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# Press Release

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**MARKABLES® Global Top20 Brands 2014**

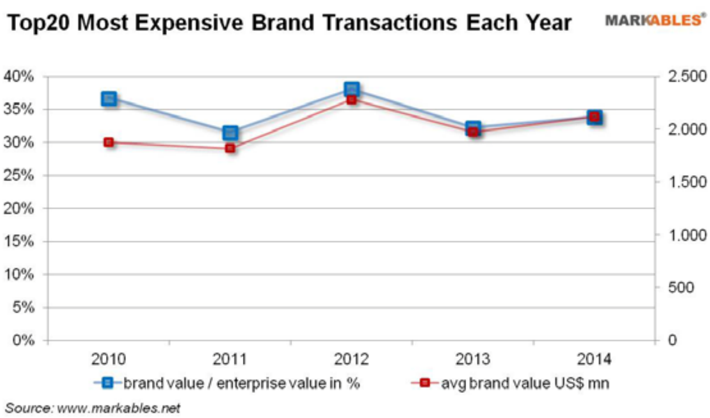
*Schwyz, November 23th, 2015*

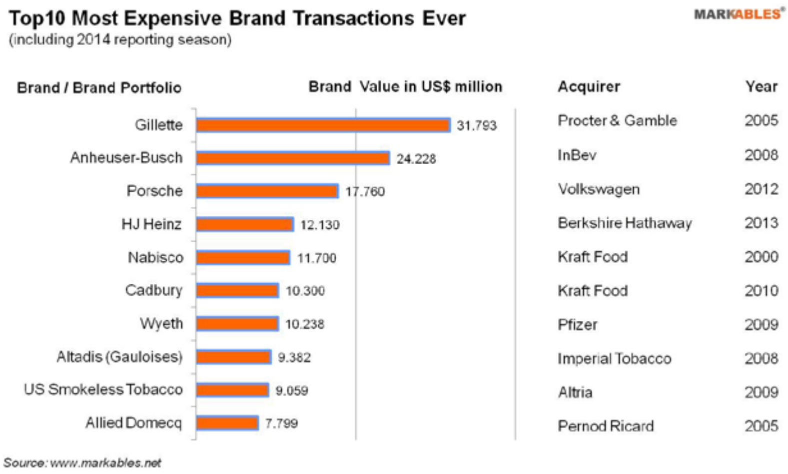
It goes without saying that brands create value. Strong brands help customers to find orientation and satisfaction. Strong brands also make customers pay higher prices and stay loyal, thus creating financial value for the brand owner. Sometimes such brand value can be even huge, accounting for large parts of the total value of the related business.

There are numerous league tables that rank valuable brands according to various criteria. There are even league tables for the most valuable football brands. Currently, **Apple** is believed to be the most valuable brand of the world – according to the rankings of companies like **Millward Brown**, **Interbrand** and **Brand Finance**. However, these rankings are increasingly exposed to criticism for their inconsistencies, and indeed the 2015 value attributed to the Apple brand varies from US$ 128 billion (Brand Finance) and US$ 170 billion (Interbrand) to US$ 247 billion (Millward Brown). The annoying thing with such brand values is that brands like Apple are never sold or acquired, and their purported values remain untested.

Undoubtedly, the price an acquirer or investor is willing to pay for a brand best describes its real value. Looking at real transactions of brands is therefore more insightful for the understanding of brand value and its drivers. Since 2010 **MARKABLES®** releases the annual Top20 most expensive brands that changed hands, according to the financial statements of all public companies worldwide. With these rankings, **MARKABLES®** provides meaningful insights into brand valuation parameters, multiples and value drivers. Here come the **MARKABLES®** Global Top20 Brands for 2014.

With an average brand value of US$ 2,109 million and a portion of 33.8% of enterprise value, the Top20 brands 2014 are fully in line with previous years (exhibit 1), but none of the 2014 Top20 made it on the list of the Top10 ever where Allied Domecq (acquired by Pernod Ricard in 2005) holds the 10th place with a brand value of US$ 7,799 million (exhibit 2).

