

APPENDICES

APPENDIX A. THE DOW 30 – DOW JONES INDUSTRIAL AVERAGE (DJIA)

Company	Ticker Symbol	Industry	Headquarters	Employees	Revenue
Amazon.com, Inc.	AMZN	Internet Retail	Seattle	1,525,000	\$574.8B
American Express Company	AXP	Credit Services	New York	77,300	\$65.0B
Amgen Inc.	AMGN	Drug Manufacturers - General	California	25,200	\$26.8B
Apple Inc.	AAPL	Consumer Electronics	California	161,000	\$383.3B
The Boeing Company	BA	Aerospace & Defense	Virginia	156,000	\$75.8B
Caterpillar Inc.	CAT	Farm & Heavy Construction Machinery	Texas	109,100	\$66.6B
Cisco Systems Inc.	CSCO	Communication Equipment	California	84,900	\$58.0B
Chevron Corporation	CVX	Oil & Gas Integrated	California	43,850	\$210.2B
The Goldman Sachs Group Inc.	GS	Capital Markets	New York	45,900	\$45.5B
The Home Depot Inc.	HD	Home Improvement Retail	Georgia	470,000	\$157.4B
Honeywell International Inc.	HON	Conglomerates	North Carolina	97,000	\$36.4B
International Business Machines Corp.	IBM	Information Technology Services	New York	288,300	\$60.5B
Intel Corporation	INTC	Semiconductors	California	120,300	\$52.9B
Johnson & Johnson	JNJ	Drug Manufacturers - General	New Jersey	152,700	\$99.1B
The Coca-Cola Company	KO	Beverages - Non-Alcoholic	Georgia	82,500	\$45.0B
JPMorgan Chase & Co.	JPM	Banks - Diversified	New York	308,670	\$224.9B
McDonald's Corporation	MCD	Restaurants	Illinois	100,000	\$25.0B
3M Co	MMM	Conglomerates	Minnesota	92,000	\$32.7B
Merck & Co.	MRK	Drug Manufacturers - General	New Jersey	67,000	\$59.3B
Microsoft Corporation	MSFT	Software - Infrastructure	Washington	221,000	\$211.9B
NIKE Inc.	NKE	Footwear & Accessories	Oregon	83,700	\$51.2B
Procter & Gamble Co.	PG	Household & Personal Products	Ohio	107,000	\$82.0B
Travelers Companies Inc.	TRV	Insurance - Property & Casualty	New York	30,000	\$40.1B
UnitedHealth Group Inc.	UNH	Healthcare Plans	Minnesota	400,000	\$360.0B
Salesforce Inc.	CRM	Software - Application	California	70,840	\$31.4B
Verizon Communications Inc.	VZ	Telecom Services	New York	110,500	\$136.8B
Visa Inc.	V	Credit Services	California	28,800	\$32.7B
Walmart Inc.	WMT	Discount Stores	Arkansas	2,100,000	\$164.0B
The Walt Disney Company	DIS	Entertainment	California	173,250	\$88.9B
Dow Inc.	DOW	Chemicals	Michigan	37,800	\$56.9B

Source: Dow Jones Industrial Average index (as of Feb. 2024): <https://www.spglobal.com/spdji/en/indices/equity/dow-jones-industrial-average/>

