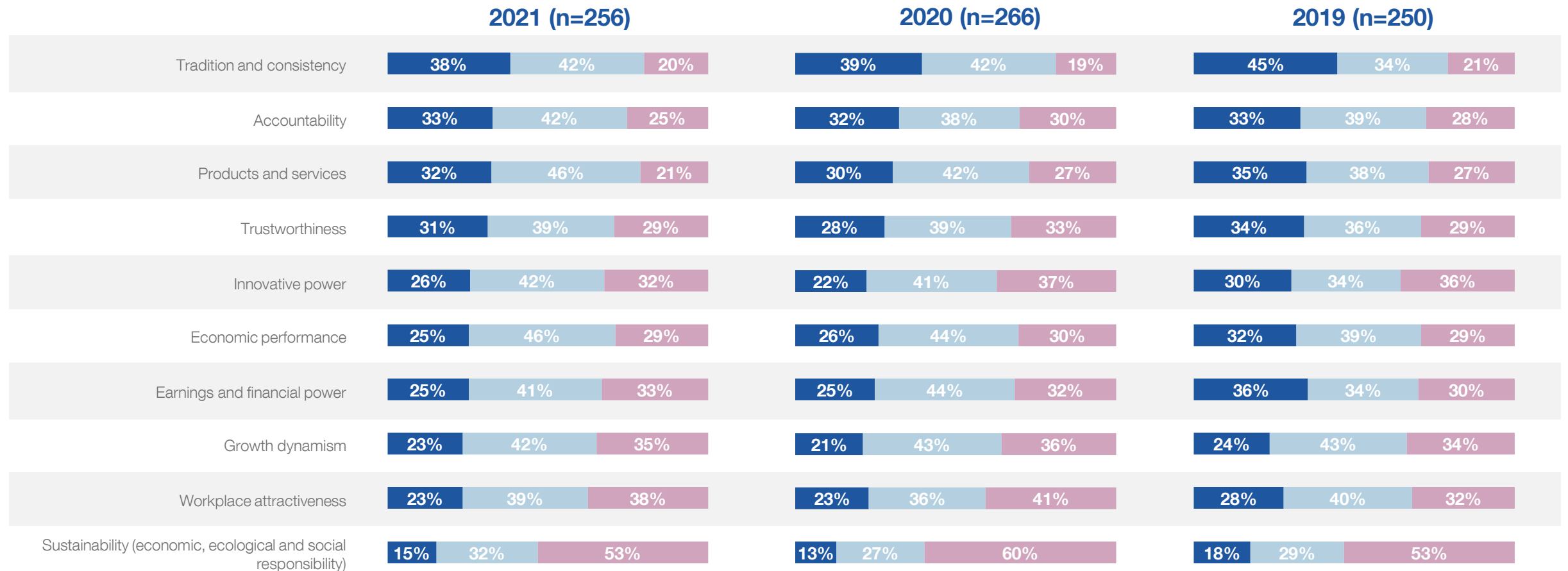
Question: “How you do rate HOCHTIEF’s reputation overall?”



Basis: Net random sample, deviations caused by rounding deviations

## Basis of HOCHTIEF's good reputation: tradition, reliability and performance

Question: "HOCHTIEF has a good reputation regarding..."



Basis: Net random sample, scale from "1 = not at all true to "5 = completely true", sorted according to 2021 (top box)

