

HOW HAS THE COVID CRISIS IMPACTED THE IMAGE OF PHARMACEUTICAL COMPANIES?

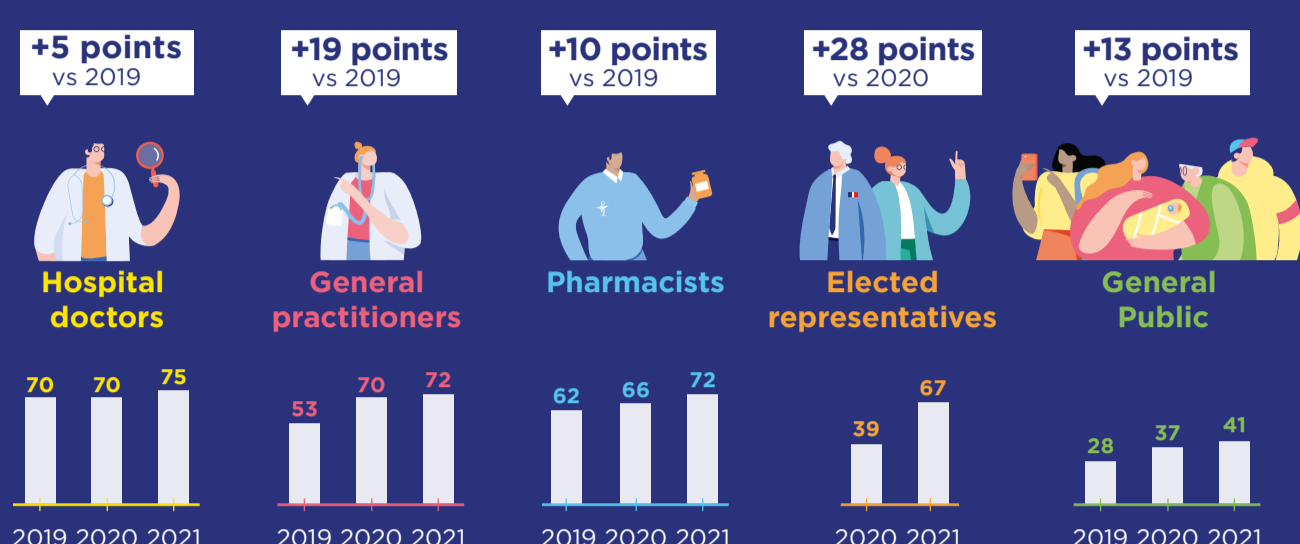
leem les entreprises du médicament Ipsos A survey was conducted by Ipsos for Leem in September and October 2021 to measure the reputation of pharmaceutical companies among a range of different audiences.



