



MillwardBrown
Optimor

BRANDZ™ TOP 100 Power Brands

by Millward Brown Optimor

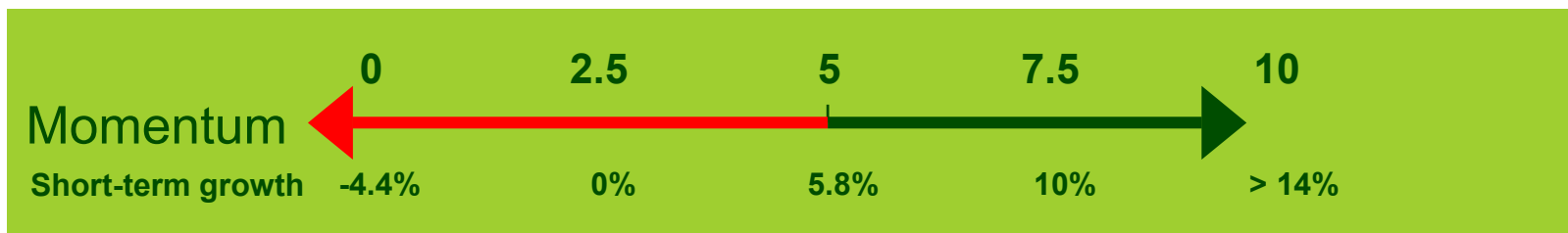
Rankings by Brand Momentum

24th March 2006



How Brand Momentum is calculated

- Brand Momentum is an index of a brand's short-term growth rate relative to the average short-term growth rate of our pool of brands
 - ↪ A brand with a growth rate in the top 10% gets a momentum of 10
 - ↪ Below 10, the index is linear to the short term growth rate, so that a brand with an average growth rate would get a momentum of 5
 - ↪ Brands with above-average growth rates get a momentum ranging between 5 and 10, while brands with below-average growth rates get a momentum ranging between 0 and 5
- The short-term growth rate is calculated based on three inputs:
 - ↪ Brand Voltage, by country, i.e. how likely the brand is to increase in market share and value
 - ↪ Category growth rates, by country, i.e. differences in growth rates across categories
 - ↪ Country presence, i.e. differences in growth rates and Voltage, by country





Global Top 10 brands by Brand Momentum

#	Brand	Parent	Value in \$m	Momentum
1	Google	Google Inc	37,445	10
2	Louis Vuitton	LVMH	19,479	10
3	Apple	Apple Computer, Inc.	15,976	10
4	eBay	eBay Inc	13,191	10
5	Porsche	Dr. Ing. h.c. F. Porsche AG	12,025	10
6	Starbucks	Starbucks Corporation	11,077	10
7	Chanel	Chanel SA	6,499	10
8	Amazon	Amazon.com Inc	5,983	10
9	Zara	Industria de Diseño Textil	5,112	10
10	Rolex	Montres Rolex S.A.	4,925	10



Top 5 Momentum by Category

Apparel

#	Brand	Parent	Value in \$m	Momentum
1	Zara	Industria de Diseño Textil	5,112	10
2	Nike	NIKE, Inc.	10,783	6
3	H&M	H&M Hennes & Mauritz AB	8,022	5.5
4	Esprit	Esprit Holdings Limited	4,206	5.5
5	Ralph Lauren	Polo Ralph Lauren Corporation	1,869	5.5



Top 5 Momentum by Category

Beer

#	Brand	Parent	Value in \$m	Momentum
1	Baltika	Baltic Beverages Holding	533	10
2	Skol	InBev	1,059	5
3	Brahma	InBev	550	5
4	Miller Lite	SAB Miller	1,951	4.5
5	Budweiser	Anheuser Busch	6,767	4



