

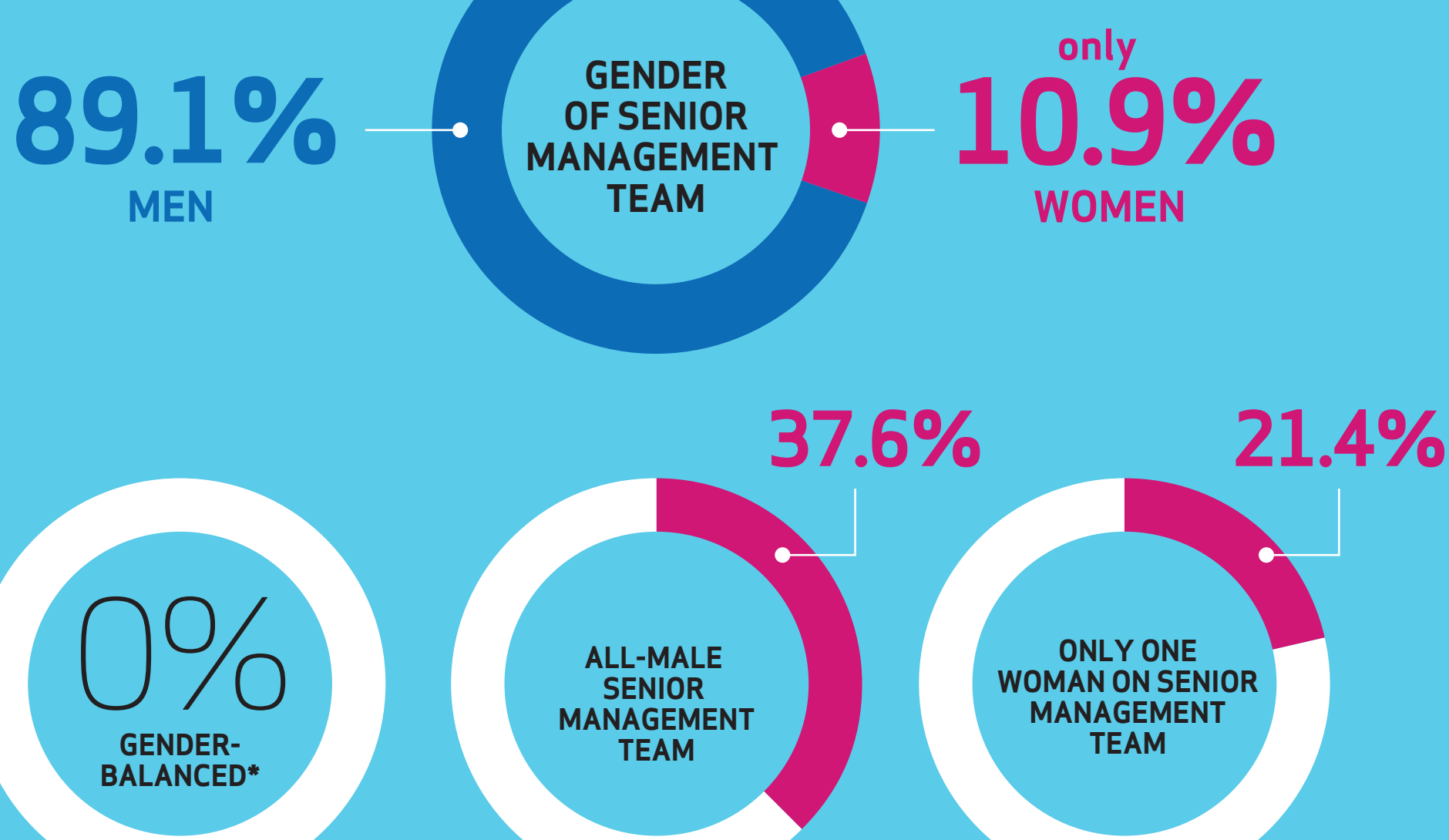
The case for improving women's access to C-level positions has never been stronger. Not only does research confirm that companies with more women in senior executive positions report stronger financial performance, but the reputational and brand advantages are also significant. Yet, the numbers remain very small.

*Gender Equality in the Executive Ranks: A Paradox — The Journey to 2030*, global research sponsored by Weber Shandwick and KRC Research and conducted by the Economist Intelligence Unit (EIU) in 2015, found an astounding 73% of global executives expect gender equality at the C-level to be achieved by 2030. Is such dramatic change even plausible?

