



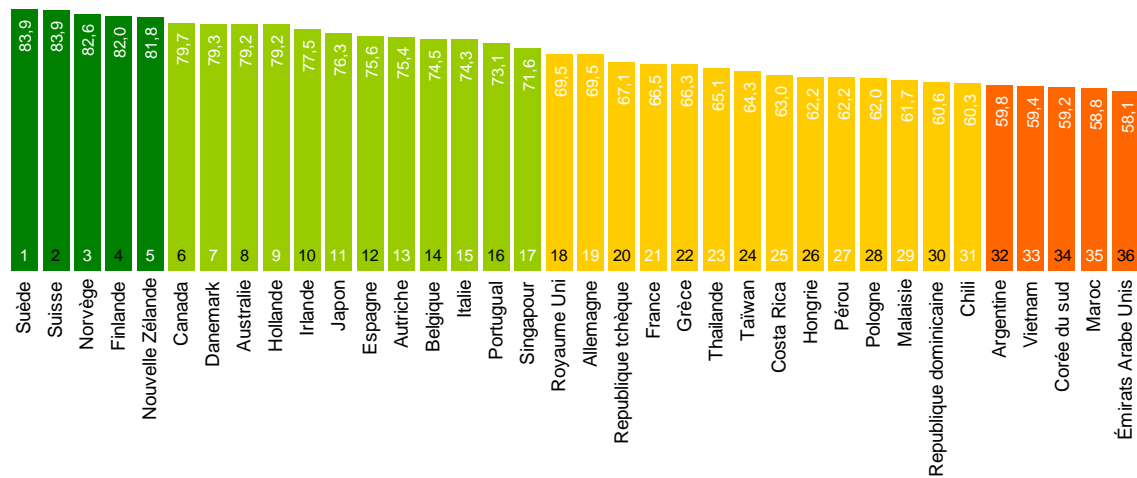
Morocco's reputation in the World

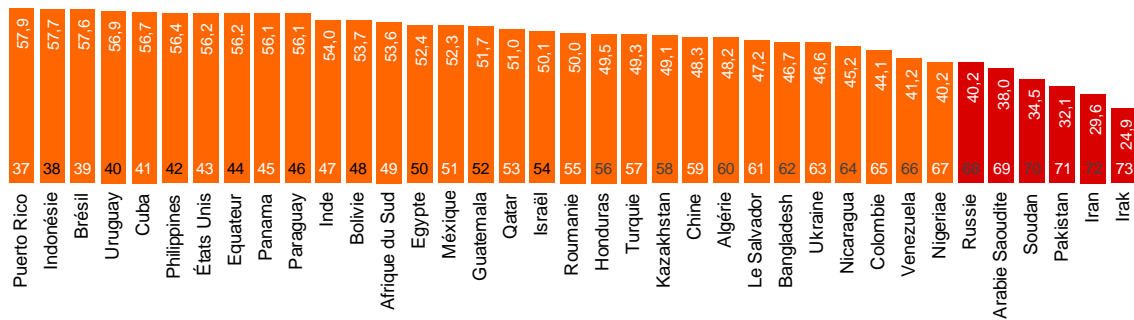
Country RepTrak® 2019

Executive summary

The reputation of Morocco among the G8 countries' citizens experienced a slight improvement in 2019 and scored 58.8 points (out of 100) in the Country RepTrak® Pulse indicator. This gauge rose up by 0.7 points when compared to 2018 results. The Pulse indicator measures the admiration, esteem, confidence and good impression one country has over another, and uses these attributes to determine the emotional reputation. So, if we consider that the global average for countries measured by G8 is 59.0 points, we can observe that Morocco is in line with the average reputation within the study, at the same 35th position as last year.

Sweden, Switzerland, Norway, Finland and New Zealand are still in the top five countries with the best reputation. Also, these countries are the only ones to have an excellent reputation, according to Reputation Institute's normative scale. Most of the countries measured in this study maintain a stable reputation level. But all the countries in the top 5 managed to improve even more their reputation in 2019. Last year, Sweden achieved a score of 81.7 points in the Country RepTrak® Pulse 2018, in 2019 it scores 83.9 points. The remaining top ten of the countries, with the best esteem in 2019, are Canada, followed by Denmark, Australia, Netherlands and Ireland.





By contrast, in the bottom five we find countries from Middle East or sharing frontiers with Middle East countries: Iraq (24.9 points Pulse), Iran (29.6), Pakistan (32.1), Sudan (34.5) and Saudi Arabia (38.0), all of them with a Poor score according to the normative scale.

However, to better understand what drives society to form this emotional impression towards any country, Reputation Institute also provides indicators focused on rational motives of liking or disliking a specific country. According to our methodology, there are three broad dimensions that englobe a total of 17 attributes which touch all the main issues related to the experience anyone can have in any country. Quality of Life, Institutional Quality and Development level are, respectively, the dimensions which impact the most when it comes to build the reputation of a country. For the G8 citizens, the most important attributes in reputation are (in order of importance): "Friendly and welcoming people" (Quality of Life), "Safe Place" (Institutional Quality), "Beautiful Country" (Quality of Life), "Appealing Lifestyle" (Quality of Life), "Enjoyable country" (Quality of Life), "Ethic and Transparency" (Institutional Quality) and "International Respect" (Institutional Quality). These attributes were already displayed last year as the most important and in the same order.

