

Interbrand

Press Release

BusinessWeek/Interbrand Annual Ranking of the 100 Top Global Brands

Samsung surpasses Sony for the first time, taking over the No.20 spot

New York, New York, July 21, 2005—eBay, HSBC, Samsung, and Apple are among this year's top gainers in BusinessWeek's annual ranking of The 100 Top Global Brands. For the fifth consecutive year, BusinessWeek has teamed up with Interbrand, a leading brand consultancy, to publish a ranking of The 100 Top Global Brands by dollar value. The 2005 rankings rewarded companies that focus ruthlessly on every detail of their brands, honing simple, cohesive identities that are consistent in every product, every market around the world, and every contact with consumers. Those that lost the most ground include Sony, Morgan Stanley, Volkswagen, and Hewlett-Packard.

These days, ad-zapping consumers with TiVo, satellite radio, and pop-up ad blockers pose an enormous challenge to marketers trying to build new brands and nurture old ones. So how do you build a brand in a world in which consumers are increasingly in control of the media? The brands that rose to the top of this year's ranking all had widely varied arsenals and were able to unleash different campaigns for different consumers in different media almost simultaneously. They wove messages over multiple media channels and blurred the lines between advertising and entertainment.

Perhaps the best example of brand building in this age of media fragmentation is Korean electronics maker Samsung. Over the past five years, No.20 Samsung has posted the biggest gain in value of any Global 100 brand, with a 186% surge. Even sweeter, Samsung surpassed No.28 Sony in this year's ranking, a far more entrenched rival that once owned the electronics category.

Brand values were determined using the method Interbrand pioneered 17 years ago and has since used to value more than 3,500 brands. Value is calculated as the net present value of the earnings that the brand is expected to generate and secure in the future for the time frame from July 1, 2004 to June 30, 2005. In order to be included in the top global brands list, a brand had to be valued at greater than \$2.1 billion. They were selected according to two criteria: First, the brands had to be global, generating significant earnings in the main global markets. Second, there had to be sufficient marketing and financial data publicly available for preparing a reasonable valuation.

BusinessWeek is the best-selling global business magazine, with a worldwide circulation of nearly 1.2 million and 5.6 million readers each week. In its seventy-sixth year of publication, BusinessWeek is published weekly by The McGraw-Hill Companies in New York and is distributed in 140 countries.

Interbrand, the leading brand consultancy and authors of the annual ranking of The 100 Top Global Brands, published by BusinessWeek, combines the rigorous strategy and analysis of a management consulting practice with the entrepreneurial and creative spirit of branding and design. The company offers a comprehensive array of consulting services that guide clients in the creation, enhancement, maintenance and valuation of their most valuable asset -- their brands. Founded in 1974, Interbrand has offices in over 30 cities in more than 20 countries around the globe and clients from among the most respected businesses. For more information about Interbrand, visit www.Interbrand.com.

BusinessWeek's special report, The 100 Top Global Brands, (August 1st issue) will be available at www.businessweek.com at 5:00 p.m. (ET) on Thursday, July 21st and on newsstands Monday, July 25th.

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BusinessWeek Contacts:

Heather Carpenter—(212) 512-2854

Patti Straus—(212) 512-2680

Interbrand Contacts:

Lisa Marsala—(212) 798 7646

Louise Thomson—+44 (0) 207 554 1259

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Rank 2005	Company	Brand Value 2005	Percent Change (over 2004)	Country of Ownership	Rank 2005	Company	Brand Value 2005	Percent Change (over 2004)	Country of Ownership
		SMILLIONS					SMILLIONS		
1	Coca-Cola	67,525	0%	U.S.	51	Accenture	6,142	6%	Bermuda
2	Microsoft	59,941	-2%	U.S.	52	L'Oreal	6,005	2%	France
3	IBM	53,376	-1%	U.S.	53	Phillips	5,901	NA	Netherlands
4	GE	49,996	7%	U.S.	54	Xerox	5,705	0%	U.S.
5	Intel	35,588	6%	U.S.	55	eBay	5,701	21%	U.S.
6	Nokia	26,452	10%	Finland	56	Volkswagen	5,617	-12%	Germany
7	Disney	26,441	-2%	U.S.	57	Wrigley's	5,543	2%	U.S.
8	McDonald's	26,014	4%	U.S.	58	Yahoo!	5,256	16%	U.S.
9	Toyota	24,837	10%	Japan	59	Avon	5,213	8%	U.S.
10	Marlboro	21,189	-4%	U.S.	60	Colgate	5,186	5%	U.S.
11	Mercedes	20,006	-6%	Germany	61	KFC	5,112	0%	U.S.
12	Citi	19,967	0%	U.S.	62	Kodak	4,979	-5%	U.S.
13	Hewlett-Packard	18,866	-10%	U.S.	63	Pizza Hut	4,963	-2%	U.S.
14	American Express	18,559	5%	U.S.	64	Kleenex	4,922	1%	U.S.
15	Gillette	17,534	5%	U.S.	65	Chanel	4,778	8%	France
16	BMW	17,126	8%	Germany	66	Nestle	4,744	5%	Switzerland
17	Cisco	16,592	4%	U.S.	67	Danone	4,513	1%	France
18	Louis Vuitton	16,077	NA	France	68	Amazon.com	4,248	2%	U.S.
19	Honda	15,788	6%	Japan	69	Kraft	4,238	3%	U.S.
20	Samsung	14,956	19%	S.Korea	70	Caterpillar	4,085	7%	U.S.
21	Dell	13,231	15%	U.S.	71	adidas	4,033	8%	Germany
22	Ford	13,159	-9%	U.S.	72	Rolex	3,906	5%	Switzerland
23	Pepsi	12,399	3%	U.S.	73	Motorola	3,877	11%	U.S.
24	Nescafe	12,241	3%	Switzerland	74	Reuters	3,866	5%	Britain
25	Merrill Lynch	12,018	5%	U.S.	75	BP	3,802	4%	Britain
26	Budweiser	11,878	0%	U.S.	76	Porsche	3,777	4%	Germany
27	Oracle	10,887	0%	U.S.	77	Zara	3,730	NEW	Spain
28	Sony	10,754	-16%	Japan	78	Panasonic	3,714	7%	Japan
29	HSBC	10,429	20%	Britain	79	Audi	3,686	12%	Germany
30	Nike	10,114	9%	U.S.	80	Duracell	3,679	9%	U.S.
31	Pfizer	9,981	-6%	U.S.	81	Tiffany & Co.	3,618	-1%	U.S.
32	UPS	9,923	NEW	U.S.	82	Hermes	3,540	5%	France
33	Morgan Stanley	9,777	-15%	U.S.	83	Hertz	3,521	3%	U.S.
34	JPMorgan	9,455	-3%	U.S.	84	Hyundai	3,480	NEW	S.Korea
35	Canon	9,044	12%	Japan	85	Nissan	3,203	13%	Japan
36	SAP	9,006	8%	Germany	86	Hennessy	3,201	4%	France
37	Goldman Sachs	8,495	7%	U.S.	87	ING	3,177	11%	Netherlands
38	Google	8,461	NEW	U.S.	88	Smirnoff	3,097	4%	Britain
39	Kellogg's	8,306	3%	U.S.	89	Cartier	3,050	11%	Switzerland
40	Gap	8,195	4%	U.S.	90	Shell	3,048	2%	Brit./Neth.
41	Apple	7,985	16%	U.S.	91	Johnson & Johnson	3,040	3%	U.S.
42	IKEA	7,817	9%	Sweden	92	Moet & Chandon	2,991	5%	France
43	Novartis	7,746	NEW	Switzerland	93	Prada	2,760	7%	Italy
44	UBS	7,565	16%	Switzerland	94	Bulgari	2,715	NEW	Italy
45	Siemens	7,507	1%	Germany	95	Armani	2,677	2%	Italy
46	Harley-Davidson	7,346	4%	U.S.	96	Levi's	2,655	-11%	U.S.
47	Heinz	6,932	-1%	U.S.	97	LG	2,645	NEW	S.Korea
48	MTV	6,647	3%	U.S.	98	Nivea	2,576	7%	Germany
49	Gucci	6,619	NA	Italy	99	Starbucks	2,576	7%	U.S.
50	Nintendo	6,470	0%	Japan	100	Heineken	2,357	-1%	Netherlands