

## TOP 500 BANKING BRANDS

Currency \$m		Brand	Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	Currency \$m			Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	
Rank 2012	Rank 2011									Rank 2012	Rank 2011	Brand							
1	3	HSBC	UK	27,597	AAA	122,741	22%	27,632	AAA	51	39	Mizuho	Japan	3,377	AA-	31,455	11%	4,349	A+
2	2	Wells Fargo	US	23,229	AA+	133,473	17%	28,944	AA+	52	40	DZ Bank	Germany	3,330	A	n/a	n/a	4,303	AA-
3	1	Bank of America	US	22,910	AA+	50,527	45%	34,076	AAA-	53	n/a	ING	Netherlands	2,845	AA-	10,455	27%	2,906	AA-
4	4	Santander	Spain	19,969	AAA-	59,551	34%	26,150	AAA	54	48	Crédit Agricole	France	2,841	AA-	6,142	46%	3,706	AA-
5	5	Chase	US	18,964	AA+	67,064	28%	19,150	AA-	55	64	Nomura	Japan	2,841	AA-	11,877	24%	2,651	A+
6	9	Citi	US	18,639	AA+	63,133	30%	17,133	AA	56	60	Danske Bank	Denmark	2,792	AA-	11,158	25%	2,948	A+
7	13	American Express	US	18,231	AAA-	53,475	34%	15,529	AA	57	n/a	Shinhan	South Korea	2,746	AA-	15,590	18%	n/a	n/a
8	12	BNP Paribas	France	16,809	AA+	42,347	40%	16,643	AAA-	58	54	Lloyds TSB	UK	2,701	AA-	7,734	35%	3,332	A
9	6	Bradesco	Brazil	15,692	AAA-	55,368	28%	18,678	AAA	59	57	BB&T	US	2,616	AA+	16,424	16%	3,067	AA+
10	10	China Construction Bank	China	15,464	AA	174,952	9%	17,092	AA	60	51	State Street	US	2,517	AA	19,201	13%	2,856	AA-
11	8	ICBC	China	15,164	AA+	223,355	7%	17,194	AA	61	41	Erste	Austria	2,476	AA-	6,030	41%	4,293	AA
12	7	Barclays	UK	13,552	AA+	26,845	50%	17,358	AA	62	91	Shanghai Pudong Development Bank	China	2,450	AA-	25,251	10%	1,836	A+
13	11	Itaú	Brazil	13,171	AA	73,534	18%	16,655	AA	63	66	BlackRock	US	2,433	AA-	29,625	8%	2,591	AA+
14	14	Deutsche Bank	Germany	12,906	AA+	33,175	39%	15,169	AA+	64	71	DNB	Norway	2,395	AA-	n/a	n/a	2,433	AA
15	17	Bank of China	China	12,857	AA-	120,074	11%	13,257	AA+	65	79	Hang Seng Bank	Hong Kong	2,334	AA	22,491	10%	2,199	AA
16	18	JPMorgan	US	11,602	AA+	49,589	23%	13,241	AA-	66	58	Commerzbank	Germany	2,328	AA-	6,247	37%	3,067	AA+
17	19	Sberbank	Russia	10,772	AA+	54,723	20%	12,012	AA+	67	86	DBS	Singapore	2,316	AA	20,232	11%	2,041	AA+
18	23	Agricultural Bank Of China	China	9,929	A+	132,157	8%	9,283	A+	68	74	Ameriprise Financial	US	2,314	AA	10,494	22%	2,283	AA
19	16	Goldman Sachs	US	9,332	AA+	44,788	21%	13,406	AAA-	69	73	China Citic Bank	China	2,295	A+	28,304	8%	2,342	A+
20	28	RBC	Canada	8,647	AA+	67,734	13%	7,069	AA+	70	92	KKR	US	2,291	A+	8,440	27%	1,832	A+
21	31	TD	Canada	8,499	AA-	63,791	13%	6,604	AA-	71	72	Banamex	US	2,222	AA	10,885	20%	2,406	A+
22	15	Credit Suisse	Switzerland	8,368	AA+	25,437	33%	13,497	AAA-	72	61	SunTrust	US	2,169	AA-	8,485	26%	2,821	AA-
23	27	MUFJ	Japan	8,315	AA-	55,940	15%	7,336	A+	73	76	Standard Bank	South Africa	2,165	AA+	9,816	22%	2,257	AAA-
24	26	Standard Chartered	UK	7,624	AAA-	51,148	15%	7,419	AAA-	74	88	China Minsheng Bank	China	2,107	A+	24,782	9%	1,951	A+
25	25	Rabobank	Netherlands	7,328	AA+	n/a	n/a	7,423	AA-	75	65	Halifax	UK	2,069	AA	5,826	36%	2,632	A-
26	22	Banco do Brasil	Brazil	7,264	AA	34,328	21%	9,526	AA+	76	80	Kookmin	South Korea	2,061	AA-	11,918	17%	2,197	AA
27	20	BBVA	Spain	7,195	AA-	39,993	18%	10,720	AA	77	81	Crédit Industriel et Commercial	France	1,987	A+	4,910	40%	2,185	A+
28	32	Visa	US	7,087	AAA-	59,268	12%	6,555	AAA-	78	63	Crédit Mutuel	France	1,951	A-	n/a	n/a	2,677	AA-
29	29	Morgan Stanley	US	6,347	AA	27,292	23%	6,857	AA-	79	77	Macquarie	Australia	1,907	AA	8,149	23%	2,207	AA
30	21	UBS	Switzerland	5,944	AA	43,796	14%	9,915	AA	80	87	Handelsbanken	Sweden	1,897	AA-	15,967	12%	2,031	AA