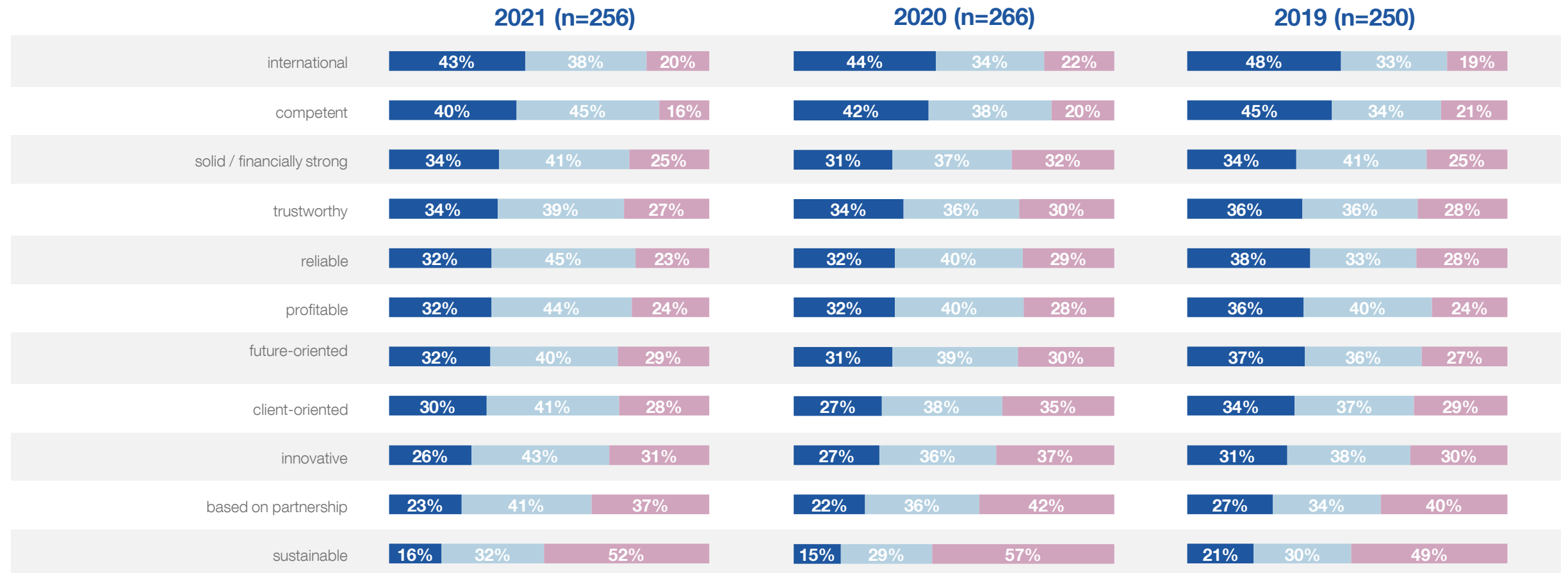
■ Top box (5)

■ Mid-box (4)

■ Bottom box (1-3)

## Majority sees HOCHTIEF as an international and competent company, financial strength is also evaluated positively

Question: "HOCHTIEF is..."



Basis: Net random sample, scale from "1 = not at all true to "5 = completely true", sorted according to 2021 (top box)

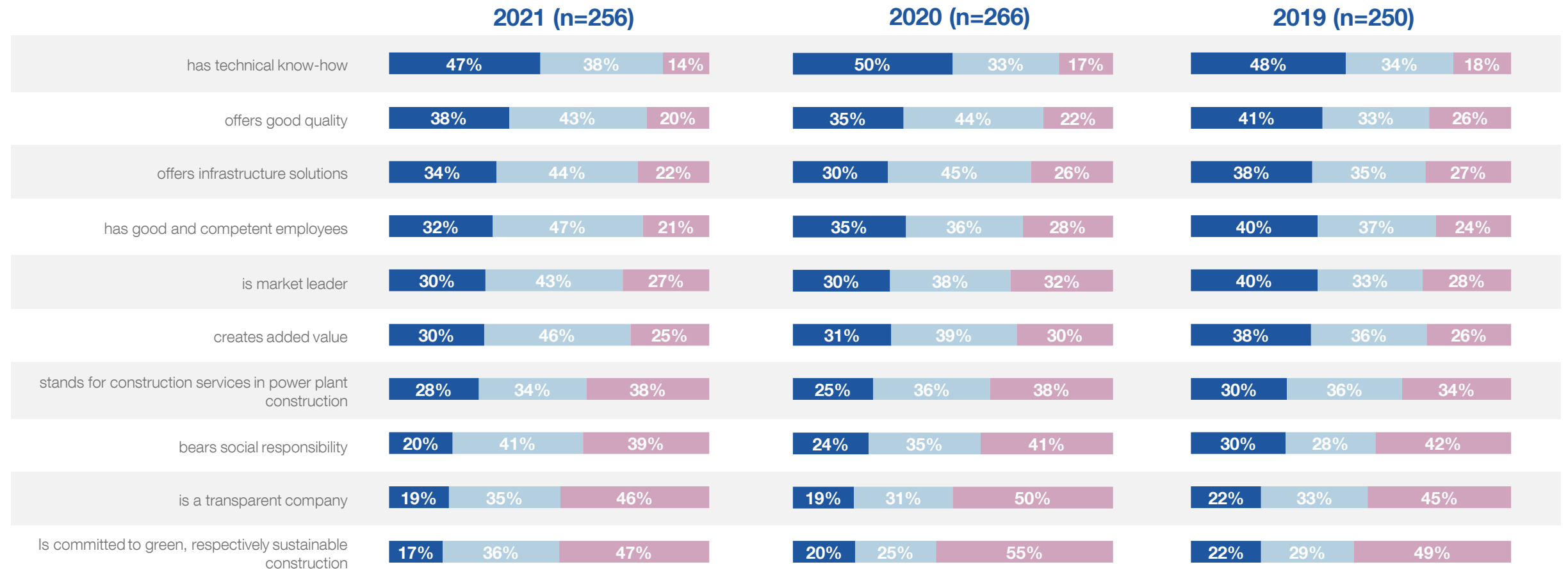
■ Top box (5)