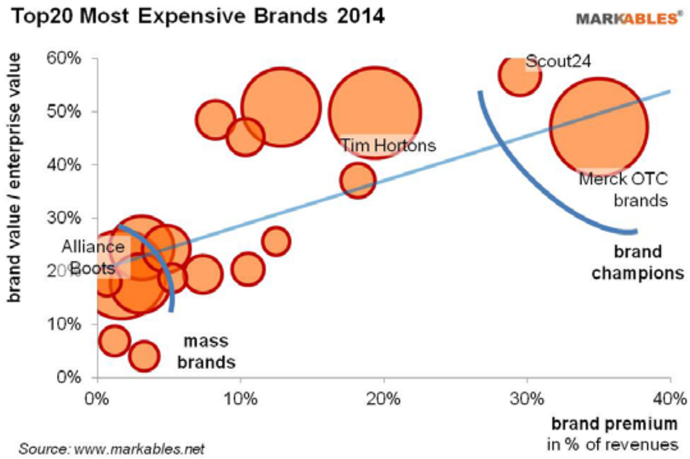





1. Merck
2. Tim Hortons
3. Alliance Boots

A detailed list of the Top20 2014 brands is set out further below. In 2014, best in class is the brand portfolio acquired in connection with **Merck**'s OTC consumer brands (including Claritin™, Coppertone™, MiraLAX™, Afrin™ and Dr. Scholl's™), valued at USD 7.1 billion. Second and third place finishers in 2014 **Tim Hortons** (fast food restaurants) and **Alliance Boots** (drugstores).

The three 2014 medalists are nicely positioned along a continuum from low margin volume selling brands (Alliance Boots) at the bottom left to high margin brand champions (Merck OTC) at the top right. If compared to last year, the Top20 of 2014 are more concentrated at the mass market segment (bottom left).




The 2014 Top20 brands accounted for an average 33.8% of the total value of the enterprise which they form part of. In other words, 33.8% of the future profit of these enterprises is expected to come from their brands. OTC drugs brand **Insight Pharmaceuticals (Monistat)** and the internet classifieds brand **Scout24** are best in class this year with their brand accounting for 97% and 57% of enterprise value.

Scout24

Another important ratio is the brand profit margin or brand premium on revenues. The average brand premium of the Top20 brand was 13.0% of their revenues in 2014. In other words, a profit margin of 13% of revenues is directly attributable to the brand. In 2014, the highest brand premium was found to be 50% for **OpenTable**, an internet brand providing online restaurant reservations.

OpenTable

With the two brands with the highest valuation parameters being both internet brands, the large majority of the Top20 total group is still rather "old school". Overall, fifteen brands are traditional analog businesses that are established since long. In contrast, the sample includes no more than four digital, internet based brands (**CJOL**, **Scout24**, **OpenTable** and **cars.com**), and one telecom brand (**Telekom Austria**). Although these five digital brands still represent a rather small share, it should be noted that their number increased from only two last year.

Digital on the rise?

Like in 2013, 2014 was yet another year of valuable retail brands. The 2014 Top20 ranking includes four retail brands (**Alliance Boots**, **Shoppers Drug Mart**, **Pepkor**, and **Dixons**). Within all the hype surrounding online and e-commerce strategies, traditional store based retail brands should not be presumed dead. They are large, trustworthy, reliable and long-established – attitudes that most e-commerce brands are still lacking.

retail brands staying strong

Another important sector is consumer staples, which kept its previous share with five brands (**Merck**, **Hillshire**, **Oriental Brewery, Comex,** and **Insight Pharmaceuticals**). Despite low prices per unit, they generate value from high volumes and margins. Many of these brands are more regional than global. Often, successful brand value concepts are found in packaged foods, beverages and personal care products.

consumer staples

consumer services

The consumer services sector is represented this year with three brands (**Tim Hortons**, **Anhanguera** and **Prestige Cruises**), up from one last year.

And finally, the concept of brand value is not limited to consumer brands alone; an increasing number of B2B businesses is acquired (in parts) for the value of their brand names. In 2014, three brands belong to the B2B sector (**Russell**, **Life Technologies** and **Framo**) against two last year. Entries from earlier years in the B2B segment represent various sectors like eSpeed and NYSE Euronext (both financial services), Goodrich (aerospace), Cooper Industries (electrical products), Solutia (chemicals), MAN (commercial vehicles), Nalco (water treatment), Diversey (sanitization chemicals), Smith (oilfield equipment) or Hewitt (HR services).

B2B often under estimated

For the first time since 2010, no luxury or fashion brand is represented in the Top20 while such brands had three entries on average during the last years. This is yet another sign that the global luxury and lifestyle sectors have cooled down with problems in Russia, China and Middle East.

luxury and fashion with clear signs of decline

It is no surprise the the United States as the largest national economy plays a major role on both the target and the buyer sides. Eight of the 20 most valuable brands have their headquarters (and most of their business) in the United States. Equally, eight of the buyers are located in the US. However, these numbers are down from thirteen and eleven last year, which marks a remarkable shift of brand acquisitions from US to other countries.

role of the US decreasing

The figures and ratios describing the 20 top brands and their value contribution are impressive indeed. However, it must be clear that the Top20 represent the very top of a huge pyramid of brands – the 20 most expensive brands out of many thousands that are valued and reported in transactions every year. So, what is the nature of the brands that come at the bottom of the pyramid? As for the 7,500 brands listed in MARKABLES® from real transactions, they account on average for 13.5% of enterprise value and generate a brand premium of 3.3% of revenues. Thus, from a look at the entire pyramid the conclusion is that brands are often valuable assets of an enterprise but there can be other important assets like customer relations or technology.

overall importance of brand

-END-

Detailed data, background information and explanatory notes are available from the annual ranking tables at [https://www.markables.net/brand_valuation_savviness](https://www.markables.net/brand_valuation_savviness). For better comparison, rankings are available since 2010.

