

METHODOLOGY

Brazil's Best Employers **2025**

Scope, Data Collection, Evaluation and Results

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Brazil's Best Employers recognizes organizations that create an **attractive work environment** for their employees.



Methodology

- Brazil's Best Employers were selected through an independent study conducted on a broad sample of employees working in companies with **at least 500 employees** in Brazil.
- The survey was conducted using several online access panels, ensuring a representative sample of employees in Brazil. Each respondent was asked, in an open-ended question with an auto-complete option, to indicate the company or institution they work for. The study included companies from **all sectors** employing at least 500 people in Brazil. To build the evaluated sample, the study included more than **500,000 employer evaluations**.
- The final score is based on two types of evaluations: employees' willingness to recommend their own employer and their willingness to recommend other employers within the same industry in which they are currently employed. Greater weight is given to the willingness to recommend one's own employer.
- Completing the questionnaire took an average of **8–10 minutes**.
- The 500 companies that achieve the highest total scores will be awarded the title of **"Brazil's Best Employers 2025"**.

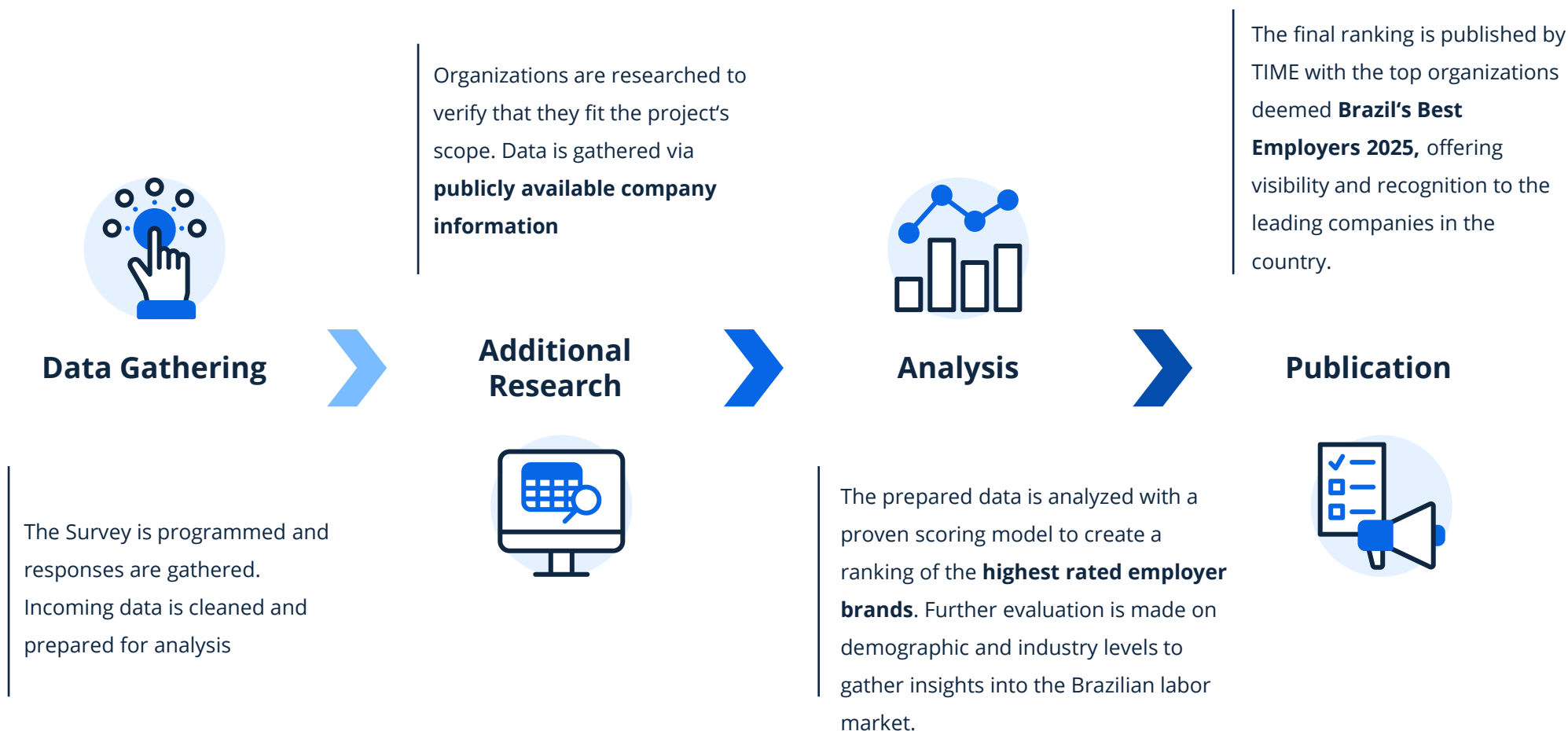


Executive Summary

- **Title of ranking:** Brazil's Best Employers 2025
- **Media partner:** TIME
- **Edition:** 1st
- **Number of awardees:** 500
- **Methodology:** Survey
- **Criteria used for determining rank:** Willingness to recommend one's own employer and willingness to recommend employers from other companies within the same sector.

Brazil's Best Employers follows a **proven approach** to determine the ranking.

Data-based results



The analysis is based on data collected through online panels, with **over 500,000** employer evaluations.

Data collection through online access panels



