

Ranking 2000: Rangliste nach Gesamtpunktzahl und Ergebnisse der Hauptkriterien

| Rang | Unternehmen | A1 | A2 | A3 | A4 | A5 | A6 | A7 | A8 | A9 | A | B1 | B2 | B3 | B | C1 | C2 | C | Gesamtpunktzahl Ranking 2000 | Gesamtpunktzahl Ranking 98 | Rankingbranche |
|------|------------------------------------|----|----|----|----|----|----|----|----|----|-----|----|----|----|----|----|----|----|------------------------------|----------------------------|-------------------------------|
| 1 | Mohn Media | 25 | 15 | 20 | 50 | 65 | 45 | 65 | 8 | 25 | 318 | 18 | 25 | 20 | 63 | 22 | 15 | 37 | 418 | 370 | Papier, Druck, Verlage |
| 2 | Axel Springer | 10 | 15 | 20 | 50 | 65 | 40 | 65 | 20 | 25 | 310 | 25 | 22 | 25 | 72 | 25 | 10 | 35 | 417 | 407 | Papier, Druck, Verlage |
| 3 | Volkswagen | 18 | 25 | 20 | 37 | 65 | 30 | 65 | 15 | 22 | 297 | 18 | 22 | 25 | 65 | 22 | 18 | 40 | 402 | 334 | Fahrzeugbau u. -zulieferer |
| 4 | Otto | 25 | 18 | 20 | 50 | 65 | 38 | 75 | 5 | 25 | 321 | 22 | 18 | 25 | 65 | 12 | 1 | 13 | 399 | 404 | Handel |
| 5 | Henkel | 17 | 25 | 20 | 37 | 65 | 40 | 35 | 20 | 22 | 281 | 15 | 25 | 25 | 65 | 22 | 8 | 30 | 376 | 238 | Chemie |
| 6 | Dr. Oetker | 22 | 22 | 25 | 37 | 55 | 40 | 45 | 15 | 22 | 283 | 15 | 22 | 25 | 62 | 22 | 8 | 30 | 375 | 388 | Nahrungs- u. Genussmittel |
| 7 | BSH Bosch-Siemens-Hausgeräte | 15 | 22 | 20 | 43 | 55 | 30 | 65 | 10 | 18 | 278 | 18 | 18 | 20 | 56 | 22 | 18 | 40 | 374 | 388 | Elektro / Technik |
| 8 | Miele | 17 | 13 | 25 | 37 | 65 | 30 | 75 | 10 | 18 | 290 | 22 | 25 | 15 | 62 | 15 | 5 | 20 | 372 | 244 | Elektro / Technik |
| 9 | AEG Hausgeräte | 10 | 18 | 25 | 37 | 55 | 30 | 75 | 15 | 18 | 283 | 25 | 15 | 25 | 65 | 18 | 5 | 23 | 371 | 400 | Elektro / Technik |
| 10 | Heidelberger Druckmaschinen | 15 | 10 | 20 | 43 | 55 | 25 | 65 | 10 | 25 | 268 | 18 | 22 | 20 | 60 | 22 | 20 | 42 | 370 | 303 | Maschinenbau |
| 11 | Neckermann | 25 | 22 | 20 | 50 | 55 | 28 | 35 | 13 | 13 | 261 | 18 | 22 | 20 | 60 | 25 | 10 | 35 | 356 | 376 | Handel |
| 11 | Shell | 15 | 15 | 20 | 50 | 55 | 35 | 55 | 5 | 18 | 268 | 25 | 22 | 20 | 67 | 18 | 3 | 21 | 356 | | Grundstoffindustrie / Metall |