APPENDIX B. THE S&P 100

Company	Ticker Symbol	Industry	Headquarters	Employees	Revenue
Apple Inc.	AAPL	Consumer Electronics	California	161,000	\$383.3B
AbbVie Inc.	ABBV	Drug Manufacturers - General	Illinois	50,000	\$55.1B
Abbott Laboratories	ABT	Medical Devices	Illinois	115,000	\$40.0B
Accenture plc	ACN	Information Technology Services	Ireland	743,000	\$64.6B
Adobe	ADBE	Software - Infrastructure	California	29,945	\$19.4B
American International Group, Inc.	AIG	Financial Services	New York	26,200	\$50.2B
Advanced Micro Devices, Inc.	AMD	Semiconductors	California	25,000	\$22.1B
Amgen Inc.	AMGN	Drug Manufacturers - General	California	25,200	\$26.8B
American Tower Corporation	AMT	REIT - Specialty	Massachusetts	6,391	\$11.1B
<u>Amazon.com</u>	AMZN	Internet Retail	Washington	1,500,000	\$554.0B
Broadcom Inc.	AVGO	Semiconductors	California	20,000	\$35.8B
American Express Company	AXP	Credit Services	New York	77,300	\$54.4B
The Boeing Company	BAC	Aerospace and Defense	Virginia	156,000	\$75.8B
Bank of America	BAC	Banks - Diversified	North Carolina	212,985	\$94.2B
The Bank of New York Mellon	BK	Asset Management	New York	53,400	\$17.4B
Booking Holdings Inc.	BKNG	Travel Services	Connecticut	23,450	\$20.6B
BlackRock, Inc.	BLK	Asset Management	New York	19,800	\$17.9B
Bristol-Myers Squibb Company	BMJ	Drug Manufacturers - General	New York	34,300	\$44.9B
Berkshire Hathaway	BRK B	Insurance - Diversified	Nebraska	383,000	\$349.3B
Citigroup Inc.	C	Banks - Diversified	New York	240,000	\$70.7B
Caterpillar Inc.	CAT	Heavy Construction Machinery	Texas	109,100	\$66.6B
Charter Communications, Inc.	CHTR	Telecom Services	Connecticut	101,700	\$54.6B
Colgate-Palmolive Company	CL	Household & Personal Products	New York	33,800	\$19.1B
Comcast Corporation	CMCSA	Telecom Services	Pennsylvania	186,000	\$120.9B
Capital One Financial Corporation	COF	Credit Services	Virginia	54,200	\$26.3B
ConocoPhillips	COP	Oil & Gas E&P	Texas	9,800	\$61.8B
Costco Wholesale Corporation	COST	Discount Stores	Washington	316,000	\$245.7B
Salesforce, Inc.	CRM	Software - Application	California	70,843	\$34.0B
Cisco Systems, Inc.	CSCO	Communication Equipment	California	84,900	\$58.0B
CVS Health Corporation	CVS	Healthcare Plans	Rhode Island	219,000	\$346.6B
Chevron Corporation	CVX	Oil & Gas Integrated	California	43,846	\$202.7B
Deere & Company	DE	Heavy Construction Machinery	Illinois	83,000	\$61.2B
Danaher Corporation	DHR	Diagnostics & Research	District of Columbia	79,000	\$29.6B
The Walt Disney Company	DIS	Entertainment	California	173,250	\$89.9B
Dow Inc.	DOW	Chemicals	Michigan	37,800	\$45.9B
Duke Energy Corporation	DUK	Utilities - Regulated Electric	North Carolina	27,859	\$28.8B
Emerson Electric Co.	EMR	Specialty Industrial Machinery	Missouri	67,000	\$15.2B
Exelon	EXC	Utilities - Regulated Electric	Illinois	19,000	\$21.0B
Ford Motor Company	F	Auto Manufacturers	Michigan	173,000	\$174.2B
FedEx Corporation	FDX	Integrated Freight & Logistics	Tennessee	328,000	\$88.0B
General Dynamics Corporation	GD	Aerospace and Defense	Virginia	106,500	\$41.5B
General Electric Company	GE	Specialty Industrial Machinery	Massachusetts	172,000	\$83.8B
Gilead Sciences, Inc.	GILD	Drug Manufacturers - General	California	17,000	\$27.4B
General Motors Company	GM	Auto Manufacturers	Michigan	167,000	\$172.0B
Alphabet (Class C)	GOOG	Internet Content & Information	California	182,381	\$297.1B
Alphabet (Class A)	GOOGL	Internet Content & Information	California	182,381	\$297.1B
The Goldman Sachs Group, Inc.	GS	Capital Markets	New York	45,300	\$45.2B
The Home Depot, Inc.	HD	Home Improvement Retail	Georgia	470,000	\$153.7B
Honeywell International Inc.	HON	Conglomerates	North Carolina	97,000	\$36.4B
International Business Machines	IBM	Information Technology Services	New York	288,300	\$61.2B
Intel Corporation	INTC	Semiconductors	California	120,300	\$52.9B
Johnson & Johnson	JNJ	Drug Manufacturers - General	New Jersey	152,700	\$98.7B
JPMorgan Chase & Co.	JPM	Banks - Diversified	New York	309,926	\$146.0B
The Kraft Heinz Company	KHC	Packaged Foods	Pennsylvania	37,000	\$27.2B
The Coca-Cola Company	KO	Beverages - Non-Alcoholic	Georgia	82,500	\$45.0B
Linde plc	LIN	Specialty Chemicals	United Kingdom	66,442	\$32.5B
Eli Lilly and Company	LLY	Drug Manufacturers - General	Indiana	39,000	\$32.1B

