



2012 BrandFinance® Dutch 50 league table: The 50 Most Valuable Dutch Brands

- Shell has been named the Most Valuable Dutch Brand in the **BrandFinance® Top 50 Dutch Brands** report released today with a brand value of US \$22 billion.
- **Rabobank** enjoys another year as the Most Valuable Dutch Banking Brand with a brand value of US \$7.3 billion

Brand Finance's latest **Dutch 50 2012** study on the most valuable brands from Dutch listed companies has been launched today by **Brand Finance Holland**. For the second year Brand Finance has measured the financial value (US \$) of the 50 most valuable brands from Dutch companies. These companies operate both within and outside the Netherlands. On average – 15% of the market cap of these companies consists of brand value, thus being their largest intangible asset.

Shell has topped the list as the **Most Valuable Dutch Brand** with a global brand value of US \$ 22 billion, and an increase of 18%, as a result of its improved position within the global Oil & Gas sector. Shell continues to pioneer innovative new techniques in the industry including a floating liquefied gas facility off the coast of Western Australia and appears to be flourishing on the London Stock Exchange where, at the end of 2011, it was the largest company on the FTSE.

Rabobank is the largest brand operating in the Dutch market, with a brand value of US \$ 7.3 billion. Rabobank's strong brand was able to keep its value steady this year, whereas the other Dutch banking brands suffered brand value declines of over 20%.

Following the nationalisation of **ABN Amro** by the Dutch state, the bank has not been included in the rankings despite being headquartered in Amsterdam. Worst-performing bank brand **SNS Reaal** saw its brand decline by 53%, shedding \$322 million in brand value.

The largest riser in the **BrandFinance® Top 50 Dutch Brands** list's top 10 is KPN, with a brand value of US \$ 2.7 billion (jumping from 12th to 9th position).



For the first time ever the Visual Identity Strength of these brands has also been measured. On average the Visual Identity represents 3% of the value of the Dutch brands. To measure the Visual Identity strength, Brand Finance used input and methodology from Dutch visual identity management specialist firm **NykampNyboer**.

“I’m truly excited about results of the **BrandFinance® Top 50 Dutch Brands** which is now in its 2nd year of publication. Last year’s invaluable data has allowed us to analyse and compare the brands as we slowly see Europe recover from the economic climate. As the year progresses I hope to see Dutch brands adapt, grow and develop despite the challenging market across the continent. We have been fortunate enough to include the visual identity measure this year which is unique to Brand Finance Holland and we’re immensely proud to have this as an extension of our league table”, said **Marc Cloosterman, MD of Brand Finance Holland**.

Brand Finance’s Top 10 Beauty Brands 2012

Rank 2012	Rank 2011	Brand	Industry Group	Brand Value 2012	Brand Rating 2012	% Change in Brand Value
1	1	Shell	Oil&Gas	22,021	AAA-	18%
2	4	Rabobank	Banks	7,328	AA+	-1%
3	3	ING	Insurance	7,054	AA	-19%
4	2	Philips	Electronics	6,730	AA+	-25%
5	5	Randstad	Commercial Services	5,321	AA+	-2%
6	6	Dove	Personal Care	5,014	AA	11%
7	7	Heineken	Beverages	3,867	AAA-	-2%
8	8	Aegon	Insurance	3,460	A+	-11%
9	12	KPN	Telecommunications	2,653	AA	32%
10	10	Lipton	Food	2,392	AA	-10%

For the full Global 500 and the Global 500 Report visit:

www.brandfinance.com



Notes for Editors:

Incorporating data from all listed companies globally, each brand is accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set as well as a brand value: a summary measure of the financial strength of the brand.

Brand Finance uses the Royalty Relief method to analyse the royalties that a corporation would have to pay to license its brand if it did not own it. For more information please visit www.brandfinance.com

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About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

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