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**Trademark Comparables AG**
Trademark Comparables AG is a privately held, Swiss based company engaged in the valuation and capitalization of IP, notably brands and customer relations. Trademark Comparables AG develops valuation methods and provides input data for valuation algorithms to appraisers, auditors and investors all over the world. Trademark Comparables AG operates MARKABLES®, the leading and unique source for trademark values worldwide. MARKABLES® contains the results of over 7,500 reported and audited trademark valuations resulting from acquisitions and transactions. For more information regarding MARKABLES®, please visit www.markables.net.

## MARKABLES 2014 BRAND RANKING
## THE 20 MOST VALUABLE BRANDS THAT CHANGED HANDS IN 2014

| # | Brand | Country | Sector | **Brand Value** in USD mn | **Brand Value** in % of enterprise value | **Brand Premium** implied brand royalty rate in % of revenues | Acquiror | Country |
|---|---|---|---|---|---|---|---|---|
| 1. | Merck consumer care OTC business | US | OTC drugs | 7,123 | 47.1% | 35% | Bayer | Germany |
| 2. | Tim Hortons | CA | Restaurants, coffee shops | 6,237 | 49.8% | 20% | Restaurant Brands Int'l. | US |
| 3. | Alliance Boots | GB CH | Drugstores | 5,911 | 19.4% | 2% | Walgreen | US |
| 4. | Hillshire Brands | US | FMCG, meat products | 4,594 | 50.8% | 12.5% | Tyson Foods | US |
| 5. | Shoppers Drug Mart | CA | Drugstores | 3,071 | 24.4% | 3% | Loblaw | CA |
| 6. | CJOL.com | China | Online employment and career | 2,678 | 17.7% | 3% | Zhaopin | China |
| 7. | Pepkor (PEP) | South Africa | Fashion retailer | 1,700 | 24.2% | 5% | Steinhoff Int'l | South Africa |
| 8. | Scout24 | Germany | Online classifieds | 1,290 | 56.9% | 25% | Scout24 AG | Germany |
| 9. | Frank Russell | US | Investment services, investment indices | 1,116 | 48.5% | 8% | London Stock Exchange | GB |

| # | Brand | | Country | Sector | **Brand Value** in USD mn | **Brand Value** in % of enterprise value | **Brand Premium** implied brand royalty rate in % of revenues | Acquiror | Country |
|---|---|---|---|---|---|---|---|---|---|
| 10. | 오비맥주(주) Oriental Brewery Company | Oriental Brewery | Korea | Brewery | 1,110 | 19.5% | 7.5% | AB InBev | Belgium |
| 11. | OpenTable | OpenTable | US | Online restaurant reservations | 1,100 | 45.8% | 50% | Priceline.com | US |
| 12. | Comex | Comex | Mexico | Paints | 1,022 | 45.3% | 10% | PPG Industries | US |
| 13. | cars.com | Cars.com | US | Online classifieds | 872 | 37.1% | 15% | Gannett | US |
| 14. | Anhanguera | Anhanguera | Brazil | Education | 770 | 20.4% | 10% | Kroton | Brazil |
| 15. | TELEKOM AUSTRIA GROUP | Telekom Austria | Austria | Telecoms | 672 | 7.0% | 1.5% | América Móvil | Mexico |
| 16. | insight Pharmaceuticals | Insight Pharmaceuticals (Monistat, EPT) | US | OTC drugs | 724 | 96.6% | 35% | Prestige Brands | US |
| 17. | life technologies | Life Technologies | US | Diagnostics | 619 | 4.0% | 3% | Thermo Fisher Scientific | US |
| 18. | PCI PRESTIGE CRUISES INTERNATIONAL, INC. | Prestige Cruises Int'l | US | Cruise vacations | 610 | 18.7% | 5% | Norwegian Cruise Line | Bermuda |
| 19. | DIXONS RETAIL BRINGING LIFE TO TECHNOLOGY | Dixons Retail | GB | Electronics retailer | 601 | 18.0% | 1% | Dixons Carphone | GB |
| 20. | FRAMO an Alfa Laval brand | Framo | Norway | Offshore pumping systems | 554 | 25.6% | 12.5% | Alfa Laval | Sweden |
| **Average Top20 2014** | | | | | **2,129** | **33.8%** | **15%** | | |

