

Brand Finance *plc* announces corporate promotion in Canadian office

Edgar Baum named Managing Director, Canada, at the world's leading brand valuation consultancy firm.

London, UK - July 17, 2012 - Brand Finance *plc*, the world's leading brand valuation consultancy firm announces the promotion of Edgar Baum from General Manager to Managing Director of its Canadian office.

"Edgar is a rare combination: a finance expert who understands strategic branding and is great with clients and partners" - as described by a Vice President and Managing Partner of a creative agency.

Edgar joined Brand Finance in the fall of 2011 after a diverse career in commercial finance, management consulting, and market analytics - including at one of the largest CPG brands globally. In the short time since joining, Edgar has elevated Brand Finance Canada's profile in Canada, the United States, and on the world stage. As Managing Director, Edgar will be forging and fostering strategic relationships with clients and partner with organizations across Canada.

Canadian brands are at a juncture where brand awareness and valuation are indispensable to brand development and bottom line growth - Edgar possesses the business acumen, analytical nature, and the thought leadership capabilities to aide Canadian brands through Brand Finance Canada.

Brand Finance *plc*.

Brand Finance *plc* is the world's leading brand valuation consultancy. We advise strongly branded organizations on how to maximise their value through the 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.

Brand Finance's services support a variety of business needs:

- Technical valuations for accounting, tax and legal purposes
- Valuations in support of commercial transactions (acquisitions, divestments, licensing and joint ventures) involving different forms of intellectual property
- Valuations as part of a wider mandate to deliver value-based marketing strategy and tracking, thereby bridging the gap between marketing and finance

Our clients include international brand owners, tax authorities, Intellectual Property (IP) lawyers and investment banks. Our work is frequently peer-reviewed by the big four audit practices and our reports have also 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, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

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