31	44	Scotiabank	Canada	5,717	AA	48,594	12%	4,120	AA-	81	67	Raiffeisen Bank	Austria	1,882	A+	4,883	39%	2,575	AA-
32	36	Bank of Communications	China	5,630	AA-	42,972	13%	5,476	AA-	82	105	CIMB	Malaysia	1,841	AAA-	16,129	11%	1,564	AAA-
33	47	BMO	Canada	5,360	AA-	33,781	16%	3,797	A+	83	62	HypoVereinsbank	Italy	1,825	A+	4,177	44%	2,813	A
34	33	Nordea	Sweden	5,253	AA	29,468	18%	5,741	AA+	84	70	KBC	Belgium	1,816	AA-	4,626	39%	2,466	A
35	45	MasterCard	US	5,177	AA+	39,178	13%	3,931	AA+	85	85	Charles Schwab	US	1,808	AA	13,690	13%	2,046	AA
36	50	Capital One	US	4,947	AA	19,104	26%	3,584	AA-	86	89	Bank of Scotland	UK	1,802	A	4,798	38%	1,893	A-
37	38	PNC	US	4,845	AA	28,610	17%	4,993	AA	87	93	VTB	Russia	1,797	A+	n/a	n/a	1,785	A+
38	24	Société Générale	France	4,734	A+	11,080	43%	8,153	AA-	88	78	NatWest	UK	1,797	AA	6,651	27%	2,200	A
39	34	State Bank of India	India	4,687	AA+	19,006	25%	5,670	AAA-	89	90	Absa	South Africa	1,796	AA	12,050	15%	1,876	AA
40	55	CIBC	Canada	4,557	AA-	28,055	16%	3,276	A+	90	68	Deutsche Postbank	Germany	1,767	A+	6,733	26%	2,506	AA-
41	37	US Bank	US	4,514	AA-	48,779	9%	5,416	AA	91	99	Franklin Templeton Investments	US	1,760	AA-	20,168	9%	1,713	A+
42	46	Commonwealth Bank	Australia	4,244	AA+	51,485	8%	3,858	AAA-	92	83	SEB	Sweden	1,663	AA-	12,183	14%	2,069	AA-
43	42	NAB	Australia	4,160	AA	32,217	13%	4,176	AA-	93	128	National Bank	Canada	1,660	A+	11,008	15%	1,247	A+
44	30	UniCredit	Italy	4,140	A+	9,807	42%	6,621	AA-	94	122	UOB	Singapore	1,637	AA-	18,235	9%	1,277	AA-
45	53	RBS	UK	4,056	A+	16,518	25%	3,346	A	95	96	Fifth Third Bank	US	1,608	AA	10,890	15%	1,752	AA-
46	43	BNY Mellon	US	4,029	AA-	22,543	18%	4,156	AA-	96	94	Akbank	Turkey	1,582	AAA-	11,843	13%	1,780	AAA-
47	56	China Merchants Bank	China	3,980	AA-	38,168	10%	3,189	A+	97	100	Industrial Bank Co	China	1,571	A	21,163	7%	1,705	A+
48	35	Sumitomo Mitsui Banking Corporation	Japan	3,848	AA-	34,271	11%	5,512	A+	98	75	Isbank	Turkey	1,569	AA	7,514	21%	2,280	AA
49	52	Westpac	Australia	3,570	AA	42,525	8%	3,384	AA	99	116	Maybank	Malaysia	1,566	AA	17,054	9%	1,403	A+
50	59	ANZ	Australia	3,384	AA+	45,630	7%	2,977	AA+	100	n/a	China Everbright Bank	China	1,561	A	17,587	9%	n/a	n/a

**TOP 500 BANKING BRANDS**

Currency \$m			Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	Currency \$m			Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011
Rank 2012	Rank 2011	Brand								Rank 2012	Rank 2011	Brand							
101	98	St George	Australia	1,536	AA	12,150	13%	1,722	AA	151	151	Nord/LB	Germany	823	AA-	n/a	n/a	968	AA-
102	69	ICICI Bank	India	1,495	AA	14,247	10%	2,501	AA	152	134	Bank Hapoalim	Israel	814	AA-	4,635	18%	1,168	AA-
103	140	Swedbank	Sweden	1,467	A+	14,231	10%	1,082	A	153	201	Samsung Card	South Korea	796	A	4,122	19%	657	A-
104	95	Garanti	Turkey	1,434	AAA-	13,030	11%	1,754	AAA-	154	110	Cheltenham & Gloucester	UK	795	AA-	2,442	33%	1,502	AA
105	84	Natixis	France	1,429	A+	7,216	20%	2,062	AA-	155	173	Samba	Saudi Arabia	740	AA-	11,232	7%	792	AA-
106	101	Intesa Sanpaolo	Italy	1,425	AA	6,397	22%	1,691	AA	156	149	VakriBank	Turkey	737	AA-	3,168	23%	1,000	AA-
107	114	Blackstone	US	1,405	AA	14,925	9%	1,467	AA	157	150	Landesbank Berlin	Germany	714	A+	5,048	14%	977	AA-
108	144	OCBC Bank	Singapore	1,366	AA	20,645	7%	1,032	AA	158	n/a	LPL Financial	US	714	A	3,118	23%	n/a	n/a
109	n/a	Hana	South Korea	1,362	A+	7,173	19%	n/a	n/a	159	180	First Gulf Bank	UAE	713	AA+	6,310	11%	750	AA+
110	102	DekaBank	Germany	1,317	AA-	n/a	n/a	1,679	AA-	160	127	Banco Popolare	Italy	708	A	1,969	36%	1,253	A
