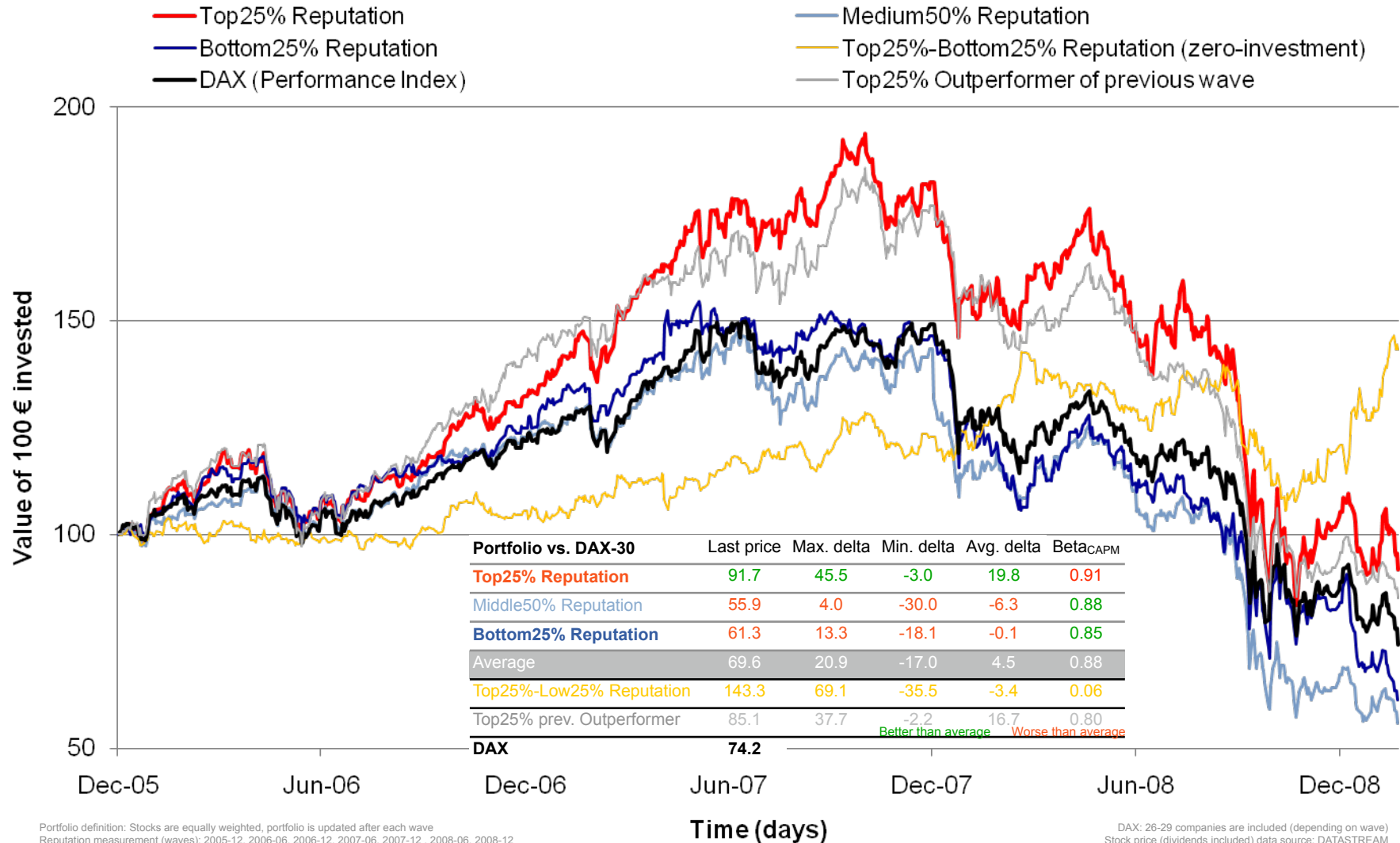


Reputation champions outperform the DAX-30 index



Portfolio definition: Stocks are equally weighted, portfolio is updated after each wave
 Reputation measurement (waves): 2005-12, 2006-06, 2006-12, 2007-06, 2007-12, 2008-06, 2008-12
 Surveyed individuals: General public

DAX: 26-29 companies are included (depending on wave)
 Stock price (dividends included) data source: DATASTREAM
 Timeframe: 30th December to 20th February 2009