

01 MERCEDES-BENZ
25 546 MIO. EUR



Mercedes-Benz

02 BMW
25 494 MIO. EUR



03 SAP
13 352 MIO. EUR



04 DEUTSCHE TELEKOM
12 335 MIO. EUR



05 VOLKSWAGEN
8 904 MIO. EUR



06 SIEMENS
6 808 MIO. EUR

SIEMENS

07 BASF
6 474 MIO. EUR



08 AUDI
6 219 MIO. EUR



09 ADIDAS
6 033 MIO. EUR



10 BAYER
5 615 MIO. EUR



11 ALLIANZ
5 373 MIO. EUR



12 PORSCHE
5 182 MIO. EUR



PORSCHE

13 HUGO BOSS
3 213 MIO. EUR



14 BOSCH
3 036 MIO. EUR



15 DEUTSCHE BANK
3 032 MIO. EUR



16 NIVEA
2 513 MIO. EUR



17 CONTINENTAL
2 465 MIO. EUR



18 ALDI
2 189 MIO. EUR



19 LINDE
1 725 MIO. EUR



20 MAN
1 719 MIO. EUR



21 SCHWARZKOPF
1 525 MIO. EUR



22 EVONIK
1 519 MIO. EUR



23 MONTBLANC
1 511 MIO. EUR



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Creating and managing brand value™ Interbrand

