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comes a fascinating book that takes you through a grand and colorful journey
into the world of the most powerful brands around the globe!



GLOBAL



POWER

BRANDS

THE MOST AUTHORITATIVE RESEARCH BASED BOOK ON THE
WORLD'S GREATEST & MOST POWERFUL BRANDS

RAJITA CHAUDHURI
ARUNDHATI BANERJI
ARINDAM CHAUDHURI



BASED ON THE ANNUAL
**WORLD'S MOST RECOGNIZABLE
BRANDS RESEARCH**

**RAJITA CHAUDHURI
ARUNDHATI BANERJI
ARINDAM CHAUDHURI**

AN INITIATIVE OF
**INTERNATIONAL MANAGEMENT INSTITUTE
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registered in the year 1973. After completing his M. Sc., Ph.D. & D.Sc. from the School of Economics, Berlin, Dr. M. K. Chaudhuri worked with leading organisations and institutions like HLL, IAS, Simla, XLRI, Jamshedpur (as a Professor of Economics) & IIM, Bangalore (as a Professor of Economics), before resigning from his prestigious job at IIM Bangalore to start what is today regarded as India's Greatest Academic Movement... The IIPM Movement!

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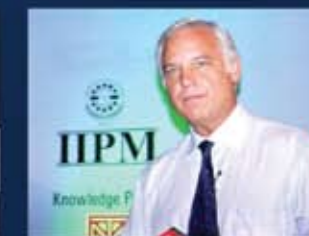
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For my parents-in-law, the two most amazing people
whose love is deeply treasured!

You both have been the strongest pillars of support - always there to pick me up when I have stumbled, pat me on the back when I have succeeded. You have been there to share my happy moments, been there to lend a shoulder to lean on when I have been dejected.

I could not have been more fortunate than to have come into this house to find a mother and father who love me more than I can imagine.

Love you both to the moon and back!

Rajita Chaudhuri

Mom and Dad, this one is for you both!

Mom, a few lines can't describe what I feel for you... you are my lifeline, my belief... so much so that in my prayers all I have to pray for is your prayers to come true and I know all will be well in my world.

Dad, you are the rock our world rests on... even today it is you I run to when faced with a challenge too big for me. In you I see strength and compassion and all that is good in humanity. I'm proud of having you as my father and proudest of all to be known as your daughter.

Arundhati Banerji

This one is for you, Shikha

For being the most genuine friend and loving human being, the highest achieving and sincerest CEO & the singular power behind Power Brands!

Arindam Chaudhuri

PREFACE



For years now, we at IIPM Think Tank, have studied, researched and literally lived Power Brands. It's a book that I have taken personal pride in bringing out, year after year. Goes without saying, as knowledge partners to CICR, it has been a sheer joy yet again, to bring out the magnanimous tome, the Global Power Brands.

The book, based upon the World's Most Recognizable Brands Research by CICR, is the final word on global brands. It indeed is the most authoritative compilation of the most powerful brands from every corner of the globe. Its a book like never before, based on a research like never before.

I can personally assure each of the top brands featured in Global Power Brands as well as the list at the end of the book, make for a wonderful case study. In this book, of our continuing endeavor in the world of brands, we present to you a project that honours the brands that have shaped the current market scenarios by being something that any brand owner would feel proud of- being a brand that is truly international. These are brands that have transformed into the forces that shape the future of the global economy.

I can assure my readers that this book indeed is the final word on the most powerful brands of the world - at least as they stood when we did our research till March 2017. While all the 3689 brands that made it into the world's most recognizable brands research are listed at the end of the book, the focus of this book is on the 646 brands that we finally could consider as Global Power Brands. This book provides a short brief about all these brands. Of course the 12 brands that we have categorized as Cult Power Brands and the 50 brands that we have categorized as Iconic Power Brands are dealt with in greater detail.

Thus, I can say, we have in our hands a book on absolutely the most powerful brands in the world. With consumers conquered and strategies that have the power to put textbook theories to shame, these are the marketing juggernauts that have shaped and defined brands and the global market. Global Power Brands is our brainchild to present the world readers a branding specific tome that gives a glimpse as to how textbook strategies are used and bettered and adapted to rule global markets. I do hope that you genuinely find this research and design marvel a significant addition to your quest for knowledge of global brands.

I can't end before thanking my most passionate team at IIPM Think Tank. Arundhati Banerji, my co-author, for leading this world class research through her meticulous and detailed approach. Rajita, also the co-author of this book, for bringing the research to life through the terrific editing and designing. Preetijasmitha, Vishal Rajput and Lata Moni Das for their sincere jobs as research assistants. Santanu Chatterjee for his design creativity. A Sandeep and Naveen Chamoli for the detailed proprietary research process innovation, implementation and guidance. Shikha Ghosh for her sheer sales and marketing brilliance. And finally our production head Gurudas for getting this beauty out in print!!

Thanks also to the man behind IMI and CICR, Luc Van Mele. Your faith in us over the years has been a great source of inspiration and support. Thanks for everything.

Arindam Chaudhuri

Content

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All the brands owning Global Power Brands 2017 status in this Publication have been given consent for the usage of Brand name, Logotype and Status of Respective Global Power Brands 2017 for a period of one year.

Any query about a particular brand should be directly addressed with the brand, apart from the content mentioned in the publication. The information in this book has been obtained from CICR, selected brands and other sources of research. The selected brands in Global Power Brands have been identified by CICR after stringent research. Planman Media, CICR or Power Brands don't take any kind of responsibility for quality standards on behalf of the brands mentioned in the book. The brands have come here purely as a result of their past track record as selected by the consumers and the editorial board.

