



# Catherine Blades

Senior Vice President | Corporate Communications

Thursday, March 16, 2017



# TODAY

**RETURN ON REPUTATION**

**CORPORATE SOCIAL RESPONSIBILITY**

**BUSINESS RESULTS**

# AFLAC

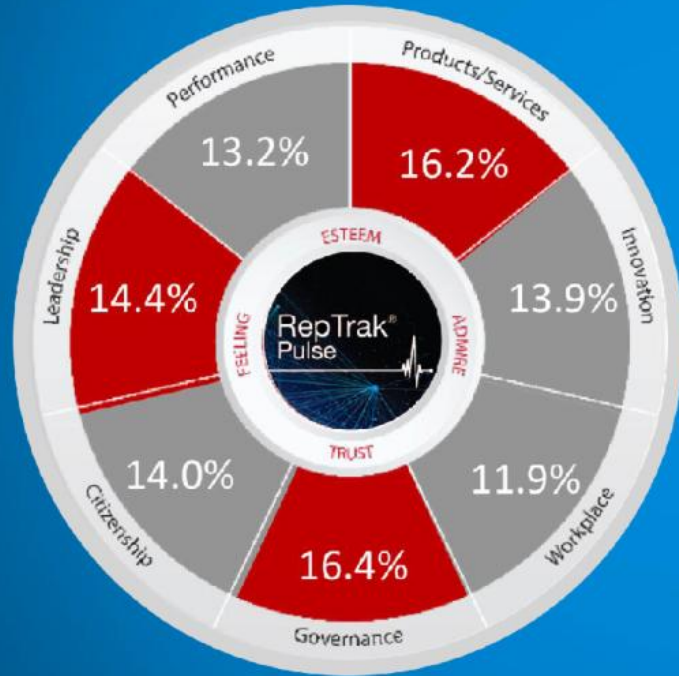
**INSURANCE**

**US & JAPAN**

**AFLAC CANCER CENTER**



# REPUTATION INSTITUTE



**PURCHASE**

**5% ↑**

**PROPENSITY TO  
RECOMMEND**

**6.5% ↑**

# SEPTEMBER - DECEMBER 2016

*Turning Data Into Action*



A screenshot of a CNBC website page. At the top, there are two images: the White House at night and a group of people standing together. Below these is the CNBC logo and navigation menu. The main content area features a video player with Catherine Blades, a 'STREET CRED' sidebar, and a headline: 'CureFest for childhood cancer'. Below the headline is a 'WATCH CNBC LIVE TV' button and social media icons. The CNBC logo is at the bottom right of the page.

CureFest

CHASING CANCER

CSR SURVEY



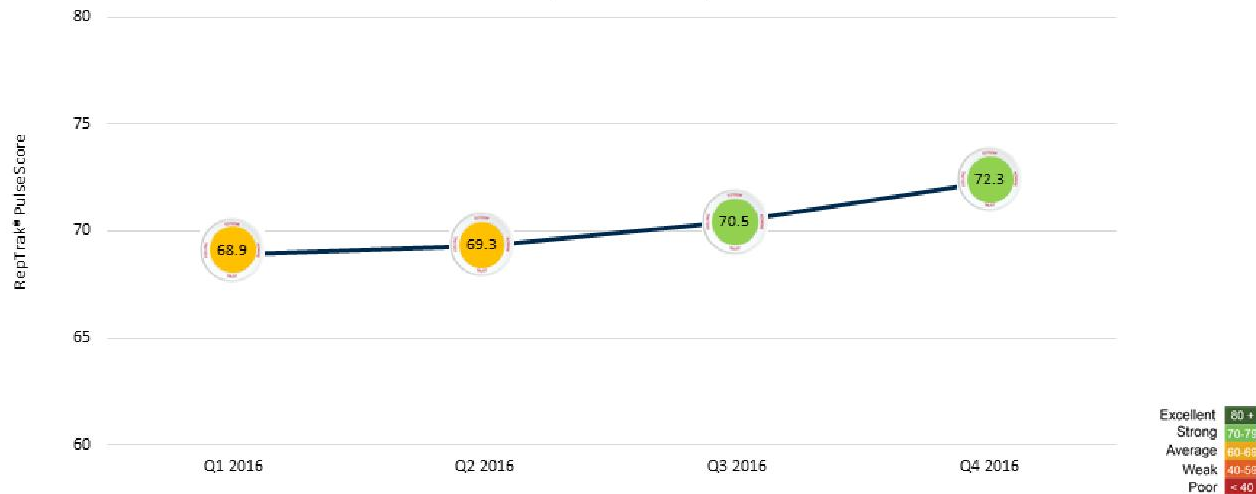


# 2016 RESULTS

## Aflac 2016 RepTrak® Pulse Scores



US General Population: Aflac RepTrak® Over Time





*thank you*