24 LIDL
1 304 MIO. EUR



25 COMMERZBANK
1302 MIO. EUR



26 KABEL DEUTSCHLAND
1 151 MIO. EUR



Kabel Deutschland

27 EDEKA
1 149 MIO. EUR



28 PUMA
1 055 MIO. EUR



29 PERSIL
1 002 MIO. EUR



30 TUI
964 MIO. EUR



31 DEUTSCHE POST
936 MIO. EUR



32 INFINEON
868 MIO. EUR



33 MEDIA MARKT
826 MIO. EUR



34 ZEISS
812 MIO. EUR



35 BRAUN
805 MIO. EUR



36 METRO
780 MIO. EUR



37 OSRAM
662 MIO. EUR



38 POSTBANK
529 MIO. EUR



39 KAUFLAND
454 MIO. EUR



40 DM
408 MIO. EUR



41 REWE
385 MIO. EUR



42 ERGO
315 MIO. EUR



43 HENKEL
300 MIO. EUR



44 HOCHTIEF
232 MIO. EUR



45 CONGSTAR
222 MIO. EUR



46 DOUGLAS
156 MIO. EUR



47 FIELMANN
155 MIO. EUR



48 NETTO
148 MIO. EUR



49 TCHIBO
127 MIO. EUR



50 SATURN
102 MIO. EUR

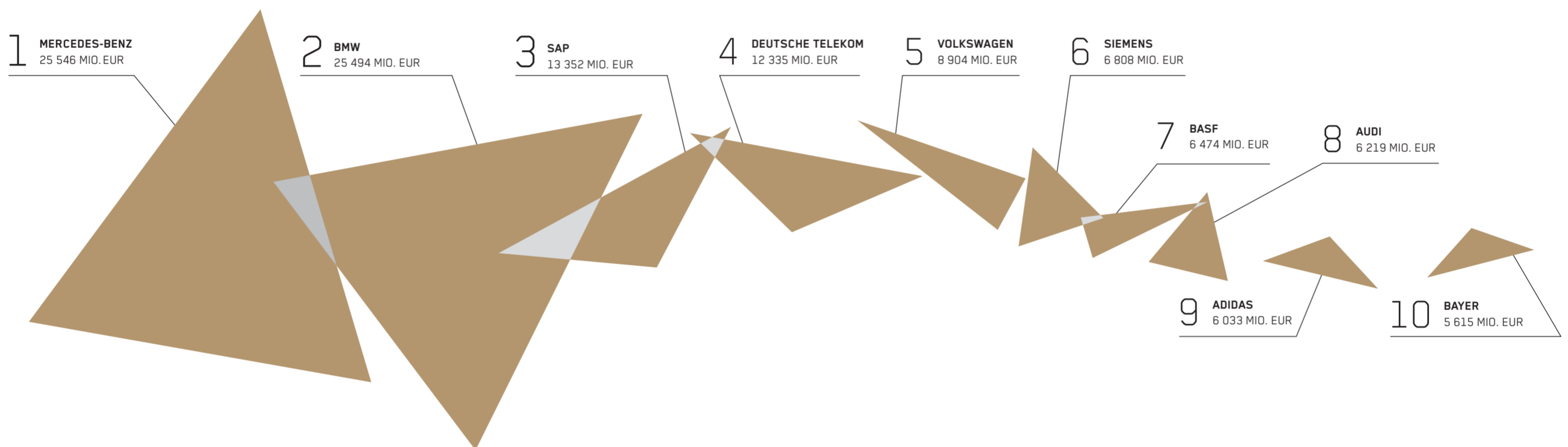


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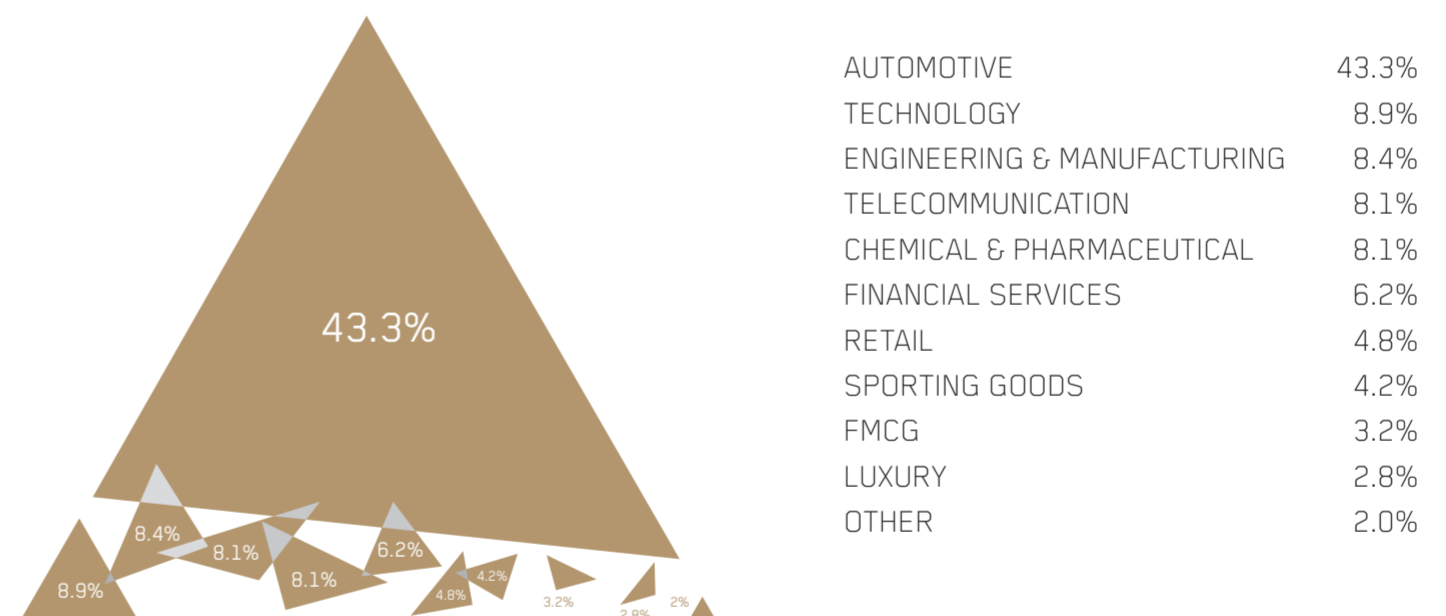
THE TOP 10



