

# MTN is most valuable African brand - report

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MTN IS the most valuable local brand and the leading African brand, according to a report released yesterday. The Brand Finance Top 50 South African Brands report ranked MTN top of the list with a global value of R43.3 billion, and the cellular operator is the only South African brand in the Brand Finance Global 500. In descending order the other companies in the South African top 10 were Vodacom, Standard Bank, Absa, Sasol, Nedbank, First National Bank, Shoprite, Investec and Netcare. Brand Finance is a brand valuation consultancy that advises organisations on maximising brand value.

Ollie Schmitz, the managing director of Brand Finance South Africa, said: "The uniformity of the MTN brand and its ability to transcend all eleven of South Africa's languages, as well as the multitude of international languages across the African continent, is one reason that it has succeeded so well." Thebe Ikalafeng, the founder and executive chairman of Brand Africa, said the results affirmed that South Africa and Africa were at the cutting edge of, and setting global standards in, building telecoms and financial services and brands. "It is, therefore, not surprising that MTN, with over 100 million customers across Africa, is again the leading African brand."

South African banks made up

Rank 2012	Brand	Industry Group	Brand Value 2012
1	MTN	Telecommunications	R43.3 billion
2	Vodacom	Telecommunications	R18.7 billion
3	Standard Bank	Banks	R18.0 billion
4	ABSA	Banks	R14.9 billion
5	SASOL	Oil & Gas	R9.2 billion
6	Nedbank	Banks	R9.1 billion
7	First National Bank	Banks	R9.0 billion
8	Shoprite	Retail - Food Specialists	R8.9 billion
9	Investec	Financial Services	R8.9 billion
10	Netcare	Healthcare - Services	R7.0 billion

Source: 2012 Brand Finance Top 50 South Africa 50 League Table

half of the top 10 with Standard Bank ranked as the most valuable banking brand. Brand Finance said as the European financial crisis continued. South Africa had proven itself an example of a stable financial environment. Businesses should turn towards the

African markets for examples of how best to thrive in difficult economic conditions. Brand Finance uses the royalty relief methodology, which determines the value of the brand in relation to the royalty rate that would be payable for its use were it owned by a third party.