■ Mid-box (4)

■ Bottom box (1-3)

## HOCHTIEF is associated with technical know-how and good quality

Question: “How do you rate HOCHTIEF on the basis of the following competencies / values?”



Basis: Net random sample, scale from “1 = not at all true to “5 = completely true”, sorted according to 2021 (top box)

■ Top box (5)

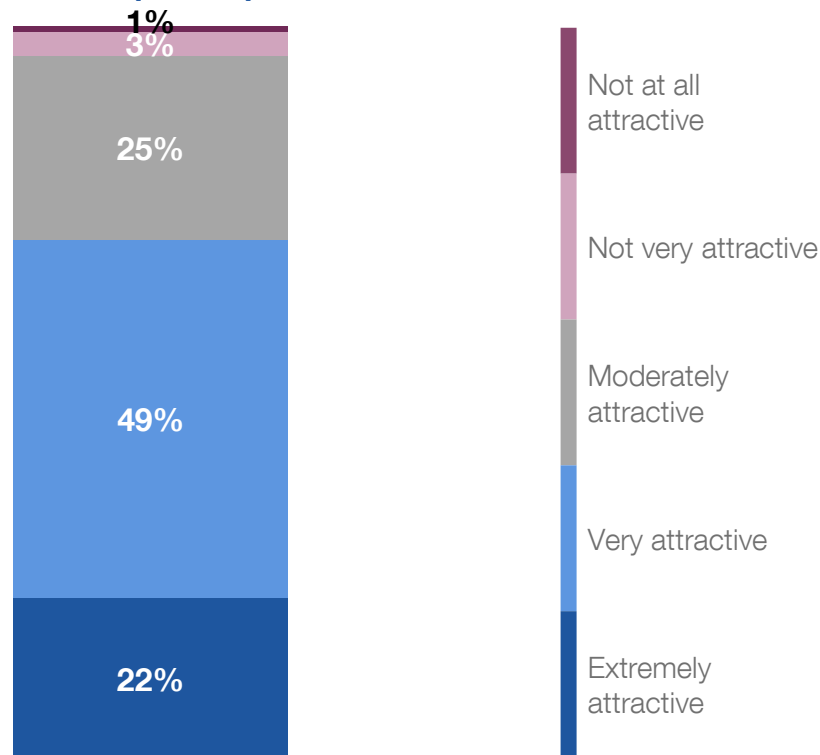
■ Mid-box (4)

■ Bottom box (1-3)

## HOCHTIEF is perceived as an attractive employer and particularly scores points with its attractive working environment

Question: "In your opinion, to what extent is HOCHTIEF attractive or not attractive as an employer?"

