

2011 BrandFinance® Global 500 – Questionnaire

Brand Finance Plc
Finland House
56 Haymarket
London
SW1Y 4RN
England
Tel: +44(0) 207 389 9400
Fax: +44(0) 207 389 9401

Website:
www.brandfinance.com

General enquiries email:
Global500@brandfinance.com

Company name: _____

Respondent's name: _____

Respondent's job title: _____

Address Line #1 _____

Address Line #2 _____

Address Line #3 _____

Address Line #4 _____

Address Line #5 _____

Address Line #6 _____

Email address: _____

Phone number: _____

Fax number: _____

2011 BrandFinance® Global 500 – Questionnaire

The annual BrandFinance® Global 500 is the most comprehensive table of published brands values and ratings. Each brand is awarded a Brand Rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set and a brand value: a summary measure of the financial strength of the brand.

For the forthcoming edition, we are looking to engage with brand owners in order to obtain additional data to ensure that their brands are fairly valued within the study. Where information is unavailable, we will continue to rely on desk research from public sources.

Any information provided will be used in the Brand Finance valuation model and associated published studies and reports. Brand Finance's exact use of the data is outlined in the disclaimer on page three.

Each company that provides data will be able to purchase a 'Snapshot' report - a bespoke report that explains the main assumptions and variables influencing their brand value - for the discounted price of £2,800 (normal price £3,500).

A generic version of this report is available for free upon request.

Upon completion, please email this document to:
Global500@brandfinance.com

If you have any questions relating to either the BrandFinance® Global 500 or this questionnaire, please contact:

Xander Bird
Tel: +44 (0)207 389 9400
Email: x.bird@brandfinance.com

Vinoth Jayakumar
Tel: +44 (0)207 389 9400
Email: v.jayakumar@brandfinance.com

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Lisbon Madrid Moscow New York Paris Sao Paulo Singapore Sydney Toronto

Approval form

I confirm that all information provided in the questionnaire, as well as any supplementary data is, to the best of my knowledge, factually accurate. I also confirm that I have read and accept the terms outlined in the Disclaimer – please see below.

Senior representative:

Name:

Signature (click to insert):

Job title:

Email:

Telephone:

Disclaimer

Disclaimer relating to use of information

Brand Finance Plc* will use the information provided by your brand in connection with this survey as a basis for creating an index of brand values and Brand Ratings. This information will be used in aggregate form to produce Brand Ratings and provide inputs to Brand Finance Plc's brand valuation calculation.

Secondly, this information may be used by Brand Finance Plc for the production of other reports. By completing and returning this questionnaire, you agree to the use of such information as specified herein and that such information may be transferred abroad.

To the extent permitted by law, Brand Finance plc shall not be liable for any direct, indirect or consequential damages arising out of the use of such information.

*This term includes Brand Finance Plc, its subsidiaries, affiliates and associates worldwide.

BrandFinance® Global 500 Data

1. Brand-specific revenues

- Please provide us with either:
 - US dollar value for brand-specific revenues for the largest brands (by revenues) within your portfolio
 - Or the percentage of total revenue (as recorded in your annual report) attributable to each major brand within your portfolio
 - Please segment this by business line:*
- * If necessary, please use multiple entries for brands that operate across more than one business line

Brand name (Product)	Business Line	2010 US\$ (m) revenue	2010 (% of total company revenues)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10. Other			
Total			100%

Date of most recently reported financial year-end:

2. Brand-related research

- Do you have any brand-specific research that benchmarks your own brand(s) against the competitor set relating to the following:
 - Awareness (Top of mind and Prompted)
 - Net Promoter Score
 - Brand Preference*
- * Definition of 'Preference' is dependent on each company's existing research (i.e. whatever definition is used as the key metric to define 'brand equity')

	Yes – please see attached
	No – we do not feel comfortable sharing it

3. Brandirectory

- Brandirectory is designed to be the most comprehensive, publicly available database of information on brands. It is an invaluable resource for brand managers, offering detailed brand profiles and comparative analysis across all major commercial sectors
- If you are interested in adding your brand(s) profile on Brandirectory, please go to www.brandirectory.com/add to complete the necessary details.

About Brand Finance

Brand Finance is an independent global business focused on advising strongly branded organisations on how to maximize value through the effective management of their brands and intangible assets.

Since it was founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Brand Finance's services support a variety of business needs:

- Technical valuations for accounting, tax and legal purposes
- Valuations in support of commercial transactions (acquisitions, divestitures, licensing and joint ventures) involving different forms of intellectual property
- Valuations as part of a wider mandate to deliver value-based marketing strategy and tracking, thereby bridging the gap between marketing and finance.

Our clients include international brand owners, tax authorities, IP lawyers and investment banks. Our work is frequently peer-reviewed by the major audit practices and our reports are regularly accepted by various regulatory bodies.

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