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LONDON BUSINESS SCHOOL	
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GAS	CONVERSE ALL STARS SNEAKERS	HARIBO	HILTON	MEDIA-PRINT	MAXIS
GIVENCHY	COLGATE	HEINZ KETCHUP	HOLIDAY INN	COSMOPOLITAN	MTN
GUESS	DETTOL	HERSHEY'S	IHG- INTERCONTINENTAL HOTELS & RESORTS	DAILY MAIL	NOKIA
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H&M	DURACELL	KELLOGG'S	RADISSON BLU	PEOPLE MAGAZINE	FRANCE TELECOM(ORANGE)
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REEBOK	OLAY	RED BULL		COSTCO	DUNHILL
ROBERTO CAVALLI	ORAL-B	RITTER SPORT		HAMLEYS	FOSTERS
SEPHORA	PAMPERS	SNICKERS		LOWE'S	GLENFIDDICH
SHANGHAI TANG	PALMOLIVE	SPRITE		MACY'S	GLENMORANGIE
SISLEY	PANTENE	SRIRACHA		MARKS & SPENCER	GREY GOOSE
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ARUNDHATI BANERJI

RESEARCH METHODOLOGY

Here we are finally! The ultimate guide to the most Powerful Brands in the World, the Global Power Brands.

Tens of thousands of brands from multiple industry segments were researched through all across the world by CICR in association with IIPM Think Tank. Out of these, as per the results of the global research conducted, 3701 brands qualified for the "World's Most Recognizable Brands Club". From these, 732 brands qualified from as most recognizable brand in the Americas; 989 brands as most recognizable in European continent; 1030 as most recognizable in Australasia and 304 brands most recognizable in Middle East & Africa. Only 634 brands amongst the tens of thousands of brands researched earned the hallowed and invaluable status of Global Power Brands, brands which truly belong to the world; out of these illustrious 646 brands, 584 have been acclaimed as the Global Power Brands. 50 have been accorded the super star status of Iconic Power Brands (Global) only 12 the unique and most coveted status of Cult Power Brands (Global).

Global Power Brands is an initiative of Centre for International Competitiveness & Research (CICR) Europe and a Contentra Technologies, USA presentation, in association with IIPM Think Tank, India.

It is a result of a stringent multi-phase research methodology for determining the distinguished 646 Global Power Brands apart from recognizing other preeminent brands around the globe. The selection has been done after an extensive research across multiple industry categories in more than 75 countries.

The entire research was conducted over three stages.

STAGE 1

The research was initiated by preparing a list of 75,000 plus global brands across more than 75 nations. From this super-list of 75,000 brands, the initial list of 15,000 brands was generated based on their reach, availability, demand and growth. These 15,000 brands comprised both B2C and B2B brands, divided over multiple industries across the nations studied. The industry segmentation was done significantly as per the standards adopted by Harvard Business School for industry categorization.

STAGE 2

Based on the initial generated list of 15000 brands over multiple industries, in-depth studies were

conducted along with multiple surveys across the globe. Responses were obtained both through offline and online mediums. The ten factors for which responses were procured for each surveyed brand from the respondents were as follows:

Brand recall, brand awareness, brand preference, brand image, brand performance, brand association, brand trust, brand sustainability, brand loyalty and brand positioning.

In order to avoid sequential bias, the order of the brands was changed for each of the surveyed geographies. The respondents covered were classified as both B2C consumers and B2B consumers, to ensure appropriate response strength for all the brands being researched. Respondent profiling was implemented based on their consuming potential; respondent profiling was laid down for each of the categories prior to the initiation of the survey.

The respondents rated each of the brands on the given parameters on a scale of 1-5 (where 1 stood for minimum and 5 for maximum on each respective parameter).

STAGE 3

The results from Stage 2 were put through proprietary, stochastic, factor-analysis models to ensure appropriate filtering and tabulation of the above mentioned brands. From the list of 15000 brands, 3689 brands, which qualified above the stochastically determined Power Brands Index Benchmark, were chosen as the "World's Most Recognizable Brands". From these 3701 of the World's Most Recognizable Brands, based on each brand's respective statistical performance on the Power Brands Index Benchmark, brands qualified for specific geographically differentiated categories, as follows: 732 brands qualified as World's Most Recognizable Brands: Americas, 989 as World's Most Recognizable Brands: Europe ; 1030 made it as World's Most Recognizable Brands: Australasia; 304 brands as World's Most Recognizable Brands: Middle East & Africa. And only 646 brands amongst the tens of thousands of brands researched earned the hallowed and invaluable status of the most recognizable brands around the globe; these illustrious 646 brands have been acclaimed as the Global Power Brands.

I am glad to present the final list of brands that made it through this research, along with the most powerful of them all, the Global Power Brands!

FORGET DIFFERENTIATION THINK ABOUT MAKING A DIFFERENCE

The four P's of marketing product, price, place and promotion are the key tools that have been used by marketers to make their brand look different from the competitor's. But times have changed and most often the differentiation does not work. Most products be it cars, creams or cellphones have more or less similar features and perform in similar ways; when it comes to place - the Internet has made most things available to everybody everywhere. Price can be played around with but it is a factor that needs to be handled with care and cannot be tampered with much, as today's consumer is more aware and informed than his predecessors. That leaves us with the last P- promotions. There was a survey done on the impact of marketing and advertising strategies on the consumers and the results showed that most of them could not clearly differentiate one brand's advertisement from the other. Yes advertising does help build a connect with the consumers but that is not enough today.

For a brand to truly stand out it needs to be more than just 'different' from its competitors and needs to think beyond slogans and advertisements. Today with the rise and popularity of the social media consumers are aware about a brand and its doings. They love a brand that does something different apart from just marketing itself and showing 'different features'. They love a brand that thinks beyond profits.