2021 (n=256)



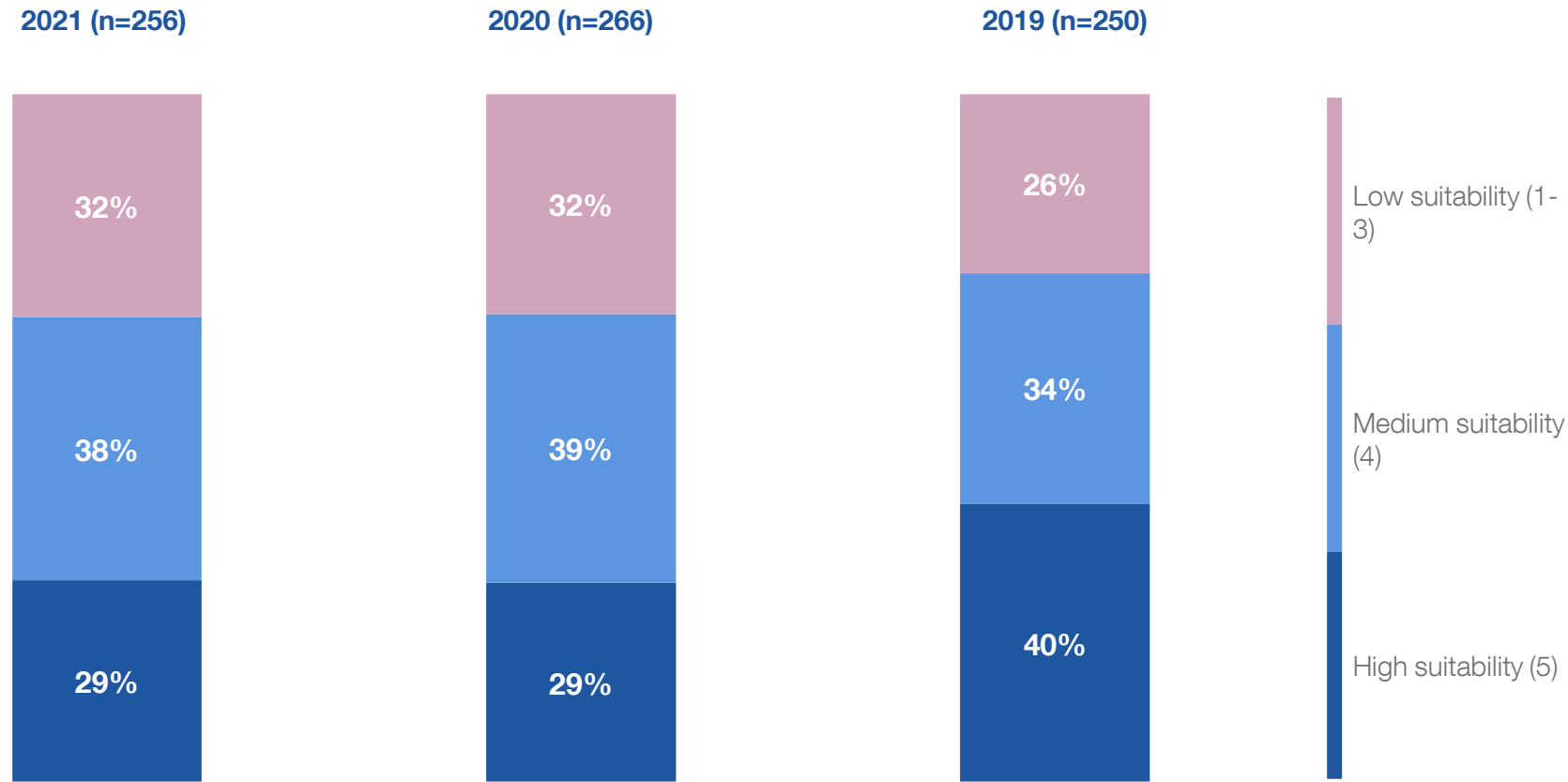
Question: "To what extent do the following characteristics apply or not apply to HOCHTIEF as an employer?"



Basis: Net random sample, right: scale from "1 = not at all true" to "5 = completely true", sorted according to Top box (4-5), new questions in 2021

## Corporate citizenship: “Bridges to Prosperity” continues to be rated by the majority as suitable

Question: “In your opinion, how well is this project suited to HOCHTIEF?”