Lockheed Martin Corporation	LMT	Aerospace and Defense	Maryland	116,000	\$67.7B
Lowes's Companies Inc.	LOW	Home Improvement Retail	North Carolina	300,000	\$90.2B
Mastercard Incorporated	MA	Credit Services	New York	29,900	\$24.4B
McDonald's Corporation	MCD	Restaurants	Illinois	100,000	\$25.0B
Mondelez International, Inc.	MDLZ	Confectioners	Illinois	91,000	\$35.4B
Medtronic plc	MDT	Medical Devices	Ireland	95,000	\$32.0B
MetLife, Inc.	MET	Insurance - Life	New York	45,000	\$64.6B
Meta Platforms, Inc.	META	Internet Content & Information	California	66,185	\$127.0B
3M Company	MMM	Conglomerates	Minnesota	92,000	\$32.8B
Altria Group, Inc.	MO	Tobacco	Virginia	6,300	\$20.6B
Merck & Co., Inc.	MRK	Drug Manufacturers - General	New Jersey	67,000	\$59.3B
Morgan Stanley	MS	Capital Markets	New York	80,000	\$53.6B
Microsoft	MSFT	Software - Infrastructure	Washington	221,000	\$218.3B
NextEra Energy, Inc.	NEE	Utilities - Regulated Electric	Florida	15,300	\$27.4B
Netflix, Inc.	NFLX	Entertainment	California	12,800	\$32.7B
NIKE	NKE	Footwear & Accessories	Oregon	83,700	\$51.5B
Nvidia Corporation	NVDA	Semiconductors	California	26,196	\$44.9B
Oracle Corporation	ORCL	Software - Infrastructure	Texas	164,000	\$51.6B
PepsiCo, Inc.	PEP	Beverages - Non-Alcoholic	New York	315,000	\$91.6B
Pfizer Inc.	PFE	Drug Manufacturers - General	New York	83,000	\$68.5B
The Procter & Gamble Company	PG	Household & Personal Products	Ohio	107,000	\$83.3B
Philip Morris International Inc.	PM	Tobacco	Connecticut	79,800	\$34.3B
PayPal Holdings, Inc.	PYPL	Credit Services	California	29,900	\$29.1B
QUALCOMM Incorporated	QCOM	Semiconductors	California	50,000	\$35.8B
RTX Corporation	RTX	Aerospace and Defense	Virginia	182,000	\$67.1B
Starbucks Corporation	SBUX	Restaurants	Washington	381,000	\$36.0B
The Charles Schwab Company	SCHW	Capital Markets	Texas	35,300	\$18.8B
The Southern Company	SO	Utilities - Regulated Electric	Georgia	274,200	\$26.3B
Simon Property Group, Inc.	SPG	REIT - Retail	Indiana	2,500	\$5.5B
AT&T Inc.	T	Telecom Services	Texas	152,740	\$121.8B

Source: NASDAQ 100 Index (as of Jan. 2024): <https://www.nasdaq.com/solutions/nasdaq-100>

