



BRAND RANKING – BRAND CORPORATIONS

RANKING 2009 (2008)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in €m	PERCENT CHANGE
1 (1)	 NOKIA Connecting People	IT & Technology	Finland	35.220	-8,0%
2 (2)	 LVMH MOËT HENNESSY. LOUIS VUITTON	Luxury	France	32.365	-7,3%
3 (12)	 !nBev	Consumer goods	Belgium	26.927	56,0%
4 (3)	 vodafone	Telco	U.K.	23.789	-1,4%
5 (5)	 Unilever	Consumer goods	U.K.	22.829	5,5%
6 (4)	 Telefonica	Telco	Spain	22.128	-1,9%
7 (6)	 Mercedes-Benz	Automotive	Germany	19.392	-9,2%
8 (11)	 Deutsche Telekom	Telco	Germany	19.093	6,0%
9 (7)	 BMW Group	Automotive	Germany	18.765	-6,5%
10 (15)	 SAB MILLER	Consumer goods	U.K.	18.349	24,5%

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11 (9)		Telco	France	17.955	-6,1%
12 (14)		Consumer goods	Switzerland	17.037	15,0%
13 (16)		Media	France	16.798	15,7%
14 (10)		Financial services	Germany	16.080	-11,5%
15 (20)		Consumer goods	Netherlands	15.570	14,4%
16 (13)		Consumer goods	U.K.	15.134	-1,6%
17 (22)		Consumer goods	Austria	12.735	5,9%
18 (19)		Automotive	Germany	12.726	-6,6%
19 (18)		Automotive	Italy	12.686	-8,4%
20 (17)		Media & Entertainment	Germany	12.002	-13,6%

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RANKING 2009 (2008)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
21 (8)	 The Royal Bank of Scotland Group	Financial services	U.K.	11.300	-40,9%
22 (21)		Financial services	U.K.	11.275	-11,3%
23 (24)		Pharma, Health & Biotech	Switzerland	10.717	-1,3%
24 (25)		IT & Technology	Sweden	10.193	-4,0%
25 (38)		Consumer goods	Germany	10.066	13,7%
26 (29)		Consumer goods	U.K.	10.046	2,4%
27 (23)		Telco	Italy	9.914	-9,3%
28 (39)		Retail	Sweden	9.840	11,9%
29 (31)		Business services	Germany	9.835	1,8%
30 (34)		Pharma	France	9.580	2,7%

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31 (27)	 UniCredit Group	Financial services	Italy	9.119	-7,7%
32 (40)	 Bayer	Pharma, Health & Biotech	Germany	8.784	2,3%
33 (36)	 BNP PARIBAS	Financial services	France	8.473	-5,2%
34 (41)	 SIEMENS	Industry	Germany	8.406	1,3%
35 (28)	 GENERALE	Financial services	Italy	8.333	-15,2%
36 (48)	 Carlsberg Group	Consumer goods	Denmark	8.209	21,5%
37 (26)	 Allianz	Financial services	Germany	8.137	-18,5%
38 (32)	 BT	Telco	U.K.	7.956	-15,2%
39 (56)	 Beeline™	Telco	Russia	7.928	27,6%
40 (46)	 AstraZeneca	Pharma & Biotech	U.K.	7.853	12,8%

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41 (42)		Financial services	Spain	7.756	-4,8%
42 (45)		Retail	Sweden	7.729	7,2%
43 (35)		Logistics	Germany	7.681	-16,4%
44 (47)		Retail	Spain	7.639	9,9%
45 (37)		Luxury	France	7.572	-14,6%
46 (33)		Pharma & Biotech	U.K.	7.384	-21,1%
47 (50)		Durables	Germany	7.187	8,7%
48 (43)		Automotive	Germany	6.938	-7,9%
49 (51)		Telco	Netherlands	6.762	9,6%
50 (44)		Financial services	France	6.634	-8,7%