PEOPLE LOVE PURPOSE NOT PROFITS

It's no more true that the ultimate purpose of a business is to earn profits. Companies, just like people need a purpose to live by. A purpose that goes beyond money. Profits are akin to happiness. They are a byproduct of something much larger and deeper. In 2015 Harvard Business Review ranked CEOs and though Jeff Bezos was the most financially successful CEO that year he was ranked at #87 while a relatively unknown CEO Lars Rebien Sorensen the CEO of Novo Nordisk was ranked # 1. When it came to purpose then Sorensen had managed to build a more purpose driven organization than Amazon and hence was judged a better CEO. Not surprising then that Unilever has concentrated all its marketing efforts towards purpose driven branding. The campaign "Dirt is good" for its detergent powder definitely tugged at the heart string but the company needed to go beyond cherubic faces of children and show that it really believed in what it said and lived by its slogan. The company has built hundreds of play grounds around the world to encourage children to spend more time outdoors.

Today Unilever is known for its focus on 'Sustained Living Plan'. Most of its brands have a clearly defined purpose. Dove stands for 'real beauty' helping people increase their self-esteem. Vaseline stands for caring and its marketing communications are all focused towards helping people living on the frontlines of war and destruction. So its website has videos showing doctors treating refugees. These videos also show the immense healing properties of Vaseline. Talk of brand endorsement - it can't get better than this. The brand has even partnered with Direct Relief that sends relief kits to war struck areas and one can sponsor a kit, which contains a stethoscope, and other medical supplies for a few dollars. The kit obviously contains Vaseline because nothing cares for the skin better. Today almost fifty percent of Unilever's growth is coming from its brands that believed in purpose.

BRAND ACTIVISM THE BEST BRANDING STRATEGY

Brands that have believed in a purpose have outlasted and outshone their competitors. So what is purpose? Its not just CSR (corporate social responsibility), it's not even a company's mission statement. It is the values that the company stands for. It is the things the company believes in and is ready to fight for. The things that give a brand a meaning, a reason to exist.

When it comes to activism then **Ben & Jerry's** has been one of the early believers of giving a purpose to their existence. The brand has been fighting for 'same-sex marriages' for long. It has built a vast digital community to fight for the cause.

One of the very early believers of brand activism was **The Body Shop**. Anita Roddick fought for causes like animal rights (it was one of the first cosmetic company's to not test its products on animals); fair trade and environment protection and she had a large and loyal following.

Take a look at some of the most loved, most recognized brands and you will see at the heart of these brands a cause that they are fighting for. Brands of today have the power to change the world and make it a better place and all good brands are doing just that.

Super Bowl the world's biggest advertising gala where advertising rates can go as high as \$5 million a spot and where the viewership is the highest saw many brands speaking up for cause. Instead of just telling consumers to buy their brand the companies talked about what they believed in. When the biggest of brands are spending the biggest portion of their advertising budget talking about a purpose it definitely means something. **Audi's** Super Bowl ad talked about gender equality. It questioned our hypocrisy of loving our daughters but paying them less at the workplace.

A lot of brands stood up against Donald Trump's immigration policies. **Coca-Cola** subtly showcased the diversity of America with a tag line "*Together we are beautiful.*" **Airbnb** said, "*We believe no matter who you are, where you're from, who you love or who you worship, we all belong. The world is more beautiful the more you accept.*" It used the Super Bowl platform to tell the world that it would provide short-term housing for 1,00,000 people over the next five years including refugees and victims of natural disasters. So strongly does Airbnb believe in the cause of the refugees that it has even created a fund of \$3 million to help drivers affected by the immigration ban. **Nike** has launched the 'Equality' campaign this year where it would donate \$5 million to various organizations that have helped advancing equality in communities across the US. The CEO of **Starbucks** wrote an open letter to his staff in protest against Trump's immigration ban, committing to hire 10,000 refugees. The brand showed what it stood for.

THE AGE OF DISRUPTION

The consumers of today, the millennial, the GenX, expect brands to be more conscious citizens. Just making a good product is not enough; brands need to show how they are making a difference to the world and making it a better place. It is after all the age of dis-



Brands that make a difference are considered the coolest brands and make the buyer look cool too. It makes you feel better because you know you have made a difference...

FOREWORD

ruption. Big brands are being challenged by newbies and changing the way we do business. Case in point being brands like Airbnb, Whatsapp etc. They have shown the world a new way of working and living. If the brands are disruptive then the branding needs to be disruptive too. The old ways will not be as effective.

The 'delete Uber' campaign proves just that. People did not appreciate the fact that Uber was taking advantage of the taxi strike at JFK airport. The New York taxi drivers were protesting against Trump's refugee ban and Uber refused to join them. The taxi drivers tweeted that their job was to welcome people to a land that had once welcomed them and they would not be silent about it. Consumers supported their cause and were horrified when Uber did not. Even though Uber is a great brand with great service the consumer wanted more from it. When it did not live up to their expectations they decided to delete the app in protest. Lyft another taxi hailing app instead showed its solidarity with the taxi drivers by pledging \$1 million to the cause and from being ranked #39 on the iPhone app store on Saturday climbed to #7 over the weekend. With this one act the company managed to change its perception in the eyes of the consumer. Not just good products but good deeds too are what consumers expect from a brand.

Tom Shoes was started in 2006 and is shaking up other well-established brands. It pioneered the 'one-for-one' model. Every time you buy a shoe from Tom's they donate a pair to someone in need. They don't just make great shoes they also make the world a better place.

Dave's Killer Bread makes great organic bread void of any artificial ingredients but consumers love it because it believes in giving you a second chance. It was started by a man who had spent 15 years in prison and it hires people with criminal backgrounds for it genuinely believes in giving people a second chance.

Americans love **Kenco** coffee not just because it makes great coffee but also because it trains the youth in Honduras to become coffee farmers so that they don't join the criminal gangs. Consumers today want to do something to make a difference and if a brand can help them do that they would prefer it to others. Brands that make a difference are considered the coolest brands and make the buyer look cool too. It makes you feel better because you know you have made a difference. So when you buy a **FEED** bag you know this will help feed hungry children somewhere. When you buy from the store **Sevenly** you know on every purchase it will contribute \$7 for a cause. It makes you feel satisfied.

