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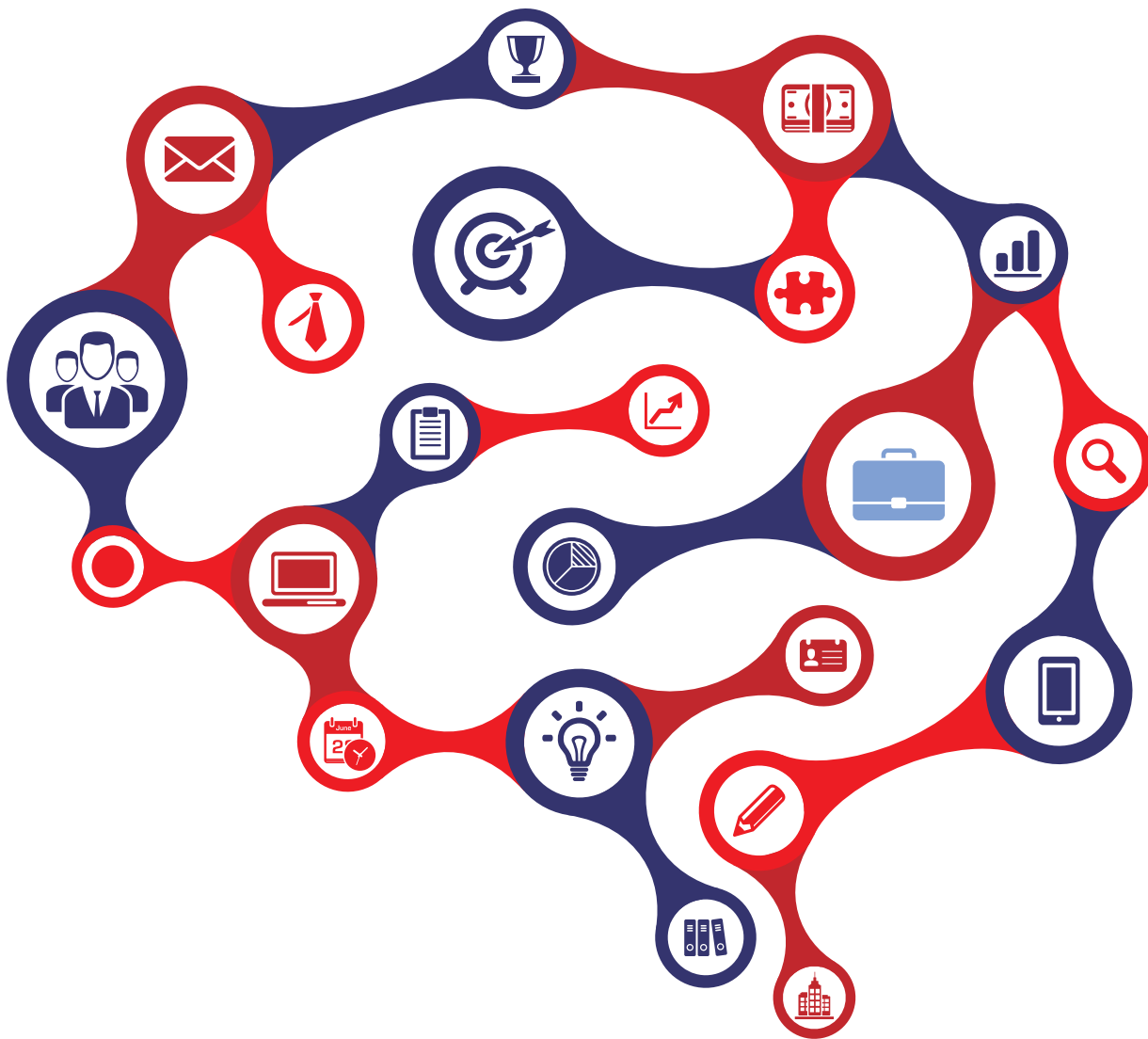
# Corporate Knowledge Index

# About GIQ Corporate Knowledge Index (CKI)

GIQ Corporate Knowledge Index (CKI) as a standalone methodology that provides a quantifiable answer to a pertinent question – how much knowledge does a company create and make available to the public?

To answer the questions above, Gulf Intelligence created the GIQ Corporate Knowledge Index (CKI). By defining knowledge as content a company creates that is engaging and establishing engagement as the ability to attract, retain and educate a defined audience, we were able to produce a sophisticated methodology that measures the amount of knowledge a company creates and shares to its public audience. To see how things stacked up, we analyzed the **Top 10 Publicly Traded UAE Companies** by market capitalization (2015) over the course of Q1 2016, Q2 2016 and Q3 2016.