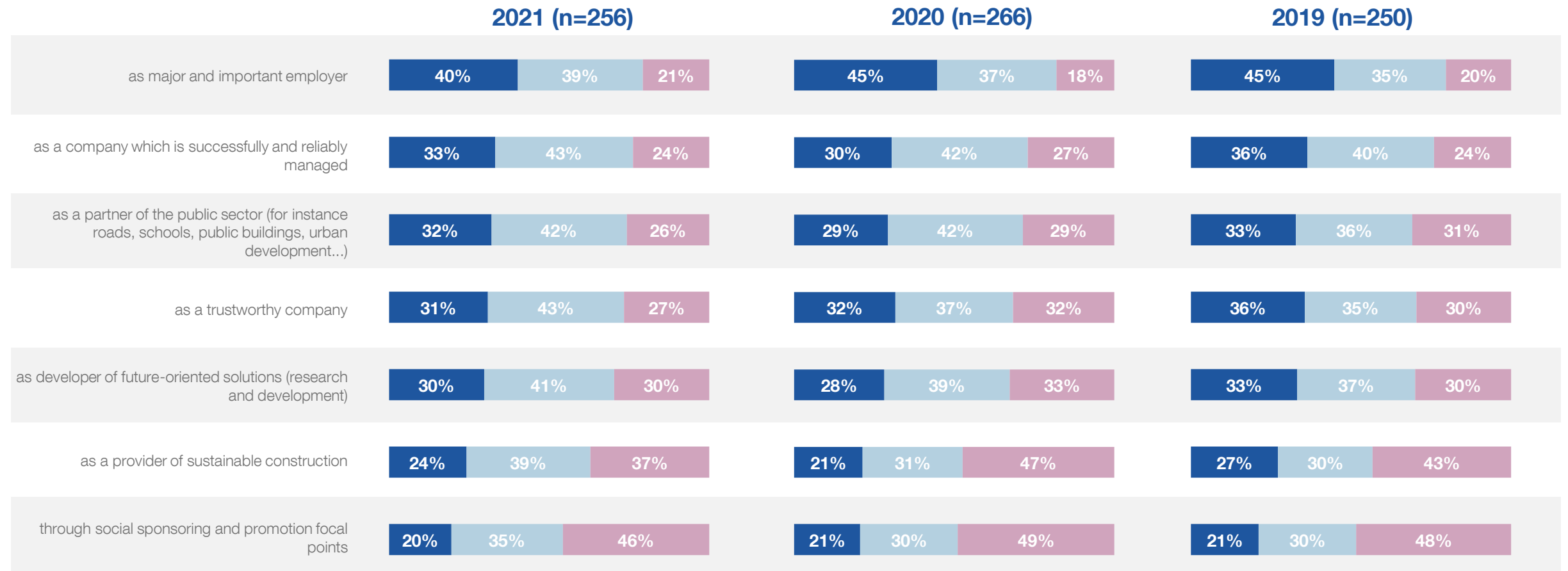
In its societal commitment, HOCHTIEF concentrates on cooperation with the non-governmental organization Bridges to Prosperity:

In remote regions of the world, HOCHTIEF employees and local inhabitants build pedestrian bridges, so that inhabitants receive better access to medical facilities, education and trade.



## HOCHTIEF's societal influence continues to be seen mostly as employer

Question: "HOCHTIEF has a positive influence on society..."



Basis: Net random sample, scale from "1 = not at all true to "5 = completely true", sorted according to 2021 (top box)