111	112	Onex	Canada	1,301	A	3,645	36%	1,490	A	161	163	Daiwa Securities	Japan	703	A	5,413	13%	886	A+
112	113	PKO Bank Polski	Poland	1,293	AA	11,683	11%	1,480	AA	162	132	Caja Madrid	Spain	695	A	n/a	n/a	1,221	AA
113	162	Discover	US	1,291	A+	12,566	10%	886	A	163	225	BCA	Indonesia	694	AA-	21,299	3%	543	AA-
114	189	QNB	Qatar	1,264	AA+	26,235	5%	703	AA+	164	175	Sallie Mae	US	686	A+	6,664	10%	783	A+
115	133	Public Bank	Malaysia	1,257	AAA-	13,285	9%	1,217	AAA-	165	235	Bank of Beijing	China	679	AA-	9,323	7%	520	AA-
116	109	Al-Rajhi Bank	Saudi Arabia	1,244	AA+	27,299	5%	1,504	AA+	166	213	Bank Of Baroda	India	675	AA	4,742	14%	585	AA
117	137	Invesco	US	1,221	AA-	8,420	14%	1,121	AA-	167	139	Banco Popular Español	Spain	669	AA-	6,260	11%	1,087	AA
118	136	National Bank of Abu Dhabi	UAE	1,206	AA+	8,361	14%	1,142	AA	168	202	Axis Bank	India	657	AA	6,380	10%	652	AA
119	97	Scottish Widows	UK	1,158	A+	3,392	34%	1,738	A+	169	182	NBK	Kuwait	642	AA+	15,065	4%	743	AA+
120	82	LCL	France	1,150	A+	2,757	42%	2,151	A	170	195	Punjab National Bank	India	640	A	4,655	14%	675	AA-
121	119	Northern Trust	US	1,150	AA+	9,228	12%	1,339	AA+	171	107	UBI Banca	Italy	636	A+	3,799	17%	1,519	A+
122	104	Regions	US	1,141	A+	4,809	24%	1,609	A	172	179	Riyad Bank	Saudi Arabia	633	AA	9,320	7%	751	AA-
123	117	Yapi Kredi	Turkey	1,138	AA-	6,126	19%	1,395	AA-	173	205	Banco de Chile	Chile	630	AA-	11,639	5%	643	AA-
124	121	KeyBank	US	1,127	A+	6,804	17%	1,300	A+	174	256	BNI	Indonesia	629	A+	7,953	8%	455	A+
125	186	Shenzhen Development Bank	China	1,097	A	12,377	9%	721	A	175	197	OTP Bank	Hungary	627	AA	4,005	16%	669	AA
126	124	Nedbank	South Africa	1,093	AA-	8,120	13%	1,268	AA-	176	187	Korea Exchange Bank	South Korea	623	A	4,296	14%	721	A
127	167	Hua Xia Bank	China	1,093	A+	12,252	9%	832	A+	177	126	E*Trade	US	622	AA-	2,137	29%	1,257	AA-
128	193	Bank BRI	Indonesia	1,084	AA	18,613	6%	682	AA-	178	141	Bank Leumi	Israel	612	A+	4,262	14%	1,066	AA
129	n/a	FNB	South Africa	1,076	AAA-	8,289	13%	1,463	AAA-	179	209	ORIX	Japan	611	A+	8,960	7%	620	A
130	131	Investec	South Africa	1,055	A+	3,790	28%	1,225	AA-	180	217	Banorte	Mexico	608	A+	6,913	9%	581	A+
131	130	Emirates NBD	UAE	1,038	AA	4,691	22%	1,238	AA	181	192	Bank Ireland	Ireland	606	AA-	3,066	20%	684	AA+
132	108	Banca IMI	Italy	1,034	AA-	5,385	19%	1,516	A+	182	161	Credit Saison	Japan	600	A	3,619	17%	892	A+
133	120	Julius Bär	Switzerland	1,028	AA+	7,671	13%	1,302	AA+	183	159	Wüstenrot & Württembergische	Germany	597	A	1,696	35%	897	A-
134	135	M&T Bank	US	1,010	AA-	8,957	11%	1,146	AA-	184	206	Siam Commercial Bank	Thailand	594	AA-	11,966	5%	640	A+
135	123	La Caixa	Spain	1,002	AA-	n/a	n/a	1,273	AA+	185	172	Helaba Landesbank Hessen-Thüringen	Germany	588	A	n/a	n/a	798	A+
136	111	Bank Austria	Italy	999	A+	3,038	33%	1,501	A+	186	183	MLC	Australia	572	A+	5,288	11%	734	A+
137	147	Kasikornbank	Thailand	999	AA-	9,480	11%	1,019	AA-	187	n/a	Man Group	UK	566	A+	3,620	16%	n/a	n/a
138	158	Grupo Bancolombia	Colombia	953	AA	11,660	8%	900	AA	188	223	Legg Mason	US	563	A+	3,208	18%	550	A+
139	164	Citic Securities	China	947	AA-	17,622	5%	866	AA-	189	262	Huntington	US	562	A+	4,325	13%	438	A
140	138	Raymond James	US	937	AA-	3,644	26%	1,103	AA-	190	166	Bank of Moscow	Russia	551	A+	n/a	n/a	842	AA-
141	103	Crédit du Nord	France	931	A	2,445	38%	1,659	A	191	226	Lazard	Bermuda	548	A+	2,930	19%	543	A-
142	146	Industrial Bank of Korea	South Korea	925	A+	5,819	16%	1,024	A	192	181	Comerica	US	544	AA-	4,794	11%	750	A+
