

FEBRUARY/MARCH 2021 FORTUNE.COM

# FORTUNE



## THE WORLD'S MOST ADMIRABLE COMPANIES

FEATURING:

New York Life Insurance



# FORTUNE

## THE LIST 2021



### HOW WE DETERMINE THE LIST

**AS WE HAVE IN THE PAST,** *Fortune* collaborated with our partner Korn Ferry on this survey of corporate reputations. We began with a universe of about 1,500 candidates: the 1,000 largest U.S. companies ranked by revenue, along with non-U.S. companies in *Fortune's* Global 500 database that have revenues of \$10 billion or more. We winnowed the assortment to the highest-revenue companies in each industry, a total of 670 in 30 countries. The top-rated companies were picked from that pool of 670; the executives who voted work at the companies in that group.

To determine the best-regarded companies in 52 industries, Korn Ferry asked executives, directors, and analysts to rate enterprises in their own industry on nine criteria, from investment value and quality of management and products to social responsibility and ability to attract talent. A company's score must rank in the top half of

its industry survey to be listed. [For complete rankings, visit [fortune.com](http://fortune.com)].

Results were not published in the following categories due to insufficient response rates: Cable and Satellite Providers, Petroleum Refining, Pipelines and U.S. Energy.

To select our 50 All-Stars, Korn Ferry asked 3,820 executives, directors, and securities analysts who had responded to the industry surveys to select the 10 companies they admired most. They chose from a list made up of the companies that ranked in the top 25% in last year's surveys, plus those that finished in the top 20% of their industry. Anyone could vote for any company in any industry.

The difference in the voting rolls explains why some results can seem at odds with each other. For example, Lockheed Martin fell off the All-Star list this year but ranked No. 1 within the aerospace and defense category when votes from only those in that industry were counted.

# #1 NEW YORK LIFE INSURANCE

SECTOR .....	FINANCIALS
INDUSTRY .....	INSURANCE: LIFE AND HEALTH
INDUSTRY RANK .....	1
PREVIOUS INDUSTRY RANK .....	4
OVERALL SCORE .....	6.72
INNOVATION .....	2
PEOPLE MANAGEMENT .....	2

USE OF CORPORATE ASSETS .....	2
SOCIAL RESPONSIBILITY .....	1
QUALITY OF MANAGEMENT .....	1
FINANCIAL SOUNDNESS .....	2
LONG-TERM INVESTMENT VALUE .....	2
QUALITY OF PRODUCTS/SERVICES .....	3
GLOBAL COMPETITIVENESS .....	9

FOR MORE ON THE WORLD'S MOST ADMIRABLE COMPANIES, VISIT [FORTUNE.COM/WMAC](http://FORTUNE.COM/WMAC)

AS OF 2/1/21

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