

Interbrand Releases 2011 Best China Brands Report

Dalian, China, September 15, 2011—Interbrand, the leading brand consultancy, announces its 2011 Best China Brands ranking during the World Economic Forum's Summer Davos here in Dalian, China. China Mobile, China Life, China Construction Bank (CCB), Industrial and Commercial Bank of China (ICBC), Bank of China (BOC) and Ping An Insurance (Group) Company of China remain in the top six spots, compared with 2010. Tencent, whose brand value has increased 76% in the past twelve months, leaped to the seventh place. In addition, China Taiping, China Everbright Bank, Belle International, Great Wall Motor Company and Bank of Beijing make their debut on the list.

Mr. Serge Dumont, Vice Chairman, Omnicom, pointed out that “brands have already become the new engine of growth for Chinese enterprises. Our 40 Omnicom-owned agencies operating in China represent every major marketing and communications disciplines,” said Dumont. “They are committed to developing Chinese talent to be best in class and help clients create, manage and communicate their reputations and continuously increase the value of their brands – in China and around the world.”

As the leading brand consultancy, Interbrand pioneered the research into the brand valuation model in 1984 and its methodology has long been recognized by the business world as a strategic management tool of unique value. The 2011 Best China Brands is the fourth annual ranking by Interbrand in the Chinese market, utilizing a consistent valuation model with Interbrand's Best Global Brands. Based on financial data independently audited by a third party, industry-specific studies and market data, the brand valuations provide a benchmark for Chinese enterprises in the development of their brands. The brand value calculated by Interbrand indicates the Net Present Value (NPV) of brand earnings of the selected brands at the end of 2010 and onwards. This consistent and transparent approach makes the ranking fair and comparable around the world and over the years.

According to the ranking, the brand value of outstanding Chinese enterprises is on the rise as China's economy continues to grow, reflecting an evolution in Chinese brands from best-in-class to world-class. During the past four years (2007-2011), Baidu, Haier and Lining have been the fastest-growing brands in terms of brand value, with Compound Annual Growth Rates (CAGR) of 84%, 68% and 39%, respectively. Bank of Beijing ranks 50th this year with a brand value of 1.36 billion Yuan, an increase of 210 million yuan from the 50th brand last year. The total brand value of the top 25 2011 Best China Brands reached 896.17 billion Yuan in 2011, a 13.5% increase from 2010. Interbrand's Global CEO Jez Frampton: “The shift from best-in-class to world-class demonstrated

by these Chinese brands shows that brands are playing an increasingly important role in pushing forward the development of Chinese enterprises. The members of this year's list are shining examples of how Chinese enterprises can use their brands to create new opportunities for growth and deliver greater value for their owners."

The financial services industry remains prominent on the list. Nineteen of the 50 best brands are from this industry, including 12 banks, 4 insurance companies and 3 securities companies. Among the 19 financial services enterprises, 7 rank among the top 10. Emerging commercial banks, which must aggressively innovate in the face of fierce competition, have shown stronger growth momentum as a whole. The brand values of Minsheng Bank, Hua Xia Bank and Industrial Bank increased 63%, 58% and 50% respectively over the past year. In the securities industry, the brand value of CITIC Securities has also registered a 50% increase.

The IT services industry is another fast growing sector in terms of brand value, an industry-wide 68% increase from 2010. IT services brands such as Tencent, Baidu, Alibaba and Ctrip, are more open and confident in their service offerings. For instance, Tencent has become the largest internet service portal; Baidu is filling the place of recently-departed Google; while Alibaba and Ctrip are continuing to add innovations to China's e-commerce sector.

New Oriental Education, the only brand on the list in the education service sector, has jumped from the 40th spot last year to 32nd with a 64% growth in its brand value. As a weather vane for the whole sector, it illustrates a powerful trend as the sector moves away from traditional approaches and takes risks to redefine itself.

In the apparel sector, brand values have shown significant changes over the past year. Belle (43rd) enters the list for the first time. As a shining star, Bosideng (47th) is succeeding in transitioning its product line from down coats to fashion apparel, registering a 25% increase in its brand value. These changes show that apparel is becoming an increasingly important symbol of lifestyle in China, and that brands are due to play an important role in helping the industry grow.

The food and beverage industry suffered a decline in brand value of 25%. Food safety issues contributed to lower brand values for three food enterprises, Yurun, Mengniu and Shuanghui, which were on the 2010 list. Shuanghui's brand value dropped by 41%, dropping its rank from 38th to 49th. As the public is increasingly concerned with food safety, but also longs for a healthier life, food brands will continue to face both challenges and

opportunities in the future.

The Best China Brands report establishes a systematic approach to the growth of Chinese brands. As remarked by Mr. Jez Frampton, CEO of Interbrand Global, “Chinese brands are accumulating strength at home to actively prepare for future development overseas. We are already experiencing Chinese Brands around the world, and will likely see one of the 2011 Best China Brands among the top 100 Best Global Brands in the near future”.