| 13 | Daimler-Chrysler | 22 | 18 | 20 | 37 | 45 | 30 | 55 | 15 | 22 | 264 | 18 | 18 | 8 | 44 | 22 | 25 | 47 | 355 | 171 | Fahrzeugbau u. -zulieferer |
| 14 | Adtranz | 15 | 25 | 15 | 43 | 45 | 30 | 55 | 10 | 15 | 253 | 18 | 18 | 20 | 56 | 18 | 25 | 43 | 352 | | Fahrzeugbau u. -zulieferer |
| 15 | Degussa-Hüls | 15 | 25 | 15 | 43 | 35 | 40 | 55 | 10 | 15 | 253 | 15 | 22 | 15 | 52 | 25 | 20 | 45 | 350 | 287 | Chemie |
| 16 | RWE | 10 | 25 | 20 | 50 | 45 | 28 | 55 | 3 | 22 | 258 | 10 | 25 | 15 | 50 | 25 | 15 | 40 | 348 | 205 | Mischkonzern |
| 16 | Allianz | 12 | 15 | 10 | 50 | 65 | 25 | 45 | 15 | 18 | 255 | 13 | 22 | 25 | 60 | 15 | 18 | 33 | 348 | 301 | Versicherungen |
| 16 | Bewag | 15 | 18 | 25 | 43 | 55 | 30 | 45 | 10 | 22 | 263 | 10 | 18 | 15 | 43 | 22 | 20 | 42 | 348 | | Versorger |
| 19 | Bayer | 18 | 22 | 20 | 37 | 35 | 45 | 45 | 5 | 15 | 242 | 18 | 15 | 25 | 58 | 25 | 15 | 40 | 340 | 322 | Chemie |
| 20 | Victoria | 18 | 18 | 25 | 50 | 55 | 25 | 55 | 3 | 15 | 264 | 12 | 18 | 20 | 50 | 12 | 8 | 20 | 334 | 220 | Versicherungen |
| 21 | Grundig | 10 | 18 | 15 | 37 | 55 | 25 | 45 | 10 | 17 | 232 | 12 | 18 | 25 | 55 | 22 | 18 | 40 | 327 | 364 | Elektro / Technik |
| 22 | BASF-Gruppe | 17 | 25 | 20 | 37 | 35 | 35 | 35 | 8 | 22 | 234 | 15 | 15 | 20 | 50 | 25 | 15 | 40 | 324 | 258 | Chemie |
| 23 | Osram | 12 | 17 | 20 | 43 | 45 | 28 | 45 | 8 | 15 | 233 | 15 | 18 | 20 | 53 | 22 | 10 | 32 | 318 | 228 | Elektro / Technik |
| 23 | Solvay | 22 | 18 | 15 | 37 | 35 | 33 | 55 | 5 | 15 | 235 | 18 | 15 | 25 | 58 | 12 | 13 | 25 | 318 | 359 | Chemie |
| 25 | Bosch | 18 | 15 | 25 | 43 | 65 | 20 | 35 | 5 | 13 | 239 | 8 | 22 | 15 | 45 | 15 | 15 | 30 | 314 | | Elektro / Technik |
| 25 | Telekom | 13 | 22 | 25 | 23 | 65 | 20 | 45 | 5 | 8 | 226 | 18 | 18 | 15 | 51 | 22 | 15 | 37 | 314 | | Reise, Transport und Sonstige |
| 27 | BMW | 10 | 25 | 25 | 17 | 55 | 30 | 25 | 15 | 18 | 220 | 22 | 15 | 15 | 52 | 18 | 23 | 41 | 313 | 236 | Fahrzeugbau u. -zulieferer |
| 27 | Opel | 13 | 18 | 25 | 37 | 65 | 30 | 40 | 0 | 12 | 240 | 8 | 25 | 15 | 48 | 15 | 10 | 25 | 313 | | Fahrzeugbau u. -zulieferer |
| 29 | Dt. Ausgleichsbank | 20 | 22 | 20 | 50 | 35 | 18 | 45 | 3 | 12 | 225 | 15 | 15 | 25 | 55 | 15 | 13 | 28 | 308 | 350 | Banken |
