

100 Public Companies with Valuable Brands

In Alphabetical Order

Company / Ticker	Industry	Recent Price (\$)	YTD Price Δ	Market Value (\$mn)	Enter. Value (\$mn)	LTM EBIT /		Price/ Tang. Book	Website
						EV	Capital		
Abercrombie & Fitch / ANF	Retail (apparel)	43.91	26%	3,863	3,222	4%	0-25%	2.1x	www.abercrombie.co.uk
Allianz / AZSEY	Insurance (miscellaneous)	12.00	-4%	54,181	nm	10%	>99%	1.5x	www.allianz.com
Amazon.com / AMZN	Retail (specialty)	130.35	-3%	57,947	51,690	2%	>99%	14.4x	www.amazon.com
American Eagle / AEO	Retail (apparel)	18.88	11%	3,923	3,254	7%	25-50%	2.5x	www.ae.com
American Express / AXP	Retail Financial Services	40.33	0%	48,264	nm	5%	50-99%	3.4x	www.americanexpress.com
Anheuser-Busch / BUD	Beverages (alcoholic)	51.45	-1%	82,542	135,895	6%	50-99%	nm	www.ab-inbev.com
Apple / AAPL	Computer Hardware	222.25	5%	201,535	176,739	8%	50-99%	5.7x	www.apple.com
Avon Products / AVP	Household Products	32.10	2%	13,723	14,830	7%	25-50%	14.9x	www.avoncompany.com
Banco Bradesco / BBD	Regional Banks	17.51	-12%	53,750	nm	na	>99%	nm	www.bradesco.com.br
Barclays / BCS	Money Center Banks	21.66	23%	61,797	nm	nm	0-25%	1.1x	www.barclays.co.uk
Bayer / BAYRY	Major Drugs	68.25	-14%	56,439	67,950	6%	0-25%	nm	www.bayer.com
Best Buy / BBY	Retail (technology)	40.99	4%	17,135	18,359	11%	25-50%	6.5x	www.bestbuy.com
Boeing / BA	Aerospace and Defense	70.72	31%	53,533	55,234	3%	50-99%	nm	www.boeing.com
British Am. Tobacco / BTI	Tobacco	67.34	4%	67,225	80,568	8%	>99%	nm	www.bat.com
Campbell Soup / CPB	Food Processing	35.31	4%	12,015	14,552	9%	50-99%	nm	www.campbellsoup.com
Canon / CAJ	Computer Peripherals	45.17	7%	55,754	46,868	5%	0-25%	2.0x	www.canon.com
CBS / CBS	Broadcasting & Cable	13.98	0%	9,465	15,745	6%	25-50%	nm	www.cbcorporation.com
Chiquita Brands / CQB	Food Processing	15.12	-16%	678	1,212	11%	0-25%	nm	www.chiquita.com
Coca-Cola / KO	Beverages (non-alcoholic)	54.75	-4%	126,206	128,852	6%	50-99%	10.5x	thecoca-colacompany.com
Colgate-Palmolive / CL	Household Products	84.84	3%	41,890	44,641	8%	>99%	nm	www.colgate.com
Costco Wholesale / COST	Retail (specialty)	60.72	3%	26,748	24,254	8%	0-25%	2.5x	www.costco.com
Credit Suisse / CS	Investment Services	51.45	5%	60,155	nm	nm	0-25%	2.3x	www.credit-suisse.com
Daimler / DAI	Auto & Truck Makers	46.70	-12%	47,824	114,089	0%	nm	1.5x	www.daimler.com
Danone / DANNOY	Food Processing	11.82	-3%	36,211	45,703	7%	50-99%	nm	www.danone.com
Deutsche Bank / DB	Money Center Banks	73.36	3%	45,496	nm	na	0-25%	1.3x	www.db.com
Deutsche Telekom / DT	Comms Services	13.35	-9%	58,198	120,905	7%	0-25%	nm	www.deutschetelekom.de
Diageo / DEO	Beverages (alcoholic)	66.06	-5%	41,366	52,882	7%	50-99%	nm	www.diageo.com
DIRECTV / DTV	Broadcasting & Cable	33.42	0%	31,978	37,383	6%	25-50%	nm	www.directv.com
DreamWorks / DWA	Motion Pictures	41.18	3%	3,585	3,353	6%	>99%	3.2x	dreamworksanimation.com
eBay / EBAY	Retail (online)	27.19	16%	35,323	30,380	5%	50-99%	5.1x	www.ebay.com
Ericsson / ERIC	Comms Services	10.69	16%	34,993	28,680	6%	0-25%	2.7x	www.ericsson.com
FedEx / FDX	Air Courier	91.05	9%	28,491	28,893	2%	0-25%	2.6x	www.fedex.com
