

# Maala CSR Index – Israel's Corporate Responsibility Leaders 2012



## Publicly Traded Companies

	Company (In alphabetical order)	Sector	Business Ethics		Human Rights and workplace					Community Investment			Environment					Corporate Governance		
			Code of ethics	Internal system for implementing code of ethics	Total	Health Safety & WLB	Supply Chain Management	Diversity	Human Capital Development	Total	Philanthropy	Employee volunteering	Total	Policy & Management	Climate Change	Recycle & Waste	Water	Total	Corporate Governance	reporting
Platinum	▲ Alon Holdings Blue Square	Retail	10	8	9	10	10	7	4	8	8	7	8	9	8	8	10	9	7	6
	▲ Aspen Group	Real Estate	10	10	10	10	10	3	9	9	5	8*	6*	6	8			7	10	10
	★ Bank Hapoalim	Banking	10	10	10	10	10	8	10	9	9	9	9	9	10			10	10	10
	Baran Group	Engineering	10	10	10	10	10	5	5	7	8	8	8	9	10			10	8	10
	Bezeq	Communication Services	10	10	10	10	9	8	10	9	7	9	7	5	9	9	10	7	10*	10
	▲ Direct Insurance Financial Investment	Insurance	10	10	10	10	10	9	10	10	8	4	7	10	5			7	8	10
	★ Discount Bank	Banking	10	10	10	10	10	7	10	9	8	5	7	7	10			9	9	10
	Elbit System	Defence Systems	10	10	10	10	10	6	10	9	9	6	8	7	9	9	10	8	10	10
	Gazit Globe	Real Estate	10	10	10	10	10	7	9	9	6	8*	6	9	8			8	9	10
	▲ Harel Insurance & Finance	Insurance	10	9	10	8	8	7	7	7	7	4	6	10	9			9	9	6
	▲ Industrial Building Corporation IBC	Real Estate	10	10	10	10	8	8	6	8	10	10	9	9	9			9	7	10
	▲ Ituran Group	Business services	10	7	8	8	10	3	10	7	9	7	9	9	8			8	6	8
	★ Leumi Bank	Banking	10	10	10	10	8	8	10	9	9	8	8	10	10			10	8	10
	▲ Makhteshim Agan Industries	Chemicals	10	9	9	9	8	5	10	8	7*	9	8*	9	7	7	10	8	8	10
	Nice Systems	Software	10	10	10	9	10	6	10	9	6	10	7	9	5			7	9	4
	Ormat Industries	Electronic Systems	10	10	10	10	9	9	6	8	7	9	8	9	9	8	9	9	9	9
	Osem Group	Food & Beverages	9	9	9	10	9	7	10	9	9	4	8	6	10	10	10	8	7	3
	Partner Communications	Communication Services	10	10	10	10	10	8	10	9	6	8	7	5	7	8	8	6	9	10
	Scailex Corporation	Communication Services	10	9	10	10	10	7	6	8	10	9	10	8	9	10	9	9	9*	5
	★ Strauss Group	Food & Beverages	10	9	10	8	10	8	10	9	10	8	9	7	10	7	10	8	10	10
Tambour	Chemicals	10	10	10	8	10	9	9	9	6	3	5	9	10	9	10	9	8	5	
Teva Pharmaceutical Industries	Pharmaceuticals	9	10	10	7	10	5	10	8	9	7	9	9	10	8	10	10	6	7	
