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## **News release**

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## **PwC named one of world's most powerful brands.**

PwC has retained its position as the number one professional services brand, and one of the world's top ten most powerful brands in the *Brand Finance* Index 2017.

The Brand Finance index is an annual assessment of the brand value of over 500 of the world's best known businesses. PwC achieved the highest score (AAA+) for the seventh year in a row assessing the brand as 'exceptionally strong and well managed'.

Since 2007, the Brand Finance Index has ranked PwC amongst the top 100 global brands, and the leading 'commercial services' sector brands, despite heavy competition from the technology and consumer sectors.

The assessment measures a range of metrics including brand awareness, satisfaction and recommendations, financial performance and internal investment, market share and revenues. It also examines corporate responsibility, governance, and the views of internal and external stakeholders. Organizations are then judged relative to their competitors. PwC achieved the highest ranking and score amongst its closest sector rivals.

Ian Duncan, Global Brand Managing Director, PwC said:

"The Brand Finance Index is an independent assessment which validates the strength of the PwC brand. That we have retained a position in the top 10 most powerful brand list at a time when technology brands are challenging traditional company names shows the strength of our foundations built around our people, quality and services."

### **Notes**

Access the Brand Finance report [here](#).

### **About PwC**

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

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