Brands need to choose their purpose carefully. Success will depend on the authenticity and the honesty of their campaign. **Patagonia** makes clothing for outdoors and adventure wear. Even though it believed in many causes the cause that struck a chord with it and its consumers was the environment. In 2011-it came up with an ad, which said, "Don't buy this jacket" asking people to consume responsibly as unbridled consumption could harm the environment.

CVS Caremark Corp knew that good health was a purpose that it wanted to stand for. So in a bold and unprecedented move the chain decided to stop selling tobacco products in its 7,900 stores. It renamed itself **CVS Health**, and even launched an app that would help people with their medication. Once the purpose was decided the way forward became very clear and the company crafted its business strategy around this purpose. It is one of the most loved and respected brands today.

A brand is great today if it does great things for the planet. If it makes a difference in the lives of people and not just the numbers on its balance sheet. If you need any more inspiration then look at **Elon Musk's Tesla** and see how the brand today stands for one company, which is determined to make the world, a better place. Make sure your brand too finds its purpose. Profits are bound to follow.

Rajita Chaudhuri



Power Brands Europe, London

Power Brands Europe 2011-12 : Marriott, Grosvenor Square - London, UK was supported by the then PM of UK, David Cameron and on his behalf his speech was delivered by British MP, Carolene Nokes. Other key guests included Guy Kawasaki - American Marketing Specialist, Author and Silicon Valley Venture Capitalist, American Civil Rights Activist - Jesse Jackson, Lord Meghnad Desai, Lord Karan Bilimoria, Lord Swraj Paul, Dorab Mistry on behalf of Adi Godrej and Sir Robert Worcester. Special Guests of Honor included Canadian MP – Ruby Dhalla and British MP - Priti Patel. The event had participation from many other British MPs.



Power Brands ME & A, Dubai

Power Brands Middle East & Africa 2012-13 : Jumeirah Emirates Towers, Dubai was supported by His Highness Sheikh Nahayan bin Mubarak Al Nahayan - Minister of Higher Education and Scientific Research, UAE. On his behalf Her Excellency Reem Al Hashimy, UAE Minister of State graced the evening as the Chief Guest. Special guests included His Excellency Mohammed Ahmed bin Abdulaziz Al Shehhi, Under Secretary - UAE Ministry of Economy, His Excellency M.K.Lokesh - the Indian Ambassador to UAE and His Excellency Sanjay Verma - The Consul General of India to Dubai. Other Special guests included Arjun Kapoor, Ranveer Singh, Arjun Rampal, Fardeen Khan, Lillette Dubey, Manish Malhotra.

Power Brands Americas 2013-14 : The Venetian, Las Vegas. Former Las Vegas Mayor, Oscar Goodman flagged off the event with his keynote message followed by an insightful speech by marketing guru Martin Roll. Professor Arthur Wheaton of Cornell University and Professor Ofer Sharone from MIT also shared their wisdom. Also in attendance were Stavros Anthony - Las Vega City Council Mayor Pro-Tem, Ohio House of Representatives Jay Goyal, Clark County Commissioner Chris Ginginchuliani, Miss India USA Richa Shukla, Miss India Canada Mallika Kapur, Miss India Ankita Shorey, Former Canadian MP Ruby Dhalla, Rapper Honey Singh and various US senators. US senator, Dean Heller's Senatorial Recognition was presented to Planman Media.



Power Brands Americas, Las Vegas

Power Brands started its journey in New Delhi which culminated into becoming the centre for Australasian Power Brands. Notable corporations, who have been the recipients of the Power Brands titles in the past editions in the Australasian region, include the likes of Nestlé, Pepsi, Honda, Tata Motors, BMW, Canon, Samsung, Sony, Kelloggs, L'Oréal, Dettol, Indian Oil Corporation, ITC, Jet Airways, , Unitech, H&R Johnson, The Entertainment Network, , Reliance Infrastructure, DMRC, IRCTC, SBI, Apollo Tyres etc.



Power Brands Australasia, Delhi



*Message From David Cameron
Prime Minister of the United Kingdom
on the launch of Power Brands in Europe*

... welcome to London for this important event. When this Government took office last year..., Whilst governments have an important role, it is the hard work and enterprise of individuals and businesses that will deliver lasting prosperity... WelcomePower Brands.



*Message from HH Sheikh Bin Mubarak Al Nahyan
Ministry of the HESR, UAE
on the launch of Power Brands in Middle East & Africa*

“It is my honour to be your guest and join in your celebration. As you know, we in the United Arab Emirates appreciate very much the power of the brand... Your reaching in Dubai is a clear indication that development of successful brands has become a global endeavor...”



*Message From Oscar Goodman
Former Mayor of Las Vegas, Nevada
on the launch of Power Brands in Americas*

“Welcome to Las Vegas for the launch of Power Brands in America. I wish you the very best... I love the energy out here in the event around this wonderful concept of Power Brands.....”



*Message From Smt. Pratibha Patil
The Honourable President of India
on the launch of one of the Power Brands
projects in Australasia region*

...happy to know that Power Brands 2011-12, Lord of the Land event is being held in New Delhi. The realty sector ... has the potential to be a growth driver for other sectors of the economy, thereby contributing to a nation's GDP. It also has the scope to provide employment to a large number of people. Players being honored at this event has played a stellar role ...wishing the event every success.



