

**KAZ**

**BRAND**

**2019**

	Brand	Value, mln.\$	Industry
1	Rahat	103	Confectionery
2	Ainalayin	80	Milk
3	Magnum	65	Retail
4	Khaoma	60	Alcohol
5	K'Cell	57.5	Telecommunication
6	Karagandinskoe	55	Beer
7	Sulpak	48	Retail
8	Food Master	47.5	Milk
9	KazMunayGaz	45.5	Energy
10	Bayan Sulu	44	Confectionery
11	Halyk Bank	42.8	Financial services
12	Tassay	41.2	Drinks
13	Kaspi Bank	41	Financial services
14	Da-Da	38.5	Drinks
15	Tsesna	36.9	Foods
16	3 Jelaniya	33.8	Foods
17	Bacchus	31	Alcohol
18	Sultan	27.2	Foods
19	Helios	27	Oil & Fuels
20	Kespebay	25.8	Foods
21	Piko	24.2	Drinks
22	Qazkom	21.8	Financial services
23	Piala	21	Foods
24	Derbes	19.3	Beer
25	Kazakhtelecom	17.8	Telecommunication

	Brand	Value, mln.\$	Industry
26	Tsin Kaz	16.6	Foods
27	Bizhan	15.5	Meat industry
28	Asem Ai	14.8	Drinks
29	Kuna	9.9	Alcohol
30	Tsesnabank	9.7	Financial services
31	Gracio	8.6	Drinks
32	Tea House	7.7	Foods
33	Alina	7.5	Construction materials
34	Air Astana	6.9	Transport
35	ForteBank	6.2	Financial services
36	Heaven	5.1	Alcohol
37	Turan	5	Drinks
38	Goldy	4.9	Foods
39	Ardager	4.7	Meat industry
40	Irbis	4.4	Beer
41	Altel	4.3	Telecommunication
42	Royal Petrol	3.9	Oil & Fuels
43	Beliy Veter	3.8	E-commerce
44	Turgenskie Vina	3.7	Alcohol
45	Abdi	3.3	Retail
46	Satu.kz	3.1	E-commerce
47	Arzan	2.7	Retail
48	Firkan	2.6	Retail
49	Mamma Mia	2.5	Foods
50	ATF Bank	2.4	Financial services

The methodology of the brand valuation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

Generally it is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its industry. The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible goods or intellectual property.

Brand value calculation formula:  $V = Fc * (Iq * Gq * Tq * Cq) * Uid$

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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\* Value of brands in ranking indicated in millions \$US

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