143	152	Resona Bank	Japan	916	A+	7,378	12%	967	A	193	241	Colonial First State	Australia	544	AA-	6,865	8%	503	AA-
144	204	Zürcher Kantonalbank	Switzerland	873	AA-	n/a	n/a	651	AA-	194	220	Nykredit	Denmark	533	A+	n/a	n/a	566	A+
145	156	Halkbank	Turkey	859	AA	6,428	13%	908	AA	195	160	Ulster Bank	UK	524	AA	1,311	40%	892	AA
146	157	Bank Pekao	Poland	857	A+	10,576	8%	903	A+	196	214	Abu Dhabi Commercial Bank	UAE	513	A+	4,296	12%	584	AA-
147	267	Chuo Mitsui	Japan	856	A	12,159	7%	412	A	197	215	RHB	Malaysia	511	A+	4,729	11%	584	A+
148	171	T Rowe Price	US	841	A+	13,562	6%	800	A+	198	237	AmBank	Malaysia	506	AA-	5,403	9%	517	A+
149	118	Banca Nazionale del Lavoro	France	833	A+	3,506	24%	1,376	A+	199	168	Sabadell	Spain	498	A	5,714	9%	829	AA
150	115	Monte dei Paschi di Siena	Italy	830	A+	3,909	21%	1,404	A	200	191	CR del Veneto	Italy	497	A+	2,483	20%	689	A+

## TOP 500 BANKING BRANDS

Currency \$m		Brand	Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	Currency \$m			Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	
Rank 2012	Rank 2011									Rank 2012	Rank 2011	Brand							
201	198	Banca Popolare dell'Emilia Romagna	Italy	496	A	2,312	21%	665	A+	251	319	Banrisul	Brazil	347	A+	3,815	9%	319	A
202	185	Eurohypo	Germany	488	A+	1,540	32%	724	A+	252	242	Bank of India	India	343	A	2,918	12%	502	AA-
203	190	Mediobanca	Italy	486	A	5,223	9%	695	A	253	484	Amundi	France	340	A	1,004	34%	291	A
204	200	Israel Discount Bank	Israel	486	A+	1,554	31%	661	A+	254	271	BRE Bank	Poland	339	A	2,898	12%	405	A
205	153	Caixa Geral de Depósitos	Portugal	484	A+	n/a	n/a	967	AA-	255	334	Halyk Bank	Kazakhstan	339	AA-	2,276	15%	295	AA
206	208	Banca CR Firenze	Italy	482	AA-	2,252	21%	624	A+	256	290	Vontobel	Switzerland	335	A+	1,464	23%	367	AA
207	249	Æon Credit Service	Japan	477	A	2,396	20%	468	A	257	261	TCF	US	333	AA	1,527	22%	440	AA
208	240	Banque Saudi Fransi	Saudi Arabia	477	AA-	7,753	6%	507	AA-	258	188	Banca Popolare di Milano	Italy	332	A+	1,017	33%	716	A+
209	283	Banco de Bogotá	Colombia	476	AA-	7,154	7%	382	AA-	259	224	Canara Bank	India	328	A	3,034	11%	550	A+
210	231	Schroders	UK	475	AA+	5,313	9%	530	AAA-	260	n/a	Chongqing Rural Commercial Bank	China	326	A	4,601	7%	n/a	n/a
211	245	Bank of East Asia	Hong Kong	471	AA-	6,118	8%	491	A+	261	284	Jefferies	US	323	AA-	2,357	14%	381	AA-
212	176	Banesto	Spain	470	A+	3,381	14%	779	AA-	262	302	Dubai Islamic Bank	UAE	322	AA-	2,006	16%	350	AA-
213	229	ICAP	UK	462	A+	3,312	14%	539	A+	263	355	Bank of Ningbo	China	321	A+	4,317	7%	270	A+
214	228	Shizuoka Bank	Japan	460	AA	6,661	7%	539	AA-	264	405	African Bank	South Africa	319	AA-	2,172	15%	223	AA-
215	178	Bangkok Bank	Thailand	454	AA-	9,390	5%	752	AA-	265	316	Close Brothers	UK	318	AA-	1,386	23%	322	AA-
216	313	Kuwait Finance House	Kuwait	449	A+	8,593	5%	326	A+	266	278	First Horizon National Corporation	US	316	A+	1,906	17%	389	A+
217	336	CIT	US	441	A+	6,826	6%	295	A	267	326	First Citizens	US	315	AA-	1,755	18%	307	AA-
218	n/a	Banco Espírito Santo	Portugal	436	AA-	1,986	22%	n/a	n/a	268	265	Knight	US	314	A	1,114	28%	425	A+
219	269	Haitong Securities	China	423	A	10,062	4%	408	A	269	391	Attijariwafa Bank	Morocco	311	A+	8,311	4%	237	A
220	303	Bankwest	Australia	422	AA-	5,339	8%	348	A+	270	287	BNZ	Australia	308	AA-	3,893	8%	377	A+
221	243	Bankinter	Spain	422	AA-	2,849	15%	501	AA-	271	345	Eaton Vance	US	306	A+	2,607	12%	285	A+
222	n/a	Daviwienda	Colombia	421	A	4,221	10%	n/a	n/a	272	307	Sarasin	Switzerland	303	A	1,841	16%	340	A