# MARKABLES 2014 BRAND RANKING
# THE 20 MOST VALUABLE BRANDS THAT CHANGED HANDS IN 2014

## BRAND DETAILS

### 1. Merck consumer care OTC business

The consumer care OTC business of US company Merck & Co., Inc. is comprised of products in the cold, allergy, sinus & flu, dermatology (including sun care), foot health and gastrointestinal categories. The most important brands are *Claritin*™ (allergy), *Coppertone*™ (sun care), *MiraLAX*™ (gastrointestinal) and *Afrin*™ (cold), and – in North America and Latin America – *Dr. Scholl's*™ (foot health). The acquisition significantly enhances Bayer's over-the-counter (OTC) business across multiple therapeutic categories and geographies. Combined revenues of the acquired brands amounted to approximately USD 2.2 billion. The acquisition will give Bayer the global number two position in non-prescription medication – behind the combined OTC businesses of Novartis and GlaxoSmithKline, and ahead of the world's previous industry leader Johnson & Johnson. Within a highly diverse industry, Bayer is now the OTC leader in North and Latin America and the leader in dermatology and gastrointestinal treatments, two of the five most important non-prescription health care product categories. The company has advanced to the number two position in the cold, allergy, sinus and flu category and remains the number two in nutritionals and number three in analgesics.

### 2. Tim Hortons

Founded in 1964, *Tim Hortons* is one of the largest restaurant chains in North America and the largest in Canada. Over time, the Canadian-based brand broadened its menufrom donuts and coffee to include flavored cappuccinos, specialty and steeped teas, soups, sandwiches and baked goods. After being acquired by Wendy's International in 1995, *Tim Hortons* expanded into the United States, and went public in 2006. *Tim Hortons* restaurants are quick service restaurants with a menu that includes premium blend coffee, tea, espresso-based hot and cold specialty drinks, fresh baked goods, including donuts, Timbits®, bagels, muffins, cookies and pastries, grilled paninis, classic sandwiches, wraps, soups and more. The Tim Hortons brand operates in the donut/coffee/tea category of the QSR segment. *Tim Hortons* ownes or franchises a total of 4,671 Tim Hortons restaurants, including 3,729 in Canada, 884 in the United States and 58 in the Gulf Cooperation Council or GCC states. Of these restaurants, 4,658 are franchised (99.7%) and 13 were company owned. *Tim Hortons* operates as a fully integrated franchisor and generates revenues from sales of products and materials to franchisees (70%), rents for equipment and buildings and advertising contributions (25%) and franchise fees (5%). Franchise fees are on average 2.5% on net franchised sales in 2013. Systemwide sales (non consolidated) of *Tim Hortons*' franchisees amount to USD 6.2 billion.

### 3. Alliance Boots

Alliance Boots GmbH is a multinational pharmacy-led health and beauty group with corporate headquarters in Bern, Switzerland and operational headquarters in Nottingham and Weybridge, United Kingdom. The company has a presence in over 27 countries and reported revenue in excess of £23.4 billion. It has two core business activities – pharmacy-led health and beauty retailing, and pharmaceutical wholesaling and distribution. The company was formed in 2006 by the merger of the British high street pharmacist Boots Group and the pan-European wholesale and retail pharmacy group Alliance UniChem and was listed on the London Stock Exchange as Alliance Boots plc. Alliance Boots GmbH was established in Switzerland during 2008. The group's operations are mainly carried out under the *Boots* and *Alliance Healthcare* brands. *Boots UK* is the UK's leading pharmacy-led health and beauty retailer. *Alliance Boots* is also the largest pharmaceutical wholesaler in the UK through its Alliance Healthcare (Distribution) Ltd business. The company employs over 120,000 staff and operates more than 4,600 retail stores, of which just over 4,450 have pharmacies. Alliance Boots pharmaceutical wholesale division serves over 180,000 pharmacies, doctors, hospitals and health centres from over 370 distribution centres in 20 countries.

### 4. Hillshire Brands

The Hillshire Brands Company is a supplier of processed meat food and a leader in branded, convenient foods. The company generated approximately $4 billion in annual sales in fiscal 2013, has more than 9,000 employees, and is based in Chicago. Hillshire Brands' portfolio includes iconic brands such as *Jimmy Dean* (#1 in breakfast sausage and frozen protein breakfast), *Ball Park* (#1 in hot dogs), *Hillshire Farm* (#1 in smoked sausages and #2 in brand lunchmeat), *State Fair* (#1 in corn dogs), *Sara Lee frozen bakery* and *Chef Pierre* pies, as well as artisanal brands *Aidells* (#1 in super premium sausage), *Gallo Salame*, *Van's Natural Foods* and *Golden Island* premium jerky. Hillshire Brands sells 74% to the consumer goods retail channels, and 26% to the foodservice channel.