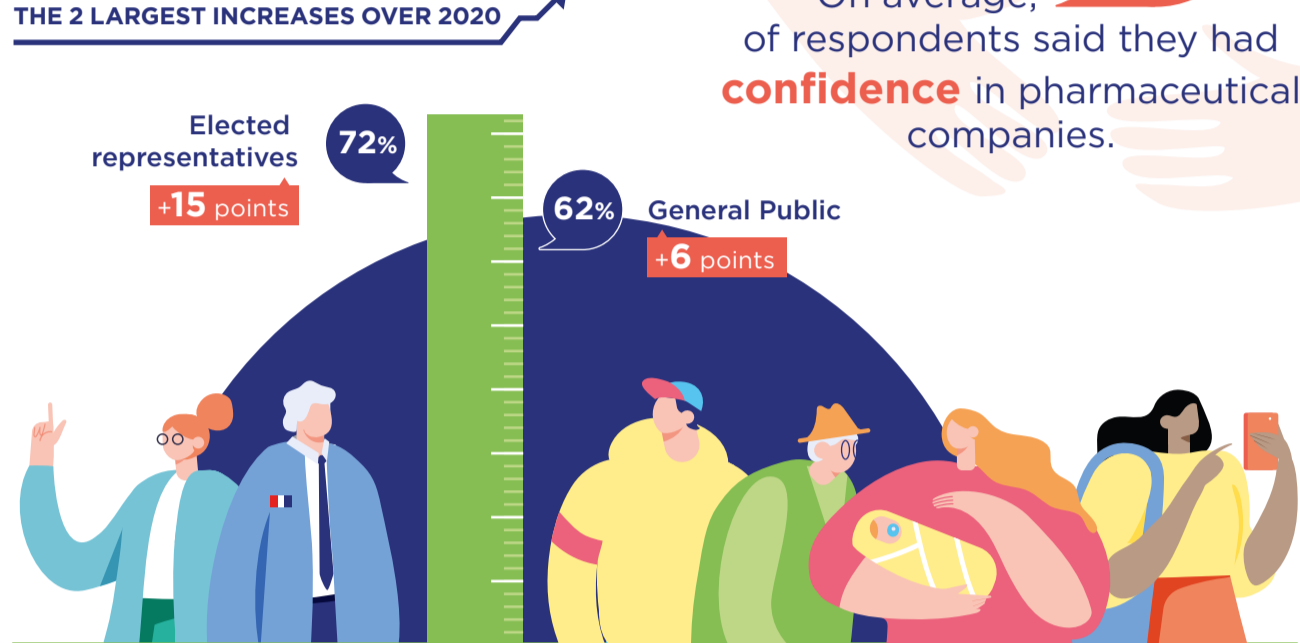
AN IMAGE THAT IMPROVED DURING THE HEALTH CRISIS

The image of pharmaceutical companies

Is your image of pharmaceutical companies good or bad?
% good image (very good + fairly good)



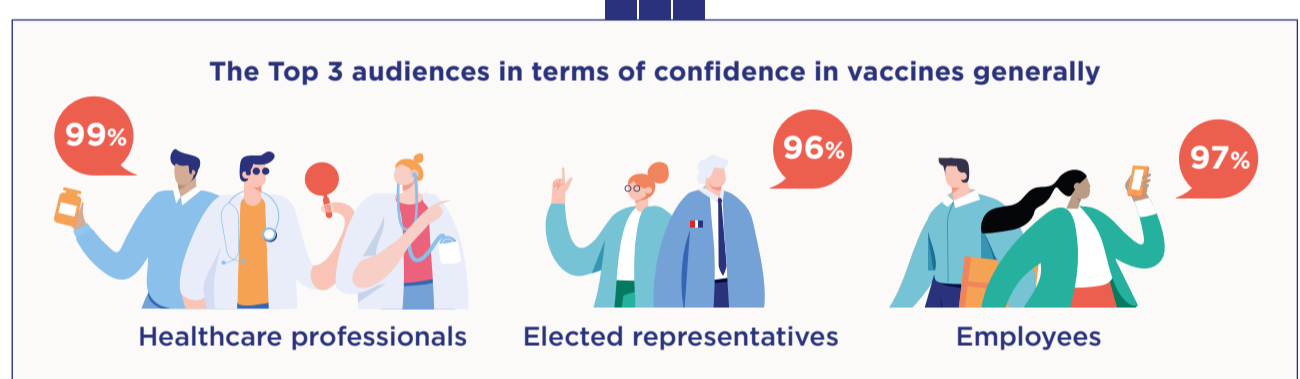
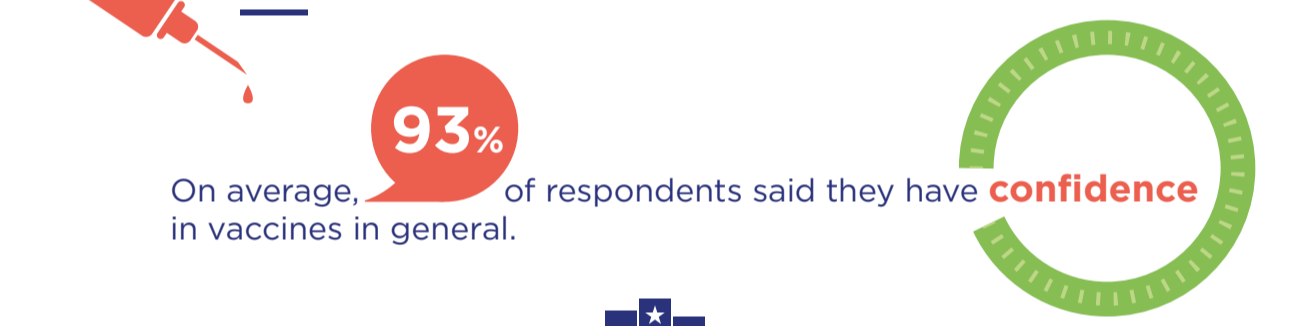
Confidence: **THE 2 LARGEST INCREASES OVER 2020**



