



# UKRBRAND 2015



## TOP 100 UKRAINIAN BRANDS

# About the ranking UkrBrand

In XXI century all the business obtained the new asset in its actives – Brand. In addition to the production capacity and resources leded in XIX and technologies in XX century, the new era of business require to have the powerful brand to compete the market more effectively.

In many cases the brand has more influence to the business success than other available assets, sometimes giving the company the market value just because of its brand strength.

So now it is the time to know how the brand value can influence the company and markets and could this value be described as exact money sum.

Since 2006, MPP Consulting agency has started the work on determining the potential market value of brands, developing the new approach to those researches. The methodology developed by MPP Consulting agency was tested at Ukrainian market since 2007. Since 2010 brand evaluation researches expanded to other countries. The current ranking «UkrBrand 2015» is the 9<sup>th</sup> ranking of Ukrainian brands since the first ranking in 2007.

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development. It is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its brand. The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.

Brand value calculation formula:  $V = Fc * (Iq * Gq * Tq * Cq) * Uid$

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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\* Value of brands in ranking indicated in millions \$US

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# TOP 100 1 – 20

|    |   | Brand        | Value, mln.\$ | Industry          |
|----|---|--------------|---------------|-------------------|
| 1  |    | Morshinska   | 445           | Drinks            |
| 2  |    | Obolon       | 306           | Beer              |
| 3  |    | Roshen       | 294           | Confectionary     |
| 4  |    | Nemiroff     | 280           | Alcohol           |
| 5  |    | Sandora      | 232           | Drinks            |
| 6  |    | Privatbank   | 227           | Financial service |
| 7  |    | Klibniy Dar  | 202           | Alcohol           |
| 8  |    | Life:)       | 198           | Telecommunication |
| 9  |    | Nasha Ryaba  | 194           | Foods             |
| 10 |   | Khortytza    | 192           | Alcohol           |
| 11 |  | Kyivstar     | 188           | Telecommunication |
| 12 |  | Korona       | 176           | Confectionary     |
| 13 |  | Chernigivske | 167           | Beer              |
| 14 |  | Nova Poshta  | 142           | Logistics         |
| 15 |  | Torchin      | 129           | Foods             |
| 16 |  | Rozetka.ua   | 118           | Retail            |
| 17 |  | Oleyna       | 107           | Foods             |
| 18 |  | Chumak       | 97            | Foods             |
| 19 |  | Lvivske      | 96            | Beer              |
| 20 |  | Myrgorods'ka | 85,0          | Drinks            |

# TOP 100 21 – 40

|    |   | Brand                     | Value, mln.\$ | Industry      |
|----|---|---------------------------|---------------|---------------|
| 21 |    | Silpo                     | 79,0          | Retail        |
| 22 |    | ATB                       | 77,0          | Retail        |
| 23 |    | Gala                      | 72,0          | Household     |
| 24 |    | OKKO                      | 71,0          | Fuels         |
| 25 |    | Epicentr                  | 69,0          | DIY           |
| 26 |    | Sadochok                  | 66,0          | Beer          |
| 27 |    | Nash Sik                  | 65,0          | Beer          |
| 28 |    | Yagotynske                | 62,0          | Milk          |
| 29 |    | Fora                      | 56,0          | Retail        |
| 30 |   | Zhivchik                  | 52,0          | Drinks        |
| 31 |  | WOG                       | 51,0          | Fuels         |
| 32 |  | Kozyrna Karta             | 49,0          | HoReCa        |
| 33 |  | Svitoch                   | 48,0          | Confectionary |
| 34 |  | Lux                       | 42,0          | Foods         |
| 35 |  | Velyka Kyshenya           | 40,0          | Retail        |
| 36 |  | Galyccina                 | 39,0          | Milk          |
| 37 |  | Comfy                     | 38,0          | Retail        |
| 38 |  | Foxtrot                   | 37,0          | Retail        |
| 39 |  | Tulchinka                 | 36,0          | Milk          |
| 40 |  | Persha Pryvatna Brovarnya | 34,5          | Beer          |





