Our Gender Forward Pioneer (GFP) Index measures the percentage of world's largest 500 companies, by revenue, with gender balance in their senior management teams. We audited these 500 companies, identifying their top executives and their genders. In total, this amounted to an evaluation of more than 8,600 executives. Below are our findings from this robust audit.

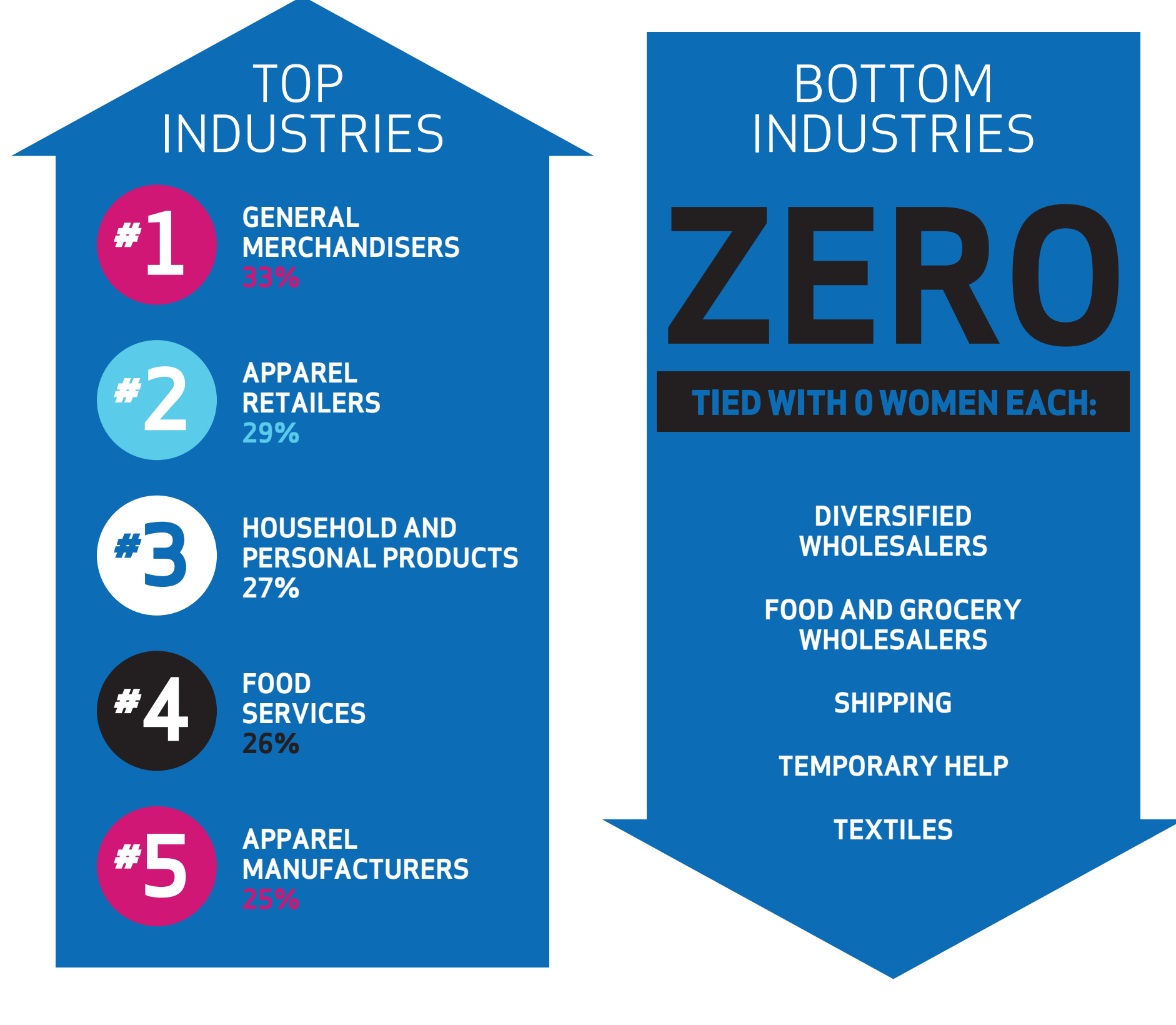
## THE SIGNIFICANT NUMBERS

Of all Global Fortune 500 companies...