APPENDIX C. THE NASDAQ 100

Company	Ticker Symbol	Industry	Headquarters	Employees	Revenue
Apple Inc.	AAPL	Consumer Electronics	California	161,000	\$383.3B
Airbnb, Inc.	ABNB	Travel Services	California	6,800	\$9.6B
Adobe Inc.	ADBE	Software - Infrastructure	California	29,200	\$19.4B
Analog Devices	ADI	Semiconductors	Massachusetts	26,000	\$12.3B
Automatic Data Processing, Inc.	ADP	Staffing & Employment Services	New Jersey	63,000	\$18.3B
Autodesk, Inc.	ADSK	Software - Infrastructure	California	13,700	\$5.01B
American Electric Power Company, Inc.	AEP	Utilities - Regulated Electric	Ohio	17,000	\$19.6B
Applied Materials, Inc.	AMAT	Semiconductor Equipment & Materials	California	34,000	\$26.5B
Advanced Micro Devices Inc.	AMD	Semiconductors	California	25,000	\$23.6B
Amgen Inc.	AMGN	Drug Manufacturers - General	California	25,200	\$26.3B
<u>Amazon.com</u> , Inc.	AMZN	Internet Retail	Washington	1,500,000	\$514.0B
ANSYS, Inc.,	ANSS	Software - Application	Pennsylvania	6,100	\$2.1B
ASML Holding N.V.	ASML	Semiconductor Equipment & Materials	Netherlands	39,850	€21.2B
Broadcom Inc.	AVGO	Semiconductors	California	20,000	\$33.2B
AstraZeneca PLC	AZN	Drug Manufacturers - General	United Kingdom	83,500	\$44.4B
Biogen Inc.	BIIB	Drug Manufacturers - General	Massachusetts	8,725	\$10.2B
Booking Holdings Inc.	BKNG	Travel Services	Connecticut	23,450	\$17.1B
Baker Hughes Company	BKR	Oil & Gas Equipment & Services	Texas	57,000	\$21.2B
Coca-Cola Europacific Partners plc	CCEP	Beverages - Non-Alcoholic	United Kingdom	33,000	€17.3B
Cadence Design Systems	CDNS	Software - Application	California	10,200	\$3.6B
CDW Corporation	CDW	Information Technology Services	Illinois	11,300	\$23.7B
Constellation Energy	CEG	Utilities - Renewable	Maryland	13,370	\$24.4B
Charter Communications, Inc.	CHTR	Telecom Services	Connecticut	101,700	\$54.0B
Comcast Corporation	CMCSA	Telecom Services	Pennsylvania	186,000	\$121.4B
Costco Wholesale Corporation	COST	Discount Stores	Washington	316,000	\$227.0B
Copart, Inc.	CPRT	Specialty Business Services	Texas	12,000	\$3.9B
CrowdStrike Holdings, Inc.	CRWD	Software - Infrastructure	Texas	7,745	\$2.2B
Cisco Systems, Inc.	CSCO	Communication Equipment	California	84,900	\$57.0B
CoStar Group, Inc.	CSGP	Real Estate Services	Washington, D.C.	5,650	\$2.1B
CSX Corporation	CSX	Railroads	Florida	23,000	\$14.9B
Cintas Corporation	CTAS	Specialty Business Services	Ohio	44,500	\$8.8B
Cognizant Technology Solutions	CTSH	Information Technology Services	New Jersey	346,600	\$19.4B
