

RapidRatings Badge Standards

Communications Guide for Top-Rated Badges



Congrats!

Congratulations on being named a **top-rated company on RapidRatings!** This communication kit is designed to help you get the most value out of your RapidRatings badge by communicating your achievements internally and externally. The guide includes several customizable templates and resources for promoting your results.

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Promoting Your Financial Health with RapidRatings

Over **50,000 companies today are in our global network** and have been rated by RapidRatings. While every company is unique, there are 10 common reasons to promote your results...

01 Win more business

Differentiate from competitors and close deals faster with verified financial strength.

03 Reduce procurement friction

Help customers satisfy their supplier risk management requirements.

05 Strengthen stakeholder trust

Provide transparent, third-party validation of your financial health.

07 Drive internal improvement

Benchmark performance and create an actionable roadmap for financial optimization.

09 Recognize your team

Celebrate the finance professionals who achieved this distinction and elevate their contributions.

02 Build customer confidence

Demonstrate you're a stable, reliable partner for long-term projects.

04 Secure better terms

Leverage your rating to negotiate more favorable financing, credit, and investment conditions.

06 Meet compliance requirements

Address regulatory and contractual demands for financial transparency.

08 Enhance brand reputation

Position your company as financially sound and forward-thinking.

10 Validate your strategy

Confirm that your financial management practices are delivering measurable results.

Badges

Badges are awarded based on a company's FHR percentile rank, which compares performance against all companies rated in the previous 12 months across all industries. Each badge identifies the season in which it was earned (for example, H1 2026 or H2 2026). For more details on the eligibility criteria, [please click here](#).

Each winner receives one badge per season based on their results.



Platinum (Top 5%)

Awarded to suppliers and vendors in the 95th percentile and above.



Gold (Top 20%)

Awarded to suppliers and vendors in the 80th percentile and above.