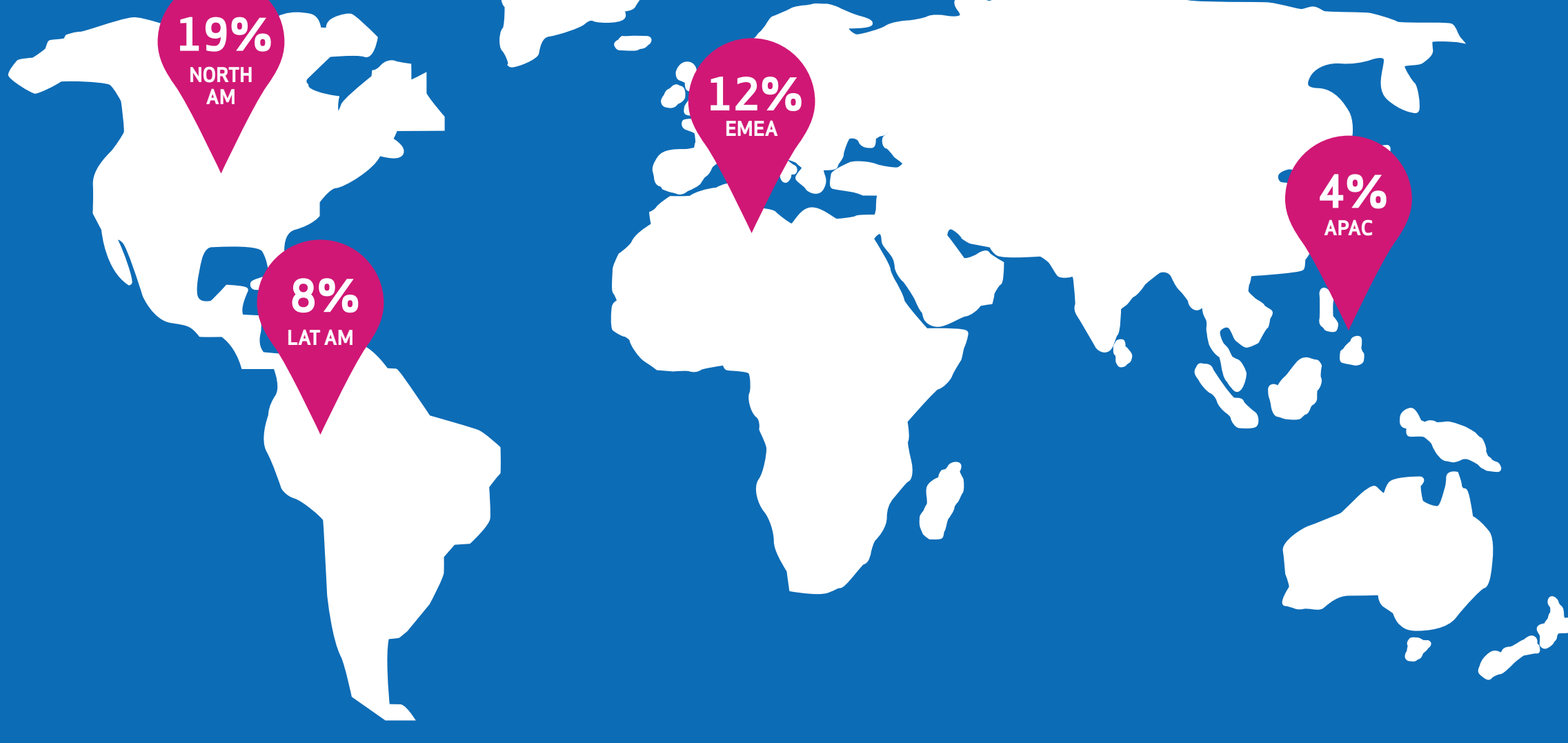
## SOME INDUSTRIES ARE BETTER THAN OTHERS

The top industry for women in senior management is General Merchandisers. One-third of their senior executives are women.