# TOP 100 41 – 60

|    | Brand   | Value, mln.\$ | Industry      |
|----|---|---------------|---------------|
| 41 |  Mivina                  | 34,0          | Foods         |
| 42 |  Prime                   | 32,0          | Alcohol       |
| 43 |  Zibert                  | 31,0          | Beer          |
| 44 |  All.biz                 | 27,5          | IT            |
| 45 |  Furshet                 | 27,0          | Retail        |
| 46 |  Veres                   | 26,0          | Foods         |
| 47 |  Novus                   | 25,0          | Retail        |
| 48 |  Nova Liniya             | 24,5          | DIY           |
| 49 |  Zarina                  | 23,0          | Jewelry       |
| 50 |  Kozatska Rada          | 22,5          | Alcohol       |
| 51 |  Lubimov               | 22,0          | Confectionary |
| 52 |  Gavrylivski kourchata | 20,5          | Foods         |
| 53 |  Sushiya               | 20,0          | HoReCa        |
| 54 |  Berdychivske          | 19,5          | Beer          |
| 55 |  Marengo               | 19,0          | Alcohol       |
| 56 |  Schedro               | 18,5          | Foods         |
| 57 |  Yatran                | 17,5          | Foods         |
| 58 |  EKO Market            | 17,0          | Retail        |
| 59 |  Bila Liniya           | 16,5          | Milk          |
| 60 |  Kosmo                 | 16,0          | Retail        |

# TOP 100 61 – 80

|    | Brand  | Value, mln.\$ | Industry          |
|----|--|---------------|-------------------|
| 61 |  Ukrtelekom     | 15,5          | Telecommunication |
| 62 |  Koblevo        | 14,5          | Alcohol           |
| 63 |  Rosinka        | 14,0          | Drinks            |
| 64 |  Slovyanochka   | 13,5          | Milk              |
| 65 |  Bukovel        | 13,0          | Traveling         |
| 66 |  Club Syru      | 12,4          | Milk              |
| 67 |  Mobilochka     | 12,2          | Retail            |
| 68 |  Jaffa          | 12,0          | Drinks            |
| 69 |  Aukro.ua       | 11,8          | IT                |
| 70 |  Lasunya       | 11,6          | Milk              |
| 71 |  Schedriy Dar | 11,5          | Foods             |
| 72 |  Lasunka      | 11,3          | Foods             |
| 73 |  Morosha      | 11,0          | Alcohol           |
| 74 |  KUZ          | 10,9          | Jewelry           |
| 75 |  Rogan        | 10,6          | Beer              |
| 76 |  Olkom        | 10,5          | Foods             |
| 77 |  Yasensvit    | 10,3          | Foods             |
| 78 |  Allo         | 10,2          | Retail            |
| 79 |  Rud          | 10,1          | Foods             |
| 80 |  Pravex Bank  | 9,7           | Financial service |

# TOP 100 81 – 100

|     | Brand  | Value, mln.\$ | Industry           |
|-----|--|---------------|--------------------|
| 81  |  Try Vedmedi      | 9,4           | Foods              |
| 82  |  Karavan          | 9,3           | Retail             |
| 83  |  Bilosvit         | 9,1           | Milk               |
| 84  |  Komo             | 9,0           | Milk               |
| 85  |  Rosava           | 8,8           | Chemistry          |
| 86  |  Korolivskiy smak | 8,7           | Foods              |
| 87  |  Voloshkove pole  | 8,5           | Milk               |
| 88  |  XADO             | 8,4           | Chemistry          |
| 89  |  Freken Bok       | 8,2           | Household          |
| 90  |  Volia           | 8,1           | Telecommunication  |
| 91  |  Intertop       | 8,0           | Retail             |
| 92  |  Biola          | 7,9           | Drinks             |
| 93  |  Arber          | 7,8           | Clothing & Fashion |
| 94  |  Oranta         | 7,7           | Insurance          |
| 95  |  Runa           | 7,6           | Foods              |
| 96  |  Dobryana       | 7,5           | Milk               |
| 97  |  Shostka        | 7,3           | Milk               |
| 98  |  BRSM Nafta     | 7,1           | Fuels              |
| 99  |  Shustov        | 7,0           | Alcohol            |
| 100 |  Pouzata Hata   | 6,9           | HoReCa             |