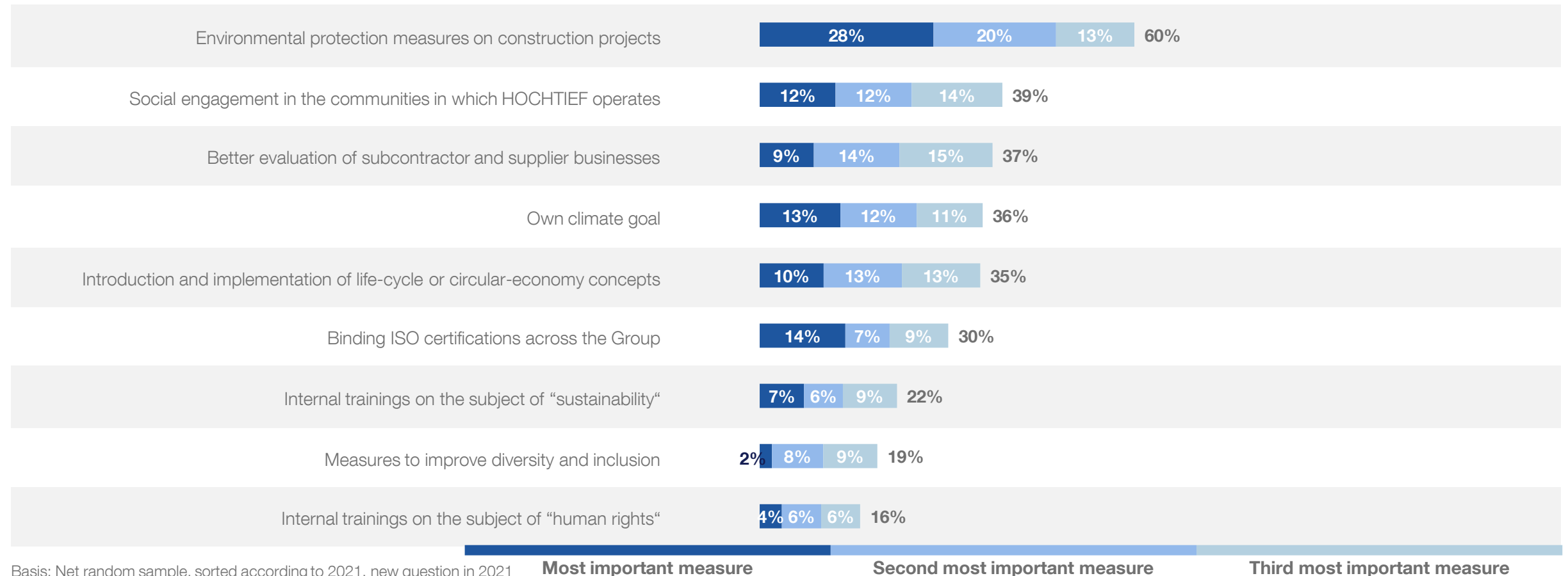
■ Top box (5)

■ Mid-box (4)

■ Bottom box (1-3)

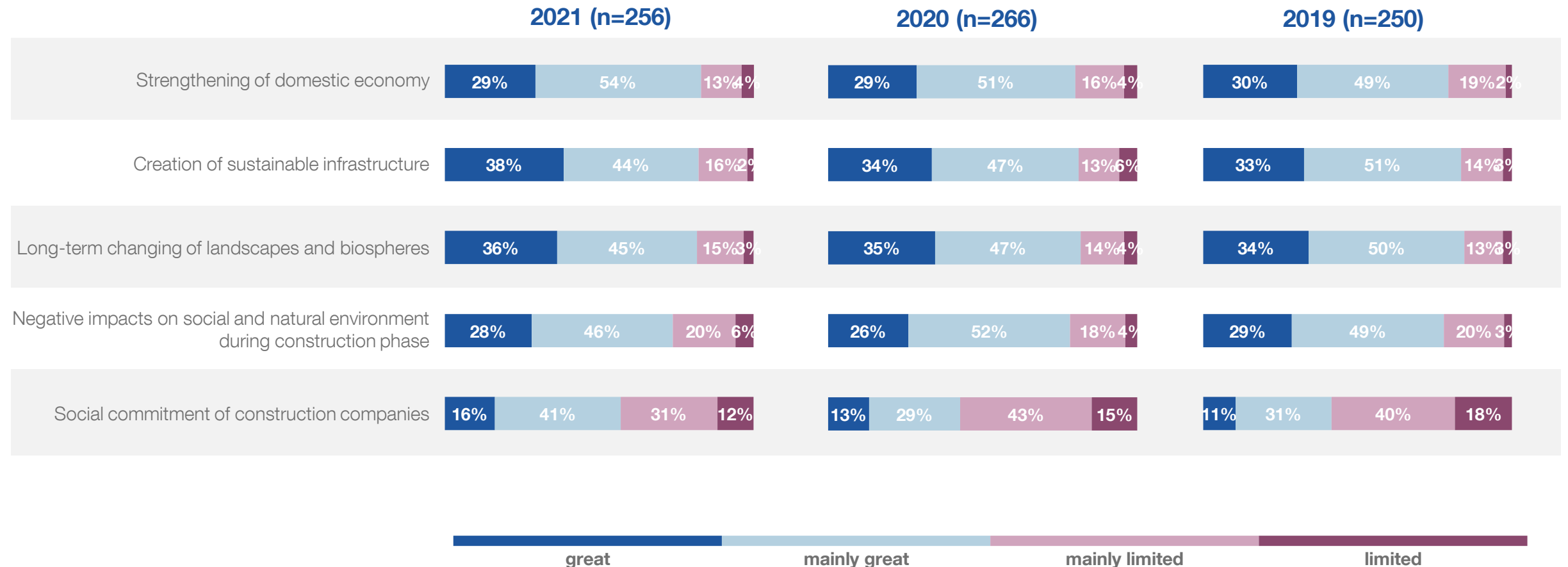
## Sustainability: Environmental protection measures at construction projects are evaluated as particularly important