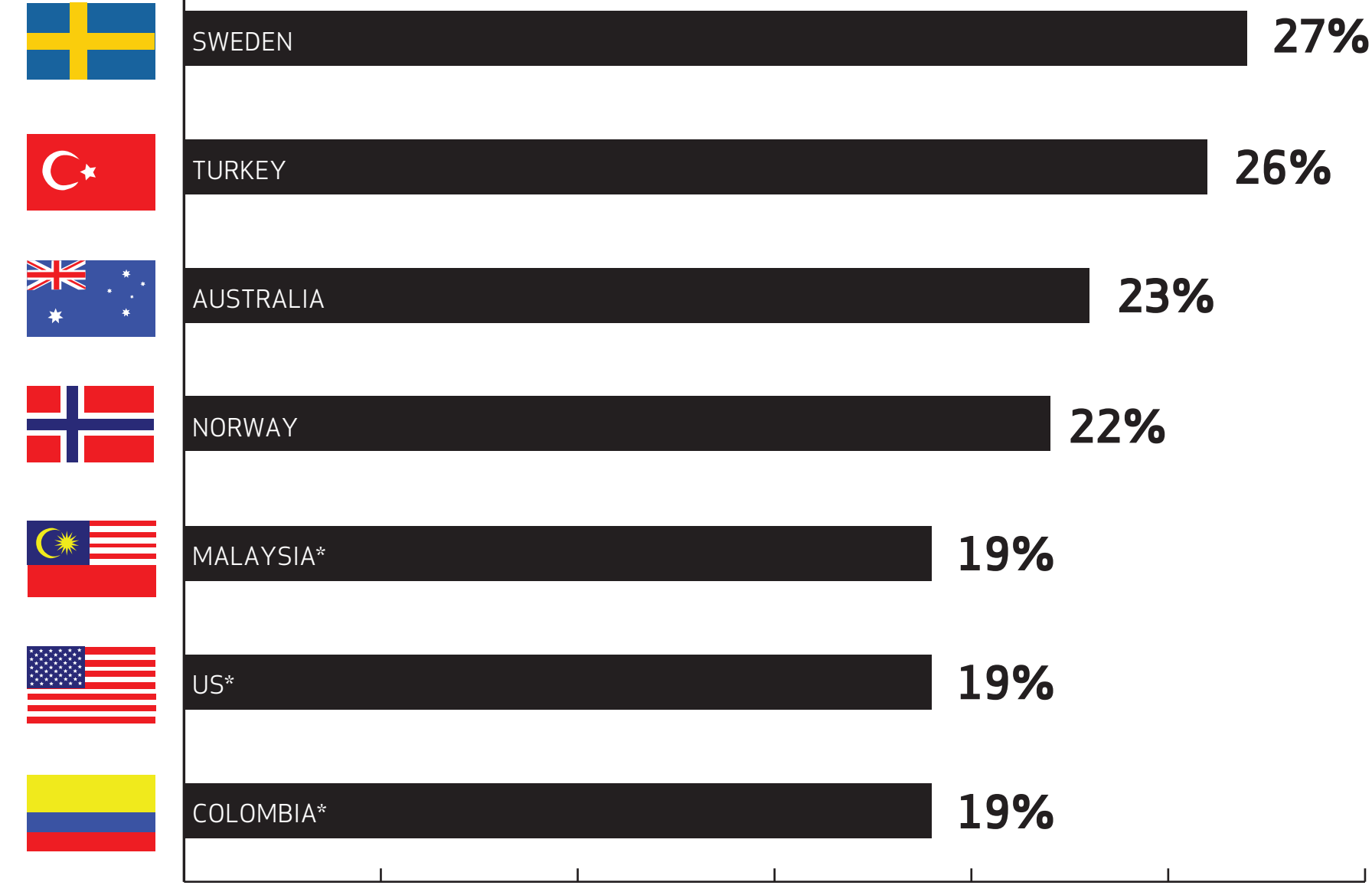
## BY REGION, NORTH AMERICA LEADS

North America has the highest proportion of women in senior management. Nearly two in 10 of their senior executives are women.