**5. Shoppers Drug Mart**

Shoppers Drug Mart is the licensor of full-service retail drug stores operating under the name *Shoppers Drug Mart®* in Canada (*Pharmaprix®* in Québec). As at August 20, 2013, there were 1,242 Shoppers Drug Mart®/Pharmaprix® retail drug stores owned and operated under license by pharmacists ("Associates"). Shoppers Drug Mart's licensed stores are located in prime locations in each province and two territories of Canada, making *Shoppers Drug Mart®/Pharmaprix®* stores among the most convenient retail outlets in Canada. Shoppers Drug Mart also licenses or owns 57 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy® (Pharmaprix Simplement Santé® in Québec) and six luxury beauty destinations operating as Murale™. In addition to its drug store network, as at August 20, 2013, Shoppers Drug Mart owned and operated 62 Shoppers Home Health Care® stores, making it the largest Canadian retailer of home health care products and services. The Shoppers Drug Mart® name is one of Canada's most widely recognized brands. Shoppers Drug Mart also offers a broad range of high-quality private label products marketed under the trademarks Life Brand®, Quo®, Etival Laboratoire®, Baléa®, Everyday Market®, Bio-Life®, Nativa®, Simply Food® and Easypix®. Shoppers Drug Mart was founded in 1962.

**6. CJOL.com**

Jobs DB China Investments Limited operates the online recruitment site *CJOL.com*. *CJOL*, established in 1997, is headquartered in Shenzhen, with branches in Guangzhou and Shanghai. *CJOL* offers recruitment services in mainland China, Hong Kong, Malaysia, the Philippines, and Singapore.

**7. Pepkor (PEP)**

Founded in 1965, Pepkor manages a portfolio of retail chains operating in 16 countries across 3 continents. Pepkor reported revenue of R38.2 billion for the financial year ended 30 June 2014, which was generated in the following geographies: South Africa and surrounding countries (63%); Rest of Africa (5%); Australia (23%); and Eastern Europe (9%). Pepkor trades from approximately 1.7 million square metres of retail space and provides employment to more than 32 000 people. Its 12 main retail brands are mainly focused on the discount and value market segments and also include some specialty and service brands. All of Pepkor's retail brands are single brand retailers. The combined product range comprises: clothing, footwear and apparel; and homewares, household goods and cellular products and services. *PEP* retail stores focus on selling clothing, footwear, textiles, home ware and cellular products to the lower end of the market that aims to sell items at the lowest possible price in large volumes in both rural and urban areas. They are Pepkor's largest and first subsidiary with over 1,500 stores in countries across southern Africa. *Ackermans* focuses on selling clothing, footwear and household textiles to the middle market from 374 across South Africa. Ackermans subsidiary *Jay Jays*, based upon the Australian brand of the same name also focuses on selling the same type of products in the middle market segment in high volumes and at low prices in the South African market from its 62 stores. *Jay Jays* in South Africa is a joint venture between Pepkor and Jay Jay's Australian parent company, Just Group. Pepkor acquired the Australian retail chain in 1998 at the start of a strong period of growth for subsidiary over a seven-year period during which it doubled in size. Currently the chain has 191 stores across Australia adhering to Pepkor's business model of selling textiles in high volumes and low prices. *Dunns* focuses on selling adult clothing, footwear and accessories to the middle income market from its 266 across southern Africa. Its model is to also sell high volumes at low cost but also to sell these items from stores based in shopping centres and malls. *Shoe City* focuses on selling footwear from 86 stores in South Africa. Like most Pepkor subsidiaries it focuses on selling to the mid-market segment of the retail industry in large volumes at low prices. *Pepco* has 550 stores in Poland and is Pepkor's first major investment in continental Europe. Its business model focuses on offering cash-based discounts on clothing and houseware items to the lower income middle class segment of the market in small to medium-sized towns across Poland. In April 2014, the company had 27 stores in Slovakia. *John Craig* is a retail chain with 56 stores and 327 employees in South Africa that sells top quality men's branded apparel, footwear and accessories.

**8. Scout24**

Scout24 operates leading digital marketplaces dedicated to the real estate and automotive sectors in Germany and other selected European countries. *ImmobilienScout24* ("IS24") is the leading digital real estate classifieds platform in Germany, based on consumer traffic and engagement as well as customer numbers and listings. With its portals ImmobilienScout24.at and Immobilien.net, the Group also operates a leading Austrian real estate marketplace. Consumers can search the listings on our platforms in general for free. They can also access both free and paid adjacent real estate services such as valuation estimates, relocation, mortgage financing and insurance services. To its real estate professionals and private customers, IS24 offers listing products in order to generate traffic, primarily from potential buyers and tenants, which then translates into interest and inquiries (so-called leads). *AutoScout24* ("AS24") is a European automotive classifieds leader. AS24 also operates in the fragmented Austrian, Spanish and French markets and offers local language versions of the marketplace in 10 additional countries. Consumers can search the listings on our platform for free. AS24 offers classifieds solutions for used and new cars, motorcycles and commercial vehicles to automotive dealers and private sellers. It also offers display advertising products to automotive original equipment manufacturers (“OEMs”) as well as lead generation services for spare parts retailers and providers of finance and insurance.

