



Q. What is *Brand Africa 100: Africa's Best Brands*?

A. Brand Africa 100® is a proprietary Brand Africa initiative to research, value, rank and celebrate leading African and non-African brands in Africa. It is the first and most comprehensive pan-African study and ranking of brands in Africa.

Brand Africa 100 was developed by Brand Leadership Group based on a comprehensive mobile survey of African consumers in all the leading African markets in every political region and economic zone by Geopoll, the leading mobile survey platform with a database of nearly 200m users in emerging markets, a weighted consumer admiration scoring by TNS, the globally respected consumer knowledge and information company, and a royalty relief based valuation by Brand Finance plc, the world's leading independent valuation consultancy.

The rankings are published annually by African Business Magazine and online by Mail & Guardian Africa and other Brand Africa partners.

Q. What is an African brand?

A: An African Brand is a brand developed 'in Africa, by Africans,' to serve African consumers, with a primary or secondary listing in Africa, an established local footprint, and a growing regional and/or international recognition and footprint, that contributes to Africa's economic growth and global image and reputation.

Q. What is a Non-African Brand?

A: A non-African brand is a multi-national brand developed outside Africa, with a primary listing outside Africa available to consumers in Africa, which contributes to Africa's global reputation as an attractive destination for economic growth and investment.

Q. What is the definition of a Brand as applied in *Brand Africa 100: Africa's Best Brands*.

A: Brand Africa defines a brand as a “trademark and associated intellectual property including the word mark and iconography” that signifies the source and ownership of a product or service.

METHODOLOGY

Q. What is the methodology used to determine *Brand Africa 100: Africa's Best Brands*?

A: The *Brand Africa 100: Africa's Best Brands* is a two-phase process that integrates consumer research and financial valuation to create a unique African index and ranking.

Q: How is the research conducted?

A: Brand Africa research partners, TNS and Geopoll, use Geopoll's sophisticated mobile SMS technology to identify the most admired local and non-local brands in Africa among a representative sample of African countries' consumers. This methodology ensures a wider reach and higher penetration and expediency in conducting research. TNS analyses the data and creates a weighted index representative of the population within each country and Africa overall to create the ranking of the Top 100 Most Admired Brands in Africa.

Q. Why is mobile methodology used to collect data?

A: Because of the high penetration of mobile telephony as a primary mode of communication and increasingly for consumer transactions

in Africa, this methodology and medium ensures a wider reach, higher penetration and expediency in conducting research.

Q: How is the brand value calculated?

A: Brand Africa valuation partner, Brand Finance, the world's leading brand valuation and strategy firm, uses the 'royalty relief' methodology to value the Top 100 Most Admired brands resulting in a revised Top 100 Most Valuable Brands in Africa.

The royalty relief method is the most accepted in the accounting and legal fields for three main reasons. First, it uses real-life existing agreements and transactions as a reference. Second, it's based on publicly available financial and economic data. Third, it is compliant under the International Valuation Standards Authority to determine the fair market value of brands.

The valuation phases results in scores for Brand Strength Index benchmarking the brands against each other across three main areas: Brand Support, Brand Equity and Brand Performance and a calculation of the global brand value for each brand.

The valuation is done by forecasting 5-year future revenues (based on historic revenues, equity, analyst forecasts and economic growth rates), then applying the royalty rate to those forecasts to estimate the brand contribution or license fee for the brand, and to finally tax and discount the contributions to a net present value, which equals the brand value.

Q: What is the coverage of *Brand Africa 100: Africa's Best Brands across Africa*?

A: In 2015 the Brand Africa 100® survey was conducted among individuals aged 18 years and older in 22 countries representing the leading countries in each of the five (5) African regions and every economic zone. While Africa comprises 54 diverse countries, according to the World Bank, these 22 countries account for 77% of Africa's GDP and 77% of its population. These countries are relatively politically stable, growing and have an influence on economies in their adjacent countries.

			GDP 2014	Population 2014
	Region	Country	(\$ Billion)	(Million)
1	North Africa	Egypt	286 538 047 765,90	83 386 739
2		Morocco	107 004 984 357,00	33 492 909
3		Tunisia	46 994 804 035,70	10 996 600,00
4	Central Africa	DRC	32 962 261 155,70	69 360 118
5		Cameroon	32 548 591 285,90	22 818 632
6	West Africa	Benin	8 746 992 733,50	10 599 510
7		Ghana	38 648 154 100,40	26 442 178
8		Liberia	2 026 939 595,30	4 396 873
9		Nigeria	568 508 262 377,80	178 516 904
10		Cote d'Ivoire	34 253 611 098,30	20 804 774
11		Senegal	15 578 916 865,40	14 548 171
12		Sierra Leone	4 892 363 979,20	6 205 382
13	East Africa	Kenya	60 936 509 778,00	45 545 980
14		Rwanda	7 890 190 336,70	12 100 049
15		Ethiopia	54 797 679 657,50	96 506 031
16		Tanzania	49 183 884 817,50	50 757 459
17		Uganda	26 312 399 301,40	38 844 624
18	Southern Africa	South Africa	349 817 096 206,50	54 001 953
19		Angola	131 400 635 026,10	22 137 261
20		Madagascar	10 593 147 526,90	23 571 962
21		Malawi	4 258 033 615,30	16 829 144
22		Mozambique	16 385 584 919,00	26 472 977
22		TOTAL BA100 COUNTRIES	1 890 279 090 535,00	868 336 230
54		TOTAL AFRICA	2 446 330 091 243,70	1 122 258 656
41%			77%	77%

RESULTS

Q: What are the key categories of results for *Brand Africa 100: Africa's Best Brands*?

A: The *Brand Africa 100: Africa's Best Brands* results are reported in various key categories:

- Top 100 Most Admired Brands
- Top 100 Most Valuable Brands
- Top Brands By Value By Sector
- Top Brands By Admiration By Sector
- Strongest Brands

- Countries of Origin ☐
- Emerging African Brands
- Brand Builder of the Year
- Lifetime Achievement Award
- Grand Prix

RATIONALE

Q: Why is it important to measure brands?

A: First, a brand is an asset and a key value driver. Therefore, measuring its admiration and value is an assessment of the effectiveness of the brand's custodianship and return on investment for its investors.

Second, developing and building successful brands and the businesses behind them help Africa to solve its socio-economic challenges by creating jobs and the tax bases to fund public goods.

Finally, successful brands are a vector of a positive image, competitiveness and reputation for Africa. Therefore, Brand Africa 100 is a critical measure on and inspiration for creating *Brands That Build Africa*.