



proactive leadership to drive Africa's growth,
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For Brand Leadership Academy

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- **The inaugural Brand Africa 100™ has set the standard for brand evaluation on the continent**
- **MTN is the most admired and valued brand in Africa**
- **Shell is the most valued Non-African Brand**

MTN TAKES HOME THE BRAND AFRICA 100™ GRAND PRIX AWARD

29 September, 2011: MTN is the brand champion at the inaugural Brand Africa 100™. As winner of the Most Valued African Brand as well as the winner of the Grand Prix Prize, MTN is firmly entrenched as the continent's most favourite brand which coincided with the 2nd annual Brand Africa FORUM™. The study revealed for the first time, the views and opinions of pan-African consumers on which brands and companies they consider most favourably.

The Brand Africa 100™ awards have delivered some interesting results proving that African brands are making headway representing 33.7% of all the brands nominated, whilst international brands hold steady at 66.3%. A further breakdown of the African results indicate that South African brands represent 24% of the share, Nigerian brands represent 9% with Kenyan brands representing the remaining 1%.

"One of the primary drivers of Africa's growth lies in stimulating and growing thriving African and global businesses and brands in Africa" says Brand Africa™ founder/chairman, Thebe Ikalafeng. "And consumers are the ultimate arbiters of that success. Thus the inaugural Brand Africa 100™ will signal which brands are getting it right on the continent."

MTN takes the top honour as the most valued brand in Africa whilst Shell receives the nod as the most valued non-African brand.



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The Most Valued Brands by Sector:

1. Food - Blue Band – UK;
2. Beverages – Coca Cola - USA;
3. Electronics – Samsung – South Korea;
4. Telecoms – MTN – South Africa;
5. Auto Manufacturers – Toyota – Japan;
6. Apparel – Nike – USA;
7. Banks – ABSA – South Africa;
8. Oil & Gas – Shell – Netherlands;
9. Retail – McDonalds – USA;
10. Personal Care – Nivea – Germany.

"Brand Africa 100™ acknowledges Africa's most admired and valued brands amongst their world leading global peers. For the first time African brands are recognised for the brand value they have created on the African continent by embracing and leveraging African values," says Oliver Schmitz, managing director of Brand Finance South Africa. "It's inspiring to see African brands finally taking their place on the world stage and setting a benchmark for the rest of Africa."

Focusing on a regional representation of sub-Saharan markets including Botswana, DRC, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda and Zambia, Brand Africa 100™ is based on a multi-tier methodology that incorporates qualitative, quantitative and secondary research. Developed by the Brand Leadership Academy in partnership with TNS, globally respected consumer knowledge and information company and Brand Finance plc, the world's leading independent valuation consultancy, this seminal research has set the standard for brand evaluation on the continent.

"This inaugural exercise to uncover the top 100 brands in Africa has been very illuminating. 8061 people were interviewed in the urban areas of nine key African countries and the results reveal a mixture of local and international brands performing well," says Neil Higgs, TNS senior advisor and head: innovation. "TNS constructed an Admiration Index from the responses combined across all the countries surveyed. In terms of this, the success of telecommunications and electronics brands shows clearly that Africa has moved wholeheartedly to mobile and modern technology. But there are also some old favourites amongst the top brands as well as one or two strong local brands".



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The announcement was made at a cocktail event at the Sandton Convention Centre, Johannesburg attended by leading local and international decision makers in media, business, nation branding and civil society.

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ABOUT THE BRAND AFRICA™ INITIATIVE

Brand Africa is an independent pan-African initiative by Africans designed to unlock Africa's potential and inspire the continent's growth, reputation and competitiveness as a catalyst for investment, citizenship and tourism leadership.

Brand Africa is a brand –driven approach which recognises that, in the 21st century, brands are an asset and a key driver of value for nations and corporations alike. Properly managed and leveraged, we believe a brand-driven approach can inspire a sustainable change in the image, reputation and competitiveness of Africa collectively and individual sovereign states.

www.brandafrica.net

ABOUT BRAND FINANCE

Brand Finance is an independent global business focused on advising strongly branded organisations on how to maximise value through 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.

The organisation's clients include international brand owners, tax authorities, IP lawyers and investment banks and their work is frequently peer-reviewed by the big four audit practises. The Brand Finance reports have been accepted by various regulatory bodies, including the UK Takeover Panel. www.brandfinance.comwww.brandirectory.com

ABOUT TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long –established expertise and market –leading solutions. With a presence over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviour and attitudes across cultural, economic and political region of the world.



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TNS is part of Kantar, one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the Kantar group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune 500 companies. www.tnsglobal.com, www.tnsresearchsurveys.co.za, www.kantar.com

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