

# **MTN named South Africa's most valuable brand**

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MTN South Africa has emerging as South Africa's most valuable brand in this year's BrandFinance Most Valuable Brands Survey, for a second consecutive year. Launched in 2012, the BrandFinance South Africa's 50 Most Valuable Brands survey measures the financial brand value of South African companies that operate both within and outside of South Africa. According to the BrandFinance report, at ZAR 43 billion, the MTN brand is more than twice as valuable as its closest South African competitor. The survey shows the combined value of South Africa's 50 Most Valuable Brands has increased by 8 percent from 2012 to ZAR 292 billion. Whilst the technology sector currently produces the most valuable brands globally, South Africa's most valuable sectors are telecoms and banking.