



The *Davis Brand Capital 25* beat both the Dow and S&P in 2012.

2012

### Brand Builds Business Value

Brand capital provides an indication of the strength and effectiveness of an entire business. It incorporates brand value, competitive performance, innovation strength, company culture and social impact. When managed effectively, brand drives business value. Companies on the 2012 *Davis Brand Capital 25* that are publicly traded on U.S. stock exchanges beat the Dow Jones Industrial Average by approximately seven percent and the S&P 500 by approximately one percent. A hypothetical stock portfolio consisting of equally distributed holdings of these companies returned 14.61 percent during the 2012 calendar year.

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The *Davis Brand Capital 25* ranks companies based on their comparative performance in the five categories that drive brand. The ranking is an analysis and compilation of data from industry-leading and specialized annual lists, and Davis' proprietary data analysis.\*

■ UPWARD MOVEMENT  
FROM 2011 RANK

■ DOWNWARD MOVEMENT  
FROM 2011 RANK

■ NO MOVEMENT  
FROM 2011 RANK OR  
NEW TO LIST

DAVIS BRAND CAPITAL SCORE

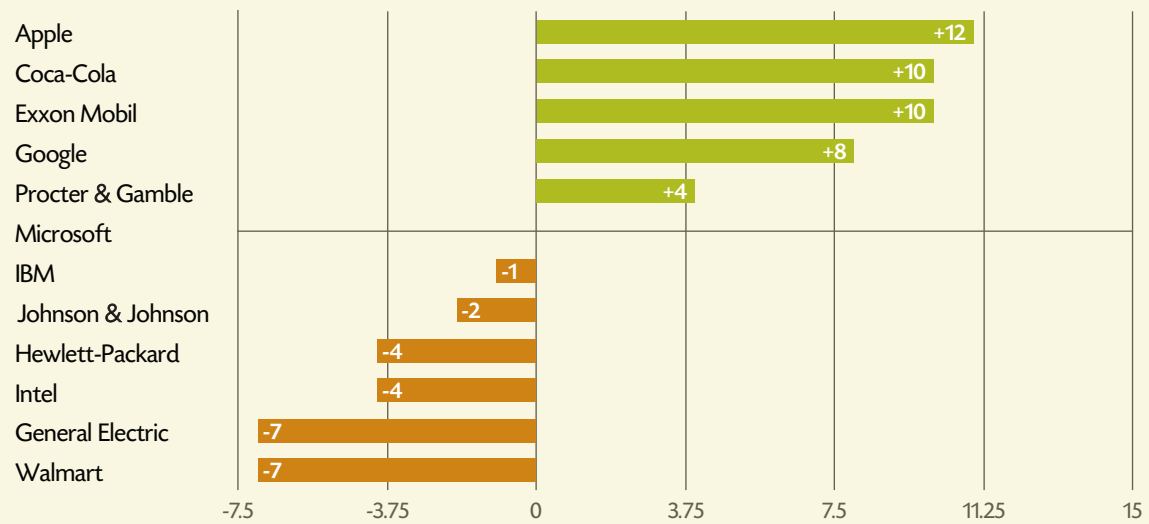
BRAND VALUE COMPETITIVE PERFORMANCE INNOVATION STRENGTH COMPANY CULTURE SOCIAL IMPACT

	COMPANY	INDUSTRY	2011	2010	2009		
1	<b>Apple</b> Cupertino, CA USA	Technology	1	7	12		186.39
2	<b>IBM</b> Armonk, NY USA	Technology	2	1	1		179.78
3	<b>Google</b> Mountain View, CA USA	Technology	4	13	11		179.01
4	<b>Microsoft</b> Redmond, WA USA	Technology	3	3	4		178.37
5	<b>Procter &amp; Gamble</b> Cincinnati, OH USA	Consumer Products	7	6	9		174.70
6	<b>Coca-Cola</b> Atlanta, GA USA	Beverages	9	14	16		168.85
7	<b>Hewlett-Packard</b> Palo Alto, CA USA	Technology	5	2	3		168.47
8	<b>BMW</b> Munich, Germany	Automotive	11	12	n/a		167.58
9	<b>General Electric</b> Fairfield, CT USA	Diversified	6	4	2		166.85
10	<b>Intel</b> Santa Clara, CA USA	Technology	8	9	6		165.54
11	<b>Exxon Mobil</b> Irving, TX USA	Energy	17	19	21		162.89
12	<b>J.P. Morgan</b> New York, NY USA	Financial Services	n/a	11	20		161.60
13	<b>Toyota Motor Corporation</b> Toyota, Aichi Japan	Automotive	20	n/a	8		161.42
14	<b>AT&amp;T</b> Dallas, TX USA	Telecommunications	22	n/a	13		160.96
15	<b>Daimler</b> Stuttgart, Germany	Automotive	15	n/a	n/a		160.50
16	<b>HSBC</b> London, UK	Financial Services	n/a	22	19		158.54
17	<b>Walmart</b> Bentonville, AR USA	Retail	24	5	10		157.62
18	<b>Louis Vuitton</b> Paris, France	Retail	n/a	n/a	n/a		157.27
19	<b>Samsung Electronics</b> Seoul, South Korea	Consumer Electronics	23	8	n/a		155.12
20	<b>Johnson &amp; Johnson</b> New Brunswick, NJ USA	Health Products	14	25	18		153.90
21	<b>Wells Fargo</b> San Francisco, CA USA	Financial Services	25	n/a	n/a		153.71
22	<b>PricewaterhouseCoopers</b> London, UK	Financial Services	n/a	n/a	n/a		152.05
23	<b>The Volkswagen Group</b> Wolfsburg, Germany	Automotive	21	17	n/a		151.90
24	<b>Citi</b> New York, NY USA	Financial Services	16	n/a	n/a		151.69
24	<b>Tencent</b> Shenzhen, Guangdong, China	Technology	n/a	n/a	n/a		151.69
25	<b>PepsiCo</b> Purchase, NY USA	Beverages	12	n/a	24		150.33