Online Access Panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.



Participants

- ✓ **Full-Time** (> 35 hours per week)
- ✓ **Part-Time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size** < 500 employees



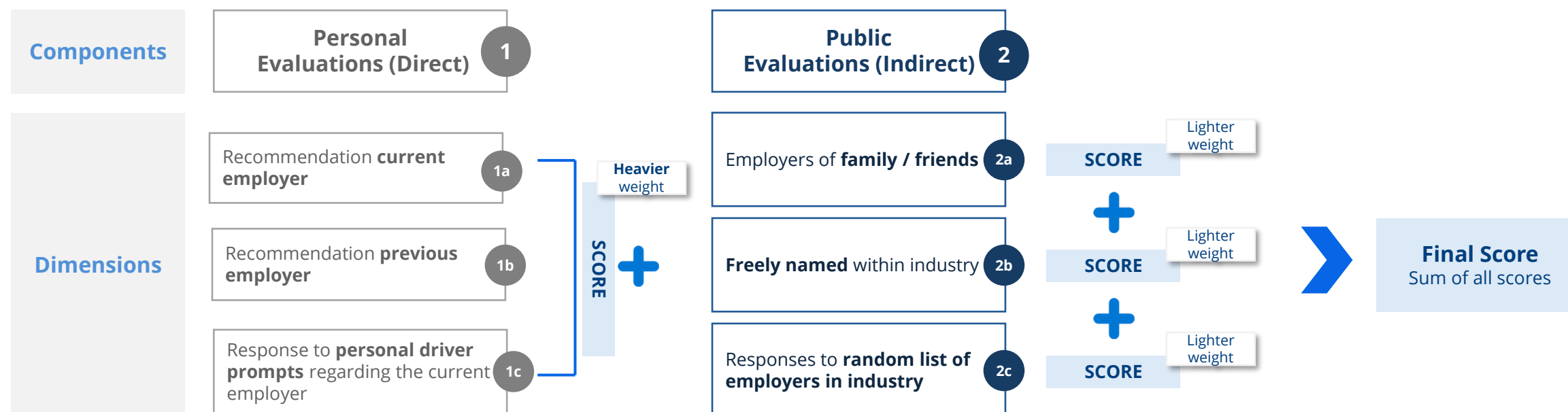
Survey Periods

February – April 2025

The survey utilizes an **online access panel** to gather a representative sample of **employees in Brazil** — both part-time and full-time for **companies and institutions employing at least 500 employees** in Brazil.

Willingness to recommend plays a particularly important role in shaping the ranking score.

Scoring Model



Industries

Each employer is grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Real State & Construction
- Engineering, Manufacturing
- Chemicals, Raw Materials, Mining



Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail, Wholesale & Distribution



Healthcare and Biotechnology

- Drugs & Biotechnology
- Healthcare Equipment & Services
- Healthcare & Social Services



Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT, Internet, Software & Services
- Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment



Finance and Professional Services

- Banking & Financial Services
- Business Support Services & Supplies
- Professional Services



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Transportation and Logistics
- Education
- Government Services
- Insurance
- Agriculture & Livestock

Legal disclaimer for the ranking **Brazil's Best Employers 2025**

Disclaimer

The ranking is comprised exclusively of employers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on employee recommendations, peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of this calendar year. Furthermore, events following July 2nd, 2025, and/or pertaining to individual persons affiliated/associated to the employers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the employers. The quality of employers that are not included in the rankings is not disputed.