223	306	BCV	Switzerland	420	AA-	4,209	10%	343	AA-	273	338	Banco de Crédito del Perú	Peru	294	AA-	5,751	5%	294	AA-
224	251	The National Bank	Australia	419	AA-	6,442	7%	466	A+	274	324	IDBI Bank	India	293	AA-	1,551	19%	309	AA-
225	359	Shinsei Bank	Japan	412	A	2,719	15%	262	A-	275	222	Coutts	UK	289	AA+	665	44%	555	AA+
226	142	Citizens	UK	411	A+	1,668	25%	1,055	AA-	276	352	BT	Australia	289	A+	3,037	10%	273	A+
227	255	Arab National Bank	Saudi Arabia	411	AA-	6,335	6%	457	AA-	277	380	Guoco Group	Hong Kong	286	A	3,051	9%	243	A-
228	234	Chiba Bank	Japan	410	A+	5,680	7%	522	A+	278	212	SNS Reaal	Netherlands	285	A-	592	48%	607	A-
229	246	SABB	Saudi Arabia	409	AA-	7,660	5%	476	AA-	279	288	Waddell & Reed	US	284	AA-	2,008	14%	374	AA-
230	236	Krung Thai Bank	Thailand	404	A+	5,393	7%	518	A+	280	327	GM Financial	US	282	A	n/a	n/a	306	A
231	n/a	GF Securities	China	403	A	10,508	4%	n/a	n/a	281	332	ASB Bank	Australia	282	AA-	4,424	6%	297	A+
232	293	BOK Financial Corporation	US	400	AA-	3,669	11%	358	AA-	282	266	Sydbank	Denmark	280	AA-	1,158	24%	421	AA-
233	252	Stifel Financial	US	400	A	1,564	26%	463	A+	283	218	Thanachart Capital	Thailand	279	A	1,171	24%	581	A
234	263	Kotak	India	394	A	6,208	6%	434	A	284	356	Huatai Securities	China	279	A	7,131	4%	266	A
235	274	Bank Zachodni WBK	Poland	393	A+	4,842	8%	399	A+	285	331	Provident Financial	UK	278	A+	2,005	14%	297	A+
236	248	Jyske Bank	Denmark	393	A+	1,691	23%	468	A+	286	321	DenizBank	Turkey	274	A+	4,820	6%	317	A+
237	154	Charter One	UK	393	A+	1,668	24%	956	A+	287	n/a	Mizuho Trust & Banking	Japan	272	A	n/a	n/a	n/a	n/a
238	247	Arab Bank	Jordan	392	AA-	5,860	7%	473	AA-	288	417	Banque Privée Edmond de Rothschild	Switzerland	270	A	2,311	12%	215	A
239	216	Bank of Ayudhya	Thailand	392	A+	4,307	9%	582	AA-	289	282	Busan Bank	South Korea	262	A+	n/a	n/a	384	A+
240	310	Danamon	Indonesia	390	A+	4,376	9%	337	A-	290	426	Laurentian Bank	Canada	260	A+	1,091	24%	210	A+
241	244	Bank of Yokohama	Japan	389	A+	6,361	6%	500	A+	291	n/a	Henderson	UK	260	A	1,698	15%	n/a	n/a
242	258	KB	Czech Republic	387	A+	6,133	6%	450	A	292	457	Samsung Securities	South Korea	259	A	3,271	8%	188	A
243	227	Banco di Napoli	Italy	383	A+	1,961	20%	542	A+	293	385	Everbright Securities	China	258	AA-	5,500	5%	240	AA-
244	276	Finansbank	Turkey	372	A+	6,357	6%	394	A+	294	372	Rosbank	Russia	258	A	4,473	6%	246	BBB
245	n/a	Investors Group	Canada	362	A+	6,765	5%	293	A+	295	275	Bank Mizrahi-Tfahot	Israel	257	A+	1,783	14%	397	AA-
246	285	China Merchants Securities	China	362	A	7,507	5%	379	A+	296	281	M&I	US	257	A	n/a	n/a	385	A
247	196	Millennium bcp	Portugal	357	A+	1,034	35%	673	A+	297	317	Commercialbank	Qatar	256	A+	5,516	5%	322	AA-
248	n/a	HDFC Bank	India	355	AA-	17,350	2%	315	A+	298	272	Credito Emiliano	Italy	254	A	1,250	20%	401	A
249	165	National Bank of Greece	Greece	354	AA-	1,364	26%	863	AA-	299	368	BPI	Philippines	253	AA-	4,481	6%	255	AA
250	259	Bank of the West	France	349	A+	1,473	24%	448	A+	300	330	BankMuscat	Oman	252	AA	2,900	9%	300	AA

## TOP 500 BANKING BRANDS

Currency \$m			Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	Currency \$m			Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011
Rank 2012	Rank 2011	Brand								Rank 2012	Rank 2011	Brand							
301	440	Cedyna	Japan	249	A	n/a	n/a	200	A-	351	315	Saitama Resona Bank	Japan	204	A	2,495	8%	324	A
302	305	Mashreq	UAE	249	A+	2,940	8%	346	AA-	352	354	Pravex-Bank	Italy	204	A+	984	21%	271	A+
303	357	Basler Kantonalbank	Switzerland	247	A+	4,379	6%	263	AA-	353	335	City National Bank	US	203	AA-	2,186	9%	295	AA-
