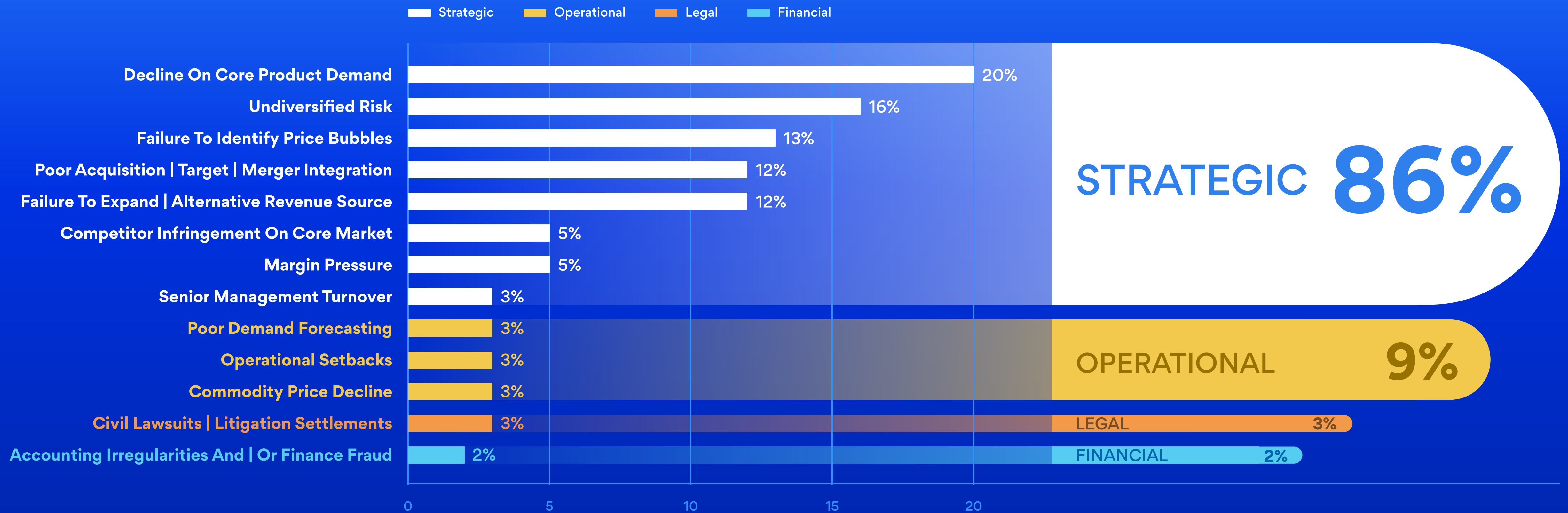


# Root Causes of Decline by Risk Type

Share Price Decline Drivers  
Market Capitalization in the Fortune 500



## CEB Baseline

## Strategic

## Operational

## Legal & Comp

## Financial

2009 (Fortune 1000) - 50% Decline

68%

14%

6%

12%

2015 (Fortune 500) - 40% Decline

86%

9%

3%

2%