Gold	Al Bad Massuot Yitzhak	Wood & Paper Products	8	10	9	9	10	3	4	6	3	2	3	9	8	8	6	8	8	3
	Alony Hetz Properties & Investments	Real Estate	10	6	8	5	8	2	5	5	5	1	4	9	4			7	10	1
	▲ Alrov Israel	Real Estate	10	7	8	3	8	7	10	7	6	1	4	7	5	1	10	6	10	4
	Audiocodes	Electronic systems	10	3	6	8	10	4	3	6	8	8	8	10	2	4	6	6	9	2
	Cellcom	Communication Services	10	9	10	10	8	9	10	9	4	7	5	6	9	4	6	7	7	10
	▲ Ceragon Networks	Software	10	7	9	7	10	3	10	7	1	6	3	9	1			5	7	1
	Clal Insurance Enterprises Holdings	Insurance	10	10	10	10	10	9	8	9	6	3	5	4	7			6	8	4
	Delta Galil	Textile	10	6	8	8	10	4	4	6	2	6	4	10	8	7	8	9	7	8
	EI-AI	Transportation	9	8	9	6	8	5	10	7	5	4	5	10	9	4	3	8	10	5
	□ Electra Consumer Products	Consumer Goods	10	10	10	8	8	7	10	8	4	2	3	7	3	3	2	5	9	2
	Excellence Nessuah Investment House	Investment House	8	3	5	8	8	6	10	8	4	8	5	5	7			6	8	3
	Given Imaging	BioTech	10	10	10	10	10	4	10	8	3	7	4	9	6	8	10	8	9*	2
	▲ Israel Brokerage and Investment IBI	Investment House	10	6	8	9	10	5	4	7	9	7	8	9	1			5	8	4
	Isrotel	Tourism	10	7	9	10	9	9	9	9	9	5	8	6	3	3	2	5	9	3
	Jerusalem Economic Corporation	Real Estate	10	8	9	10	9	10	8	9	5	1	4	7	2			4	8	5
	Mehadrin	Agriculture	10	6	8	8	8	7	9	8	3	3	3	10	10	7	10	10	5	2
	Mellanox Technologies	Hardware	10	8	9	8	8	7	6	7	2	1	2	8	5	4	3	6	9	1
	New Hamashbir Lazarchan Israel.	Retail	10	5	8	8	8	8	9	8	8	7	8	5	4	1	5	4	6	9
	Paz	Energy	9	9	9	6	10	5	6*	6	5	1	3	9	10	9	10	9	8	4
	Plasson Industries	Plastic Industry	8	8	8	10	8	5	10	8	3	7	4	9	5	8	6	8	8	4
Shufersal	Retail	10	9	10	8	10	7	4	7	8	5	7	6	7	3	3	6	7	1	
▲ Ten Petroleum Company	Energy	10	9	10	10	10	9	7	9	4	1	3	9	8	3	4	7	5	4	
▲ Tigbur Temporary Help	Manpower Recruitment	10	8	9	9	10	8	10	9	4	3	3	7	4			5	10	5	
▲ Union Bank of Israel	Banking	10	10	10	10	10	10	6	9	4	2	4	5	1			2	10	3	
Y.H Dimri Construction & Development	Construction	10	9	10	9	1	6	9	6	6	1	4	9	9	8	10	9	7*	4	
Silver	□ Blue Square Real Estate	Real Estate	9	7	8	8	1	3	6	5	1	1	1	4	9			7	7	4
	▲ Delek-The Israel Fuel Corporation	Energy	10	8	9	10	1	5	7	6	1	2	1	9	4	1	3	6	6*	5
	□ Dor Alon	Energy	7	3	5	2	1	6	4	4	1	1	1	6	5	3	2	5	4	3
	Hot Cable Systems Media	Communication Services	10	6	8	8	8	6	10	8	5	3	4	6	2	1	1	3	8	1
The Phoenix Holdings Company	Insurance	8	5	6	9	1	10	6	7	2	3	2	3	5			4	8	1	