304	328	Abu Dhabi Islamic Bank	UAE	247	A	2,015	12%	305	A	354	273	BEKB   BCBE	Switzerland	203	A+	2,478	8%	400	AA-
305	260	NYCB	US	245	A+	5,140	5%	445	A+	355	392	Mercantil	Venezuela	203	A+	909	22%	236	A-
306	413	Inbursa	Mexico	242	A+	11,607	2%	219	A+	356	233	Northern Rock	UK	202	A	n/a	n/a	525	BB
307	291	Ahli United Bank	Bahrain	242	AA	3,843	6%	366	AA	357	371	Tullett Prebon	UK	201	A	908	22%	249	A-
308	374	RakBank	UAE	241	A+	1,852	13%	245	AA	358	397	Suruga Bank	Japan	201	A+	2,277	9%	234	A+
309	337	Van Lanschot	Netherlands	241	A+	990	24%	295	A+	359	379	Union Bank	Japan	200	AA-	1,146	17%	244	AA-
310	289	Qatar Islamic Bank	Qatar	240	A+	5,486	4%	368	AA-	360	279	Kazkommertsbank	Kazakhstan	199	A+	972	20%	389	AA
311	382	Credito Valtellinese	Italy	239	A	638	37%	241	A+	361	421	Nelnet	US	199	A+	1,139	17%	213	AA-
312	n/a	Capitec Bank	South Africa	239	A	2,120	11%	n/a	n/a	362	n/a	BRD	Romania	198	A	2,214	9%	n/a	n/a
313	404	Doha Bank	Qatar	239	A+	3,663	7%	224	A+	363	396	Janus	US	197	AA-	1,080	18%	235	AA-
314	340	Popular	Puerto Rico	238	AA-	1,143	21%	294	A+	364	479	Clydesdale Bank	Australia	197	AA-	3,327	6%	178	A
315	381	BDO	Philippines	238	AA	3,393	7%	241	AA	365	n/a	Bendigo Bank	Australia	196	A	1,856	11%	n/a	n/a
316	398	Challenger	Australia	237	A	2,250	11%	234	A-	366	449	Corporation Bank	India	196	AA-	949	21%	193	A+
317	394	Metrobank	Philippines	236	AA-	3,326	7%	235	AA-	367	238	Hudson City	US	196	A+	3,141	6%	512	AA
318	361	Bank BPH	Poland	235	A	761	31%	260	A	368	210	Bank of Cyprus	Cyprus	195	AA	554	35%	616	AAA-
319	n/a	Gulf Bank	Kuwait	234	A	4,502	5%	n/a	n/a	369	418	Nishi-Nippon City Bank	Japan	195	A+	2,220	9%	215	A+
320	298	Ibercaja	Spain	233	A	n/a	n/a	357	A+	370	478	Yorkshire Bank	Australia	194	AA-	3,276	6%	178	A
321	264	Espirito Santo	Luxembourg	233	A-	704	33%	428	A-	371	n/a	Partners Group	Switzerland	192	A+	4,534	4%	n/a	n/a
322	311	Commerce Bank	US	227	A+	3,207	7%	334	AA-	372	411	Joyo Bank	Japan	191	A	3,479	5%	219	A
323	339	The Bank of Fukuoka	Japan	226	A	2,870	8%	294	A	373	399	Millennium Bank	Poland	190	A	1,208	16%	234	A
324	239	Sparkasse KölnBonn	Germany	226	A-	n/a	n/a	511	AA-	374	350	Banco Pastor	Spain	188	A	1,142	16%	274	A
325	347	Federated	US	225	A	1,492	15%	280	A	375	n/a	Grupo Security	Chile	188	A-	915	21%	n/a	n/a
326	412	Bank of Nanjing	China	225	A+	4,384	5%	219	AA-	376	211	Daegu Bank	South Korea	187	A	n/a	n/a	614	AA-
327	333	BBK	Spain	224	A-	n/a	n/a	296	AA-	377	n/a	JACCS	Japan	187	A	525	36%	n/a	n/a
328	194	Clariden Leu	Switzerland	224	AA-	924	24%	681	A	378	419	Fortress	US	186	A-	1,593	12%	215	A
329	390	Central Bank of India	India	221	A+	926	24%	237	AA-	379	461	SVB	US	186	AA	1,911	10%	186	AA
330	406	First Niagara	US	221	A+	2,920	8%	223	A	380	373	Banca Carige	Italy	185	A	2,177	9%	246	A
331	n/a	Mackenzie Investments	Canada	221	A	3,771	6%	n/a	n/a	381	n/a	Ecobank	Togo	184	A	764	24%	n/a	n/a
332	459	Bank of Kyoto	Japan	220	A+	3,267	7%	187	A+	382	375	Power Finance Corporation	India	184	A	3,469	5%	244	A+
333	323	Banco do Nordeste	Brazil	220	A	1,621	14%	310	A	383	376	Union Bank of India	India	183	A	1,633	11%	244	A
334	432	BGC Partners	US	220	A	1,448	15%	206	A	384	n/a	First International Bank of Israel	Israel	183	A-	909	20%	n/a	n/a
335	422	Gunma Bank	Japan	218	A+	2,572	8%	212	A	385	n/a	Hancock Bank	US	183	A+	2,581	7%	n/a	n/a
336	n/a	Indian Bank	India	218	A	1,381	16%	n/a	n/a	386	n/a	Canadian Western Bank	Canada	182	A+	1,846	10%	n/a	n/a