On average, of respondents said they thought that pharmaceutical companies were **useful**, with **69%** of those saying "extremely or very useful"



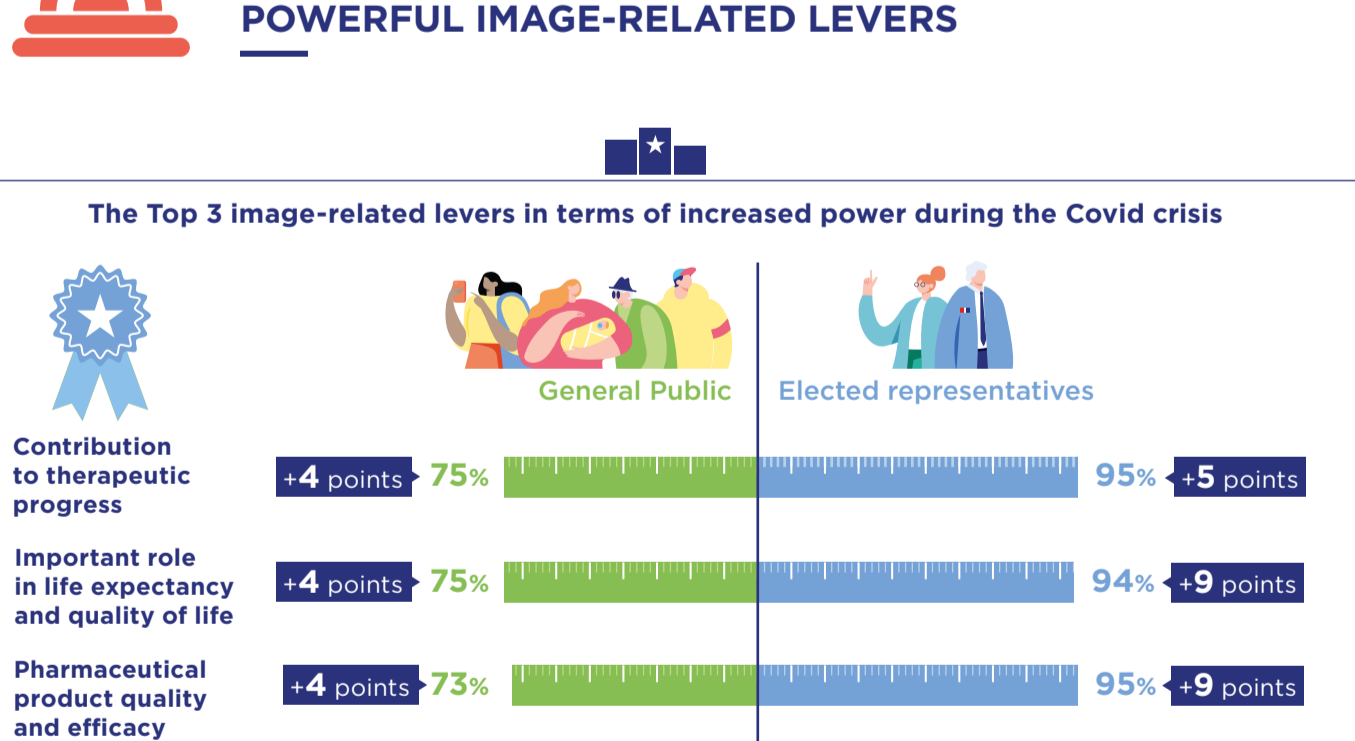
INCREASED CONFIDENCE IN VACCINATION GENERALLY, AND AGAINST COVID IN PARTICULAR



7 out of 10 French people trust Covid-19 vaccines



POWERFUL IMAGE-RELATED LEVERS



WEAKNESSES REVEALED BY THE CRISIS