DoorDash Inc.	DASH	Internet Content & Information	California	16,800	\$6.6B
Datadog, Inc.	DDOG	Software - Application	New York	4,800	\$1.7B
Dollar Tree Inc.	DLTR	Discount Stores	Virginia	65,000	\$27.7B
DexCom, Inc.	DXCM	Medical Devices	California	7,500	\$2.9B
Electronic Arts	EA	Electronic Gaming & Multimedia	California	13,400	\$7.4B
Exelon Corporation	EXC	Utilities - Regulated Electric	Illinois	19,000	\$19.1B
Diamondback Energy	FANG	Oil & Gas E&P	Texas	970	\$9.6B
Fastenal Company	FAST	Industrial Distribution	Minnesota	20,300	\$7.0B
Fiserv Inc.	FI	Information Technology Services	Wisconsin	41,000	\$17.7B
Fortinet, Inc.	FTNT	Software - Infrastructure	California	13,600	\$4.4B
GE HealthCare Technologies Inc.	GEHC	Health Information Services	Illinois	50,000	\$18.3B
GlobalFoundries Inc.	GFS	Semiconductors	New York	14,000	\$8.1B
Gilead Sciences, Inc.	GILD	Drug Manufacturers - General	California	17,000	\$27.3B
Alphabet Inc. (Class C)	GOOG	Internet Content & Information	California	182,000	\$282.8B
Honeywell International Inc.	HON	Conglomerates	North Carolina	97,000	\$35.5B
IDEXX Laboratories, Inc.	IDXX	Diagnostics & Research	Maine	11,000	\$3.4B
Illumina, Inc.	ILMN	Diagnostics & Research	California	11,500	\$4.6B
Intel Corporation	INTC	Semiconductors	California	120,300	\$63.1B
Intuit Inc	INTU	Software - Application	California	18,200	\$14.4B
Intuitive Surgical Inc.	ISRG	Medical Instruments & Supplies	California	12,100	\$6.2B
Keurig Dr Pepper Inc.	KDP	Beverages - Non-Alcoholic	Massachusetts	28,000	\$14.1B
The Kraft Heinz Company	KHC	Packaged Foods	Pennsylvania	37,000	\$26.5B
KLA Corporation	KLAC	Semiconductor Equipment & Materials	California	15,000	\$10.5B
Lam Research Corporation	LRCX	Semiconductor Equipment & Materials	California	17,200	\$17.4B
lululemon athletica inc.	LULU	Apparel Retail	British Columbia	34,000	\$8.1B
Marriott International	MAR	Lodging	Maryland	377,000	\$20.8B
Microchip Technology Incorporated	MCHP	Semiconductors	Arizona	22,600	\$8.1B
MongoDB Inc.	MDB	Software - Infrastructure	New York	4,850	\$1.3B
Mondelez International, Inc.	MDLZ	Confectioners	Illinois	91,000	\$31.5B
MercadoLibre Inc.	MELI	Internet Retail	Uruguay	40,550	\$10.5B
Meta Platforms Inc.	META	Internet Content & Information	California	66,200	\$116.6B
Monster Beverage Corporation	MNST	Beverages - Non-Alcoholic	California	4,600	\$6.3B
Moderna, Inc.	MRNA	Biotechnology	Massachusetts	3,900	\$19.3B