General Electric / GE	Conglomerates	18.07	19%	192,804	630,736	2%	0-25%	4.8x	www.ge.com
GlaxoSmithKline / GSK	Major Drugs	38.57	-9%	100,118	114,255	11%	50-99%	nm	www.gsk.com
Goldman Sachs / GS	Investment Services	177.90	5%	93,620	nm	6%	25-50%	1.6x	www2.goldmansachs.com
Goodyear Tire / GT	Tires	13.01	-8%	3,151	5,749	nm	nm	nm	www.goodyear.com
Google / GOOG	Computer Services	560.00	-10%	178,068	153,584	5%	25-50%	5.9x	www.google.com
H.J. Heinz / HNZ	Food Processing	47.36	11%	14,977	19,227	8%	50-99%	nm	www.heinz.com
Harley-Davidson / HOG	Recreational Products	28.31	12%	6,633	9,163	2%	0-25%	3.2x	www.harley-davidson.com
Heineken / HINKY	Beverages (alcoholic)	25.73	8%	25,150	36,300	6%	25-50%	nm	heineninternational.com
Hershey / HSY	Food Processing	42.44	19%	9,673	10,961	7%	25-50%	413.4x	www.hersheys.com
Home Depot / HD	Retail (home improvement)	32.36	12%	55,025	63,280	8%	0-25%	3.0x	homedepot.com
Honda / HMC	Auto & Truck Makers	35.96	6%	65,244	100,985	0%	nm	1.4x	world.honda.com
IBM / IBM	Computer Hardware	127.71	-2%	165,896	178,022	10%	50-99%	nm	www.ibm.com
Intel / INTC	Semiconductors	21.99	8%	121,487	109,788	5%	0-25%	3.3x	www.intel.com
Johnson & Johnson / JNJ	Major Drugs	65.11	1%	179,178	174,294	9%	50-99%	9.2x	www.jnj.com
JPMorgan Chase / JPM	Investment Services	43.45	4%	172,627	nm	86%	0-25%	1.9x	www.jpmorganchase.com
Kellogg / K	Food Processing	53.43	0%	20,334	24,880	8%	50-99%	nm	www.kelloggcompany.com
Kimberly-Clark / KMB	Paper & Paper Products	61.43	-4%	25,574	30,178	9%	25-50%	12.0x	www.kimberly-clark.com
Kraft / KFT	Food Processing	29.63	9%	43,834	60,723	9%	50-99%	nm	kraftfoodscompany.com

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		Price (\$)	Price Δ			EV	Capital	Tang. Book	
Lenovo / LNVGY	Computer Peripherals	13.87	12%	6,592	4,964	nm	nm	nm	www.lenovo.com
Luxtotta / LUX	Medical Equipment	26.59	4%	12,354	15,532	5%	25-50%	nm	www.luxtotta.com
LVMH / LVMUY	Conglomerates	23.55	5%	55,401	59,960	7%	25-50%	48.9x	www.lvmh.com
Macy's / M	Retail (dep't & discount)	20.89	25%	8,795	15,807	7%	0-25%	31.4x	www.macysinc.com
MasterCard / MA	Business Services	244.36	-5%	31,870	29,012	8%	>99%	11.5x	www.mastercard.com
McDonald's / MCD	Restaurants	66.53	7%	71,584	80,366	8%	25-50%	6.2x	www.mcdonalds.com
McGraw-Hill / MHP	Printing & Publishing	35.77	7%	11,292	11,256	11%	>99%	nm	www.mcgraw-hill.com
Microsoft / MSFT	Software & Programming	29.59	-3%	259,518	229,414	9%	>99%	8.5x	www.microsoft.com
Morgan Stanley / MS	Investment Services	29.63	0%	41,425	nm	0%	nm	1.7x	www.morganstanley.com
New York Times / NYT	Printing & Publishing	11.05	-11%	1,607	2,340	3%	0-25%	nm	www.nyco.com
News Corp. / NWSA	Broadcasting & Cable	13.98	2%	36,631	44,640	6%	25-50%	35.1x	www.newscorp.com
Nike / NKE	Footwear	73.52	11%	36,228	32,788	7%	25-50%	4.2x	www.nike.com
Nissan / NSANY	Auto & Truck Makers	16.85	-4%	34,352	70,999	nm	nm	1.2x	www.nissan-global.com
Nokia / NOK	Comms Equipment	15.07	17%	56,436	51,387	3%	0-25%	8.2x	www.nokia.com
NTT DoCoMo / DCM	Comms Services	15.78	13%	65,645	68,637	13%	0-25%	1.6x	www.nttdocomo.com
