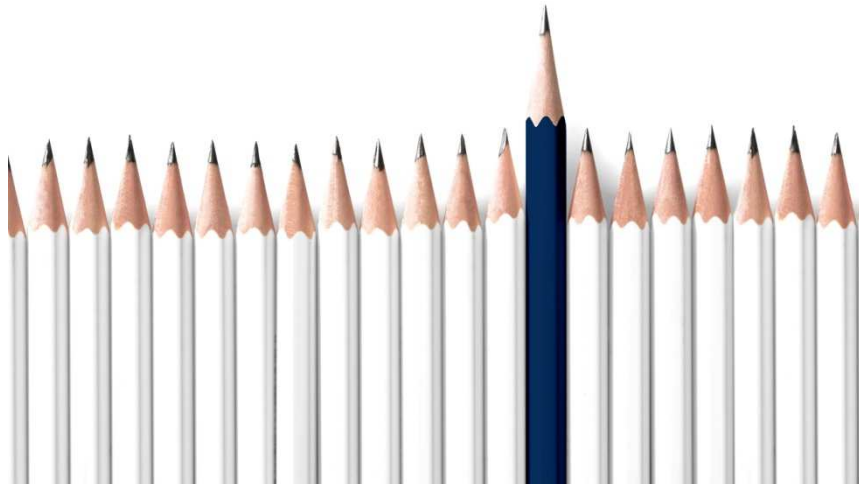


MONETARY BRAND EQUITY

SCIENTIFICALLY OBJEKTIVE
ACCORDING TO DIN/ISO STANDARDS

Konzept & Markt GmbH
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Over 20 years of expertise in monetary brand valuation!

- 1 **Selection** of brand valuation approach according to reason for valuation and data base.
- 2 **Use of capital value based procedures** similar to the ones favored in auditing
- 3 **Individual solutions**, consequently adapted to the brand company's requirements.

Fields of application

- ▶ Basis for price and licence negotiations
- ▶ Financially oriented brand controlling
- ▶ Supporting of due dilligence processes
- ▶ Determination of the value in dispute in law suits
- ▶ Brand accounting



Your benefits

- ▶ Corresponding to **DIN/ISO** standard 10668 and the **Brand Valuation Forum**.
- ▶ Valid valuation of brand equity with **empirically verified** methods.
- ▶ Valuation approaches that combine brand perception with **financial** valuation principles.
- ▶ **Certifiable** by auditors.



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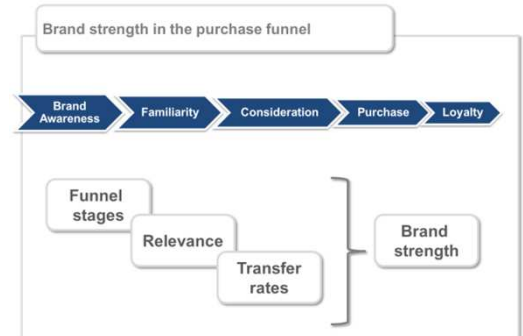
Brand valuation is a question of experience

- ▶ The choice of the „right“ valuation approach depends on the type of brand, the valuation reason and the available data base.
- ▶ Our know-how from **20 years** of valuation experience guarantees valid results.
- ▶ Konzept & Markt is a **founding member** of the ‘Brand Valuation Forum‘ and the ‘DIN/ISO Normungsausschusses 10668 „Markenbewertung“‘.



Brand Census® by Konzept & Markt

- ▶ In the Brand Census®, the purchasing funnel is the basis for the determination of brand strength.
- ▶ The number and relevance of the funnel stages are identified **individually** for each brand.
- ▶ The empirically verified brand strength allows specific **benchmarking** with competitors.
- ▶ Apart from the valuation of own brands, it is possible to monetarily value **competitor brands**.



Nielsen Brand Performance System

- ▶ Konzept & Markt is an **exclusive provider** of the Nielsen Brand Performance System.
- ▶ This approach enables a brand valuation using **secondary and trade panel data**. By this, even **historic brands** can be valued.
- ▶ The system determines the brand strength using a **causal model** that combines consumer and market data.
- ▶ With over 500 valued brands Nielsen Brand Performance System is one of the most frequently used approaches in the German-speaking area.