Marvell Technology, Inc.	MRVL	Semiconductors	Delaware	7,400	\$5.9B
Microsoft Corporation	MSFT	Software - Infrastructure	Washington	221,000	\$212.0B
Micron Technology, Inc.	MU	Semiconductors	Idaho	43,000	\$15.5B
Netflix Inc.	NFLX	Entertainment	California	12,800	\$31.6B
NVIDIA Corporation	NVDA	Semiconductors	California	26,200	\$27.0B
NXP Semiconductors N.V.	NXPI	Semiconductors	Netherlands	34,500	\$13.2B
Old Dominion Freight Line, Inc.	ODFL	Trucking	North Carolina	22,600	\$6.3B
onsemi	ON	Semiconductors	Arizona	31,000	\$8.3B
O'Reilly Automotive, Inc.	ORLY	Specialty Retail	Missouri	88,200	\$14.4B
Palo Alto Networks, Inc.	PANW	Software - Infrastructure	California	14,200	\$6.9B
Paychex, Inc.	PAYX	Staffing & Employment Services	New York	16,000	\$5.0B
Paccar Inc.	PCAR	Farm & Heavy Construction Machinery	Washington	31,100	\$28.8B
PDD Holdings Inc.	PDD	Internet Retail	Dublin	13,000	\$18.9B
PepsiCo, Inc.	PEP	Beverages - Non-Alcoholic	New York	315,000	\$86.4B
PayPal Holdings, Inc.	PYPL	Credit Services	California	30,000	\$27.5B
Qualcomm Inc.	QCOM	Semiconductors	California	50,000	\$35.8B
Regeneron Pharmaceuticals, Inc.	REGN	Biotechnology	New York	12,500	\$12.2B
Roper Technologies, Inc.	ROP	Software - Application	Florida	15,800	\$5.4B
Ross Stores, Inc.	ROST	Apparel Retail	California	101,000	\$18.7B
Starbucks Corporation	SBUX	Restaurants	Washington	381,000	\$36.0B
Sirius XM Holdings Inc.	SIRI	Entertainment	New York	5,900	\$6.9B
Synopsys, Inc.	SNPS	Software - Infrastructure	California	20,300	\$5.8B
Splunk Inc.	SPLK	Software - Infrastructure	California	8,000	\$3.7B
Atlassian Corp	TEAM	Software - Application	Australia	11,150	\$3.5B
T-Mobile US, Inc.	TMUS	Telecom Services	Washington	71,000	\$79.6B
Tesla Inc.	TSLA	Auto Manufacturers	Texas	127,900	\$81.5B
The Trade Desk, Inc.	TTD	Software - Application	California	2,780	\$1.6B
Take-Two Interactive Software, Inc.	TTWO	Electronic Gaming & Multimedia	New York	11,600	\$5.4B
Texas Instruments Incorporated	TXN	Semiconductors	Texas	33,000	\$20.0B
Verisk Analytics, Inc.	VRSK	Consulting Services	New Jersey	7,000	\$2.5B
Vertex Pharmaceuticals Inc.	VRTX	Biotechnology	Massachusetts	4,800	\$8.9B
Walgreens Boots Alliance, Inc.	WBA	Pharmaceutical Retailers	Illinois	206,000	\$110.3B
Warner Bros. Discovery Inc.	WBD	Entertainment	New York	37,500	\$33.8B
Workday, Inc.	WDAY	Software - Infrastructure	California	18,400	\$6.2B
Xcel Energy Inc.	XEL	Utilities - Regulated Electric	Minnesota	12,000	\$15.3B
Zscaler, Inc.	ZS	Software - Infrastructure	California	6,000	\$1.6B