Question: “In your opinion, what are the three most important measures which HOCHTIEF can use for contributing to sustainable development of society?”



## Impacts of construction activities: Positive impacts on domestic economy are underlined

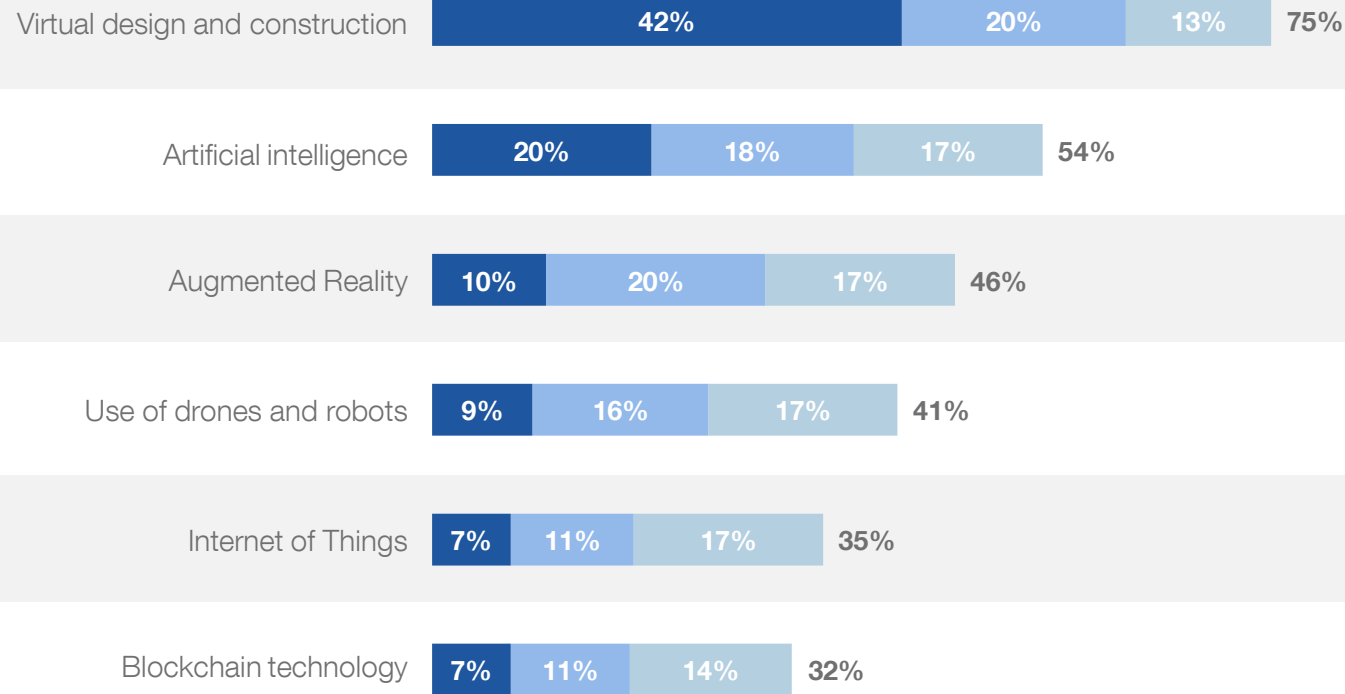
Question: “How do you rate the impacts of the business operations of construction companies on society as well as on climate and the environment in general?”



Basis: Net random sample

## Future of construction: Great innovative power is attributed to virtual design and planning

Question: “In your opinion, what are the three most important innovation topics in the field of digital construction?”



Basis: Net random sample, sorted according to 2021, new question in 2021