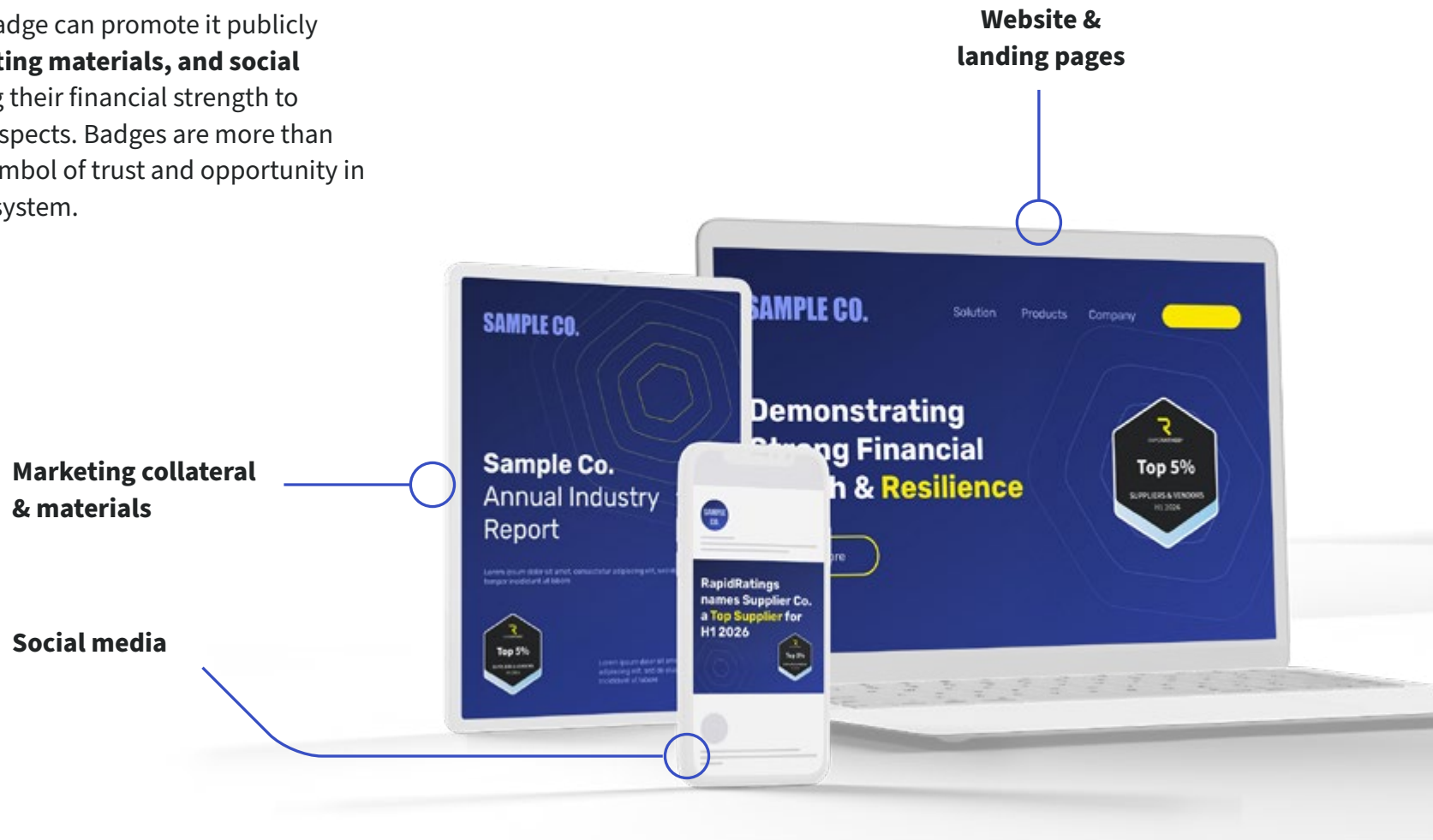


Silver (Top 35%)

Awarded to suppliers and vendors in the 65th percentile and above.

Where You Can Promote

Companies who earn a badge can promote it publicly on their **website, marketing materials, and social channels**, demonstrating their financial strength to clients, partners, and prospects. Badges are more than recognition; they are a symbol of trust and opportunity in today's supply chain ecosystem.



How to Access Sharing Options for Your Badge

Upon being awarded a badge, you'll receive a summary of your achievement on your FHR Exchange dashboard. The summary includes a link to download a badge kit that contains the necessary badge assets.

The screenshot shows the FHR Exchange dashboard for a user named Stephen. The dashboard displays the following information:

- MY COMPANY:** Acme Parts, Inc. (www.acmeparts.com, 111 Some sunny street, dublin, Ireland, W2D3Q4)
- FHR Score:** 85 (Low Default Risk, Strong Core Health)
- Financial Period:** June 30, 2019 (fiscal Q3)
- Rating Release Date:** August 5, 2019
- Top 5% Suppliers & Vendors:** A horizontal bar chart showing the user's FHR score of 75, which places them in the Top 5% of suppliers and vendors. The chart is divided into risk levels: Very High Risk (0-20), High Risk (21-40), Medium Risk (41-60), Low Risk (61-80), and Very Low Risk (81-100).
- Congratulations! Platinum Badge (Top 5%):** A message celebrating the user's achievement, with a link to learn about the Rapid Ratings badges program and a button to download the badge kit.

— Guide for Internal & External Communications

Internal Communication

Employee Email

Marketing Email

External Communication

Current Business

Future Business

Social Media

Email Signature

Press Outlets

Press Release

Guide for Internal & External Communications

Internal Communication

Employee Email

Marketing Email

External Communication

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Press Outlets

Press Release

Internal Communications

The following templates are designed to help you communicate with key stakeholders internally. They are meant to act as a guide - **please customize and update as you see fit.**

Employee Email

Program Leader, Executives, or HR to Employees through Email

Hello Team,

We are proud to share that we recently completed a thorough evaluation of our financial health with RapidRatings, a global leader in financial health analytics and supplier risk management.