**Index**  
 ■ New entry  
 ▲ Moved up category  
 ▲ Score improved by over 10%  
 ● Increased weight to environmental chapter:  
 ○ decreased weight to environmental chapter  
 ■ Government owned company  
 ★ Platinum Plus  
 ☆ Amended Grade

**Notes:**  
 \* Companies appear in alphabetical order  
 \* Corporate Governance & Management and Reporting chapters are voluntary for private, government firms and companies traded abroad

**Partners:**  
 S&P Maalot  
 Tel Aviv Stock Exchange  
 McKinsey & Company  
 Ernst & Young  
 Green-Eye

**Criteria for participation in Index:**  
 Public and private firms whose annual turnover is above NIS 320 million, and which are included in B&D Israel, BDI or TASE lists.

**How is the Index calculated?**  
 Companies are scored on their performance in: ethics, work place, community investment, environment, corporate governance and reporting using a mathematical model. Companies are ranked as Platinum, Gold or Silver according to their overall score.

**Categories:**  
**Platinum**  
 9th and 10th Decile (In ratio to maximal grade)  
**Platinum+**  
 absolute grade of 90 and up  
**Gold**  
 8th and 7th Decile  
**Silver**  
 4th, 5th and 6th Deciles

**Ranking:**  
**Grade 10** 95%-100%  
**Grade 9** 85%-95%  
**Grade 8** 75%-85%  
**Grade 7** 65%-75%  
**Grade 6** 55%-65%  
**Grade 5** 45%-55%  
**Grade 4** 35%-45%  
**Grade 3** 25%-35%  
**Grade 2** 15%-25%  
**Grade 1** 0%- 15%

# Maala CSR Index – Israel's Corporate Responsibility Leaders 2012



## Index

- New entry
- ▲ Moved up category
- ▲ Score improved by over 10%
- Increased weight to environmental chapter:
- decreased weight to environmental chapter
- Government owned company
- ★ Platinum Plus
- ★ Amended Grade

Notes:  
 \* Companies appear in alphabetical order  
 \* Corporate Governance & Management and Reporting chapters are voluntary for private, government firms and companies traded abroad

