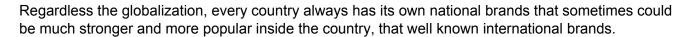
RomBrand 2011







About the RomBrand



Today the brand is often the biggest and very valuable assets, because the very strong and popular brand regardless of its scale and age allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop at the global markets.

In our times the business are increasingly faced the situation when the brand becomes one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the most attention is paid to the brand value in mergers and acquisitions, as well as in public offerings of shares on stock markets or placing other types of securities in order to attract investment. In this case It is necessary to solve the puzzle, when the company realizes the full value of its brand, but can not express it in concrete figures.

After many researches, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of the national brands evaluation.

Using the developed methodology the agencies MPP Consulting (Ukraine) and FEIRA Group (Moldova) created in 2011 the first rating of the most valuable brands of Romania – «RomBrand 2011».

The main task of the rating «RomBrand 2011» was to determine the 50 most expensive Romanian brands, as well as their current real market value, based on the financial performance of companies using such brands (trademarks), as well as the positions of each company in the market and prospects for development both companies and their brands.

It is worth noting that the ranking only includes brands created in Romania or for Romanian goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Romania was the main criterion for selection of brands (trademarks), assessed in rating.





^{*} All rights to brands and trademarks mentioned or referred to in the ranting belong to their respective owners.

Methodology



The methodology of the brand evaluation based on the evaluation of activity of companies brandowners, and also takes into account several factors showing the market conditions that influence the brands, possible threats and perspectives for industries development.

This methodology 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 factors actual trends for the company and its brand.

Brand value calculation formula:

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

It is worth noting that the brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.





^{*} Value of Brands in rating indicated in millions \$

TOP 50 1 - 18

1				
	Brand	Value, mln.\$	Logo	Industry
1	Borsec	355	BORSEC	Drinks
2	Timişoreana	331	Timisoreana	Beer
3	Dacia	259	DACIA	Automotive
4	Bergenbier	219	Bergenbier 🤡	Beer
5	Ursus	204	URSUS	Beer
6	Murfatlar	186	MURFATLAR	Alcohol
7	LaDorna	177	LaDORNA'	Milk
8	Izvorul Minunilor	155	MINUNILOR	Drinks
9	Poiana	143	Countri Countri decavaryst	Confectionary
10	Ciucas	134	(Finns)	Beer
11	Băneasa	132	BÂNEASA	Foods
12	Zapp Mobile	129	Zapo	Telecommunication
13	Napolact	121	Napolact'	Milk
14	Primola	120	Primola	Confectionary
15	Scandia	119	Scandia Sibiu	Foods
16	Bucegi	117	BUCEG	Foods
17	BCR	116	BCR	Financial services
18	Milupa	114	milupa	Milk





TOP 50 19 - 36

4				
	Brand	Value, mln.\$	Logo	Industry
19	Ciuc	111	Ciuc	Beer
20	Biborteni	109	BIBORTEN	Drinks
21	Cotnari	104	OTHAR	Alcohol
22	Dorna	102	DORNA	Drinks
23	Olympia	101	OLYMPIA	Foods
24	Rompetrol	99	ROMPETROL energie vie	Oil & Fuels
25	Gerovital	98	GEROVITAL [®]	Cosmetics
26	Adevărul	92	adevărul	Media
27	Banca Transilvania	88	BANCA TRANSILVANIA	Financial services
28	Albalact	85	ALBALACT	Milk
29	Kandia	82	Kandia	Confectionary
30	Golden Brau	79	Golden	Beer
31	Albacher	71	AUMOHIR	Beer
32	BRD	70	BRD GROUPE BOGETH GENERALE	Financial services
33	Covalact	69	COVALACT	Milk
34	Romstal	63	Romstal Monday	Retail
35	Budureasca	54	BUDUREASCA	Alcohol
36	Dedeman	50	DEDEMAN SIGNAT PLANING TIME	Retail





TOP 50 37 - 50

	Brand	Value, mln.\$	Logo	Industry
37	Romtelecom	44	ROMTELECOM	Telecommunication
38	Ardealul	43	Ardealul	Foods
39	Vel Pitar	41	Vel Pitar Cel dimbi brutar	Foods
40	Libertatea	40	LIBER TATEA	Internet
41	Beciul Domnesc	39	Beciul Domnesc	Alcohol
42	Trilulilu	37	trilulila	Internet
43	Mobexpert	35	MOBEXPERT	Retail
44	Milli	34	Mill	Milk
45	Bunatati Bunica	29	BUNKE	Foods
46	Laura	27	(Lua)	Confectionary
47	Ave Impex	26		Foods
48	Petrom	24	P PETROM	Oil & Fuels
49	Tnuva	23		Milk
50	Bucovina	22	BUCOVINA	Drinks



Conclusions



The issue of defining the most expensive national brands is not new, and consist not only in the complexity of the assessment, but in the presence of a single methodology that would unify the approach to this process regardless of the regional characteristics of individual countries.

That is why our agency is primarily goal was to create a single universal methodology to assess the brands that can be used to determine the real market value of any brand in any market.

Process of developing the methodology was started in 2006 and only four years later she was finally worked out in practice and has shown its real effectiveness. Thus, the use of this rating method of estimating the brands most accurately reflects options, forming the current market value of each brand, and allows us to create the rating of the most expensive national brands in a single country.

We hope that this rating, as well as an evaluation technique will be in demand by companies and investors, and help more accurately and quickly determine the current real market value of each brand.

MPP Consulting Kiev, Ukraine +38-044-361-46-47

www.mppconsulting.com.ua office@mppconsulting.com.ua

FEIRA Group Chisinau, Moldova

www.feiragroup.com



