

RapidRatings Badge Standards

Communications Guide for Rated Badges



Congrats!

Congratulations on earning your Rated Badge. This recognizes your commitment to financial transparency as a rated supplier with an up-to-date FHR. This communications kit is designed to help you promote your status as a financially transparent company. The guide includes several customizable templates and resources for sharing your rating.

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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 8 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.

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

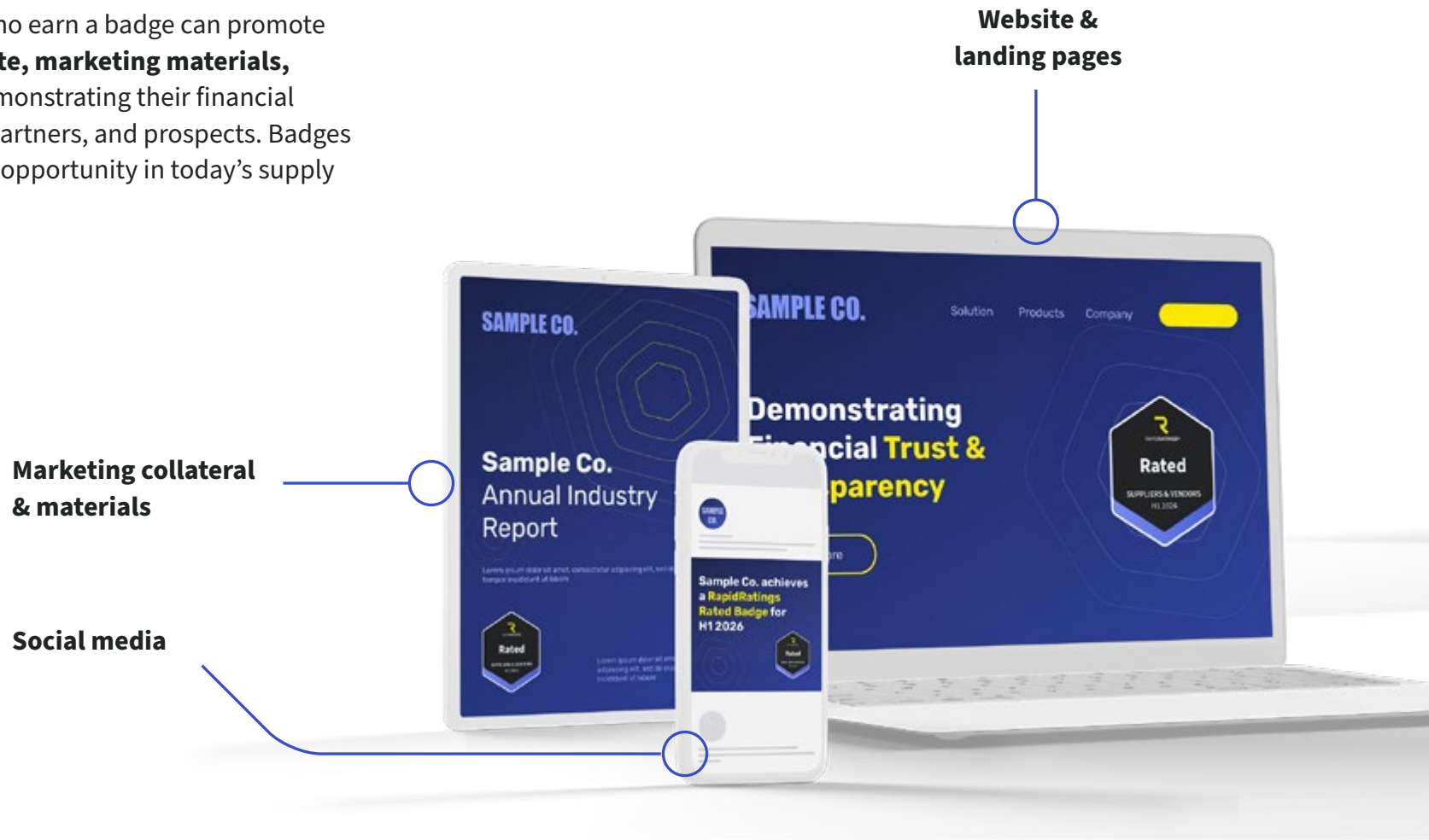
Address regulatory and contractual demands for financial transparency.

08 Enhance brand reputation

Position your company as financially sound and forward-thinking.