At Gulf Intelligence, we believe that successful knowledge exchange between industry and the public is a critical component of transparency and the foundation for developing a knowledge economy. And as per the UAE’s Vision 2021, “Outstanding information and communication will network our businesses together and give them a leading edge as they transact and interact with the world. Individual citizens will also reap the benefits of efficient connectedness in their lives as they search for knowledge and the fulfillment of intellectual curiosity.”



# Methodology:

## How does the GIQ Corporate Knowledge Index Work?

GIQ tracked the content and the audience interaction for each post that companies shared on social media – from 1 January 2016 to 30 September 2016 (Q1 + Q2 + Q3)

Taking into account that some companies’ social media presence is more established than others, GIQ also monitored companies’ overall digital public sentiment and website content engagement.

Acknowledging that companies’ knowledge creation and exchange also occurs offline, GIQ incorporates a Score based on Chief Executive Officer profiles and Company Intelligence such as relevant data and surveys. GIQ also takes into account companies’ alignment with the UAE’s national priorities and their alignment with Academia’s goals.

### Key Parameters of the GIQ Corporate Knowledge Index:

- ✓ The CKI defines **Knowledge** as content that is engaging – the content attracts, educates and retains a defined audience.
- ✓ The CKI defines an **Audience** as spectators on a given channel for publication consumption that are relevant to a company’s activities.
- ✓ The CKI defines **Channels** as platforms where content engagement can be monitored and measured, such as company websites, social media (Twitter, LinkedIn) and news.
- ✓ The CKI utilizes a branded GI Score to measure other channels, such as forums, press releases, reports, magazine features and interviews.
- ✓ The CKI uses **Digital Analytic Tools** to monitor channel engagements, which paints a broader picture of how engaging the knowledge content on those channels is.

### GIQ CKI Methodology



# Results: The GIQ CKI 'Top 10 Publicly Traded UAE Companies by Market Capitalization'

## Top 10 Publicly Traded UAE Companies by Market Capitalization (2015, \$m)\*

Etisalat	26,368
First Gulf Bank	16,723
National Bank of Abu Dhabi	16,453
DP World	16,119
Emirates NBD	13,134
Emaar Properties	12,807
Abu Dhabi Commercial Bank	9,445
Du	6,340
Dubai Islamic Bank	6,168
Mashreq Bank	5,317

## **GIO** Corporate Knowledge Index



**1. Etisalat**  
**647.35**



**2. DP World**  
**634.6**



**3. Dubai Islamic Bank**  
**625.85**



**4. Emirates NBD**  
**582.64**



**5. Emaar Properties**  
**577.85**



**6. Mashreq Bank**  
**572.11**



**7. Du**  
**562.12**



**8. First Gulf Bank**  
**561.46**



**9. National Bank of Abu Dhabi**  
**528.67**



**10. Abu Dhabi Commercial Bank**  
**231.6**

Note: Based on the Top 10 Publicly Traded UAE Companies (Q1/Q2/Q3 2016)



## Insights:

- Etisalat was the clear leader on the CKI, with a strong twitter engagement rate over the course of Q1, Q2, and Q3 coupled with above average positive sentiment towards its digital content online. The company also topped the list in programs supporting the UAE's National Year of reading by distributing award winning books to public schools throughout the country and the Etisalat Literature Prize which aims at stimulating a reading and knowledge culture.
- Public engagement on social media for all companies was stronger for knowledge based content as opposed to promotion of services. Posts on both LinkedIn and twitter that shared market insights, interviews with senior company representatives, CSR and social responsibility programs, received more likes, shares, and comments than posts promoting products or services.
- Companies' generation of knowledge and sharing with the public decreased significantly on social media over the course of Q2 and Q3. Factors that should be taken into consideration are summer leave, Ramadan, and Eid Holidays. However, the companies that received high rankings had a consistent social media strategy during the holiday periods.
- Regarding the lower tier companies on the CKI, Abu Dhabi Commercial Bank does not have critical social media platforms for knowledge sharing such as twitter, LinkedIn, or both, severely limiting their ability to share knowledge with the public and negatively impacting their CKI Score.
- National Bank of Abu Dhabi and First Gulf Bank showed strong results for Q1 and Q2 but greatly decreased in Q3. This may be the result of the coming merger.
- Telecommunication companies were the strongest on twitter content engagement whereas financial companies were stronger on LinkedIn content engagement.
- Spam and direct advertising negatively impacted the digital sentiment of company content online resulting in a lower CKI score.
- For all companies measured, there was very little CEO participation in forums, conferences, and summits.
- English-generated content received stronger audience engagement than Arabic on both LinkedIn and Twitter.
- As can be seen from the results of the GIQ CKI, the market capitalization of a company does not produce an equivalent level of knowledge generation and sharing. For example, Dubai Islamic Bank and Mashreq Bank have low market capitalizations but strong CKI scores.