337	416	Taiwan Cooperative Bank	Taiwan	218	A+	3,885	6%	216	A+	387	384	Banca Fideuram	Italy	182	A+	1,220	15%	240	A+
338	177	Caixa Catalunya	Spain	217	A	n/a	n/a	761	A	388	450	Andhra Bank	India	182	A+	868	21%	190	A+
339	370	EON Bank	Malaysia	217	A+	n/a	n/a	254	A+	389	485	Woori	South Korea	180	A+	5,389	3%	174	A+
340	320	Getin	Poland	216	A	1,432	15%	318	A	390	n/a	Neue Aargauer Bank	Switzerland	179	AA-	815	22%	n/a	n/a
341	309	Synovus	US	215	AA-	1,052	20%	337	AA	391	424	NFP	US	179	A-	514	35%	211	A-
342	353	ACOM	Japan	215	A	2,824	8%	272	A-	392	n/a	Rand Merchant Bank	South Africa	179	A+	1,658	11%	n/a	n/a
343	377	Och-Ziff Capital Management	US	215	A	3,184	7%	244	A	393	433	Wing Hang Bank	Hong Kong	179	AA-	2,398	7%	206	AA
344	344	Luzerner Kantonalbank	Switzerland	215	A+	2,822	8%	288	AA-	394	366	Sapporo Bank	Japan	177	A	1,379	13%	258	A
345	280	People's United Bank	US	213	A+	4,391	5%	385	A+	395	456	Shiga Bank	Japan	177	A	1,745	10%	189	A+
346	402	WestLB	Germany	212	A	n/a	n/a	230	A+	396	469	St Galler Kantonalbank	Switzerland	176	A+	1,879	9%	183	AA-
347	221	Fannie Mae	US	211	A-	1,127	19%	561	A-	397	435	Burgan Bank	Kuwait	175	AA	2,404	7%	203	AA
348	312	EFG International	Switzerland	210	A	959	22%	333	A	398	389	GFI	US	175	A+	479	36%	238	A+
349	383	Volksbank	Austria	206	A-	1,852	11%	240	A+	399	387	Uralsib	Russia	174	A-	n/a	n/a	238	A-
350	393	Allahabad Bank	India	205	A	1,137	18%	235	A+	400	414	Zagrebacka banka	Croatia	174	A	2,289	8%	218	A

## TOP 500 BANKING BRANDS

Currency \$m		Brand	Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011	Currency \$m		Brand	Domicile	Brand value 2012	Brand rating 2012	Market cap 2012	Brand value/market cap (%)	Brand value 2011	Brand rating 2011
Rank 2012	Rank 2011									Rank 2012	Rank 2011								
401	438	VÚB banka	Slovakia	174	A	1,188	15%	201	A+	451	n/a	Hyundai Securities	South Korea	152	A	1,240	12%	n/a	n/a
402	378	Webster	US	173	A+	1,630	11%	244	AA-	452	n/a	First Republic Bank	US	152	A	3,825	4%	n/a	n/a
403	439	Chang Hwa Bank	Taiwan	173	AA-	3,359	5%	201	AA-	453	n/a	Banque Populaire du Maroc	Morocco	152	A	3,531	4%	n/a	n/a
404	n/a	AGF Management	Canada	172	A	1,418	12%	n/a	n/a	454	n/a	World Acceptance Corporation	US	149	A	1,021	15%	n/a	n/a
405	n/a	GAM	Switzerland	172	A	1,457	12%	n/a	n/a	455	490	Valley National Bank	US	149	AA-	1,947	8%	173	AA-
406	388	Daewoo Securities	South Korea	172	A	2,819	6%	238	A	456	408	Tradition	Switzerland	148	A-	386	38%	222	BBB
407	343	Indian Overseas Bank	India	172	A	907	19%	290	A+	457	444	Ogaki Kyoritsu Bank	Japan	148	A	1,116	13%	197	A
408	n/a	Bank Of Queensland	Australia	171	AA-	1,669	10%	n/a	n/a	458	488	Bank CenterCredit	Kazakhstan	148	A+	1,996	7%	174	A+
409	n/a	Orico	Japan	170	A-	613	28%	n/a	n/a	459	n/a	Momentum	South Africa	148	A+	2,625	6%	n/a	n/a
410	360	First Bank of Nigeria	Nigeria	170	A+	1,713	10%	261	A+	460	n/a	Zenith Bank	Nigeria	147	A+	2,254	7%	n/a	n/a
411	270	Guaranty Trust Bank	Nigeria	169	AA	2,428	7%	407	AA	461	n/a	Bank BTN	Indonesia	147	A	1,169	13%	n/a	n/a
412	425	CIB	Egypt	169	AA-	1,980	9%	210	AA+	462	466	FirstMerit	US	146	A	1,550	9%	184	A
413	420	Seven Bank	Japan	168	A	2,309	7%	215	A	463	437	Oldenburgische Landesbank	Germany	145	A-	896	16%	201	A+
414	470	BancorpSouth	US	168	A+	843	20%	182	AA-	464	n/a	UCO Bank	India	144	A	594	24%	n/a	n/a
415	367	Frost	US	168	AA-	3,113	5%	255	AA	465	395	Zions Bancorporation	US	142	AA-	944	15%	235	AA-
416	346	Associated Bank	US	168	A+	1,789	9%	284	A+	466	467	UMB	US	141	A	1,416	10%	184	A
417	n/a	Sinar Mas Multiartha	Indonesia	167	A-	3,046	5%	n/a	n/a	467	489	Trustmark	US	141	AA-	1,424	10%	173	AA
