

# FOR SECOND YEAR RUNNING, PAUL TELLIER NAMED MOST RESPECTED CEO BY PEERS

*CEOs Believe that "Respect" Rings In A Premium Share Price,  
67% Spending More Time Building Respect This Year...*



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## **FOR SECOND YEAR RUNNING, PAUL TELLIER NAMED MOST RESPECTED CEO BY PEERS**

***CEOs Believe That “Respect” Rings In A Premium Share Price, 67%  
Spending More Time Building Respect This Year...***

**Toronto, ONTARIO** – With a year under his belt at the helm of Bombardier Inc., Paul Tellier has emerged for the second year running as the most respected CEO in the country as chosen by his peers.

And, when it comes to the defining characteristics of the most admired and respected CEOs in this country, CEOs indicated four categories which carry the most weight – vision, focus, discipline or good strategy (42%); track record (39%); financial performance (38%); and Corporate governance or leadership (34%). This is a multiple response question, thus totals are greater than 100%.

Finally, 90% of CEOs indicate companies that are more respected by the public enjoy a premium in their share price. Two in three (67%) CEOs state that “a greater part of their job these days involves building respect for their company among the general public,” essentially unchanged from 2002 (64%).

*These are the findings from the Ninth Annual Canada’s Most Respected Corporations Survey sponsored by KPMG and conducted by Ipsos-Reid. The survey was conducted between August and November, 2003. The survey involved interviews of 255 of the leading CEOs in Canada.*

## ***CEOs Choose Tellier Again As Most Admired And Respected CEO***

Mr. Tellier's switch from Canadian National Rail Co. to Bombardier Inc. in late 2002 has swelled the ranks of Canada's business leaders who most admire and respect the CEO. He emerges this year with 15% of CEOs personally writing his name in the slot for the CEO they most admire and respect, up significantly from 6% a year ago. Following behind are Dominic D'Alessandro, CEO of Manulife Financial Corp. (6%), Rick George President and CEO of Suncor Energy Inc. (3%), Clive Beddoe President and CEO of WestJet Airlines Ltd. (3%), Ray Royer President and CEO of Domtar Inc (3%), Peter Godsoe of The Bank of Nova Scotia (3%), Gwyn Morgan of EnCana Corporation (3%), Remi Marcoux of Trans Continental Inc (2%), Frank Stronach of Magna International Inc. (2%), Gordon Nixon of RBC Financial Group (2%), and Isadore (Izzy) Sharp of Four Seasons Hotels and Resorts (2%). All other CEOs mentioned received less than 2% of the vote.

## ***"Vision, Focus, Discipline" Top Attribute That CEOs Admire And Respect In Their Peers, With "Track Record" And "Financial Performance" Trailing Closely...***

CEOs were then asked to identify what they most admired and respected about their selection. The "aggregate" findings are:

- Vision, focus, discipline or good strategy (42%);
- Track record (39%);
- Financial performance (38%);
- Corporate governance or leadership (34%);
- Shareholder or investment value (21%);
- Honest, trustworthy or ethical (15%);
- Global presence/international expansion (15%);
- Innovative or creative (15%);

- Driven or aggressive (14%);
- Good staff, management or employee relations (12%); and
- Social responsibility, community involvement or corporate citizenship (11%).

### ***A Significant Majority (90%) Indicate That Companies That Are More Respected By The Public Enjoy A Premium In Their Share Price...***

According to Canada's CEOs a company's level of respect in the public eye has a definite impact on the bottom line. Nine in ten (90%) believe that companies that are more respected by the public enjoy a premium in their share price (46% strongly believing in this view) compared to only 1 in ten (10%) who disagree.

### ***With Two-Thirds (67%) Spending More Time Building Respect...***

Two-thirds (67%) of CEOs are putting their efforts behind this view, finding a greater part of their job these days involves building respect for their company among the general public, compared with 32% who don't share this point of view. These numbers match closely with CEOs' views in 2002 (when 64% answered that this was a greater part of their job).

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