RANKS 11-50

11 ALLIANZ	25 COMMERZBANK	39 KAUFLAND
12 PORSCHE	26 KABEL DEUTSCHLAND	40 DM
13 HUGO BOSS	27 EDEKA	41 REWE
14 BOSCH	28 PUMA	42 ERGO
15 DEUTSCHE BANK	29 PERSIL	43 HENKEL
16 NIVEA	30 TUI	44 HOCHTIEF
17 CONTINENTAL	31 DEUTSCHE POST	45 CONGSTAR
18 ALDI	32 INFINEON	46 DOUGLAS
19 LINDE	33 MEDIA MARKET	47 FIELMANN
20 MAN	34 ZEISS	48 NETTO
21 SCHWARZKOPF	35 BRAUN	49 TCHIBO
22 EVONIK	36 METRO	50 SATURN
23 MONTBLANC	37 OSRAM	
24 LIDL	38 POSTBANK	

TOP INDUSTRIES

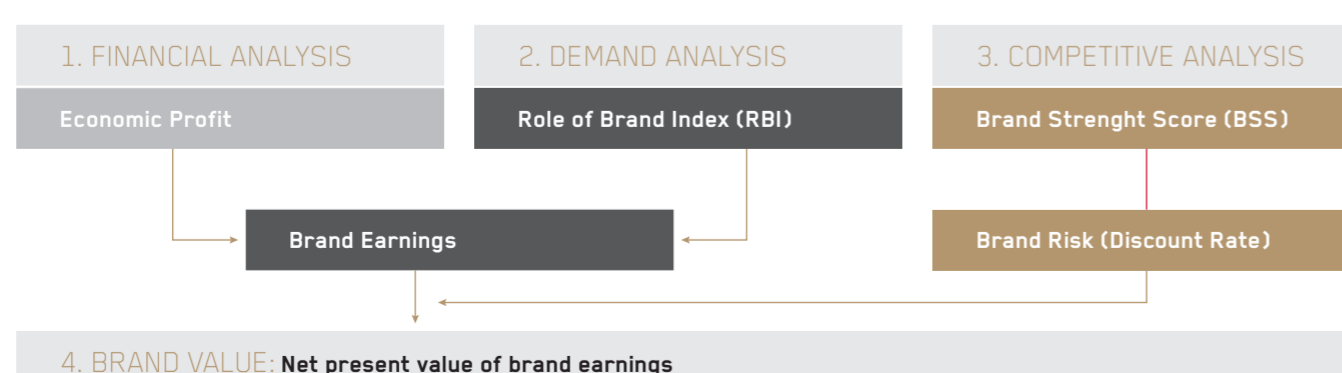


INTERBRAND'S VALUATION METHODOLOGY

Interbrand's valuation methodology enables you to articulate the contribution of your brand to business results. It brings together market, brand, competitor, and financial data into a single framework within which a brand's performance can be assessed, a roadmap for improvement identified, and the financial impact of investing in your brand quantified.

Criteria for Inclusion

- The brand must be German by origin
- There must be sufficient publicly available data on the brand's financial performance
- Economic profit must be expected to be positive over the longer term, delivering a return above the brand's operating and financing costs
- The brand must have a public profile and awareness in its market
- For further information please visit bestgermanbrands2014.de



BRAND STRENGTH

Brand Strength measures the ability of the brand to create loyalty and, therefore, to keep generating demand and profit into the future. In doing this, it considers internal (management and employee) and external (customer) factors. Brand Strength is scored on a 0-100 scale, based on an evaluation across 10 key factors that Interbrand believes make a strong brand.

Internal Factors

Clarity
Commitment
Protection
Responsiveness

External Factors

Authenticity
Relevance
Differentiation
Consistency
Presence
Understanding

Performance on these factors is judged relative to other brands in the industry and relative to other world-class brands. The strength of the brand is inversely related to the level of risk associated with the brand's financial forecasts.

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