418	358	East West Bank	US	167	AA-	2,211	8%	262	AA	468	365	Cetelem	France	139	A+	357	39%	259	A+
419	430	Umpqua Holdings	US	166	AA	1,373	12%	209	AA+	469	n/a	Bank Vozrozhdenie	Russia	138	A	427	32%	168	A+
420	472	Hachijuni Bank	Japan	165	A+	2,977	6%	180	A+	470	n/a	Ellerines	South Africa	138	A+	1,022	14%	n/a	n/a
421	304	Banca Popolare di Vicenza	Italy	164	A-	n/a	n/a	347	A-	471	n/a	Changjiang Securities	China	138	A	2,694	5%	n/a	n/a
422	407	A+ Financial	Japan	164	A	861	19%	222	A	472	301	Marfin Popular Bank	Cyprus	137	A+	500	27%	351	AA-
423	232	Alpha Bank	Greece	163	AA-	300	54%	527	AA-	473	n/a	Intergroup Financial Services	Peru	137	A	2,350	6%	n/a	n/a
424	427	Union National Bank	UAE	162	A+	1,964	8%	209	AA-	474	468	Hokuriku Bank	Japan	136	A	1,491	9%	183	A
425	463	Aareal Bank	Germany	162	A+	964	17%	186	AA-	475	n/a	Getinoble	Poland	136	A-	994	14%	n/a	n/a
426	n/a	Banesco	Venezuela	161	A	n/a	n/a	n/a	n/a	476	n/a	Syndicate Bank	India	136	A	849	16%	n/a	n/a
427	491	SpareBank 1 SR-Bank	Norway	161	A	830	19%	172	A+	477	436	Bank Of Hawaii	US	135	A+	1,960	7%	203	AA-
428	n/a	Oriental Bank of Commerce	India	161	A	1,236	13%	n/a	n/a	478	n/a	BTPN	Indonesia	135	A	2,059	7%	n/a	n/a
429	480	TransCreditBank	Russia	161	AA-	1,604	10%	178	AA-	479	475	MLP	Germany	134	A	695	19%	180	A
430	431	Wilmington Trust	US	160	A	n/a	n/a	208	A+	480	n/a	Mirae Asset	South Korea	134	A	1,092	12%	n/a	n/a
431	492	Evercore Partners	US	160	A+	1,015	16%	171	A+	481	n/a	Ashmore	UK	132	A	3,518	4%	n/a	n/a
432	386	Bank Audi	Lebanon	160	A+	2,039	8%	240	A+	482	n/a	Banca Transilvania	Romania	132	A+	461	29%	n/a	n/a
433	n/a	Nomos-Bank	Russia	159	A	1,798	9%	n/a	n/a	483	n/a	CorpBanca	Chile	131	A	3,368	4%	n/a	n/a
434	n/a	VietinBank	Vietnam	159	A+	1,665	10%	n/a	n/a	484	n/a	Shriram	India	130	A-	1,974	7%	n/a	n/a
435	409	Arab Banking Corporation	Bahrain	159	A+	1,306	12%	220	AA-	485	434	77 Bank	Japan	129	A+	1,629	8%	204	A+
436	499	Hiroshima Bank	Japan	158	A	2,866	6%	167	A	486	n/a	Home Capital Group	Canada	127	A	1,665	8%	n/a	n/a
437	n/a	WGZ Bank	Germany	157	A	n/a	n/a	n/a	n/a	487	n/a	Republic Bank	Trinidad and Tobago	127	A+	2,355	5%	n/a	n/a
438	250	Coface	France	157	A	543	29%	467	A	488	n/a	KBW	US	127	A	438	29%	n/a	n/a
439	452	Bank Zenit	Russia	157	A+	n/a	n/a	190	AA-	489	n/a	Iyo Bank	Japan	126	A+	3,126	4%	n/a	n/a
440	446	Fulton Financial	US	156	AA-	1,834	9%	196	AA-	490	n/a	Banco de Occidente	Colombia	125	A	2,245	6%	n/a	n/a
441	106	Dexia	Belgium	156	A	512	31%	1,553	A+	491	364	BPI	Portugal	125	A+	558	22%	259	AA-
442	n/a	Juroku Bank	Japan	155	A	1,193	13%	n/a	n/a	492	n/a	Panin Bank	Indonesia	123	A	1,948	6%	n/a	n/a
443	455	Banco Galicia	Argentina	155	AA-	839	19%	189	AA+	493	441	Kredyt Bank	Poland	123	A-	728	17%	200	A
444	n/a	Corficolombiana	Colombia	155	A-	3,306	5%	n/a	n/a	494	n/a	Tong'yang Securities	South Korea	123	A	442	28%	n/a	n/a
445	n/a	IOOF	Australia	155	A	1,222	13%	n/a	n/a	495	429	Chugoku Bank	Japan	121	A	3,097	4%	209	A+
446	n/a	International Personal Finance	UK	155	A+	635	24%	n/a	n/a	496	n/a	FNB Corporation	US	121	A	1,364	9%	n/a	n/a
447	n/a	ICG	UK	155	A+	1,378	11%	n/a	n/a	497	n/a	UBA	Nigeria	121	A	470	26%	n/a	n/a
448	n/a	Al Baraka	Bahrain	153	A	948	16%	n/a	n/a	498	n/a	Aozora Bank	Japan	121	A+	4,449	3%	n/a	n/a
449	292	Piraeus Bank	Greece	153	A+	340	45%	361	A+	499	n/a	Masraf Al Rayan	Qatar	121	A	5,688	2%	n/a	n/a
450	349	Banca Popolare di Sondrio	Italy	153	A-	2,490	6%	276	A	500	369	Newedge	France	120	A	279	43%	254	A