Oscar Goodman, Former Mayor of Las Vegas



Ms. Ruby Dhalla, Former Member of Canadian Parliament



U.S. senator Dean Heller's Senatorial Recognition



Former Miss Universe, Ms. Sushmita Sen



Power Brands Hall of Fame, Australasia, New Delhi, India



The global face of Bollywood, Megastar Shahrukh Khan



Power Brands Americas, Las Vegas



Bollywood Diva, Ms. Madhuri Dixit



Her Excellency Reem Al Hashimy, U.A.E. Ministry of Economy



His Excellency Mohammed Ahmed Bin Abdulaziz Al Shehhi and His Excellency M.K. Lokesh



Power Brands Middle East & Africa, Dubai



Jesse Jackson, American Civil Rights Activist

Glimpses from various Power Brands felicitation ceremonies



British M.P. Carolene Nokes delivering the speech of British P.M. David Cameron



British M.P. Priti Patel



Lord Meghnad Desai



Management Guru, Guy Kawasaki



Lord Swaraj Paul

Power Brands Europe, London, UK







CULT BRANDS



Che Guevara was an Argentinean-born, Cuban revolutionary leader who became a left-wing hero. A photograph of him by Alberto Korda became the most iconic image of the 20th century.

Ernesto Guevara de la Serna, known as Che Guevara, was born on 14 June 1928 in Rosario, Argentina into a middle-class family. He studied medicine at Buenos Aires University and during this time travelled widely in South and Central America. The widespread poverty and oppression he witnessed, fused with his interest in Marxism, and convinced him that the only solution to South and Central America's problems was armed revolution.

In 1954 he went to Mexico and the following year he met Cuban revolutionary leader Fidel Castro. Guevara joined Castro's '26th July Movement' and played a key role in the eventual success of its guerrilla war against Cuban dictator Fulgencio Batista.

Castro overthrew Batista in 1959 and took power in Cuba.

From 1959-1961, Guevara was president of the National Bank of Cuba, and then minister of industry. In this position, he travelled the world as an ambassador for Cuba. At home, he carried out plans for land redistribution and the nationalization of industry.

A strong opponent of the United States, he guided the Castro regime towards alignment with the Soviet Union. The Cuban economy faltered as a result of American trade sanctions and unsuccessful reforms. During this difficult time Guevara began to fall out with the other Cuban leaders. He later expressed his desire to spread revolution in other parts of the developing world, and in 1965 Castro announced that Guevara had left Cuba.

Guevara then spent several months in Africa, particularly the Congo, attempting to train rebel forces in guerrilla warfare. His efforts failed and in 1966 he secretly returned to Cuba. From Cuba he travelled to Bolivia to lead forces rebelling against the government of René Barrientos Ortuño. With

US assistance, the Bolivian army captured Guevara and his remaining fighters. He was executed on 9 October 1967 in the Bolivian village of La Higuera and his body was buried in a secret location. In 1997 his remains were discovered, exhumed and returned to Cuba, where he was reburied.

POWER METER

LEGACY	Cuban revolutionary leader became an iconic image of the 20th century
RECALL	Key role in '26th July Movement' - Cuban Revolution
IMPACT	He travelled the world as an ambassador for Cuba
POWER FACTOR	Name is often equated with rebellion, revolution and socialism

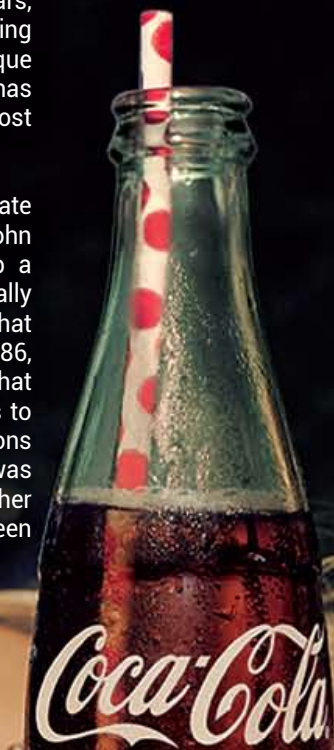


POWER METER	
LEGACY	Coca Cola has Global reach with presence in over 200 countries
RECALL	Advertising and marketing by associating with celebrity brand ambassadors
IMPACT	Coca Cola is the number one beverages brand in terms of reach and sales
POWER FACTOR	Strong and efficient supply chain network, ensuring that all the products are available even in the most remote places

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as one of the most recognizable brands in the world. Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Colasyrup with carbonated water. Coca-Colawas patented in 1887, registered as a trademark in 1893 and by 1895 it was being sold in every state and

territory in the United States. In 1899, The Coca-Cola Company began franchised bottling operations in the United States and in 1906 bottling operations for Coca-Cola began to expand internationally. The company's aggressive marketing strategies, innovation, and extensive global reach are the reasons for its reputable name. For over 125 years, Coca-Cola has been refreshing the world. There are some unique strategies that Coca-Cola has used to become the world's most recognizable brand.

The Formula. After serving as a Confederate Colonel in the Civil War, John Pemberton wanted to develop a version of the coca wines (basically cola with alcohol and cocaine) that were in vogue at the time. In 1886, Atlantapassedprohibitionlawsthat forced beverage manufacturers to produce non-alcoholic versions of their drinks so cocaine was removed from Coke in 1903. Other minor adjustments have been



made in the past century or so, but the recipe has largely remained unchanged. This decision helped the company scale, since it did not spend time trying to tailor the taste to regional markets throughout the world.

The logo
The company standardized its logo in 1923 and, like the recipe, decided that while packaging could adjust to the times, the core logo was to be untouched. This resulted in a logo that has had more than 100 years to become imprinted in the minds of people around the world.