| 30 | MAN | 18 | 22 | 20 | 43 | 55 | 20 | 45 | 8 | 10 | 241 | 8 | 18 | 15 | 41 | 15 | 8 | 23 | 305 | 223 | Maschinenbau |
| 31 | Merck | 13 | 18 | 20 | 37 | 35 | 18 | 55 | 5 | 15 | 216 | 10 | 15 | 20 | 45 | 25 | 10 | 35 | 296 | 230 | Chemie |
| 32 | Porsche | 15 | 5 | 25 | 37 | 45 | 20 | 65 | 0 | 18 | 230 | 10 | 15 | 8 | 33 | 15 | 10 | 25 | 288 | | Fahrzeugbau u. -zulieferer |
| 33 | Lufthansa | 7 | 18 | 15 | 23 | 35 | 30 | 65 | 5 | 15 | 213 | 7 | 12 | 15 | 34 | 22 | 13 | 35 | 282 | 266 | Reise, Transport und Sonstige |
| 34 | Schering | 15 | 25 | 20 | 50 | 15 | 30 | 30 | 3 | 15 | 203 | 10 | 18 | 15 | 43 | 25 | 10 | 35 | 281 | 153 | Chemie |
| 34 | Unilever | 25 | 18 | 25 | 37 | 35 | 20 | 15 | 15 | 18 | 208 | 15 | 15 | 20 | 50 | 18 | 5 | 23 | 281 | 241 | Mischkonzern |
| 36 | Landes Girokasse | 12 | 15 | 25 | 50 | 10 | 18 | 45 | 3 | 12 | 190 | 18 | 8 | 20 | 46 | 15 | 25 | 40 | 276 | | Banken |
| 37 | KfW Kreditanstalt für Wiederaufbau | 15 | 12 | 10 | 50 | 45 | 30 | 15 | 8 | 8 | 193 | 5 | 15 | 25 | 45 | 22 | 15 | 37 | 275 | 237 | Banken |
| 37 | Deutsche Bahn | 13 | 25 | 15 | 37 | 35 | 25 | 15 | 15 | 22 | 202 | 15 | 15 | 15 | 45 | 18 | 10 | 28 | 275 | 242 | Reise, Transport und Sonstige |
| 39 | ZF Friedrichshafen | 15 | 12 | 15 | 37 | 45 | 20 | 35 | 5 | 15 | 199 | 8 | 18 | 15 | 41 | 18 | 10 | 28 | 268 | | Maschinenbau |
| 40 | Ruhrgas | 15 | 12 | 15 | 30 | 45 | 25 | 35 | 3 | 5 | 185 | 18 | 15 | 20 | 53 | 18 | 10 | 28 | 266 | 240 | Versorger |
| 41 | Volksfürsorge | 17 | 15 | 15 | 50 | 15 | 30 | 35 | 3 | 10 | 190 | 7 | 15 | 25 | 47 | 18 | 5 | 23 | 260 | | Versicherungen |
| 42 | Boehringer-Ingelheim | 18 | 15 | 10 | 30 | 25 | 23 | 45 | 5 | 8 | 179 | 10 | 18 | 20 | 48 | 22 | 10 | 32 | 259 | 320 | Chemie |
| 43 | Beiersdorf | 15 | 18 | 20 | 30 | 65 | 18 | 35 | 8 | 10 | 219 | 7 | 8 | 15 | 30 | 5 | 1 | 6 | 255 | 141 | Chemie |
| 44 | VEAG Vereinigte Energiewerke AG | 12 | 15 | 20 | 30 | 55 | 25 | 15 | 5 | 2 | 179 | 8 | 12 | 15 | 35 | 22 | 13 | 35 | 249 | | Versorger |
| 45 | Dow Deutschland | 15 | 18 | 10 | 23 | 15 | 30 | 55 | 3 | 22 | 191 | 12 | 12 | 15 | 39 | 5 | 10 | 15 | 245 | 271 | Chemie |
| 46 | Mannesmann | 7 | 22 | 25 | 43 | 25 | 10 | 30 | 5 | 13 | 180 | 8 | 12 | 15 | 35 | 18 | 8 | 26 | 241 | | Mischkonzern |
