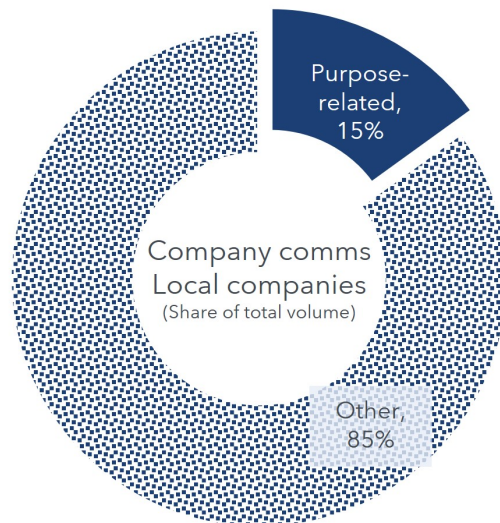


# What is the share of purpose-related corporate comms for local companies vs MNCs?

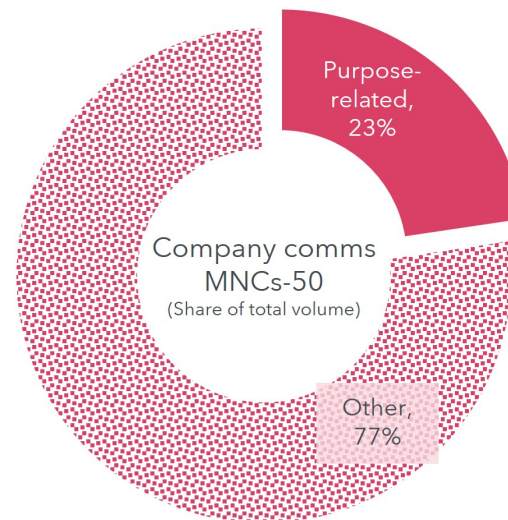
## Local Asian companies

consists of 235 sample companies across 11 Asian markets



## MNCs-50 benchmark

consists of 50 large MNCs with a significant footprint in the Asia region



## Asia region

consists of all local regional sample companies plus MNCs-50 companies