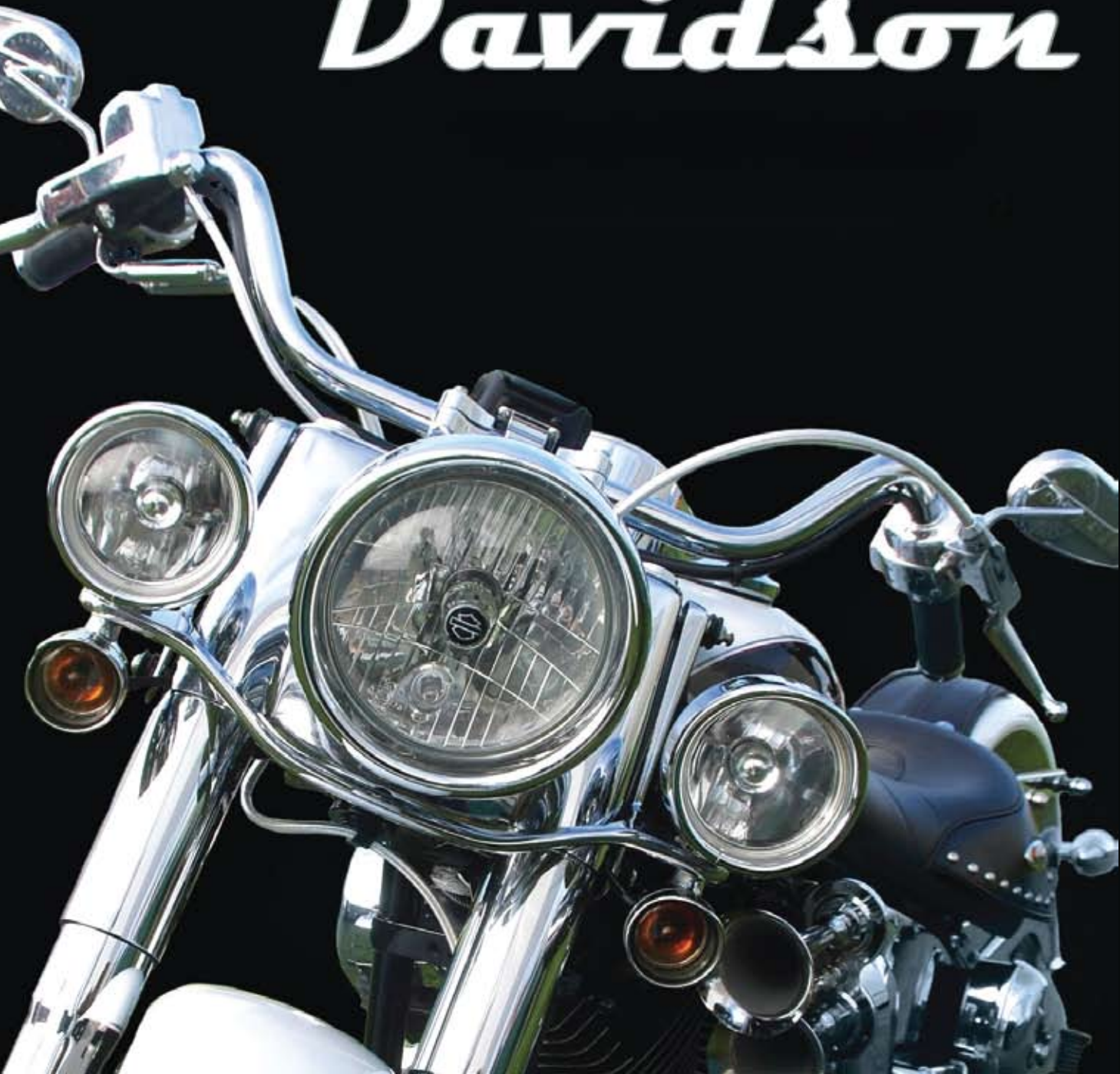
The bottle.
Coca-Cola commissioned the bottle design as a piece of defensive marketing, but began promoting the shape as much as the logo and product and the company has continued to promote the image of the Coke bottle as an icon.

The temperature.
The Coke team decided that its drink should be served at 36 degrees Fahrenheit, and would send salesmen to new retailers to tell them the product should never be served above 40 degrees. The tactic may seem a bit silly today, but the 36-degree standard was just another example of establishing Coca-Cola as a premium product that was worthy of more attention than any of its competitors.

Add to this the facts that it kept the price of the product very reasonable, adopted a franchise model to spread fast and actively used word-of-mouth advertising to promote the brand.



Harley-Davidson

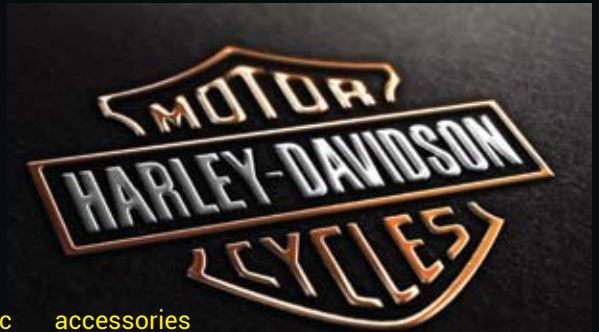


Harley Davidson the American motorcycle manufacturer was founded in a shed in 1903 by William S. Harley and his brothers. The brand is rooted in American culture and history. The motor company produces traditional cruiser utilizing air-cooled V-Twin engines, and till date has retained its image of a classic American icon.

The Motorcycles segment consists of HDMC, which designs, manufactures and sells at wholesale on-road Harley-Davidson motorcycles, as well as motorcycle parts, accessories, general merchandise and related services. The Company manufactures and sells at wholesale cruiser and touring motorcycles. The Company's products are sold to retail customers through a network of independent dealers. The Company conducts business on a global basis, with sales in the United States, Canada, Latin America, Europe/Middle East/Africa (EMEA) and the Asia Pacific region. Its parts and accessories products are consisted of replacement parts (Genuine Motor Parts) and mechanical

and cosmetic accessories (Genuine Motor Accessories). General Merchandise includes Motor Clothes apparel and riding gear.

