



proactive leadership to drive Africa's growth, reputation and competitiveness

FOR IMMEDIATE RELEASE

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- **South Africa awarded most valued African Nation Brand 2011**
- **MTN recognized as Top African Corporate Brand**

SOUTH AFRICA IS THE MOST VALUABLE NATION BRAND IN AFRICA

25 May, 2011: South Africa has been named Africa's most valuable African nation brand today at the launch of the announcement of the fourth BrandFinance Global Nation Brands league awards and the launch of the first BrandFinance African Nation Brand League.

The event also marked the launch of the 2nd year of Brand Africa - an initiative designed to unlock Africa's potential and inspire the continent's growth, reputation and competitiveness, and the inaugural Brand Africa 100, which recognises business and brand excellence among Africa's leading corporate, commercial and country brands. Brand Africa 100 research will be based on a multitier methodology that encompasses qualitative, quantitative and secondary research developed by the Brand Leadership Academy in partnership with TNS, a globally respected consumer knowledge and information company and valuation by Brand Finance plc.

The awards were presented at the Johannesburg Stock Exchange (JSE) by Brand Africa in collaboration with Brand Finance plc (UK), represented by CEO and founder, David Haigh. The audience included market-place analysts, decision makers and members of the media. The launch is the forerunner to the Brand Africa FORUM, Brand Africa expo and Brand Africa 100 events, which will take place in Johannesburg 29 September – 1 October 2011.

Now in their fourth year, the BrandFinance Global Nation Brands league covered a global sample of 138 nation brands, including 36 African nations. The top 10 countries in Africa were South Africa, Egypt, Nigeria, Morocco, Algeria, Angola, Tunisia, Ghana, Kenya and Libya.

MTN, the only African brand to be included in the BrandFinance 500™, was recognized as the most valued African consumer brand.

Brand Africa™ is an independent pan-African brand-centric initiative for African leaders, decision-makers, citizens and influencers to shape the agenda and change perceptions of Africa through its various programmes. This is a programme that promotes ongoing dialogue by facilitating opportunities to shape the growth, reputation and competitiveness of sovereign nation brands and, ultimately, the collective African brand.

Brand Africa valuation was conducted by Brand Finance™, the world's leading independent brand valuation consultancy, which looks at the financial worth of a nation brand, taking into consideration both the financial position (past and present) of a nation, as well as the strength of the nation's brand.

The research investigates the value drivers of a nation, i.e. what a nation is worth, how it generates value and what the year-on-year change is in the value generated. It also provides an opinion on the value of the strongest and most-valuable brands in the world. The league table is critical to fully understanding the value drivers of a country and how these drivers affect that nation's brand. It also helps with understanding the basis of both tangible and intangible value creation through impacting key stakeholders, which then generates foreign direct investment, exports and tourism.

“The BrandFinance Nation Brands league, launched on Africa day, is an important milestone for African nations in their quest to build independent and distinct nation brands that recognises that Africa, while speaking in one voice is made up of 54 sovereign countries at various stages of development,” says Thebe Ikalafeng, founder and chairman of the Brand Africa Initiative. He contends that the image of Africa does not reflect its growth and entrepreneurial spirit that has seen Africa outpace developed economies and growing at 5% during tough global economic conditions. “Key to Africa's growth and future are dynamic African businesses and brands, and an enabling political environment that will be a catalyst for Africa's independent agenda and economic emancipation.”

Ends.

ABOUT THE BRAND AFRICA INITIATIVE

Brand Africa™ is an independent pan-African brand-centric initiative for African leaders, decision-makers, citizens and influencers to shape the agenda and change perceptions of Africa by proactively driving Africa's image, reputation and competitiveness in the continent and the world. Brand Africa aims to create and facilitate opportunities and platforms to share insights, thought-leadership and best practices in shaping the growth, reputation and competitiveness of sovereign

nation brands and, ultimately, the collective African brand. Brand Africa™ is an African initiative for Africa, by Africans and supporters of Africa.

What distinguishes Brand Africa™ is that it focusses on the African brand not as a topic within a broader agenda, but rather as *the* agenda. It is a brand-centric approach to support and contributes to the other various global and pan-African political and independent initiatives, such as the African Union, Mo Ibrahim Foundation, World Economic Forum on Africa, NEPAD, Africa 2.0 Leadership Symposium, Africa Media Initiative, African Leadership Academy and African Leadership Network. These are all dedicated to improving the state of Africa’s political, economic and social stature in Africa and the World.

ABOUT BRAND FINANCE™

Brand Finance™ is the leading independent brand valuation consultancy, internationally. It advises strongly branded organisations, both large and small, on maximising shareholder value through effective management of their tangible assets.

Intangible assets, mostly notably brands, are vital strategic and financial assets, and marketers are increasingly being held accountable for building and managing these. At same time, finance directors and smart investors want greater understanding and disclosure of intangible asset values and marketing performance, in order to improve their investment decisions.

Brand Finance helps clients value, articulate and build an intangible asset base using language and approaches understood by financial, marketing and investor audiences.

2011 BRAND FINANCE NATION BRAND LEAGUE TABLE RANKINGS

Top African Nation Brands		Brand Value(USD billions)	Brand Rating
1	South Africa	149.7	A-
2	Egypt	79.2	BBB
3	Nigeria	56.0	B
4	Morocco	39.9	A-
5	Algeria	39.2	BB
6	Angola	23.8	CC
7	Tunisia	19.0	A-
8	Ghana	13.3	A-
9	Kenya	13.2	BBB
10	Libya	13.2	B

Top African Corporate Brands		Brand Value(USD billions)	Brand Rating
1	MTN	4.9	AAA
2	Standard Bank	2.3	AAA-
3	ABSA	1.9	AA

4	First National Bank	1.5	AAA-
5	Nedbank Group	1.3	AA-
6	Investec	1.2	AA-
7	Telecom Egypt	0.5	A-
8	Telkom	0.4	A+
9	Guaranty Trust Bank	0.4	AA
10	Mobinil	0.4	AA-