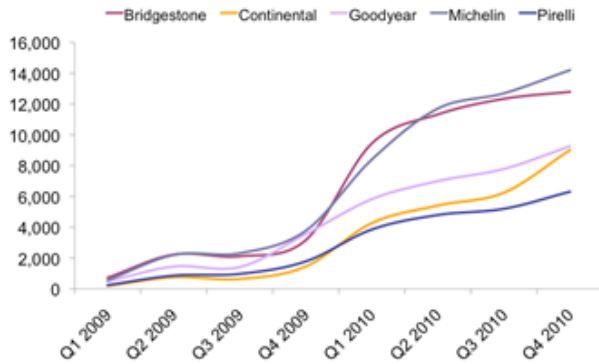


1. Example Chart – Brand Presence

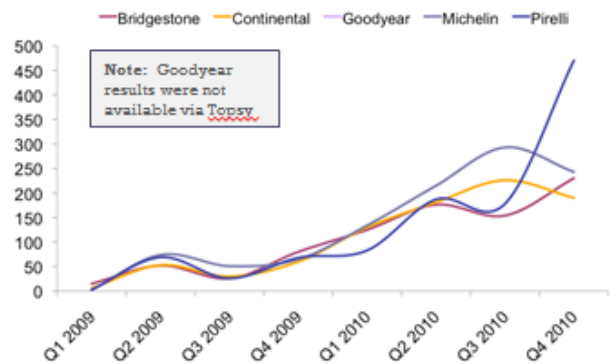


Brand Presence in Media Channels

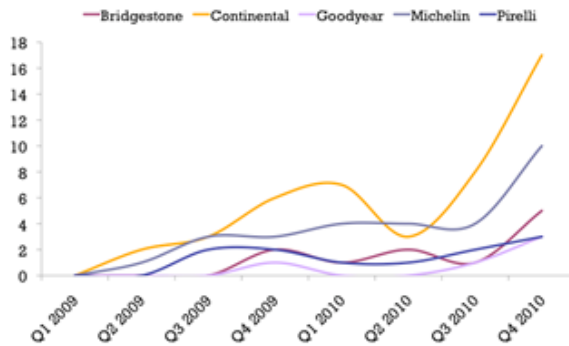
Continental UK A Significant Presence in Most Channels



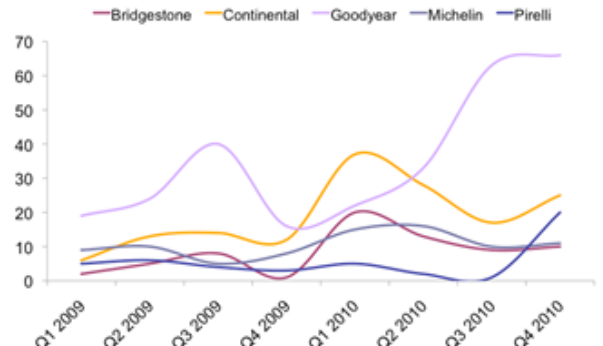
Quantitative Data, All Soc. Media (SM2)



Quantitative Data, Twitter (Topsy)



Qualitative Data, Representative Sample of 100 Items

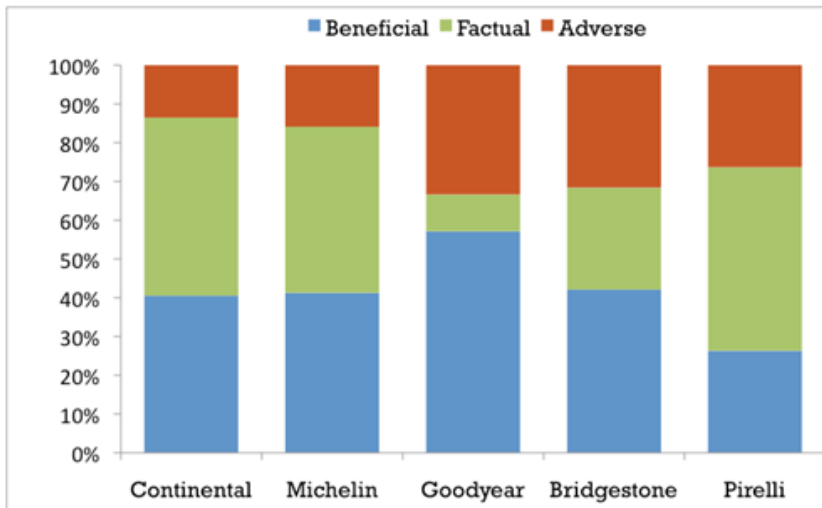


Quantitative Data, Traditional Media (Factiva)