Our rating places us in the top **[insert percentile]** among all companies rated in the past year, earning us a **[insert medal]**.

Our overall rating was **[insert rating]** – which is **[insert percent]** above industry average. Our top performing financial assessment themes were **[insert theme 1]** and **[insert theme 2]**. The rating validates and demonstrates our commitment to financial transparency and supports our company goal to **[insert company goal]**.

Thank you to all who participated in this important initiative. This is a great milestone for our company and an important aspect of our ongoing work to promote transparency among customers—current and prospective. If you want to learn more about our financial health rating, please let me know.

Sincerely,

[Your Name]

Marketing Email

Communication to your Marketing team regarding your badges

OPTION 1

We recently earned a **[Insert badge]** for our financial health performance with RapidRatings, a global leader in financial health analytics and supply chain risk management. The rating provides significant validation for our company and can positively impact our brand and reputation in the market. We received a communications kit containing social media copy, email messaging, and a press release template. Can the marketing team help us promote?

OPTION 2

Our rating has earned us a **[insert badge]** that demonstrates our commitment to financial health and transparency among customers. Can the marketing team help us promote this?

We'd like to issue a press release, promote on social, communicate with prospects and customers, and add our [medal/badge] and content to our website. Here are a few templates we can use.

We are also working with leadership and the HR team to promote internally. Do you have time to discuss this week?

External Communications

Promote across external marketing channels

The following templates are designed to help you communicate with key stakeholders externally. They are meant to act as a guide - **please customize and update as you see fit.**

Current Business: Clients

Mention your FHR Rating in company newsletters or client communications. Here is a copy you can leverage:

Subject: [Company Name] Achieves Excellence in Financial Health Performance

We're pleased to share that **[Company Name]** has earned a prestigious **[Insert badge]** from RapidRatings, a globally recognized leader in financial health analytics and intelligence. This achievement reflects our strong financial position and operational stability. Our FHR demonstrates:

- **Financial strength and transparency** – providing you with confidence in our partnership
- **Business continuity and reliability** – ensuring we can deliver on our commitments to you, today and in the future
- **Sustainable growth practices** – positioning us as a stable, forward-thinking partner

This independent validation underscores our commitment to maintaining the highest standards of financial health, which directly benefits our valued clients through consistent service delivery and long-term partnership stability.

We'd be happy to share our detailed report with you. Please don't hesitate to reach out if you'd like to learn more about what this achievement means for our partnership.

Thank you for your continued trust in **[Company Name]**.

Future Business: Prospects

Mention your RapidRatings accolade to help win new business. Here is copy you can leverage:

Subject: Why Leading Companies Trust [Company Name]

[Prospect Name],

Financial stability matters when choosing a partner. That's why we're proud to share that **[Company Name]** has earned a **[Insert badge]** from RapidRatings, the global standard for financial health assessment.

What this means for you:

Unlike many vendors, our financial strength is independently verified. This recognition confirms that we have:

- The stability to support your long-term projects
- Strong business continuity practices to ensure uninterrupted service
- The financial health to invest in innovation and growth

I'd welcome the opportunity to discuss how our proven stability and **[brief mention of your core offering]** can support your goals in **[their area of need]**.

Are you available for a brief conversation next week?

Best regards,

[Your Name]

Social Media

Social media is a great tool for sharing your achievements. Here is some sample copy to promote your medal or badge on all social media platforms. We encourage you to customize this to highlight your company's objectives and achievements.

OPTION 1

Financial transparency and stability are core to how we do business. Proud to announce we've earned a **[Insert badge]** from @RapidRatings for our Financial Health Rating. #FinancialHealth #SupplyChainExcellence

Tag us and get the chance to win a **Free Upgrade!**

Now's the time to share your success. **Showcase your badge across your marketing channels to get entered into a drawing for a free upgrade to our Essential Package**, making you eligible for future badges and exciting benefits coming soon!

