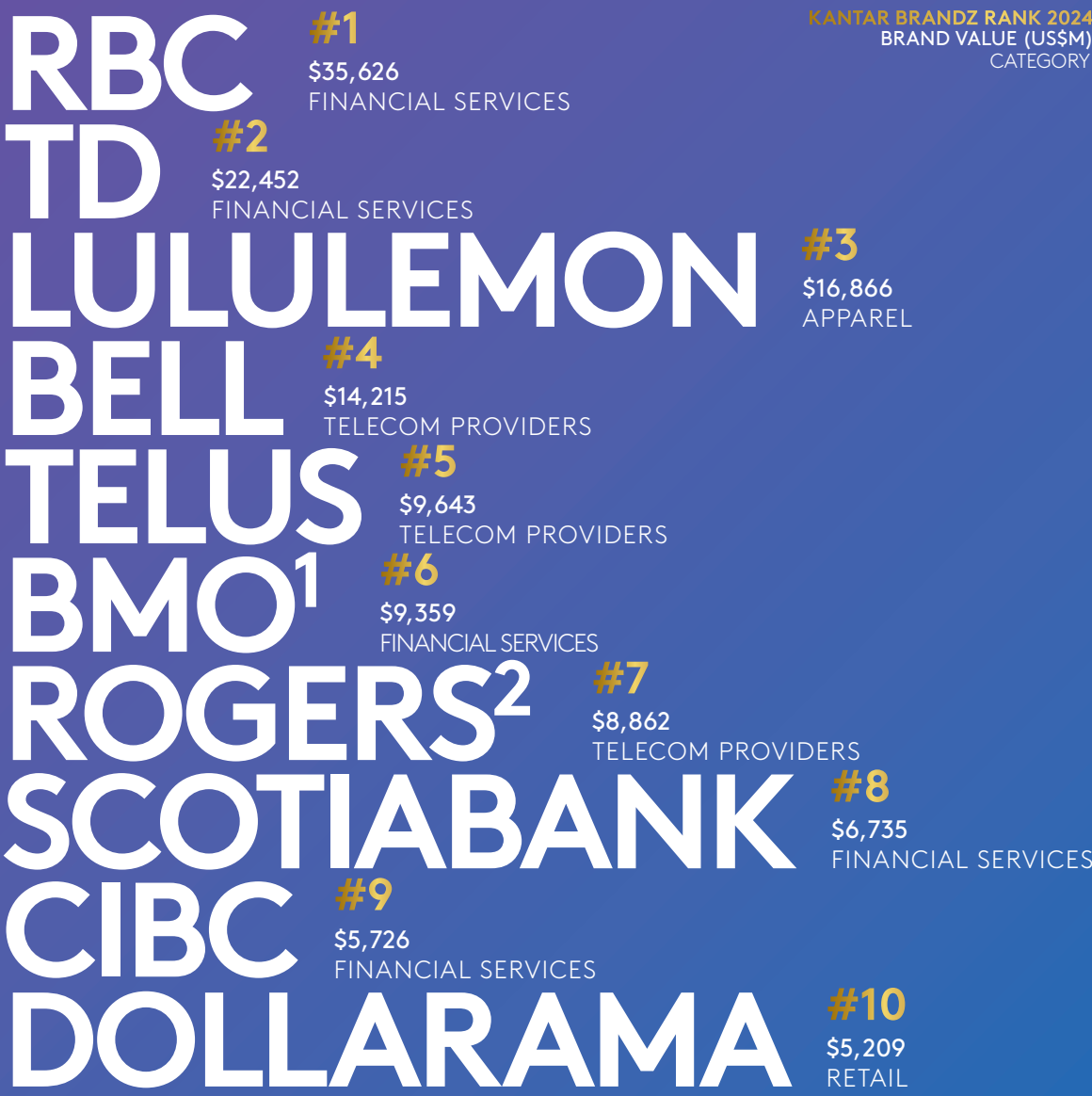


Total Value of the Most Valuable
Canadian Brands (US\$)

\$192.0 BILLION

Top 10 Most Valuable Canadian Brands

Accounting for \$134.7 billion



¹ Bank of Montreal

² Shaw is rebranded to Rogers and is now included in the valuation of Rogers

Breakdown by Category

% = of the Total Value of the Most Valuable
Canadian Brands (US\$M)

| | |
|--------------------|-----|
| FINANCIAL SERVICES | 52% |
| 13 brands | |
| \$100,546 | |
| TELECOM PROVIDERS | 20% |
| 6 brands | |
| \$38,427 | |
| RETAIL | 10% |
| 10 brands | |
| \$18,330 | |
| APPAREL | 10% |
| 2 brands | |
| \$18,210 | |
| PERSONAL CARE | 2% |
| 1 brand | |
| \$4,220 | |
| FAST FOOD | 2% |
| 1 brand | |
| \$3,311 | |
| ENERGY | 2% |
| 1 brand | |
| \$3,088 | |
| ALCOHOL | 2% |
| 2 brands | |
| \$2,066 | |
| FOOD AND BEVERAGES | 1% |
| 2 brands | |
| \$1,978 | |
| TRAVEL SERVICES | 1% |
| 1 brand | |
| \$1,273 | |
| LUXURY | 0% |
| 1 brand | |
| \$599 | |

Newcomers



Top 5 Risers