**9. Frank Russell**

Frank Russell Company (Russell) operates in two segments, those being information services through its index business and investment management. The index business is a leading provider of benchmarks to US-focused equity funds and also provides customised and innovative index solutions for clients. The business provides customised and innovative index solutions including smart beta products to a global client base. Over US$5.2 trillion of assets are benchmarked to *Russell* indices globally including US$778 billion of AUM invested in passive funds and ETFs. The business has a 96 % retention rate, outperforming most competitors. The investment management business has $273 billion assets under management at the end of December 2014 and is a leading provider of multi-asset class investment solutions to institutional and retail investors worldwide. *Russell's* investment management business has 22 offices globally across 13 countries. *Russell* also offers consulting services to clients and has US$2.4 trillion of assets under advisement. *Russell* had 2013 gross revenues of USD 1,604 million, net revenues of USD 954 million, and EBITDA of USD 236 million.

**10. Oriental Brewery**

Oriental Brewery (OB) is the leading brewer in South Korea. The acquisition returns OB to the AB InBev portfolio after AB InBev sold the company in July 2009. OB is now the largest brewer in South Korea, an attractive beer market with a strong domestic growth outlook. OB sells mostly under the *Cass* (the number one beer brand in the country), *OB* and *Cafri* brand names, with a healthy consumer brand preference. Cass will become Official Beer Sponsor of the FIFA World CupTM for South Korea. OB’s market share in South Korea is about 60 percent, up from about 40 percent in 2009. Earnings before interest, tax, depreciation and amortization at the maker of OB Golden Lager and Cafri were 529 billion won ($497 million) last year compared with 237.8 billion won in 2009.

**11. OpenTable**

OpenTable, Inc. is a leading online restaurant reservation business. With more than 15 million diners seated per month across more than 31,000 restaurants, *OpenTable* is the world's leading provider of online restaurant reservations. OpenTable has seated more than 125 million diners worldwide through its mobile solutions, which were introduced in 2008. *OpenTable's* brand is built on helping diners discover and book the perfect table and helping restaurants connect directly with their customers. The Company is headquartered in San Francisco, California, and the *OpenTable* service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the UK. Revenue at *OpenTable* is forecast to climb 19 percent to $226 million this year. *OpenTable* generates about 81 percent of its revenue outside the US.

**12. Comex**

Consorcio Comex, S.A. de C.V. is an architectural coatings company with headquarters in Mexico City, Mexico. *Comex* manufactures coatings and related products in Mexico and sells them in Mexico and Central America principally through more than 3,700 stores that are independently owned and operated by more than 700 concessionaires. *Comex* also sells its products through regional retailers and wholesalers, and directly to customers. The company has approximately 3,900 employees, eight manufacturing facilities and six distribution centers, and had sales of approximately $1 billion in 2013. *Comex* was founded in 1952 and is the second-largest paint retailer in the Western Hemisphere after Sherwin-Williams. *Comex’* sales mix is 65% architectural and 35% industrial/specialty coatings. In addition to its main *Comex* brand, Comex sells its products under well-respected regional brands as well as portfolio brands developed especially for regional retailers and wholesalers.

**13. Cars.com**

*Cars.com* is one of the leading digital companies in the automotive space. *Cars.com* is a leading destination for online car shoppers providing credible and easy-to-understand information from consumers and experts. *Cars.com* allows consumers to search, compare and connect with sellers and dealers, and provides buyers with greater control over the shopping process. It is now the #2 auto-related site with approximately 30 million visits per month, and annual visits have grown at a rate of 17% for the last several years. Since its inception, *Cars.com* has grown consistently, and today the site displays approximately 4.3 million new and used cars from nearly 20,000 dealers. Since its inception in 1998, *Cars.com* has evolved from a business that simply supported the publishing markets of its owners into a strong, stand-alone digital business serving approximately 20,000 dealers and generating estimated pro forma 2014 revenue of approximately $535 million.

