

METHODOLOGY

# Best Employers Asia-Pacific 2025

in collaboration with



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## Summary

- The Best Employers Asia-Pacific 2025 have been identified in an independent survey from a vast sample of more than 50,000 employees.
- Corporations from all industry sectors<sup>(1)</sup> employing at least 1,000 people are considered relevant.
- Furthermore, corporations must have operations or employment opportunities in **at least two countries** in Asia-Pacific<sup>(2)</sup> region.
- The survey was conducted via **online access panels** and an **open survey on ft.com**, providing representative samples of the workforce employed by large organizations in each country.
- The employees have not been consulted via their employers but anonymously through several online panels. By doing so, the employee could openly state their opinion, avoiding any influence from their employer.
- Each employee was asked which firm or institution they work for in an open-ended question and with an autofill-option.
- The survey took an average of 8-10 minutes to complete, and the field period ran from May to July 2024. In total, over 300,000 evaluations formed the basis to identify the Best Employers Asia-Pacific.

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- The evaluation was based on two distinct criteria:
  - 1. Direct evaluations (internal):** Employees were asked to rate their willingness to recommend their own employers to friends and family. The responses were analyzed on a scale from 0 to 10, where 0 means "I wouldn't recommend my employer under any circumstances" and 10 means "I would definitely recommend my employer".
  - 2. Indirect recommendations (external):** Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.
- Moreover, employees were asked to give their opinions on a series of statements surrounding work-related topics of e.g. working conditions, salary, potential for development and company image regarding their current employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.



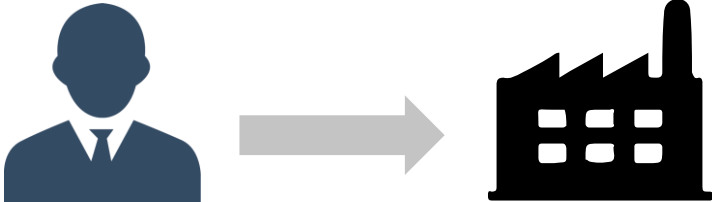
**The 500 companies receiving the highest total scores are awarded as Best Employers Asia-Pacific 2025.**

# Calculation of the scores: for each employer, a combination of the direct and indirect score

## Overview

### 1. Direct score: willingness to recommend one's own employer

> In order to measure the willingness to recommend one's own employer, the following question has been asked: „**On a scale of 0 to 10, how likely is it that you would recommend your employer to a friend or family member?**” (0: wouldn't recommend my employer under any circumstances, 10: would definitely recommend my employer).



The diagram shows a silhouette of a person labeled 'Participant' on the left. A grey arrow points from the participant to a silhouette of a factory labeled 'Participant's employer' on the right.

### 2. Indirect score: willingness to recommend other employers

> The participants have also been asked if there are **employers they would recommend to their acquaintances**, or, on the contrary, if there are **employers, they would not recommend their acquaintances to work for**.



The diagram shows a silhouette of a person labeled 'Participant' on the left. Three grey arrows point from the participant to three separate factory silhouettes on the right, labeled 'Employer 1', 'Employer 2', and 'Employer X' (with an ellipsis between Employer 2 and Employer X).

The results of these two elements have been combined to calculate a final score; with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.

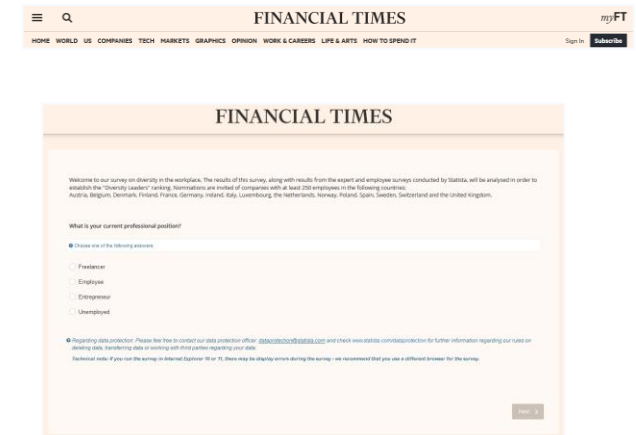
# The employee evaluations were collected via independent panel and open survey

## Score details

The survey was conducted using an online access panel<sup>(1)</sup> and open survey via ft.com, providing a representative sample of over 50,000 employees working part or full-time for companies and institutions employing at least 1,000 employees in Australia, Hong Kong, India, Indonesia, Japan, Macau, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.



The survey also ran on ft.com



# Industries

Each employer grouped by industry<sup>(1)</sup>

1. Aerospace & Defense
2. Automotive (Automotive and Suppliers)
3. Banking and Financial Services
4. Business Services & Supplies
5. Clothing, Shoes, Sports Equipment
6. Conglomerate
7. Construction, Oil & Gas Operations, Mining and Chemicals
8. Drugs & Biotechnology
9. Engineering, Manufacturing
10. Food, Soft Beverages, Alcohol & Tobacco
11. Health Care Equipment & Services
12. Healthcare & Social
13. Insurance
14. IT, Internet, Software & Services
15. Media & Advertising
16. Packaged Goods
17. Professional Services
18. Restaurants
19. Retail and Wholesale
20. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
21. Telecommunications Services, Cable Supplier
22. Transportation and Logistics
23. Travel & Leisure
24. Utilities