| 47 | Bayerische Landesbank | 8 | 12 | 15 | 30 | 10 | 23 | 35 | 3 | 18 | 154 | 18 | 15 | 20 | 53 | 15 | 4 | 19 | 226 | 248 | Banken |

Ranking 2000: Rankingliste nach Gesamtpunktzahl und Ergebnisse der Hauptkriterien

| | | | | | | | | | | | | | | | | | | | | | |
|----|-------------------------------------|----|----|----|----|----|----|----|---|----|-----|----|----|----|----|----|----|----|-----|-----|------------------------------|
| 48 | VEW Energie AG | 10 | 15 | 15 | 30 | 35 | 15 | 15 | 3 | 18 | 156 | 8 | 8 | 20 | 36 | 22 | 8 | 30 | 222 | 242 | Versorger |
| 49 | EnBW Energie Baden-Württemberg AG | 15 | 15 | 10 | 23 | 35 | 20 | 25 | 5 | 13 | 161 | 7 | 8 | 15 | 30 | 15 | 8 | 23 | 214 | | Versorger |
| 50 | FAG Kugelfischer | 7 | 10 | 5 | 23 | 15 | 23 | 35 | 8 | 10 | 136 | 8 | 15 | 25 | 48 | 15 | 8 | 23 | 207 | | Maschinenbau |
| 51 | Würth | 3 | 7 | 3 | 43 | 10 | 8 | 30 | 0 | 8 | 112 | 17 | 12 | 15 | 44 | 8 | 20 | 28 | 184 | | Handel |
| 52 | C&A | 3 | 22 | 15 | 23 | 15 | 15 | 15 | 0 | 7 | 115 | 10 | 15 | 8 | 33 | 22 | 8 | 30 | 178 | | Handel |
| 53 | HEW Hamburgische Electricitäts-Werk | 7 | 7 | 10 | 30 | 40 | 8 | 15 | 5 | 7 | 129 | 5 | 7 | 3 | 15 | 15 | 8 | 23 | 167 | 198 | Versorger |
| 54 | Philipp Holzmann | 3 | 12 | 15 | 17 | 25 | 5 | 10 | 3 | 7 | 97 | 5 | 8 | 3 | 16 | 22 | 15 | 37 | 150 | 221 | Bau |
| 55 | BEB Erdgas und Erdöl | 8 | 8 | 10 | 20 | 20 | 18 | 10 | 3 | 7 | 104 | 3 | 8 | 15 | 26 | 15 | 4 | 19 | 149 | | Grundstoffindustrie / Metall |
| 56 | Metro | 7 | 12 | 20 | 13 | 15 | 3 | 25 | 0 | 10 | 105 | 2 | 12 | 0 | 14 | 15 | 13 | 28 | 147 | | Handel |
| 57 | Carl Zeiss | 5 | 12 | 10 | 7 | 35 | 10 | 5 | 3 | 8 | 95 | 2 | 8 | 15 | 25 | 18 | 8 | 26 | 146 | | Elektro / Technik |
| 58 | ABB | 10 | 5 | 5 | 10 | 55 | 5 | 0 | 5 | 7 | 102 | 7 | 3 | 5 | 15 | 15 | 10 | 25 | 142 | 152 | Maschinenbau |
| 59 | Deutsche Bank | 2 | 18 | 10 | 7 | 35 | 3 | 5 | 3 | 13 | 96 | 10 | 7 | 0 | 17 | 15 | 13 | 28 | 141 | | Banken |
| 59 | Globus | 7 | 12 | 15 | 10 | 15 | 15 | 15 | 3 | 10 | 102 | 10 | 8 | 15 | 33 | 5 | 1 | 6 | 141 | | Handel |
| 61 | Aventis Crop | 5 | 8 | 5 | 27 | 15 | 5 | 10 | 3 | 8 | 86 | 7 | 5 | 15 | 27 | 12 | 10 | 22 | 135 | | Chemie |