Source: NASDAQ 100 Index (as of Jan. 2024): <https://www.nasdaq.com/solutions/nasdaq-100>

APPENDIX D. US LARGEST PRIVATE COMPANIES

Company	Industry	Headquarters	# of Employees	Revenue
Cargill	Food & Drink	Minnesota	160,000	\$170.0B
Koch Industries	Multicompany	Kansas	120,000	\$125.0B
Publix Super Markets	Food Markets	Florida	250,000	\$54.5B
Mars	Food & Drink	Virginia	140,000	\$47.0B
H-E-B Grocery Company	Food Markets	Texas	145,000	\$43.6B
Reyes Holdings	Food, Drink & Tobacco	Illinois	36,000	\$40.0B
Enterprise Mobility	Services	Missouri	90,000	\$35.0B
C&S Wholesale Grocers	Food, Drink & Tobacco	New Hampshire	15,000	\$34.7B
Love's Travel Stops & Country Stores	Convenience Stores & Gas Stations	Oklahoma	40,000	\$26.5B
Southern Glazer's Wine & Spirits	Food, Drink & Tobacco	Florida	24,000	\$26.0B
Fidelity Investments	Diversified Financials	Massachusetts	68,000	\$25.2B
Tenaska	Multicompany	Nebraska	751	\$25.1B
Cox Enterprises	Media	Georgia	50,000	\$22.1B
Medline Industries	Health Care Equipment & Services	Illinois	36,000	\$21.2 B
Gordon Food Service	Food, Drink & Tobacco	Michigan	22,000	\$21.0B
Meijer	Food Markets	Michigan	70,000	\$21.0B
QuikTrip	Convenience Stores & Gas Stations	Oklahoma	28,679	\$20.3B
RaceTrac	Convenience Stores & Gas Stations	Georgia	10,400	\$19.7B
Tenneco	Consumer Durables	Illinois	71,000	\$18.9B
Wawa	Convenience Stores & Gas Stations	Pennsylvania	42,000	\$18.9B
ABC Supply	Construction	Wisconsin	18,000	\$18.5B
JM Family Enterprises	Consumer Durables	Florida	5,037	\$18.2B
World Wide Technology	Technology Hardware & Equipment	Missouri	10,000	\$17.0B
Bechtel	Construction	Virginia	50,000	\$16.3B
Kingston Technology	Technology Hardware & Equipment	California	3,000	\$16.1B
Allegis Group	Business Services & Supplies	Maryland	20,000	\$15.9B
Sheetz	Convenience Stores & Gas Stations	Pennsylvania	24,000	\$14.0B
SHI International	Technology Hardware & Equipment	New Jersey	6,000	\$14.0B
Kiewit	Construction	Nebraska	25,700	\$13.7B
McKinsey & Company	Business Services & Supplies	New York	45,000	\$13.5B
Mernads	Retailing	Wisconsin	45,000	\$13.4B
Republic National Distributing Company	Food, Drink & Tobacco	Texas	14,000	\$12.8B
Bloomberg	Business Services & Supplies	New York	20,000	\$12.5B
Calpine	Utilities	Texas	2,300	\$12.5B
Ashley Furniture Industries	Manufacturing	Wisconsin	3,500	\$12.3B
Edward Jones	Diversified Financials	Missouri	52,000	\$12.3B
Hearst	Media	New York	20,000	\$12.0 B
Hy-Vee	Food Markets	Iowa	93,000	\$12.0B
Wegmans Food Markets	Food Markets	New York	53,000	\$12.0B
BCG (Boston Consulting Group)	Business Services & Supplies	Massachusetts	30,000	\$11.7B
Univar Solutions	Trading Companies	Illinois	9,700	\$11.5B
Giant Eagle	Food Markets	Pennsylvania	36,000	\$11.5B
SC Johnson	Household & Personal Products	Wisconsin	13,000	\$11.2B
The Friedkin Group	Consumer Durables	Texas	9,280	\$11.1B
Carahsoft	IT Software & Services	Virginia	2,470	\$11.0B
Perdue Farms	Food, Drink & Tobacco	Maryland	21,000	\$11.0B
Standard Industries	Manufacturing	New York	20,000	\$11.0B
Graybar Electric	Capital Goods	Missouri	9,400	\$10.5B
Scoular	Food, Drink & Tobacco	Nebraska	1,400	\$10.5B
STO Building Group	Construction	New York	4,789	\$10.4B

Source: Forbes' "America's Largest Private Companies": <https://www.forbes.com/lists/largest-private-companies>

