



Press Release

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PwC named #2 most powerful global brand!



We have been ranked as the second most powerful global brand and as the most valuable professional services brand ahead of the other Big 4 by Brand Finance, the world's leading independent brand valuation and strategy consultancy.

This puts PwC in the list of the world's 12 most powerful brands, the only ones to be awarded the top AAA+ brand rating based on Brand Finance's Brand Strength Index (BSI). Brand Finance calculates Brand Strength based on an analysis of various financial factors, marketing investment, brand equity and the impact of those on business performance. Each brand is then assigned a score out of 100, which translates into a rating between AAA+ and D, similar to a credit rating. AAA+ brands are exceptionally strong and well managed, while a failing brand would be assigned a D grade.

Brand Finance base their brand valuation figures on what the brand could (or does) charge as a royalty rate, i.e. licencing the brand. This then translates into a revenue figure that's attributable to the brand, based on historic revenues, equity analyst forecasts and economic growth rates.

PwC's brand value has grown consistency over the last decade, from \$7.9bn in 2007 to \$17.3bn today.

Notes for editor:

PwC Azerbaijan provides industry-focused assurance, tax, legal and advisory services to various industries. Over 100 professionals working in PwC office in Baku, Azerbaijan share their thinking, experience and solutions to develop fresh perspectives and practical advice for our clients.

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