

## Top 10 Malaysian brands record huge growth with combined value of US\$17.51bn

Brand Finance plc, the international brand valuation consultancy headquartered in London, has just released the '2011 Top 50 Malaysian Brands' league table showing huge growth for the country's top brands. The top 10 Malaysian Brands in 2011 have a combined brand value of US\$17.51 bn, only slightly shy of last year's total for the entire Top 50 Malaysian brands (US\$17.80 bn).

The top three brands contributed 36% of the total brand value. Oil and gas giant Petronas saw their brand value increase by almost a third (29%) over last year to US\$5.35 bn, allowing them to retain their number one position for the 4<sup>th</sup> consecutive year.

In a similar fashion, Genting also retained their strong position, holding onto the number two spot for the 4<sup>th</sup> consecutive year with a brand value of US\$3.15 bn and growth of over 22%.

Overall the top 50 brands increased their combined value by 21% with strong growth across all sectors and the largest gains coming from the banking sector. CIMB Bank was the highest ranking banking brand taking the 3<sup>rd</sup> place having climbed rapidly from 8<sup>th</sup> place in 2010, achieving an impressive 79% increase in brand value.

Tenaga Nasional was the only brand in the top 10 to experience brand value decline, dropping 3 places to 8<sup>th</sup> in 2011, following a 10% drop in brand value.

### Rise and Rise of the top 10:

The top ten brands hold over two thirds (63%) of the combined value of the top 50 brands and they are also responsible for 66% of the increased combined value of the top 50 brands.

Public Bank had the greatest percentage growth of any top 10 brand, with an impressive 80% growth in brand value. Their enterprise value growth was only 17%, demonstrating the strength of the brand.

There is however a sharp contrast between the top 10 and the next 10 brands. The combined brand value of brands ranked between 11 and 20 is US\$4.84 bn, 9% less than the brand value of Petronas alone. This indicates the large growth potential available to the majority of the top 50 Malaysian brands. The dominance of the top 10 shows the benefits of robust brand management at the top.

### Financial Institutions lead the way:

Coming out of the crisis, the banks and financial institutions saw the biggest gains; there are 5 banks amongst the top 10 fastest growing brands.

Winners	Sector	Change in Brand Value (US\$ millions)
Petronas	Oil&Gas	1,217
Genting	Lodging	954
CIMB	Banks	692
Public Bank	Banks	604
Maybank	Banks	404
Tanjong	Electric	335

Sime Darby	Holding Companies-Divers	266
RHB	Banks	262
Ambank Group	Banks	257
Celcom	Cellular Telecoms	247

#### Significant brand value loss amongst losers and dropouts:

The losers and dropouts had an erosion of brand value of over US\$1.4 bn. There is no specific segment, industry or sector where brand value suffered the most, as erosion was seen in sectors including auto, agriculture, iron/steel, electric, food, real estate and oil & gas.

Losers	Sector	Change in Brand Value (US\$ millions)
IOI	Agriculture	-338
Berjaya	Holding Companies-Divers	-235
Magnum	Leisure Time	-185
Lion	Iron/Steel	-123
Tenaga Nasional	Electric	-112
Proton	Auto Manufacturers	-95
UMW	Auto Manufacturers	-33

Dropouts	Sector	Change in Brand Value (US\$ millions)
PPB	Food	-79
Bernas	Agriculture	-93
IJM	Holding Companies-Divers	-87
Kwantas	Agriculture	-27
Wah Seong	Metal Fabricate/Hardware	-43
Scomi	Oil&Gas Services	-24
KLCC	Real Estate	-18
Sunway	Holding Companies-Divers	1

#### Quotes:

##### Samir Dixit, Managing Director of Brand Finance Singapore says:

“One of the main reasons for such strong brand value growth amongst the top 10 Malaysian Brands is the importance and recognition given to the brand as the key contributor to business success. This critical recognition about how a brand can contribute to the success of the business and the balance sheet has encouraged the organisations to focus on brand building initiatives.”

##### Sheila Luis Abdullah, a representative of Brand Finance in Malaysia and Managing Partner of OVA quoted:



“It is encouraging to note that more Malaysian businesses are aware of the importance of brand value and recognise that it a real measure of brand performance. For the businesses that have embarked on individual brand valuations, the results have enabled them to identify areas in which their investment can be best utilised, helping them to make smarter business decisions.

**Mr. Tan Kong Han, President and Chief Operating Officer of Genting Berhad says:**

“We are delighted to be consistently ranked No. 2 in the country, just behind our national oil giant Petronas, but Malaysia’s top leisure and hospitality brand for the past four years. Thank you Brand Finance for this honour and for the recognition of our brand leadership. As a group, we continuously invest to ensure our products and services under the GENTING brands remain top and world-class, whether in the leisure and entertainment, plantations, power generation, biotechnology or oil & gas businesses.”

