

# SA's top brands revealed

Staff Writer May 24, 2012

*MTN has topped the list as the Most Valuable South African Brand with a global value of R43.3 billion*

**Brand Finance in partnership with Brand South Africa and Brand Africa** have launched the Brand Finance South Africa 50, a study of the most valuable brands from South Africa, at the launch event in Johannesburg.

Brand Finance South Africa has measured the financial value (R) of the 50 most valuable brands from South African companies. These companies operate both within and outside South Africa.

**MTN** has topped the list as the **Most Valuable South African Brand** with a global value of R43.3 billion and is also the only South African brand in the Brand Finance Global 500, the definitive guide to the world's Top 500 brands.

MTN continues to expand both their presence and their brand across the African continent and now with a firm footing in the Middle East the Telecommunications giant is a brand that South Africa can be proud of.

South African banks have also had a successful year in 2012 with **Standard Bank** ranked as the Most Valuable Banking Brand. Banks make up the majority of The Top 10 with ABSA, Nedbank and First National Bank also securing high places in the South African ranking.

As the European financial crisis continues, South Africa has proven itself an example of a stable financial environment proving once more that businesses should turn towards the African markets for examples of how best to thrive in difficult economic conditions.

'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. It is a truly South African brand but also a truly African brand and in that respect it is no surprise that MTN is such a loved and valued brand' said **Ollie Schmitz, Managing Director Brand Finance South Africa**.

**Thebe Ikalafeng, founder and executive chairman of Brand Africa** said "The results affirm South Africa's, and indeed Africa's, as being 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 100m customers across Africa is again the leading African brand that embodies the entrepreneurial spirit of great South African brands".

South Africa's Most Valuable Brands – 2012				
Rank 2012	Brand	Parent Company	Industry Group	Brand Value 2012 (R bn)
1	MTN	MTN GROUP LTD	Telecommunications	43.3
2	Vodacom	VODACOM GROUP LTD	Telecommunications	18.7
3	Standard Bank	STANDARD BANK GROUP LTD	Banks	18.0
4	ABSA	ABSA GROUP LTD	Banks	14.9
5	SASOL	SASOL LTD	Oil&Gas	9.2
6	Nedbank	NEDBANK GROUP LTD	Banks	9.1

7	First National Bank	FIRSTRAND LTD	Banks	9.0
8	Shoprite	SHOPRITE HOLDINGS LTD	Retail – Food Specialists	8.9
9	Investec	INVESTEC PLC	Diversified Finan Serv	8.8
10	Netcare	NETCARE LTD	Healthcare-Services	7.0
11	Spar	SPAR GROUP LIMITED/THE	Food	6.9
12	Pick'n Pay	PICK N PAY STORES LTD	Retail	6.3
13	Mondi	MONDI LTD	Forest Products&Paper	6.0
14	Mediclinic	MEDICLINIC INTERNATIONAL LTD	Healthcare-Services	5.9
15	Sanlam	SANLAM LTD	Insurance	5.9
16	MultiChoice	NASPERS LTD-N SHS	Media	5.7
17	Sappi	SAPPI LIMITED	Forest Products&Paper	5.0
18	Telkom	TELKOM SA LTD	Telecommunications	4.8
19	Hulett's	TONGAAT HULETT LTD	Holding Companies-Divers	3.9
20	Truworths	TRUWORTHS INTERNATIONAL LTD	Retail	3.9
21	Miller Genuine Draft	SABMILLER PLC	Beverages	3.6
22	Media24	NASPERS LTD-N SHS	Media	3.2
23	Carling Black Label	SABMILLER PLC	Beverages	3.2
24	Mr Price	MR PRICE GROUP LTD	Retail	3.2
25	Makro	MASSMART HOLDINGS LTD	Retail	3.1
26	Liberty	LIBERTY HOLDINGS LTD	Insurance	2.8
27	Castle	SABMILLER PLC	Beverages	2.7
28	Bidvest	BIDVEST GROUP LTD	Holding Companies-Divers	2.7
29	Discovery	DISCOVERY HOLDINGS LTD	Insurance	2.7
30	African Bank	AFRICAN BANK INVESTMENTS LTD	Diversified Finan Serv	2.7
31	SABMiller	SABMILLER PLC	Beverages	2.5
32	Altech	ALLIED TECHNOLOGIES LTD	Telecommunications	2.5
33	Grindrod	GRINDROD LTD	Transportation	2.4
34	Clicks	CLICKS GROUP LTD	Retail-Drug Store	2.4
35	SAA	South African Airways	Transportation	2.4
36	Nampak	NAMPAK LTD	Packaging&Containers	2.3
37	Life	LIFE HEALTHCARE GROUP HOLDIN	Healthcare-Services	2.1
38	Game	MASSMART HOLDINGS LTD	Retail	2.0
39	Capitec Bank		Diversified Finan Serv	2.0

		CAPITEC BANK HOLDINGS LTD		
40	Checkers	SHOPRITE HOLDINGS LTD	Retail – Food Specialists	1.9
41	Sasko	PIONEER FOODS LTD	Food	1.9
42	Santam	SANTAM LTD	Insurance	1.9
43	Hansa Pilsener	SABMILLER PLC	Beverages	1.9
44	PG Bison	STEINHOFF INTL HOLDINGS LTD	Manufacturing	1.7
45	Rainbow Chicken	RAINBOW CHICKEN LTD	Food	1.7
46	Lewis	LEWIS GROUP LTD	Retail	1.6
47	Momentum	MMI HOLDINGS LTD	Insurance	1.5
48	Rand Merchant Bank	FIRSTRAND LTD	Banks	1.5
49	Imperial	IMPERIAL HOLDINGS LTD	Holding Companies-Divers	1.4
50	Miladys	MR PRICE GROUP LTD	Retail	1.2

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Capitec is doing pretty well and I didn't know that Telkom is so cheap. Standard is worth two times FNB. I'm a bit shocked

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**Coenraad Loubser** Top 100

Imagine the top spots were dominated by companies who truly strived to make the world more accomodating and better for all, not just their shareholders... a man can dream! Will mankind, in 100 years, look back and and think "they fixed it"... or "they broke it"?

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