APPENDIX E. AMERICA'S TOP 50 CHARITIES

Company	Category	Private Donations	Total Revenue	Fundraising Efficiency %	Charitable Commitment %
Feeding America	Domestic Needs	\$4.27B	\$4.36B	99	98
Good 360	International Needs	\$2.67B	\$2.69B	100	100
United Way Worldwide	Domestic Needs	\$2.6B	\$3.51B	88	85
St. Jude Children's Research Hospital	Medical	\$2.46B	\$3.51B	84	70
Direct Relief	International Needs	\$2.26B	\$2.27B	100	99
Salvation Army	Domestic Needs	\$2.04B	\$2.01B	88	83
Habitat for Humnity International	International Needs	\$1.54B	\$2.36B	90	82
Goodwill Industries International	Domestic Needs	\$1.51B	\$7.63B	99	79
Americares	International Needs	\$1.35B	\$1.36B	99	98
Samaritan's Purse	Domestic Needs	\$1.26B	\$1.3B	95	86
YMCA of the USA	Youth	\$1.27B	\$7.86B	89	85
Boys & Girls Clubs of America	Youth	\$1.19B	\$2.6B	88	79
Compassion International	International Needs	\$1.16B	\$1.19B	87	81
American National Red Cross	Domestic Needs	\$1.05B	\$3.42B	82	91
United States Fund for UNICEF	International Needs	\$959.0M	\$1.07B	92	90
World Vision	International Needs	\$912.0M	\$1.4B	90	89
Nature Conservancy	Environmental/Animal	\$872.0M	\$772M	83	68
The Arc of the United States	Health	\$847.0M	\$5.13B	96	88
Lutheran Services in America	Domestic Needs	\$789.0M	\$26.34B	91	89
Mount Sinai Health Systems	Medical	\$773.0M	\$9.86B	98	90
Planned Parenthood of America	Domestic Needs	\$695.0M	\$1.91B	84	78
Doctors Without Borders USA	International Needs	\$678.0M	\$670.0M	85	83
HealthWell Foundation	Domestic Needs	\$678.0M	\$631.0M	100	99
Catholic Relief Services	International Needs	\$674.0M	\$1.45B	94	94
American Cancer Society	Health	\$672.0M	\$567.0M	84	81
Task Force for Global Health	International Needs	\$658.0M	\$738.0M	100	98
International Rescue Committee	International Needs	\$627.0M	\$1.38B	89	87
Cru	Religious	\$626.0M	\$604.0M	91	84
MAP International	International Needs	\$623.0M	\$626.0M	99	99
CARE USA	International Needs	\$602.0M	\$886.0M	93	91
American Heart Association	Health	\$581.0M	\$856.0M	85	79
Shriners Hospital for Children	Medical	\$561.0M	\$474.0M	76	77
Mayo Clinic	Medical	\$551.0M	\$117.9B	94	97
Save the Children Federation	International Needs	\$539.0M	\$1.11B	85	86
Convoy of Hope	International Needs	\$512.0M	\$517.0M	96	92
Dana-Farber Cancer Institute	Medical	\$500.0M	\$267.0B	91	91
Easter Seals	Health	\$479.0M	\$2.13B	92	88
Food for the Poor	International Needs	\$637.0M	\$857.0M	95	94
Catholic Medical Mission Board	International Needs	\$395.0M	\$422.0M	98	97
Memorial Sloan Kettering Cancer Center	Medical	\$585.0M	\$7.73B	88	98
Make-a-Wish Foundation of America	Youth	\$445.0M	\$426.0M	84	68
Wounded Warrior Project	Domestic Needs	\$443.0M	\$368.0M	84	76
Alzheimer's Association	Health	\$436.0M	\$416.0M	82	78
Midwest Food Bank	Domestic Needs	\$435.0M	\$434.0M	100	99
Cedars-Sinai Health System	Medical	\$432.0M	\$8.67B	95	89
Entertainment Industry Foundation	Health	\$412.0M	\$410.0M	98	96
Leukemia & Lymphoma Society	Health	\$402.0M	\$444.0M	87	79
American Civil Liberties Union and Foundation	Public Affairs	\$398.0M	\$435.0M	93	87
Feed the Children	Domestic Services	\$387.0M	\$388.0M	96	93
Cross Catholic Outreach	International Needs	\$384.0M	\$384.0M	97	94

Source: Forbes' "America's Top 100 Charities": <https://www.forbes.com/lists/top-charities>

APPENDIX F. THE PAGE PRINCIPLES OF THE PAGE SOCIETY

The Page Principles

1. Tell the truth.
2. Prove it with action.
3. Listen to stakeholders.
4. Manage for tomorrow.
5. Conduct public relations as if the whole enterprise depends on it.
6. Realize an enterprise's true character is expressed by its people.
7. Remain calm, patient and good-humored.

Source: Arthur W. Page Society, "The Page Principles."

APPENDIX G. THE PRSA CODE OF ETHICS

PRSA Code of Ethics**Advocacy**

We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

Honesty

We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise

We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

Independence

We provide objective counsel to those we represent. We are accountable for our actions.

Loyalty

We are faithful to those we represent, while honoring our obligations to serve the public interest.

Fairness

We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

Source: PRSA, "PRSA Code of Ethics."

APPENDIX H. THE NIRI CODE OF ETHICS

NIRI Code of Ethics

1. NIRI members shall observe and abide by all applicable federal, state, and local laws and regulations.
2. NIRI members are committed to fair business practices, honesty, and transparency in their dealings with the investment community, corporate management, other investor relations professionals, and others.
3. NIRI members are committed to avoiding conflicts of interest in their business practices.
4. NIRI members are committed to diversity, equity, and inclusion.

Source: NIRI: The Association for Investor Relations, "Code of Ethics."