Private, Governmental & Public Companies Traded Abroad																						
	Company (In alphabetical order)	Sector	Business Ethics			Human Rights and workplace					Community Investment			Environment				Corporate Governance				
			Code of ethics	Internal system for implementing code of ethics	Total	Health Safety & WLB	Supply Chain Management	Diversity	Human Capital Development	Total	Philanthropy	Employee volunteering	Total	Policy & Management	Climate Change	Recycle & Waste	Water	Total	Corporate Governance	reporting		
Platinum	Applied Materials	Electronic systems	10	10	10	10	9	4	10	8	8	6	8	8	8	7	8	●	10	10		
	▲ Arab Israel Bank	Banking	10	8	9	10	8	8	10	9	9	4	8	6	8		7	○	9	10		
	CTS Group	Pharmaceuticals	10	10	10	10	10	10	10	10	7	5	6	8	10	10	10	9	●	6	6	
	Derech Eretz Highways	Infrastructure	10	10	10	10	10	10	10	10	4	8	5	10	9	10	10	9		6	6	
	ECI Telcom	Electronic systems	10	10	10	10	10	7	6	8	5	9	6	10	9	9	9	9		10	10	
	▲ G4S Israel	Manpower Recruitment	10	10	10	5	9	7	10	7	5	9	6	8	10		9	○		10	10	
	★ HP Israel	Electronic systems	10	10	10	10	10	7	9	9	6	10	7	10	10	10	10*	10	●	9	9	
	Intel Israel	Semiconductor	10	10	10	10	10	2	10	7	8	8	8	10	10	9	9	10	●	10	10	
	▲ Israel Electric Corporation	Energy	10	10	10	10	10	9	10	10	10	5	6	5	10	9	9	8	●	6	8	
	Leumi Card	Banking	10	10	10	3	8	8	10	7	10	7	9	10	10	10		10	○	7	10	
	▲ Mekorot Water	Infrastructure	10	9	9	10	8	6	8	8	10	6	7	10	9	10	10	10	●	10	9	
	▲ Micron Semiconductors	Semiconductor	10	10	10	10	10	7	10	9	9	6	8	9	9	10	10	9	●		4	
	Microsoft Israel	Software	10	10	10	10	9	6	10	8	10	9	10	8	7		8	○		10	10	
	■ Neopharm Group	Pharmaceuticals	10	9	10	8	10	8	10	9	8	4	7	8	9	10	9	9			5	
	Netafim	Irrigation	10	10	10	10	9	6	6	7	7	9	7	10	9	10	7	9	●		10	
	★ P&G Israel	Consumer Goods	10	10	10	10	10	10	10	10	8	10*	8*	9	5		7	○	10	10	10	
	Psagot Investment House	Investment House	10	10	10	10	10	7	10	9	7	5	7	10	10		10	○		8	8	
	■ ★ Refael Advanced Defence Systems	Defence Systems	10	10	10	10	10	9	10	10	10	10	10	10	10	10	8	10	●	10	10	
	■ Roche Israel	Pharmaceuticals	10	9	10	10	8	6	10	8	10	9	10	9	6	4	5	7			10	
	▲ ★ SanDisk Israel	Software	10	10	10	10	10	5	10	8	9	9	9	9	10		9	○		9	9	
SAP Israel	Software	10	10	10	9	10	7	10	9	6	7	6	10	10		10	○		10	10		
Unilever Israel	Food & Beverages	10	10	10	10	10	9	10	10	7	3	6	10	10	9	10	10	●		8	8	
Gold	■ □ Ashdod Port Company	Transportation	10	7	9	10	10	9	9	9	10	8	8	6	6	4	8	6	●		4	
	BMC	Software	10	8	9	7	10	5	10	8	6	8	6	6	2		4	○		9	9	
	Carmel Forge	Advanced Materials	10	6	8	9	8	4	9	7	1	5	2	9	10	10	10	9	●		1	
	■ Elta Systems	Defence Systems	9	9	9	10	10	1	9	7	1	3	2	9	5	4	7	7	●	8	3	
	□ Fattal Hotels	Tourism	9	1	5	8	9	8	10	9	9	9	9	7	1	1	2	4			6	
	▲ Gadot group	Chemicals	10	5	7	8	10	4	8	7	4	4	4	7	6	4	8	6	●		3	
	Manpower Israel	Manpower Recruitment	10	10	10	3	10	9	9	8	3	4	3	6	3		4	○		9	9	
	□ Marvell Israel	Software	10	8	9	7	9	5	10	7	3	4	3	9	9		9	○		1	1	
	□ Meitav Investment House	Investment House	7	7	7	8	9	7	8	8	9	4	8	3	8		5	○		1	1	
	Ness Technologies	Software	10	10	10	2	10	6	10	7	3	3	3	9	7		8	○		10	10	
	Perrigo Israel	Pharmaceuticals	10	10	10	9	8	6	10	8	4	6	5	9	5	7	8	7	●		5	
	Siemens Israel	Infrastructure	10	10	10	9	10	4	10	8	4	6	4	5	4	2	4	4			4	
	CBC Group Israel	Food & Beverages	7	6	6	8	8	5	10	7	6	5	6	8	7	7	7	8	●	7	4	
	□ 3M Israel	Consumer Goods	10	10	10	8	8	10	5	8	2	3	2	8	5	3	8	6			3	3
	Silver	□ Egged	Transportation	7	2	5	9	8	6	3	6	1	2	1	8	5	4	6	6	●		10
		Home Center	Retail	10	7	8	8	8	8	7	8	4	2	3	4	5	2	3	4		6	2
Smile Telcom 012		Communication Services	7	6	7	6	1	1	7	4	2	2	2	4	1	1	3	3			4	

## Partners:

- S&P Maalot
- Tel Aviv Stock Exchange
- McKinsey & Company
- Ernst & Young
- Green-Eye

## Criteria for participation in Index:

Public and private firms whose annual turnover is above NIS 320 million, and which are included in B&D Israel, BDI or TASE lists.

## How is the Index calculated?

Companies are scored on their performance in: ethics, work place, community investment, environment, corporate governance and reporting using a mathematical model. Companies are ranked as Platinum, Gold or Silver according to their overall score.

## Categories:

- Platinum**  
9th and 10th Decile  
(In ratio to maximal grade)
- Platinum+**  
absolute grade of 90 and up
- Gold**  
8th and 7th Decile
- Silver**  
4th, 5th and 6th Deciles

## Ranking:

- Grade 10** 95%-100%
- Grade 9** 85%-95%
- Grade 8** 75%-85%
- Grade 7** 65%-75%
- Grade 6** 55%-65%
- Grade 5** 45%-55%
- Grade 4** 35%-45%
- Grade 3** 25%-35%
- Grade 2** 15%-25%
- Grade 1** 0%- 15%