Where You Can Promote

Suppliers and vendors who earn a badge can promote it publicly on their **website, marketing materials, and social channels**, demonstrating their financial transparency to clients, partners, and prospects. Badges 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 displays the FHR Exchange dashboard for a user named Stephen. The dashboard is titled "Home Page" and includes a search bar for public company FHR. The main content area is divided into several sections:

- MY COMPANY:** Displays "Acme Parts, Inc." with a website link and address: "111 Some sunny street, dublin, Ireland, W23X348".
- Financial Health Rating:** Shows a score of 85 FHR* with a "Low Default Risk" status. The Core Health is 80 (Strong Core Health). The Financial Period is June 30, 2019 (fiscal Q2) and the Rating Release Date is August 5, 2019.
- Boost Your Company's FHR:** A call to action to use ActionPath to create a step-by-step improvement plan.
- Rated Suppliers & Vendors:** A section for "Rated Suppliers & Vendors" with a "Rated" badge and a score of 75. A risk scale is shown below, ranging from Very High Risk (0-20) to Very Low Risk (81-100).
- Congratulations! Rated Badge:** A message congratulating the user on their Rated Badge and providing a link to learn about the RapidRatings badges program and a "DOWNLOAD BADGE KIT" button.

Guide for External Communications

Promote across external marketing channels

Instructions: The following templates are designed to help you communicate externally with current business, future business, and target audiences. 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 short blurb you can leverage:

Subject: [Company Name] Commits to Financial Transparency

We're pleased to share that **[Company Name]** has earned a RapidRatings Rated Badge, joining over 50,000 companies worldwide committed to financial transparency and operational resilience.

Financial transparency is rapidly becoming the industry standard, and we're proud to be among the companies leading this shift.

Our decision to obtain a financial health rating demonstrates:

- **Commitment to transparency** – providing you with clear visibility into our financial practices
- **Proactive risk management** – ensuring we meet the evolving standards of supply chain due diligence
- **Partnership accountability** – giving you the third-party validation needed for informed decision-making
- **Industry leadership** – adopting best practices that strengthen the entire supply chain ecosystem

This independent assessment supports our commitment to maintaining strong business practices and transparent relationships with our valued clients.

We'd be happy to share our FHR report with you. Please don't hesitate to reach out if you'd like to learn more about what this 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 a short blurb you can leverage:

Subject: [Company Name] Leads on Financial Transparency

[Prospect Name],

Financial transparency is quickly becoming the industry standard for supplier relationships. That's why **[Company Name]** has proactively obtained a Rated Badge from RapidRatings, the global standard for financial health assessment used by over 50,000 companies worldwide.

What this means for you:

Unlike many vendors, we've embraced third-party financial transparency. Our RapidRatings assessment provides:

- Independent validation of our financial practices and business health
- Reduced due diligence burden for your procurement and risk teams
- Proactive risk management that meets emerging supply chain standards
- Transparent partnership built on verified financial disclosure

As financial transparency becomes standard practice, we're committed to being ahead of the curve. I'd welcome the opportunity to discuss how our commitment to transparency 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?

[Your Name]

Social Media

Social media is a great tool for sharing your commitment to transparency. Here is sample copy to promote your rating on all social media platforms. We encourage you to customize this to highlight your company's objectives.

OPTION 1

Financial transparency is becoming the industry standard, and we're leading the way. Proud to announce we've earned our Financial Health Rating from @RapidRatings, joining 50,000+ companies committed to transparency. #FinancialTransparency #SupplyChainExcellence

OPTION 2

In today's supply chain, transparency matters. We've obtained our Rated Badge from @RapidRatings, demonstrating our commitment to open, accountable business practices as financial disclosure becomes the norm. #SupplyChainTransparency

Social Media (cont.)

OPTION 3

Proactive transparency builds stronger partnerships. We've earned our RapidRatings Rated Badge—part of our commitment to leading industry standards for financial disclosure. #FinancialHealth #SupplyChainRisk

OPTION 4

Financial transparency is the future of supplier relationships. We've obtained our @RapidRatings Rated Badge, joining the movement toward industry-standard financial disclosure. #FinancialTransparency #TrustedPartner

OPTION 5

Option 5: Financial transparency is becoming standard practice, and we're committed to leading the way. We're proud to have earned our Rated Badge from @RapidRatings, reflecting our proactive approach to supplier risk management. #FinancialExcellence #SupplyChainStandards

Examples of Social Media Platforms:



'GLASSDOOR'

Email Signature

Place your 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 commitment to financial transparency with RapidRatings can demonstrate your proactive approach to supplier risk management and position you as a forward-thinking partner in your industry. As financial disclosure becomes the industry standard, your adoption can differentiate your company and strengthen relationships with stakeholders who value transparency.

You can elevate your profile through press releases.

Here are some examples of media outlets:

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](#)

Press Release

HEADLINE: [Insert Company Name] Commits to Financial Transparency with RapidRatings Assessment

SUBHEAD: [Insert Company Name's] adopts industry-leading practices for financial disclosure and supplier risk management

BODY: [CITY, STATE] – [Date] – [Company Name], a [brief company description], today announced it has earned a Rated Badge from RapidRatings, the global leader in financial health analytics used by over 50,000 companies worldwide.

As financial transparency rapidly becomes the industry standard for supplier relationships, [Company Name] is proactively providing customers and partners with independent, third-party validation of its financial health and business practices.

“[Insert executive quote on the value and motivation for getting rated by RapidRatings, emphasizing the importance of financial transparency as an emerging industry standard, what this means for customers/partners, and the company’s commitment to leading in transparency and accountability.]”

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:

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