



AUSTRIA

MOST VALUABLE BRAND¹: RED BULL



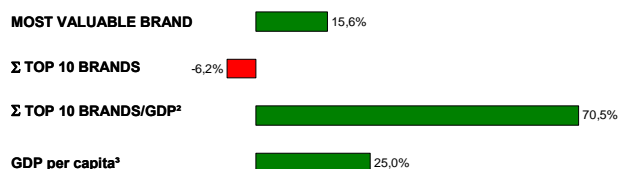
Leading energy drink producer

Brand value in € m.....12.026
Industry.....Consumer goods
Rank in Europe.....22

KEY INDICATORS

Σ TOP 10 brands in € m.....35.567
Σ TOP 10 brands/GDP².....16.5%
GDP per capita³.....25.924

DEVIATION FROM THE EUROPEAN AVERAGE⁴



Red Bull remains Austria's most valuable brand. The leading energy drink producer increased its brand value by 1.083 m €, which equals 9.9%. The total value of Austria's TOP 10 brands increased by 8.9%.

BRANDS & INDUSTRIES

DEVIATION OF NATIONAL INDUSTRY DISTRIBUTION TO THE EUROPEAN AVERAGE INDUSTRY DISTRIBUTION



Consumer goods, gaming and luxury brands are overrepresented, whereas the value of Telecommunication, IT & Technology and the pharmaceutical brands show potential.

¹ All analysis and calculations within this country report are based on brand corporation values.

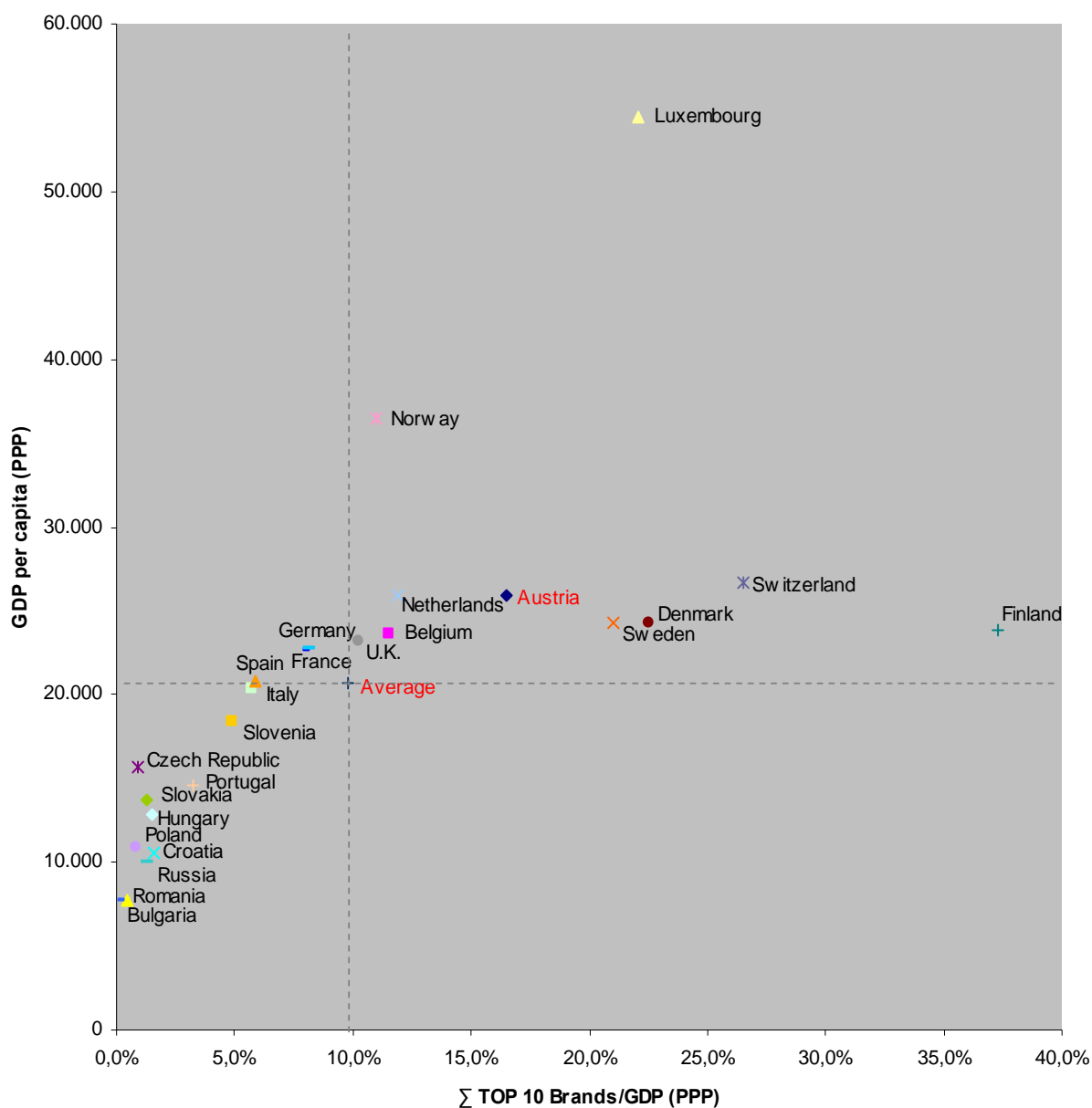
² GDP at purchasing power parity according to World Bank data published July 2008.

³ GDP per capita at purchasing power parity according to World Bank data published July 2008.

⁴ Average of all 24 examined countries per item.

BRANDS & NATIONAL ECONOMIES

BRANDS FROM A MACROECONOMIC PERSPECTIVE



The ability of brands to contribute to the economic wealth of a country is expressed by the table above. Austria's GDP per capita in relation to the total value of Austria's TOP 10 brands/GDP ratio clearly documents brand values as an indication of the country's economic strength. Considering the total value of the TOP 10 brands in comparison to the GDP Austria is ranked 6th place.