### 14. Anhanguera

Anhanguera Educacional Participacoes SA is a Brazil-based holding company engaged in the education sector. The Company provides higher graduate and postgraduate education through full time and distance learning programs. It is also engaged in the provision of preparatory courses for public competition and other specialization courses. *Anhanguera* offers its services for working adults and operates in approximately 71 campuses and around 500 learning centers located throughout each of around the 26 Brazilian states. Anhanguera is the second largest private for-profit professional educational company in Brazil by market value and the amount of students, with more than 400.000 students in its education network. The Company operates three types of education - 67 campuses, more than 450 poles and over 650 vocational education centers, aimed at adults of middle and low-income working during the day and study at night, a segment not fully served by institutions of higher education in Brazil. To this end, the Company offers a wide range of courses including: vocational, undergraduate, postgraduate and continuing education.

### 15. Telekom Austria

Telekom Austria is a European telecommunication service provides headquartered in Austria. Telekom Austria offer wireless, fixed-line voice, mobile and fixed broadband, and Internet Protocol Television (IPTV) services under the *A1* brand in Austria; wireless and mobile broadband services under the *velcom* brand in Belarus; wireless, fixed-line voice, mobile and fixed broadband and IPTV services under the *Mobiltel* brand in Bulgaria; wireless, fixed-line, mobile and fixed broadband, IPTV and satellite TV services under the *Vipnet* brand in Croatia; wireless, fixed-line voice, mobile and fixed broadband and Pay TV services under the *Vip Operator* brand in the Republic of Macedonia; wireless and mobile broadband services under the *Vip mobile* brand in the Republic of Serbia; and wireless and mobile broadband services under the *Si.mobil* brand in Slovenia. As of December 31, 2014, Telekom Austria had approximately 20 million wireless subscribers (approximately 29.5% of which were prepaid customers), and approximately 2.0 million fixed voice RGUs, 1.8 million broadband RGUs and .6 million Pay TV RGUs.

### 16. Insight Pharmaceuticals

Insight Pharmaceuticals Corporation is a marketer and distributor of feminine care and other OTC healthcare products. Insight has a leading feminine care platform in the US and Canada, anchored by *Monistat*®, the #1 brand in OTC yeast infection treatment. Insight's portfolio also includes *EPT*® home pregnancy test products and other feminine care brands, and some additional brands in the cough/cold, pain relief, eye and ear, and dermatological platforms. Insight has approximately $175 million in revenue, of which $95 million is from the United States. *Monistat*® is a $100 million brand with a clear #1 position in its category and 53% market share. It has a 40-year brand heritage and is #1 recommended by doctors and really sets the gold standard for efficacy in the yeast infection category. *EPT*® has a 40-year heritage and is the #1 pharmacist recommended home pregnancy test.

### 17. Life Technologies

Life Technologies Corporation (formerly known as Invitrogen Corp.) is a global biotechnology company that is committed to providing the most innovative products and services to leading customers in the fields of scientific research, genetic analysis and applied sciences. With a presence in more than 180 countries, the company's portfolio of 50,000 end-to-end solutions is secured by more than 5,000 patents and licenses that span the entire biological spectrum – scientific exploration, molecular diagnostics, 21st century forensics, regenerative medicine and agricultural research. Life Technologies has approximately 10,000 employees and had sales of $3.8 billion in 2012. With 2012 revenues of $3.8 billion, its comprehensive offering includes a broad range of reagents, consumables, instruments and systems, under brand names including *Life Technologies, Applied Biosystems, Ambion, Gibco, Invitrogen, Molecular Probes, Novex, Taq Man* and *Ion Torrent.*

### 18. Prestige Cruises Int'l

Prestige Cruises International, Inc. is the market leader in the upscale cruise segment and parent company of *Oceania Cruises* and *Regent Seven Seas Cruises*. Prestige operates eight ships and approximately 6,500 berths under two segment-leading brands. *Oceania Cruises* is the market leader in the upper-premium cruise segment with five ships offering destination-oriented cruise vacations to more than 330 ports around the globe, gourmet culinary experiences, elegant accommodations and personalized service. *Regent Seven Seas Cruises* is the market leader in the luxury cruise segment and operates three award-winning, all-suite ships, with an additional ship on order for delivery in summer 2016. Regent offers the industry's most inclusive luxury vacation experience visiting over 250 destinations worldwide.

**19. Dixons Retail**

Dixons Retail is a leading European specialist electrical retailing and services company for household appliance, consumer electronics and communication products. Dixons trade through over 900 stores and on-line. *Currys* and *PC World* are the largest specialist electrical retailing and services operators in the UK and Ireland. *KNOWHOW* is Dixons' market leading services brand. *Dixons Travel* operates in all major UK airports as well as Dublin, Copenhagen, Rome, Milan and Brussels. *PC World Business* provides computing products and services to business to business customers. The UK and Ireland business operates 524 stores, with annual revenues of GBP 4,150 million. The Elkjøp Group is the leading specialist electrical retailer across the Nordic countries. *Elkjøp* and *Lefdal* stores operate in Norway, *El Giganten* in Sweden and Denmark and *Gigantti* in Finland. Nordic operates 294 stores and generates revenues of GBP 2,800 million. *Kotsovolos* is Greece's leading specialist electrical retailer, with 99 stores and revenues of GBP 280 million. Dixons Retail also sell products under various own brand names, including Currys, PC World Essentials, Logik, iWantit, Advent, Goji, and Sandstroem.

