

Start your TrustLogic[®] Analytics

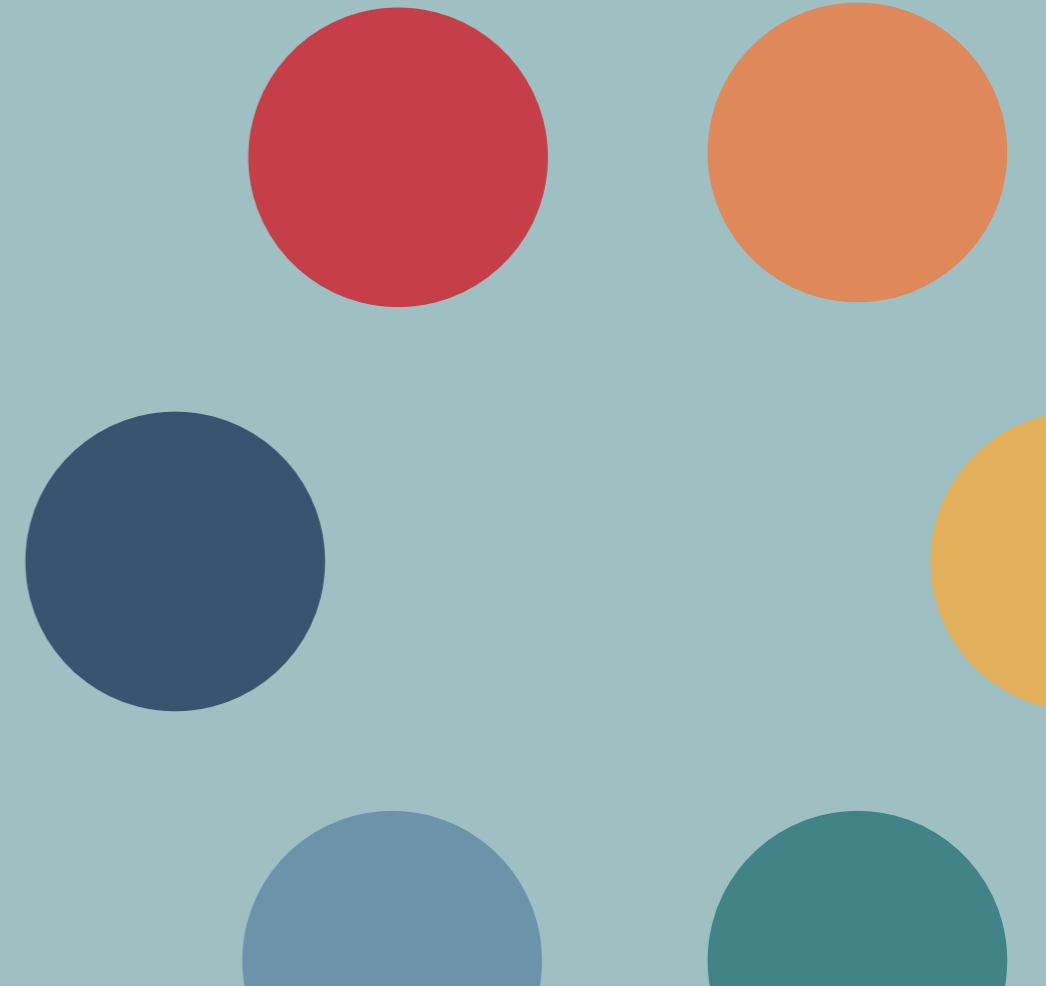
Free to include in your survey.

Affordable to get fully analysed.

Here to help you at every step:

Denice@trustlogic.info

Client Success Manager





Include the TrustLogic® Module into your survey. No strings attached.

Typical survey position:

- Termination questions
- Socio-demographics and use
- Key Brand Health measures (e.g. NPS, Consideration, Satisfaction, Loyalty)
- TrustLogic®:

Please tell us your level of agreement with the following statements: [BRAND NAME]...
 (you can use a 1-5 or 0-10 scale for our analysis)

| | 1 Don't agree at all | 2 | 3 | 4 | 5 Agree very much |
|---|-------------------------------|---|---|---|----------------------------|
| is a brand I trust | | | | | |
| has built a strong and stable foundation | | | | | |
| will continue to develop well in the future | | | | | |
| relates well to people like me | | | | | |
| is valuable in my life | | | | | |
| has a vision and values I find appealing | | | | | |
| Has what it takes to succeed | | | | | |

For those interested in methodology:

Why just six statements? Because we modelled 3, 2 and 1 statements for each Trust Bucket® — in different wordings and languages. One statement per Trust Bucket® performed as well as more. This supports the veracity of the model.

Driver Analysis: A driver analysis examines which factors have the greatest impact on the target variable — in your case, trust, NPS or any other KPI. We can then tell you exactly which Trust Buckets® drive that variable and by how much. We found that a customised Shapley Regression provided the best results — both looking backwards at outcomes achieved and predictive in our live projects.

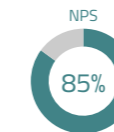
What to do next:

- 1) Run your survey as usual. Per cell we need min 60 responses. Most client use between 300 and 1,000 responses.
- 2) Contact us now or when you have the data. Denice@trustlogic.info
- 3) We will then analyse it for you and conduct your Insight to Action workshop.
- 4) We invoice with 30-day payment terms at the start of the analysis. Some clients ask us to invoice their preferred suppliers to avoid unnecessary paperwork.

What you'll get:

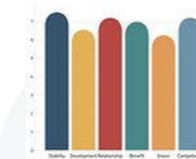
A **full report** with approximately 20 data cuts by selected criteria — for example by age group, segment, product use or trust level with clear recommendations.

1) Alignment with your KPIs (how effectively TrustLogic® drives your KPI results. You want to know that to make sound commercial decisions)



2) Trust Profiles

The Trust Profile shows how well filled your Trust Buckets® are — visible instantly in your survey platform by any criteria selection.



3) Trust Drivers

That's where we go to work for you. We run the full data analysis with Trust Profiles and Trust Drivers, identify the hotspots and focus areas by selection, and deliver a consolidated presentation with clear, practical actions and messages.



- For illustration:
- Register over 1,000 patents per year
 - Invest \$ 3bn into infrastructure in the next 5 years
 - We have a clear 5-year strategy
 - Our innovation pipeline is
 - We attract the best talent, because
 - In the next years you will see

Our mind's logic of trust.



How trust forms:

TrustLogic® is the scientifically accurate understanding of how our minds process trust. This reliable framework, combined with 20+ years of experience, enables us to help you define and maximise your trust equity — your tangible trustworthiness.

Trust isn't an amorphous "thing" no one can grasp.

We always trust for clear reasons which our minds sort into six distinct psycho:logical categories. Think of them as your Six Buckets of Trust® to fill.

Every reason, big or small, adds up – from the basic need-to-trust-fors (hygiene trust) to the highly valuable would love-to-trust-fors (trust advantage).

To build more trust effectively and create the value that shifts decisions, you need to:

- Identify which of the six categories and reasons are most critical for your audience.
- Deliver consistently on the would-love-to-trust-fors, across every audience interaction.