## The Brand Capital Allstars

2012 marks the fourth year Davis Brand Capital has released its ranking of the top-25 global companies excelling in brand management. The companies in the chart to the right made the list for four consecutive years. While all of these brands are outstanding in their own right, Apple had the biggest upward momentum in the ranking, moving from #12 in 2009 to #1 in 2012. Coca-Cola and Exxon Mobil tied for the second-largest upswing, each rising 10 spots in the ranking since 2009. General Electric and Walmart tied for the largest decline, each falling seven positions since the ranking's debut.

DAVIS BRAND CAPITAL 25: CHANGE IN RANKINGS FROM 2009 TO 2012\*

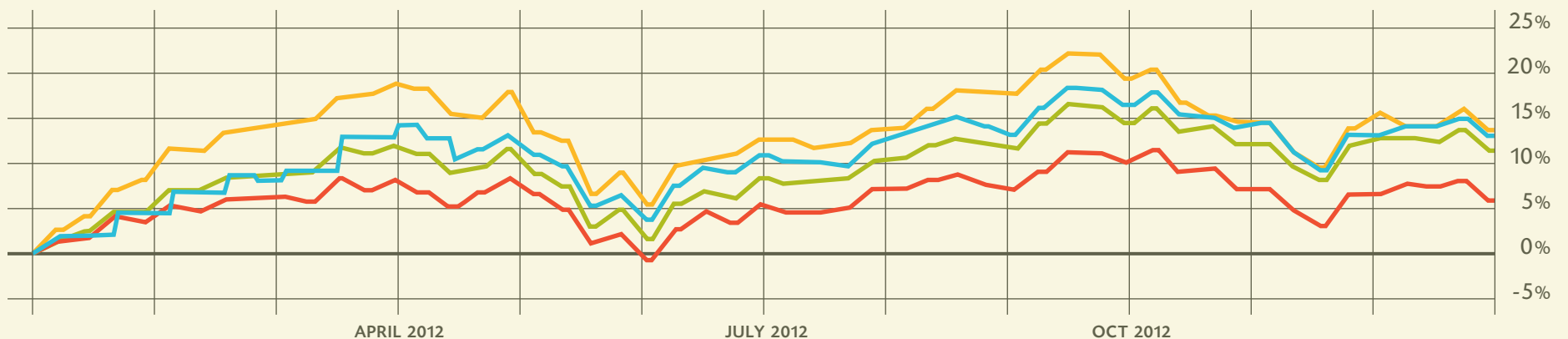


\*For all brands appearing in the rankings for four consecutive years

## Well Managed Brands Perform Better

Brand has the power to drive demand, grow market share, attract talent, and ultimately return value to the business and its shareholders. A hypothetical stock portfolio consisting of the companies on the *Davis Brand Capital 25* that are publicly traded on U.S. stock exchanges returned 14.61 percent in 2012, outperforming the Dow Jones Industrial Average by approximately seven percent and the S&P 500 by approximately one percent.

● DAVIS BRAND CAPITAL 25 +14.61%
 ● NASDAQ +15.91%
 ● S&P 500 +13.41%
 ● DOW JONES +7.25%



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## About Davis Brand Capital

Davis Brand Capital develops, manages, values and invests in leading brands worldwide. Founded in 1996, the firm is headquartered in Atlanta, with operations in New York, St. Louis and Washington, DC (affiliate). For more information, visit [www.davisbrandcapital.com](http://www.davisbrandcapital.com) or call 404-347-7778.

**To request an in-depth report on any of the companies included in the Davis Brand Capital 25 or to learn clear ways to better manage your brand, please call 404-347-7778.**

[DavisBrandCapital.com](http://DavisBrandCapital.com)

\* Sources: Davis Brand Capital proprietary data analysis, 2012; Best Global Brands, 2012 (Interbrand); Top 100 Most Valuable Global Brands, 2012 (Millward Brown); Fortune Global 500, 2010 (Fortune); Forbes 500, 2012 (Forbes); The World's Most Innovative Companies, 2012 (Forbes); World's Most Innovative Companies, 2012 (Fast Company); 100 Best Companies to Work For, 2012 (Fortune); World's Most Attractive Employers, 2012 (Universum Group); World's Most Reputable Companies, 2012 (Forbes); 100 Best Corporate Citizens, 2012 (CRO).