OPTION 2

Building trust with our partners means proving our financial strength. We're excited to share that we've earned a **[Insert badge]** from @RapidRatings – validating our commitment to long-term stability and transparency. #BusinessContinuity

Social Media (cont.)

OPTION 3

Strong partnerships require financial transparency. Proud to earn a **[Insert badge]** from @RapidRatings, recognizing our commitment to financial health and operational resilience. **[Insert Link]**
#FinancialStability #SupplyChainRisk

OPTION 4

Financial health matters. We've earned a **[Insert badge]** from @RapidRatings, demonstrating our commitment to transparency and stability for our customers and partners. #FinancialHealth #TrustedPartner

OPTION 5

Resilience isn't just a goal—it's a proven metric. Honored to receive a **[Insert badge]** from @RapidRatings for our Financial Health Rating. Thank you to our team for maintaining the financial strength our partners depend on.
#FinancialExcellence

Examples of Social Media Platforms:



'GLASSDOOR'

Email Signature

Place your medal or badge in your email signature to showcase your company's achievement.

Jane Doe

Senior Risk Manager, Sample Company
jane.doe@samplecompany.com



Press Outlets

Promoting your RapidRatings achievement helps demonstrate your financial strength and operational stability while addressing key business priorities such as supply chain resilience, business continuity, and third-party risk management. It positions your company as a transparent, financially stable partner and can strengthen your visibility with key stakeholders through industry awards, procurement and risk management speaking opportunities, and trade publication coverage. You can share this story through press releases or by proactively pitching it to business journalists, industry analysts, and supply chain management thought leaders.

Examples of press distribution services

[PR Newswire](#)

[Businesswire](#)

Examples of supply chain publications

[Procurement Magazine](#)

[Supply Chain Digital](#)

[Supply Chain Dive](#)

Examples of TPRM publications

[TPRA.org](#)

[Institutional Investor](#)

[American Banker](#)

[CFO Dive](#)

In addition, you may distribute news about your badge in general news, business and trade outlets related to your industry.

Press Release

HEADLINE: [Insert Company Name] Earns [Insert Medal/Badge] from RapidRatings for Excellence in Financial Health Performance

SUBHEAD: RapidRatings validates [Insert Company Name's] business commitments to operational resilience and stability.

BODY: [CITY, STATE] – [Date] – [Company Name], a [brief company description], today announced it has earned a [Insert Medal/Badge] from RapidRatings, the global leader in financial health analytics.

[Company Name] received an independent financial health rating by RapidRatings and was placed in the company in the top [insert percentile] of businesses globally. This distinction demonstrates [Company Name's] strong financial position and commitment to transparency with customers and partners.

“[Insert executive quote on the value and motivation for getting rated by RapidRatings, emphasizing what this means for customers/partners and the company's commitment to financial transparency and operational excellence.]”

The FHR provides a comprehensive, predictive view of a company's financial stability and resilience through advanced analytics combining near- and long-term performance indicators.

RapidRatings' proprietary algorithms analyze 12+ million company-years of financial data across industry-specific models, having produced more than 500,000 ratings in 150 countries worldwide. Unlike traditional credit ratings, the FHR offers early-warning disruption insights and an objective assessment of both public and private companies' financial health, enabling more informed partnership and investment decisions.

About [Company Name]

[Insert 2-3 sentence company boilerplate]

About RapidRatings

RapidRatings sets the standard for financial health transparency between business partners, transforming the way leading companies manage enterprise and financial risk. The company delivers the most sophisticated analysis of the financial health of both public and private companies. Through RapidRatings, businesses can build more meaningful relationships and gain visibility into the financial stability of global suppliers, vendors, and other third parties. Learn more at www.rapidratings.com.

Media Contact: [Name] [Title] [Email] [Phone]

For questions about using our badges, name, or logo in other ways not outlined in this guide, please contact our team to collaborate:

marketing@rapidratings.com

www.rapidratings.com