**20. Frank Mohn**

Frank Mohn AS is a leading manufacturer of submerged pumping systems to the marine and offshore markets. Frank Mohn AS operates the product brand *Framo*. Frank Mohn is headquartered in Bergen, Norway and with approximately 1,200 employees, generated sales of NOK 3.4 billion and had an order intake of NOK 6.1 billion in 2013. Frank Mohn's main product in the marine segment is its unique submerged cargo pumping system, which plays a vital part in maximizing the utilization of product and chemical tankers. The system enables safe and flexible cargo handling performance for quicker turnaround time and fewer voyages in ballast. In the oil & gas segment, Frank Mohn offers packaged pumping systems for offshore installations including seawater lift, water injection and fire water pumping systems contributing to safe and efficient operations. The service organization of Frank Mohn provides technical support during the installation phase of a project, as well as professional service throughout the lifetime of the installed systems. The service activities represented slightly more than 20 percent of the total sales 2013.

## METHODOLOGY AND EXPLANATIONS

- MARKABLES is a trademark value database listing all trademarks that have been acquired, valued, accounted and reported. Basis for such reporting is typically the acquisition of a business combination including a trademark, in very rare cases the acquisition of a trademark only.
- The Top20 brand ranking lists the 20 most valuable (out of many hundred) brands that changed hands during a particular year and are listed in MARKABLES.
- MARKABLES tries to retrieve all accounted trademarks that are reported and published, from the financial statements of listed companies worldwide. For that purpose, MARKABLES periodically searches the financial reportings of all listed companies worldwide for such entries.
- There is no obligation for listed companies to publish detailed information about business combinations and the individual assets (i.e. trademarks) included therein in their financial statements. We believe that - due to their size and materiality - most of the most expensive acquired brand are published in financial statements and retrieved by MARKABLES. However, it is possible that important acquired brands remain undiscovered or are finally reported or disclosed at a later date.
- Sometimes, businesses containing expensive brands are acquired by companies that are not listed and not required to disclose their financial statements to the public, i.e. acquirers related to private equity funds. In such cases, no accounting details for the business combination and no value attributed to the brand will become known to the public or to MARKABLES. Such cases will not be included in the Top20 rankings. Again, we believe that such cases happen rarely because private equity investors or other unlisted investor do not frequently buy into the world’s strongest brands.
- The brand value reported by MARKABLES is the value that the acquirer ascribes to the brand in the purchase accounting process. The value of the brand is a part of the price which was paid to gain control over the total business (business combination), including the brand and all other assets. Control means that the majority of the shares of the business were acquired. Depending on the acquired business, brand value can consist of one major brand or brand house, or of several brands (brand family or brand portfolio). Insofar, a reported brand value is the sum of all brands being part of the acquired business.
- Brand value is calculated according to international and national accounting and financial reporting standards (i.e. IFRS, IASB, FASB, FRS, IDW and other). Typically, the valuation of assets acquired in business combinations is performed by independent qualified appraisers (i.e. ASA, CPA ABV, NACVA, CBA, EAVCA and others) and audited for the financial statements by CPAs.
- Enterprise value is the purchase price to acquire the (branded) business, plus the assumption of financial debt. Thus, enterprise value is calculated as purchase price for the shares acquired, plus value of the minority share not acquired, plus value of the net financial debt acquired.
- Brand value figures are usually reported in the currency of the acquirer. For comparison, MARKABLES uses a yearly average exchange rate to convert such local currency figures into USD figures. Percentage ratios are calculated in the local currency of the reporting entity.
- Brand value in % of enterprise value is a static ratio of the two figures as valued at the date of the acquisition.
- Brand premium in % of revenues is the pre-tax profit on net sales which the brand must generate each year over its expected future life. This figure does not include profit that must come from other assets. The future profits coming from brand are needed to fully pay back the amount that was spent to acquire the brand. Conceptually, the brand premium concept comes close to a royalty relief approach which is frequently used in the valuation of brands. Royalty relief in other words means, what royalty rate on branded revenues must the business pay if it did not own the brand (at the accounted purchase price) but had to license it from a third party. The resulting royalty rate is requires the assumption of a discount rate and growth rate to be applied on future branded or licensed revenues.
- Brand revenue is the annual brand revenue at the date surrounding the acquisition. The reporting period can be the year prior to the acquisition, the trailing 12 months period, the 12 months around the acquisition date, or the financial year after the acquisition.