The Company's on-road motorcycle market comprises categories, such as Cruiser, which emphasizes styling and owner customization; Touring, which emphasizes rider comfort and load capacity and incorporates features, such as fairings and luggage compartments; Standard, which is a basic motorcycle that features upright seating for one or two passengers; Sport bike, which incorporates racing technology, aerodynamic styling, low handlebars with a sport riding position and tires, and Dual, which is designed with the capability for use on public roads,



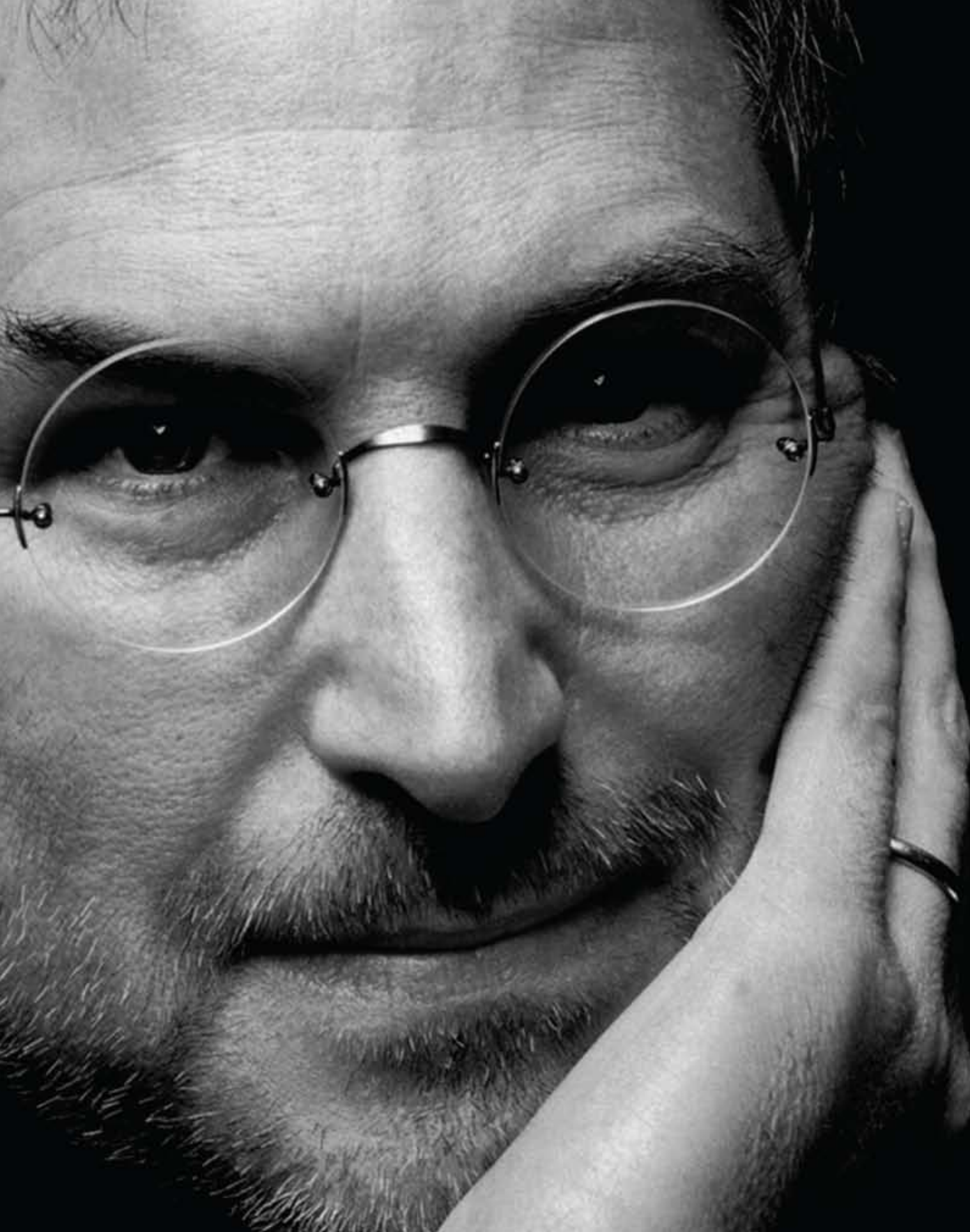
POWER METER

LEGACY	New generation's credo and customization since 114 year
IMPACT	Life style united by independents
POWER FACTOR	45 degree V-Twin engine, the screaming eagle sound, the bar & shield logo, the tear drop gas tank

as well as for some off-highway recreational use. Internationally, the Company operates facilities in Brazil, India and Australia.

The Company serves a range of customers across multiple demographics both in the United States and across the world. Its motorcycles have engines with displacements that are greater than 601 cubic centimeters (cc's), up to a displacement of 1868cc. The Company's products are marketed to retail customers across the world primarily through digital and experiential activities, as well as through traditional promotional and advertising activities. The Company operates the Harley-Davidson Museum (Museum) in Milwaukee, Wisconsin.





Apple Computers is the epitome of self-empowerment and self-fulfillment combined in one brand. As Christopher Escher, former VP of Corporation Communications, noted: "They turned computers, which are essentially a product for business people to crunch numbers with, into symbols of self-realization and liberation against social constraints."

In 2001, Apple announced the launch of the sleekly designed iPod. While not the first digital music player, the market lacked quality and was absent of any standout devices. Apple focused on the small size of the device, ease of use, and the sleek design, and transformed it into the digital music player by which all others are now measured. After the launch of iTunes, the digital download service, in April 2003, Apple started its now famous ad campaign with silhouetted figures rocking out to tunes.

In 2007 Apple brought their sleek design into a new market. Apple released the iPhone and a whole new world of customers was open to them. Consumers went wild for the new phone, which is no surprise considering Apple spent years perfecting easy to

use interface for their customers. As of September, 2010 Apple had sold a total of 73.7 million iPhones worldwide, generating \$45.6 billion in revenue.

Along with the iPhone Apple introduced the Apple App store, a fast new way for customers to purchase software from developers without having to drive to the store. The Apple App store opened on July 2008 with 500 apps and 0 downloads. By January 2011 there were over 400,000 apps and 10 billion downloads.