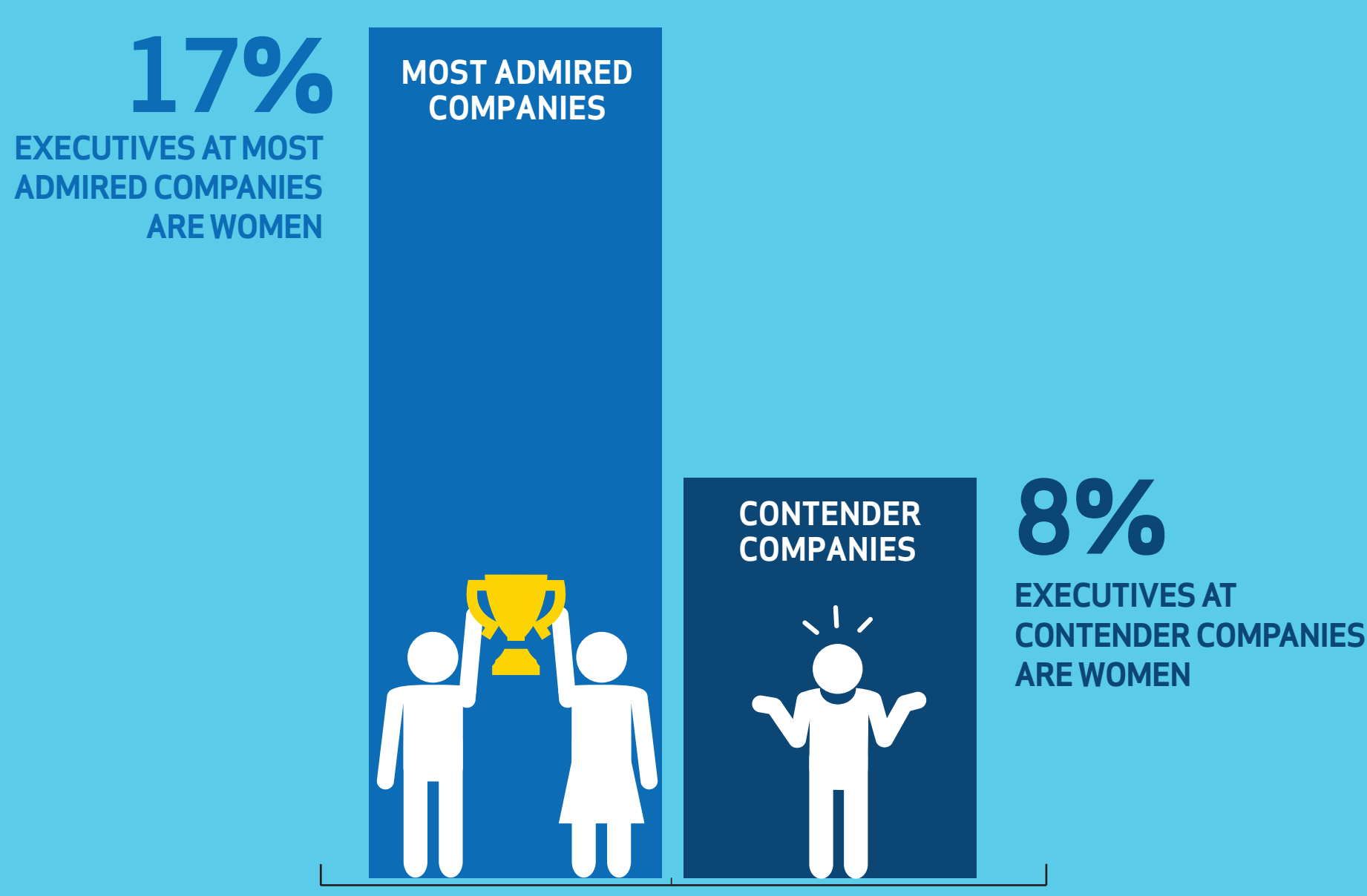
## BY COUNTRY, SWEDEN AND TURKEY ARE TOPS

Sweden is the market with the highest proportion of women in senior management. More than one-quarter of their senior executives are women.



## GENDER INCLUSION DRIVES COMPANY REPUTATION

Reputation matters when it comes to gender equality. Companies with strong reputations\* have twice as many women in senior management as those with lesser-regarded reputations.



\*based on Fortune's World's Most Admired Companies ranking, 2015

## GFP LEADERS PUBLICLY COMMIT TO GENDER EQUALITY

Of the top 11 GFP Index companies (2 are tied for 10th place), 6 have publicly-stated goals or other programmes for reaching gender equality.

**6 out of 11**  
HAVE COMMITTED TO



### WEBER SHANDWICK GFP INDEX METHODOLOGY

To determine how many senior executives are women in the Fortune Global 500, we used two sources of information: 1) The company leadership page of the corporate website, and 2) Senior executive management listed in the company's latest annual report. If an executive was listed in one or both of these sources, they were included. We then identified the gender of the executive. To the best of our ability, we listed only current senior management. Our research was conducted during the fourth quarter of 2015.