

## HSBC Named the World's Most Valuable Banking Brand as European Banking Brand Values Plummet

- **HSBC**, the only British bank among the ten most valuable banking brands, knocks **Bank of America** off the top spot in the **Brand Finance Banking 500**.
- Chinese banks performed strongly with **China Construction Bank**, **ICBC**, **Bank of China** and the **Agricultural Bank of China** maintaining a successful streak for Chinese banking as they secure spots in the Top 20
- There are now more banks from the **BRICs** (Brazil, Russia, India and China) in the top 20 banking brands than there are from Europe

The Brand Finance Banking 500 report, released today, shows that **HSBC** has leapfrogged **Wells Fargo** and **Bank of America** to become the world's most valuable banking brand in 2012. This strong performance from the London-based banking giant stood out in its region; European banks performed miserably, making up 16 of the 20 "fallers" on the table.

While Europe continues to be beset by economic uncertainty and the ongoing troubles of the Eurozone; 2011 saw the meteoric rise of the emerging economies reach a crucial tipping point. Today's table shows brands from BRIC (Brazil, Russia, India and China) countries now outnumber their European counterparts among top 20 banking brands.

US banks continued to fare well when compared to their European counterparts, with **Wells Fargo** holding firm in second position and strong performances from both **Citi Group** and **American Express** in sixth and seventh place respectively. With five of the top 10 most valuable banking brands headquartered in North America, the US is recovering from the financial crisis much faster than Europe.

Commenting on this year's report, **David Haigh, CEO of Brand Finance**, said: "The past 12 months have proved to be a very turbulent period for banking brands. We have seen a collective decline in brand value amongst the 500 banks in our report of \$94.78bn. Despite this, the total value of the top 500 banking brands was US\$746.7 billion. The size of this number – which is equivalent to the GDP of Turkey – underlines the importance of brand value to the global financial sector."

“2012 is set to be a landmark year politically with the US election in November and polls in Germany and France too. In this context the eyes of the world will be examining the brand value of financial institutions, as an indicator of broader financial health of their respective nations.”

**Brian Caplen**, Editor of The Banker, says: "While European banks have found the going tough in branding terms, banks from other parts of the world have fared much better. Canadian and Chinese banks, for example, are very prominent in the table of absolute brand value winners showing that it isn't only emerging markets that are benefiting from Europe's difficulties."

The full results appear in the February 2012 issue of **The Banker**.

### The Brand Finance Banking 500 Top 20 Most Valuable Banking Brands

Rank 2012	Rank 2011	Bank	Country	Brand Value (USD)	Brand Rating
1	3	HSBC	Britain	\$27.59 billion	AAA
2	2	Wells Fargo	United States	\$23.23 billion	AA+
3	1	Bank of America	United States	\$22.9 billion	AA+
4	4	Santander	Spain	\$19.97 billion	AAA-
5	5	Chase	United States	\$18.96 billion	AA+
6	9	Citi	United States	\$18.64 billion	AA+
7	13	American Express	United States	\$18.23 billion	AAA-
8	12	BNP Paribas	France	\$16.8 billion	AA+
9	6	Bradesco	Brazil	\$15.69 billion	AAA-
10	10	China Construction Bank	China	\$15.46 billion	AA
11	8	ICBC	China	\$15.16 billion	AA+
12	7	Barclays	Britain	\$13.55 billion	AA+
13	11	Itaú	Brazil	\$13.17 billion	AA
14	14	Deutsche Bank	Germany	\$12.9 billion	AA+
15	17	Bank of China	China	\$12.86 billion	AA-
16	18	J.P. Morgan	United States	\$11.6 billion	AA+
17	19	Sberbank	Russia	\$10.77 billion	AA+
18	23	Agricultural Bank Of China	China	\$9.93 billion	A+
19	16	Goldman Sachs	United States	\$9.33 billion	AA+
20	28	Royal Bank Of Canada	Canada	\$8.65 billion	AA+



# The Banker

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For the complete Brand Finance Banking 500 report and further information, go to

[www.brandfinance.com](http://www.brandfinance.com)

## Notes for Editors

First published in 2006, the **Brand Finance Banking 500** in association with **The Banker** was the first publicly available study analysing the financial value of the world's top banking brands. It is published annually and incorporates 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.

The report analyses the market values of brands as intangible financial assets that drive demand and build business relationships. 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, thus establishing the cost from which a bank is relieved through owning its brand.

The full results appear in the February 2012 issue of The Banker. Please visit [www.thebanker.com](http://www.thebanker.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.



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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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