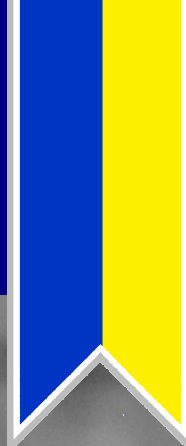


# UKRBRAND 2016

A black and white photograph of a bowl filled with dumplings and blueberries. The bowl is dark with a textured, wavy pattern. The dumplings are light-colored and some are topped with blueberries. The bowl sits on a matching patterned saucer. The background is blurred, showing more food items.

## TOP 100 UKRAINIAN BRANDS

# About the ranking UkrBrand

The jubilee tenth rating of Ukrainian national brands "UkrBrand 2016 - TOP 100 Ukrainian Brands" has collected the best and most promising Ukrainian brands in its history. Over the past 10 years, you could see a lot of ups and downs, bright flashes and fading brands in the Ukrainian market. Some of the leading brands have become international, some have long become a story and rarely anyone remembers them.

As before, the current rating provides expert assessment of the potential market value of the 100 most expensive Ukrainian brands in 2016. The cost of many brands is and probably will remain forever potential, as these brands will never change their owner, that means there will be no actual sale, according to which they could be judged on their actual market value.

Nevertheless, the accuracy of the methodology for estimating the potential cost has already been confirmed several times by actual sales of brands. The amount of contracts for transferring rights to such brands was only slightly different from the estimate of their potential market value, held earlier in the TOP 100 ranking.

The methodology of the brand evaluation 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

Created by:

MPP Consulting

Kiev, Ukraine

Phone: +380 44 3614647

<http://www.mppconsulting.com.ua>

[office@mppconsulting.com.ua](mailto:office@mppconsulting.com.ua)

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

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

	Brand	Value, mln.\$	Industry
1	 Morshinska	512	Drinks
2	 Roshen	335	Confectionary
3	 Privatbank	304	Financial service
4	 Sandora	277	Drinks
5	 Nemiroff	263	Alcohol
6	 Obolon	247	Beer
7	 Nova Poshta	182	Logistics
8	 Kyivstar	179	Telecommunication
9	 Rozetka.ua	157	Retail
10	 Chernigivske	154	Beer
11	 Nasha Ryaba	151	Foods
12	 Khibniy Dar	149	Alcohol
13	 Khortytza	144	Alcohol
14	 Korona	137	Confectionary
15	 Torchin	104	Foods
16	 ATB	102	Retail
17	 Oleyna	101	Foods
18	 Silpo	84	Retail
19	 Chumak	82	Foods
20	 Myrgorods'ka	77	Drinks



	Brand	Value, mln.\$	Industry
21	 OKKO	73,0	Fuels
22	 Epicentr	72,0	DIY
23	 WOG	56,0	Fuels
24	 Yagotynske	53,0	Milk
25	 Sadochok	52,0	Drinks
26	 Gala	49,0	Household
27	 Lux	48,0	Foods
28	 Lvivske	44,0	Beer
29	 Fora	43,0	Retail
30	 Mivina	41,4	Foods
31	 Lubimov	38,8	Confectionary
32	 Svitoch	34,0	Confectionary
33	 Zhivchik	32,0	Drinks
34	 Slovyanochka	31,6	Milk
35	 Bila Liniya	31,4	Milk
36	 Comfy	31,0	Retail
37	 Foxtrot	30,0	Retail
38	 Nash Sik	29,0	Drinks
39	 Allo	27,5	Retail
40	 Bukovel	26,6	Tourism

	Brand	Value, mln.\$	Industry
41	 Galyccina	24,5	Milk
42	 Novus	23,0	Retail
43	 Koblevo	22,8	Alcohol
44	 Berdychivske	22,3	Beer
45	 Tulchinka	22,0	Milk
46	 EKO Market	20,6	Retail
47	 Gavrylivski Kourchata	19,3	Foods
48	 Veres	19,0	Foods
49	 Jaffa	18,5	Drinks
50	 Persha Pryvatna Brovarnya	18,0	Beer
51	 Velyka Kyshenya	17,5	Retail
52	 Nova Liniya	17,2	DIY
53	 Zarina	16,5	Jewelry
54	 Olkom	15,8	Foods
55	 Artemivske	15,0	Alcohol
56	 Shustov	14,8	Alcohol
57	 EVA	14,0	Retail
58	 Konti	13,5	Confectionary
59	 Yatran	13,1	Foods
60	 Mobilochka	12,9	Retail

	Brand	Value, mln.\$	Industry
61	 Darnitsa	12,5	Pharmacy
62	 Kozatska Rada	12,2	Alcohol
63	 Morosha	11,9	Alcohol
64	 Oschadbank	11,8	Financial service
65	 Rosava	11,2	Chemistry
66	 AVK	11,0	Confectionary
67	 Ukrtelekom	10,9	Telecommunication
68	 Sushiya	10,4	HoReCa
69	 Zibert	9,4	Beer
70	 Volya	9,3	Telecommunication
71	 Schedriy Dar	9,2	Foods
72	 Furshet	9,0	Retail
73	 Schedro	8,9	Foods
74	 Rosinka	8,8	Drinks
75	 Rogan	8,4	Beer
76	 BRSM Nafta	8,2	Fuels
77	 Oranta	7,5	Insurance
78	 Yasensvit	7,4	Foods
79	 Marengo	7,3	Alcohol
80	 Runa	7,0	Foods

		Brand	Value, mln.\$	Industry
81		Lasunka	6,7	Foods
82		Bilosvit	6,6	Milk
83		Rud	6,5	Foods
84		Korolivskiy Smak	6,4	Foods
85		Dobryana	5,7	Milk
86		KUZ	5,5	Jewelry
87		Shostka	5,4	Milk
88		Karavan	5,2	Retail
89		Voloshkove Pole	4,7	Milk
90		Opillya	4,5	Beer
91		Semki	4,4	Foods
92		Komo	3,9	Milk
93		Shabo	3,8	Alcohol
94		Pravex Bank	3,4	Financial service
95		Pouzata Hata	3,3	HoReCa
96		Alan	3,2	Foods
97		Biola	2,9	Drinks
98		Arber	2,7	Clothing & Fashion
99		Kozatska Slava	2,6	Foods
100		Agromat	2,5	DIY