Top 5 Momentum by Category

Cars

#	Brand	Parent	Value in \$m	Momentum
1	Porsche	Dr. Ing. h.c. F. Porsche AG	12,025	10
2	Mini	BMW AG	1,978	10
3	Toyota	Toyota Motor Corp	30,201	5.5
4	BMW	BMW AG	23,820	4.5
5	Mercedes	DaimlerChrysler AG	17,801	4.5



Top 5 Momentum by Category

Fast Food

#	Brand	Parent	Value in \$m	Momentum
1	Starbucks	Starbucks Corporation	11,077	10
2	Pret A Manger	Pret A Manger (Europe) Ltd.	193	6.5
3	McDonald's	McDonald's Corporation	28,985	5
4	KFC	YUM! Brands, Inc.	4,044	4.5
5	Wendy's	Wendy's International, Inc.	1,634	4.5



Top 5 Momentum by Category

Financial Institutions

#	Brand	Parent	Value in \$m	Momentum
1	UBS	UBS AG	9,541	8
2	Bank of America	Bank of America Corporation	28,155	7.5
3	Barclays	Barclays PLC	5,070	7
4	Wachovia	Wachovia Corporation	10,228	6.5
5	Washington Mutual	Washington Mutual, Inc.	4,686	6.5



Top 5 Momentum by Category

Luxury Goods

#	Brand	Parent	Value in \$m	Momentum
1	Louis Vuitton	LVMH	19,479	10
2	Chanel	Chanel SA	6,499	10
3	Rolex	Montres Rolex S.A.	4,925	10
4	Hermes	Hermès International	4,830	10
5	Fendi	LVMH	3,542	10



Top 5 Momentum by Category

Mobile Communications

#	Brand	Parent	Value in \$m	Momentum
1	China Mobile	China Mobile (HK) Limited	39,168	7.5
2	Verizon Wireless	Verizon Communications Inc.	14,908	6
3	NTT DoCoMo	NTT DoCoMo Inc	19,518	5.5
4	Telefónica Móviles	Telefónica SA	15,188	5.5
5	Cingular Wireless	Cingular Wireless LLC	6,680	5.5



Top 5 Momentum by Category

Motor Fuel

#	Brand	Parent	Value in \$m	Momentum
1	BP	BP p.l.c.	5,470	5.5
2	Aral	BP p.l.c.	542	5
3	Total	TOTAL S.A.	276	5
4	Shell	Royal Dutch Shell plc	3,399	4.5
5	Chevron	Chevron Corporation	814	4.5



Top 5 Momentum by Category

Personal Care

#	Brand	Parent	Value in \$m	Momentum
1	Lancôme	L'Oréal Groupe	2,559	7
2	Olay	The Procter & Gamble Company	1,246	6.5
3	Clarins	Clarins SA	881	6.5
4	Avon	Avon Products Inc.	6,598	6
5	Estée Lauder	Estée Lauder Cos Inc	2,020	6



Top 5 Momentum by Category

Retail

#	Brand	Parent	Value in \$m	Momentum
1	eBay	eBay Inc	13,191	10
2	Amazon	Amazon.com Inc	5,983	10
3	Wal-Mart	Wal-Mart	37,567	7.5
4	IKEA	IKEA International AS	7,206	7.5
5	Costco	Costco Wholesale Corporation	3,934	5.5



Top 5 Momentum by Category Technology

#	Brand	Parent	Value in \$m	Momentum
1	Google	Google Inc	37,445	10
2	Apple	Apple Computer, Inc.	15,976	10
3	Microsoft	Microsoft Corporation	62,039	8
4	Cisco	Cisco Systems, Inc.	20,922	8
5	Motorola	Motorola Inc	9,072	7



Contacts – Millward Brown Optimor

- JOANNA SEDDON – Executive VP
joanna.seddon@us.millwardbrown.com
- ANDY FARR – Chief Research Officer
andy.farr@uk.millwardbrown.com
- PAOLO BELOTTI – Associate Director
paolo.belotti@uk.millwardbrown.com
- CONSUELO REMMERT - Consultant
consuelo.remmert@us.millwardbrown.com