From those attributes, Morocco's strongest aspects are its Beautiful country (77.7 points), followed by its friendly and welcoming people (69.9 points) and being an enjoyable country (69.1 points). Those results indicate that Morocco's reputation leverages on these three attributes as they are some of the most important ones in driving reputation and are also where it is best seen. **These three attributes experienced a statistically significant growth and had a positive impact on the emotional component in Morocco's reputation.**

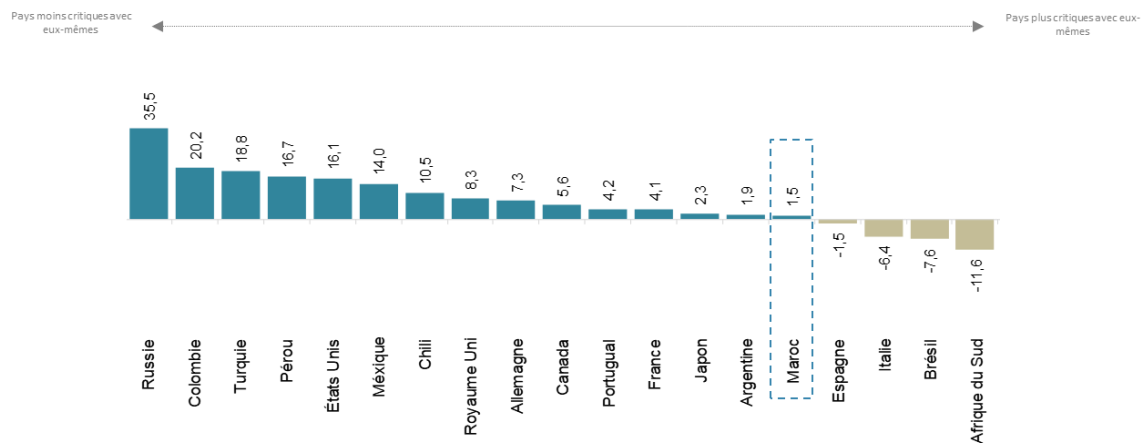
Morocco's weaknesses, when compared to the average of the countries analyzed, are related to the attributes that measure the education system, the knowledge of its brands and companies and the technological capacity of the country. These Perceptions that remained stable compared to the previous edition of the study.

The Country RepTrak® methodology also allows us to assess the willingness of stakeholders to support the country with certain behaviors, which we call "supportive

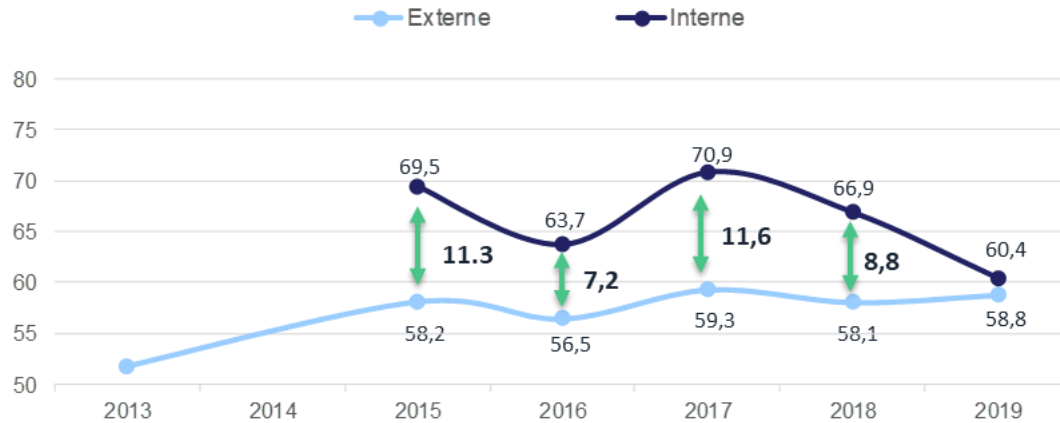
behaviors". The relation of these behaviors with the attributes presented earlier allows us to define the influence of these behaviors on people's inclination towards the country. G8 for instance has a higher inclination to visit the country and attending an event than studying or working in Morocco. As well as for the attributes, G8 is more prone to support Chile than the other benchmarks. South Africa and Mexico are the benchmarks that G8 is least likely to support.

Internal reputation

After this deep dive on G8's perceptions, another relevant chapter assesses the internal perception, *i.e.* citizens' perception of their own countries. As in the external view, Canada shows an excellent internal reputation and it is the leader of this ranking with 85.3 points. On the other hand, Colombia, Peru and Turkey show much higher internal than external reputations. This gap between these two faces of reputation is even bigger for Russia (35.5 points gap). Russian citizens have a strong bond with their country, but apparently, the G8 citizens, do not have the same feeling towards this Eurasian country.



Globally, citizens' perception of their own country (internal perception) is more positive than the external one. But Morocco is following another trend: the difference between the internal and external reputation, that reached 8.8 points in 2018, is only 1.5 points in 2019 mostly because of the decline in internal reputation.



Moroccan citizens believe that the strengths of the country lie in having friendly and welcoming people, being a beautiful country, and being a safe place. Except for these three undoubtable strengths of Morocco, when its citizens evaluate the benchmarks, Turkey is better evaluated in all attributes. The internal perception of safe place and friendly and welcoming people is much higher than the external perception.

As a consequence of the rational perceptions, the supportive behaviors reflect similar results as the attributes. The willingness to visit is the strongest attitude within the Moroccan citizens and is in line with the top attributes in the model (beautiful country, friendly and welcoming people, and being safe).

Morocco however wasn't evaluated only by G8 and itself, but also by other 17 countries. The Moroccans see a better potential in their country than most of the other countries, by giving it 60.4 Pulse points. The highest scores are given to Australia and Egypt with 68.5 and 67.9 Pulse points respectively. Mexico also appreciates Morocco giving the country a more moderate score (60.4 Pulse points).



Considering the findings of the 2019 Country RepTrak® it is possible to deep dive in the stakeholder perceptions of Morocco and measure their willingness to support the country. Such positive behaviors have a direct impact on the economic, political and social value creation of the country.