

## **Shire Named One of America's Most Reputable Companies by Reputation Institute**

**#1 ranking in healthcare industry in the U.S. and 31st overall in the 2015 U.S. RepTrak® 100, examining America's most reputable companies on innovation, governance, citizenship and more**

Lexington, MA, (May 15, 2015) – Shire (Shire plc (LSE: SHP, NASDAQ: SHPG) has been named the #1 most reputable healthcare company in the United States, and 31st most reputable company overall in the U.S., according to the 2015 U.S. RepTrak® 100 list released today by Reputation Institute and published in Forbes magazine. The U.S. RepTrak® rankings measure the public's perception of companies based on seven dimensions: innovation, leadership, governance, citizenship, workplace, financial performance, and products/services.

“This is the first time we've been included in the U.S. RepTrak® 100 and we are extremely proud to have ranked so highly given this is a reflection of how the public views our company,” said Shire CEO Flemming Ornskov. “Patients are the heart of Shire and we work hard and with urgency every day, all over the world, to earn and keep their trust. While we will never be complacent, it is reassuring to see that we are making progress through our focus on leadership, responsibility and innovation.”

Reputation Institute's RepTrak® provides a measurement of how the public views the world's best-known companies. The RepTrak® database is normative, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies. The 2015 U.S. RepTrak® 100 examines perceptions of companies by the U.S. general public based on over 70,000 interviews.

“The top U.S. companies proactively manage their reputations by investing as much in corporate dimensions like governance, citizenship and workplace as they do in their products and services,” says Brad Hecht, Chief Research Officer at Reputation Institute. “Companies with strong reputations are 15 times more likely to attract better talent and they reap significant financial benefits, too. The most reputable companies see a stock performance that is 2 times better than the overall market and they benefit from a 6.5% increase in recommendations every time they improve their RepTrak® score by 5 points,” he concluded.

The complete ranking of the 2015 US RepTrak® 100 companies can be found at <http://www.reputationinstitute.com/research/RepTrak-in-Country/US-RepTrak-100>

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## **NOTES TO EDITORS**

Shire enables people with life-altering conditions to lead better lives.

Our strategy is to focus on developing and marketing innovative specialty medicines to meet significant unmet patient needs.

We focus on providing treatments in Rare Diseases, Neuroscience, Gastrointestinal and Internal Medicine and we are developing treatments for symptomatic conditions treated by specialist physicians in other targeted therapeutic areas, such as Ophthalmics.

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