For more information related to the 2011 Best China Brands, including methodology, please contact us at:

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About Interbrand

World's leading brand consultancy

Interbrand is committed to combining the rigorous strategic analysis of a management consultancy with the creativity and passion of brand creation and design, to provide comprehensive services for clients who are building and managing their most valuable intangible asset – brand. Interbrand was founded in 1974. It now has over 30 offices in more than 20 countries and regions around the world. Interbrand entered China in 2002 and now has offices in Shanghai, Beijing and Guangzhou.

Interbrand pioneered the research into brand valuation in 1984 and has continued to improve the methodology and practices in business and academic circles. Its brand valuation methodology has long been recognized in business circles as a strategic management tool of unique value. The brand valuation methodology by Interbrand is also widely recognized by many professional institutions, such as law, tax, auditing and securities exchange institutions, and has gained a favorable reputation worldwide.

Today, Interbrand has completed over 5000 valuation cases for its clients and is providing long-term managerial and operational guidance in planning and uplifting the brand assets of clients.

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2011 Best China Brands Ranking

RANK	BRAND	INDUSTRY	2011 BRAND VALUE RMB MILLIONS	PERCENT CHANGE 2010-2011
1	CHINA MOBILE	TELECOMMUNICATIONS	208,980	3%
2	CHINA LIFE	FINANCIAL SERVICES	104,031	5%
3	CHINA CONSTRUCTION BANK	FINANCIAL SERVICES	100,822	5%
4	ICBC	FINANCIAL SERVICES	88,489	14%
5	BANK OF CHINA	FINANCIAL SERVICES	72,855	6%
6	PING AN	FINANCIAL SERVICES	59,995	5%
7	TENCENT	INTERNET SERVICES	40,320	76%
8	MOUTAI	ALCOHOL	29,546	38%
9	CHINA MERCHANTS BANK	FINANCIAL SERVICES	27,561	19%
10	CPIC	FINANCIAL SERVICES	21,383	39%
11	BANK OF COMMUNICATIONS	FINANCIAL SERVICES	17,031	33%
12	BAIDU	INTERNET SERVICES	12,533	80%
13	LENOVO	ELECTRONICS	11,622	15%
14	WULIANGYE	ALCOHOL	11,292	28%
15	SPD BANK	FINANCIAL SERVICES	10,235	26%
16	TSINGTAO BEER	ALCOHOLIC BEVERAGE	9,504	12%
17	ANTA SPORTS	SPORTING GOODS	9,100	73%
18	CITICS	FINANCIAL SERVICES	8,808	50%
19	CMBC	FINANCIAL SERVICES	8,226	63%
20	ALIBABA	INTERNET SERVICES	7,782	94%
21	CHINA CITIC BANK	FINANCIAL SERVICES	7,723	49%
22	LUZHOU LAOJIAO	ALCOHOL	7,579	3%
23	CTRIP	INTERNET SERVICES	7,264	119%
24	INDUSTRIAL BANK	FINANCIAL SERVICES	6,743	50%
25	CHANGYU	ALCOHOL	6,743	33%
26	DONGFENG MOTOR	AUTOMOTIVE	6,266	18%
27	YUNNAN BAIYAO	PHARMACEUTICALS	5,877	54%

28	CHINA TAIPING	FINANCIAL SERVICES	5,724	New
29	LI-NING	SPORTING GOODS	5,163	-11%
30	CHINA MERCHANTS SECURITIES	FINANCIAL SERVICES	4,349	13%
31	GREE	ELECTRONICS	4,345	5%
32	NEW ORIENTAL	EDUCATION	4,319	64%
33	MIDEA	ELECTRONICS	4,111	10%
34	HAIER	ELECTRONICS	3,877	24%
35	NETEASE	INTERNET SERVICES	3,611	9%
36	SUNING	RETAIL-ELECTRONICS	3,216	17%
37	YURUN	FOOD & BEVERAGE	2,967	-10%
38	MENGNIU	FOOD & BEVERAGE	2,898	-27%
39	CHINA EVERBRIGHT BANK	FINANCIAL SERVICES	2,820	New
40	PEAK	SPORTING GOODS	2,436	35%
41	361°	SPORTING GOODS	2,387	20%
42	SOHU	INTERNET SERVICES	2,167	-35%
43	BELLE	APPAREL	2,119	New
44	999	PHARMACEUTICALS	1,850	-12%
45	HUAXIA BANK	FINANCIAL SERVICES	1,824	58%
46	GREAT WALL	AUTOMOTIVE	1,786	86%
47	BOSIDENG	APPAREL	1,778	25%
48	HAITONG	FINANCIAL SERVICES	1,709	-2%
49	SHUANGHUI	FOOD & BEVERAGE	1,695	-41%
50	BANK OF BEIJING	FINANCIAL SERVICES	1,360	32%