

ANZ becomes Australia's Most Valuable Banking Brand

The latest The Banker / BrandFinance® Banking 500 report

- ANZ has been named Australia's most valuable banking brand by the world's leading independent brand valuation consultancy firm, Brand Finance plc. ANZ has seen a 72% increase in total brand value and risen 11 positions to 39th in The Banker / BrandFinance® Banking 500, published by The Banker magazine
- 14 Australian banks are placed among the most valuable banking brands in the report, three of which are positioned within the top 50; ANZ, Commonwealth Bank and Nab
- At the top of the table, Wells Fargo has replaced HSBC as the world's strongest bank brand. HSBC has slipped to third after being overtaken by another US giant, Chase. ANZ becomes Australia's most valuable banking brand with a 72% increase in total brand value according to the The Banker / BrandFinance® Banking 500. Australia has shown signs of economic growth as total banking brand values are up 27.3% compared to 2012. The top position is a further accolade for ANZ which was ranked the most sustainable bank globally in the Dow Jones Sustainability Index in September 2012 in addition to a host of other industry awards. ANZ has focused on being a regional bank and has begun successfully rebranding its New Zealand branches.

Wells Fargo has overtaken HSBC to become the world's most valuable bank brand in 2013 whilst Chase has risen from fifth to second, also overtaking HSBC.

European banks are struggling to emerge strongly from the economic uncertainty of the past four years and the ongoing troubles of the Eurozone hinder any progress. Today's table shows this, there are only five European banks in the top 20 banking brands with North American and Far Eastern making up 10. Commenting on the results, Brand Finance Chief Executive, David Haigh said: "This year's results suggest that globally the banking crisis is nearly over as both brand ratings and values are rising. While UK banks continue to lag the global recovery in both reputation and brand value, Australian banks are increasing their brand values." The Banker / BrandFinance® Banking 500 Most Valuable Australian Banking Brands

World Rank 2013

World Rank 2012

Australia Rank 2013

Brand

Brand Value 2013 (USD millions)

Brand Rating 2013

39

50

1

ANZ

5,832

AA+

44

42

2

Commonwealth Bank of Australia

5,296

AA+

45

43

3

NAB

4,982

AA+

53

49

4

Westpac

4,108

AA+

83

79

5

Macquarie

2,273

AA

108

101

6

St.George

1,603

AA+

205

186

7

MLC

575

AA-

220

193

8

Colonial First State

535

AA

222

220

9

Bankwest

529

AA-

296

276

10

BT Financial Group

322

AA+

300

NA

11

Suncorp

316

AA-

320

365

12

Bendigo Bank

277

AA-

424

408

13

Bank Of Queensland

196

AA

469

445

14

IOOF

161

A+

The Banker / BrandFinance@Banking 500 Top 10 Most Valuable Banking Brands

Rank 2013

Rank 2012

Brand

Domicile

Brand Value 2013 (USD millions)

Brand Rating 2013

1

2

Wells Fargo

US

26,044

AA+

2

5

Chase

US

23,408

AAA-

3

1

HSBC

UK

22,865

AAA-

4

3

Bank of America

US

22,397

AA+

5

6

Citi

US

21,677

AA+

6

4

Santander

Spain

20,119

AAA-

7

11

ICBC

China

19,820

AA+

8

7

American Express

US

19,004

AAA-

9

8

BNP Paribas

France

18,573

AAA-

10

10

China Construction Bank

China

16,949

AA

For the complete The Banker / BrandFinance® Banking 500 report and further information, go to www.brandfinance.com

Notes for Editors First published in 2006, the Brand Finance Banking 500 in association with The Banker was the first publicly available study analysing the financial value of the world's top banking brands. It is published annually and incorporates data from all listed companies globally. Each brand is accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set as well as a brand value: a summary measure of the financial strength of the brand. The report analyses the market values of brands as intangible financial assets that drive demand and build business relationships. Brand Finance uses the Royalty Relief method to analyse the royalties that a corporation would have to pay to license its brand if it did not own it, thus establishing the cost from which a bank is relieved through owning its brand. For all media enquiries please contact: Maree Schneiders StrategyCo (+61) 411 446 484 maree@strategyco.net

About Brand Finance Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel. Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

For further information, please visit our website: www.brandfinance.com Valuation | Analytics | Strategy | Transactions

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