2. Example Chart – Brand Sentiment

+ Brand Sentiment

Continental Holds Its Own in User Advocacy*



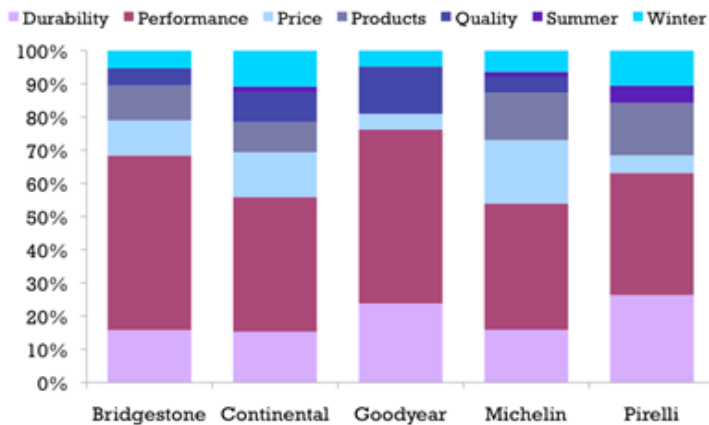
- Continental benefits from beneficial commentator sentiment to the same degree as most peers
- Continental is by far the least likely to suffer adverse sentiment in comments
- Goodyear sentiment is extremely polarised – very little comment is neutral – its stakeholders are either advocates or enemies

* Based on 100 comments sampled from social media content across 2009-2010

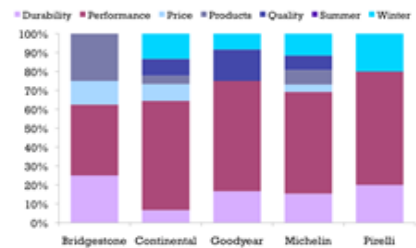
3. Example Messaging Charts

+ Messaging

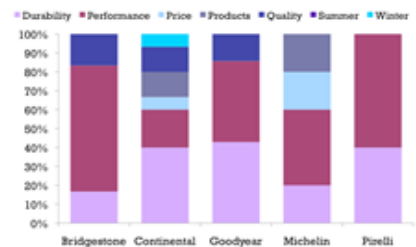
Message Profile Strikingly Similar Across Brands*



- Disregarding sentiment, all brands display a similar profile of messaging
- Continental's key assets (in terms of comment sentiment) are **performance** and **winter tyres**
- Continental's main liability by the same criteria is **durability**. This liability is shared by all other brands



Beneficial messages



Adverse messages

* Based on 100 comments sampled from social media content

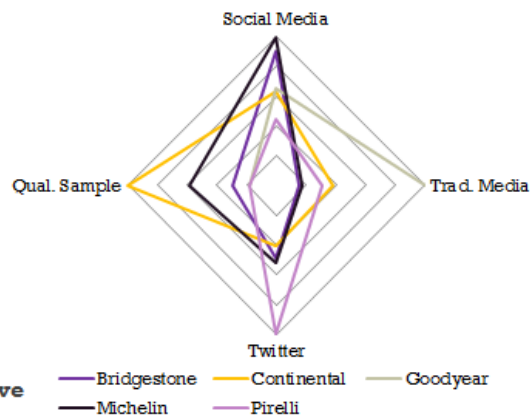
4. Example KPI Option Chart



Defining Benchmarks & KPIs

Measuring SM Communications Performance in 2011 – Option 2: A Weighted Ranking

| | Continental | Bridgestone | Goodyear | Michelin | Pirelli |
|--------------|-------------|-------------|----------|----------|---------|
| Trad. Media | 38 | 15 | 100 | 17 | 30 |
| Social Media | 63 | 90 | 65 | 100 | 44 |
| Twitter | 40 | 49 | - | 52 | 100 |
| Qual. Sample | 100 | 29 | 18 | 59 | 18 |



- **This dashboard is designed to be illustrative of how Continental might choose to set benchmarks, rather than reflecting a current view of actual performance**
- This chart indexes quantitative performance during Quarter 4 2010 against the best performing company
- This method scores performance from 1 – 100, and allows incremental improvement to be targeted
- This method is more complex, but supports **flexibility** and **nuance** in goal setting