Panasonic / PC	Audio & Video Equipment	14.93	4%	30,910	35,134	nm	nm	2.2x	www.panasonic.net
Pearson / PSO	Schools	14.95	4%	12,129	13,928	8%	50-99%	nm	www.pearson.com
PepsiCo / PEP	Beverages (non-alcoholic)	66.56	9%	104,493	107,758	na	50-99%	13.7x	www.pepsico.com
Philip Morris / PM	Tobacco	52.68	9%	99,089	112,965	9%	50-99%	nm	philipmorrisinternational.com
Playboy / PLA	Motion Pictures	3.53	10%	118	194	nm	nm	nm	playboyenterprises.com
Polo Ralph Lauren / RL	Apparel/Accessories	82.86	2%	8,173	7,181	8%	25-50%	4.7x	www.ralphlauren.com
Princeton Review / REVU	Schools	4.01	-1%	135	200	0%	nm	nm	www.princetonreview.com
Procter & Gamble / PG	Household Products	63.84	5%	185,429	212,689	8%	50-99%	nm	www.pg.com
Rolls-Royce / RYCEY	Aerospace and Defense	44.95	15%	16,668	16,393	10%	25-50%	8.5x	www.rolls-royce.com
Sony / SNE	Audio & Video Equipment	38.64	33%	38,770	36,277	nm	nm	1.6x	www.sony.net
Sotheby's / BID	Retail (specialty)	29.59	32%	1,993	2,184	2%	0-25%	3.6x	www.sothebys.com
Starbucks / SBUX	Restaurants	24.97	8%	18,563	17,756	4%	25-50%	6.1x	www.starbucks.com
Steinway Musical / LVB	Recreational Products	18.51	16%	191	334	6%	0-25%	1.5x	www.steinwaymusical.com
Target / TGT	Retail (dep't & discount)	53.30	10%	42,284	56,898	8%	0-25%	2.8x	www.target.com
Tata Motors / TTM	Auto & Truck Makers	18.00	7%	8,095	9,972	na	nm	nm	www.tatamotors.com
Telefonica / TEF	Comms Services	71.79	-14%	109,216	171,805	11%	25-50%	nm	www.telefonica.com
Tesco / TSCDY	Retail (Grocery)	19.76	-4%	52,361	69,849	7%	0-25%	3.8x	www.tesco.com
The Gap / GPS	Retail (apparel)	23.22	11%	16,022	13,449	13%	50-99%	3.3x	www.gapinc.com
Thomson Reuters / TRI	Printing & Publishing	36.57	13%	30,373	36,975	4%	>99%	nm	www.thomsonreuters.com
Tiffany & Co. / TIF	Retail (specialty)	47.25	10%	5,880	6,258	4%	0-25%	3.4x	www.tiffany.com
Time Warner / TWX	Broadcasting & Cable	31.24	7%	35,933	46,549	10%	50-99%	nm	www.timewarner.com
Toyota / TM	Auto & Truck Makers	79.56	-5%	124,733	220,815	nm	nm	1.1x	toyota.jp
UBS / UBS	Investment Services	15.73	1%	55,378	nm	3%	>99%	1.9x	www.ubs.com
Unilever / UN	Food Processing	30.20	-7%	84,685	93,431	7%	50-99%	nm	www.unilever.com
UPS / UPS	Air Courier	64.33	12%	63,870	71,291	5%	0-25%	12.9x	www.ups.com
Viacom / VIA.B	Broadcasting & Cable	31.63	6%	19,210	25,685	11%	>99%	nm	www.viacom.com
Visa / V	Retail Financial Services	88.84	2%	74,825	70,625	5%	>99%	31.4x	www.visa.com
Vodafone / VOD	Comms Services	22.57	-2%	118,736	163,736	na	25-50%	7.8x	www.vodafone.com
Volkswagen / VLKAY	Auto & Truck Makers	20.60	-8%	41,225	113,911	2%	0-25%	1.4x	www.volkswagenag.com
Volvo / VOLVY	Auto & Truck Makers	10.25	21%	20,782	37,631	nm	nm	5.9x	www.volvo.com
Wal-Mart / WMT	Retail (dep't & discount)	55.34	4%	210,855	244,268	10%	25-50%	3.9x	walmartstores.com
Walt Disney / DIS	Broadcasting & Cable	33.64	4%	65,245	75,872	7%	25-50%	36.9x	disney.go.com
Washington Post / WPO	Printing & Publishing	448.00	2%	4,145	3,693	5%	0-25%	4.6x	www.washpostco.com
Wells Fargo / WFC	Regional Banks	30.38	13%	157,391	nm	9%	25-50%	3.3x	www.wellsfargo.com
Yum! Brands / YUM	Restaurants	37.94	8%	17,804	20,717	7%	25-50%	nm	www.yum.com