Rank 2011	Brand	Industry Group	Brand Value 2011	Enterprise Value 2011	Brand Value / Enterprise Value 2011 (%)	Brand Rating 2011
1	Petronas	Oil & Gas	5,352	35,384	15%	AAA-
2	Genting	Lodging	3,158	17,801	18%	AAA-
3	CIMB	Banks	1,564	19,254	8%	AAA-
4	Maybank	Banks	1,403	17,979	8%	A+
5	YTL	Holding Companies - Diversified	1,266	10,276	12%	AA-
6	Sime Darby	Holding Companies - Diversified	1,242	17,762	7%	AA-
7	Public Bank	Banks	1,217	12,997	9%	AAA-
8	Tenaga Nasional	Electric	994	16,528	6%	A
9	Malaysia Airlines	Airlines	669	2,886	23%	AA
10	DiGi	Cellular Telecoms	652	6,346	10%	A+
11	TM	Telecommunications	628	3,932	16%	AA
12	RHB	Banks	584	5,199	11%	A+
13	Astro	Media	542	N/A	N/A	A+
14	Ambank Group	Banks	517	5,726	9%	A+
15	Sports Toto	Entertainment	508	1,878	27%	A
16	Maxis	Telecoms Services	460	5,975	8%	AA-
17	IOI	Agriculture	434	12,169	4%	AA-
18	Celcom	Cellular Telecoms	429	7,225	6%	AA-
19	Berjaya	Holding Companies - Diversified	377	3,713	10%	A
20	Tanjong	Electric	359	N/A	N/A	A
21	Hotlink	Cellular Telecoms	348	8,095	4%	A
22	MISC	Transportation	319	14,071	2%	AA
23	Hong Leong	Diversified Financial Services	307	3,063	10%	A+
24	Airasia	Airlines	306	4,147	7%	A
25	Parkson	Retail	282	2,343	12%	AA-
26	EON Bank	Banks	254	1,553	16%	A+
27	PLUS	Commercial Services	251	9,290	3%	AA-
28	Star	Media	201	735	27%	A+
29	KLK	Agriculture	196	3,076	6%	AA-
30	Titan	Chemicals	185	1,477	13%	A+
31	MMC	Holding Companies - Diversified	183	9,144	2%	A+
32	Lion	Iron/Steel	166	980	17%	A
33	Affin Bank	Banks	157	1,561	10%	A+
34	Kulim	Agriculture	147	827	18%	AA-
35	Magnum	Leisure Time	143	1,261	11%	A+
36	KPJ	Healthcare-Services	140	730	19%	A-
37	Boustead	Holding Companies - Diversified	134	2,469	5%	A
38	Setia	Real Estate	130	1,618	8%	A+
39	Gamuda	Engineering & Construction	128	2,461	5%	AA-
40	Malaysia Airports	Engineering & Construction	124	2,218	6%	AA-
41	Alliance	Banks	123	1,617	8%	A
42	UMW	Auto Manufacturers	120	2,998	4%	AA-
43	Hap Seng	Agriculture	120	1,159	10%	A+
44	Bank Islam	Banks	119	429	28%	A-
45	Vads	Telecommunications	119	777	15%	A+
46	Proton	Auto Manufacturers	117	417	28%	AA
47	OSK	Diversified Financial Services	116	417	28%	A
48	Puncak Niaga	Environmental Control	116	1,561	7%	A-
49	QL	Agriculture	107	750	14%	A
50	Dutch Lady	Food-Dairy Products	105	360	29%	A-

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\* Petronas 2010 Brand Value has been restated to account for all of its business divisions

\*\* Resorts World is a part of Genting Group and its revenue is consolidated into the Group's financials



## **Notes For Editors**

### **About Brand Finance Top 50 Malaysia Most Valuable Brands**

Brand Finance first issued its Top 50 Malaysia Brands report into the relative equity of the 50 top Malaysian brands back in 2009. The study was firstly

The Global 500 report 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.

### **About Brand Finance**

Brand Finance is an independent brand strategy and valuation consultancy focused on advising strongly branded organisations on how to maximise value through effective management of their brands and intangible assets. Since it was founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Its clients include international brand owners, tax authorities, IP 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.

### **About Ova**

Ova is brand consultancy based in Malaysia involved in the various disciplines of branding. Since 2003, Ova has collaborated with several blue-chip clients with domestic, regional and international footprints. Ova is a partner and has been a representative of Brand Finance in Malaysia.

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