## For More Information Contact:

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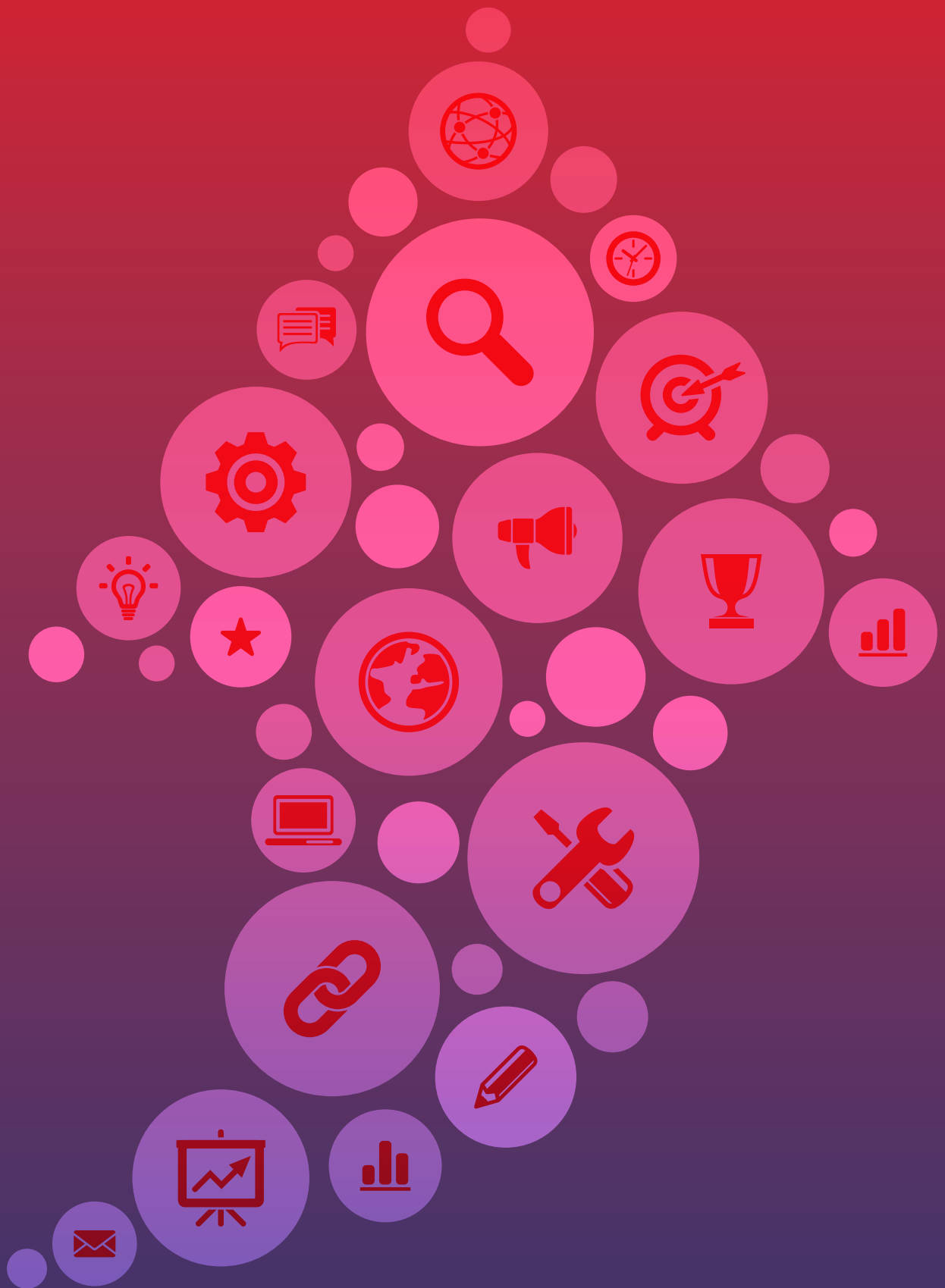
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Gulf Intelligence facilitates knowledge exchange between stakeholders in the Middle East energy, finance and healthcare sectors. The strategic communications and public affairs consultancy produces boutique industry forums and roundtable discussion series globally with an architecture that ensures all participants engage in a dynamic and competitive exchange of knowledge towards a shared goal. The Dubai-based firm assists Middle East companies and government entities to tap dormant intelligence and create knowledge reservoirs that can be utilized to bolster their profiles, to communicate with stakeholders and to overwhelm competitors.





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