Apple doesn't just build products, they build products that their faithful want. And, they have a variety of interesting ways of preaching and listening to the choir. For starters, Apple hosts a User Group University at Macworld expo where leaders from Mac User Groups—those essentially independent clubs started by Appleaficionados—meetwith each other for a full day of workshops and conversations about Apple's latest products. Apple showers all attendees with free logo merchandise, as well as employee discounts at the company store. Not only does Apple come away with invaluable feedback from a great group of customers, but it

reenergizes the key faithful. Apple also asks individuals who run successful Mac User Groups in their communities to participate and to help Apple work with less successful user groups in the region. They continually gather feedback for Apple and look for success stories to share. By following this game plan, Apple is able to give its customers the product enhancements they really want instead of guessing what the whims of the customers might be.

POWER METER	
LEGACY	Best designed phone in the market resulting in novelty factor for the phone
RECALL	The world's thinnest smart phone
IMPACT	Perceived to be the most stable OS
POWER FACTOR	Lots of apps and feature along with excellent branding and marketing

LOUIS VUITTON



POWER METER

LEGACY	Louis Vuitton is one of the oldest fashion houses with more than 150 years of history
RECALL	signature stripe pattern and also the color combination it uses in its products
IMPACT	Extremely high brand recall and global presence
POWER FACTOR	Advertising and marketing using celebrities like sports stars, film stars are effective

Louis Vuitton arrived in Paris in 1837 when he was just 16 years old and started working as a craftsman making bags. At that time boats, trains, horse-drawn carriages were the main modes of transport and baggage was handled roughly. People called upon craftsmen to pack and protect their belongings. Louis Vuitton soon became famous for his skill to custom design boxes and trunks for his clients. After 17 years of working under Monsieur Marechal, Louis Vuitton finally opened his own shop.

Today Louis Vuitton Malletier, S.A. designs and retails fashion and leather goods for men and women. It offers handbags, travel products, wallets and small leather goods, agendas, fashion jewelry, sunglasses, books and pens, shoes, watches, fine jewelry, ready-to-wear products, bags, and perfumes, as well as

belts, scarves, and accessories. Louis Vuitton Malletier, S.A. operates as a subsidiary of LVMH Moët Hennessy Louis Vuitton S.E. Louis Vuitton – the crown jewel in the luxury conglomerate LVMH's portfolio – is worth an estimate \$24.7 billion, making it the most valuable brand in the sector.

Louis Vuitton is one of the world's leading international fashion houses. The company operates in 50 countries with more than 460 stores worldwide. The brand itself is estimated to be worth over US\$19 billion. The Louis Vuitton company seeks to cultivate a celebrity following and has used famous models, musicians, and actors such as Keith Richards, Madonna, Sean Connery, Michelle Williams, Matthias Schoenaerts, Jennifer Connelly, Hayden Christensen, Angelina Jolie, Gisele Bündchen

and most recently David Bowie in its marketing campaigns. Louis Vuitton ranked so highly as one of the world's most famously counterfeited brands it has "repositioned to protect and elevate" its legendary status. Vuitton's digital presence is also commended, with almost 18 million Facebook fans, 3.8 million Twitter followers and almost 70 million YouTube views – sparked by the "L'Invitation au Voyage" campaign starring David Bowie.



Marilyn Monroe (1926-1962) was a model, actress, singer and arguably one of the most famous women of the twentieth century. Monroe has become an iconic representative of fame and female beauty. She is widely regarded as one of most influential figures in American culture.

Monroe was born, Norma Jeane Mortenson, in June 1926. Her mother was Gladys Pearl Baker (née Monroe, 1902-84). Her father was unknown and she was baptised as Norma Jeane Baker. Her mother Gladys had a turbulent mental state and struggled to cope with bringing up her children. For the first six years, Marilyn was brought up by foster parents, Albert and Ida Bolender in the town of Hawthorne, California. Her mother then tried to take back Marilyn, but she suffered a mental breakdown and Marilyn was moved between different orphanages and foster homes. The traumatic childhood made her shy and reserved. Just after her 16th birthday, in 1942, Monroe married her 21-year-old, next-door neighbor Jimmy Dougherty. Marilyn became a housewife, but the couple was not close, and Monroe reports being bored. In 1943, her husband left to join the Merchant Marines to participate in America's War effort. They split up shortly after.

To earn a living, Marilyn took a job at a local munitions factory in Burbank, California. It was here that Marilyn got her first big break. Photographer David Conover was covering the munitions factory to show women at work for the War effort. He was struck by the beauty and photogenic nature of Norma, and he used her in many of his photographs. This enabled her to start a career as a model, and she was soon featured on the front of many magazine covers.

1946 was a pivotal year for Marilyn, she divorced her young husband and changed her name from, the boring, Norma Baker to the more glamorous Marilyn Monroe (after her grandma). She took drama lessons and got her first movie contract with Twentieth Century Fox. Her first few films were low key, but from these beginnings, it gained her more prominent roles in films such as All About Eve, Niagara and later Gentleman Prefer Blondes and How To Marry A Millionaire. These successful film roles thrust her into the global limelight. She became an iconic figure of Hollywood glamour and fashion. She was an epitome of sensuality, beauty and effervescence and was naturally photogenic. But she often found the trappings of fame difficult to deal with.

In 1954, she married baseball star Joe DiMaggio, a friend of over two years. Monroe was now one of biggest box-office draws of Hollywood, but her contract, negotiated in 1950, left her paid less than other stars. In 1955, she sought greater independence from Fox, and began her own movie production and began studying method acting. Her relationship with Joe DiMaggio was quickly strained, due to his jealous and controlling nature. Monroe soon filed for divorce, though the couple retained a friendship despite the divorce. Monroe began dating playwright Arthur Miller and in 1956 married him. To get married, Monroe converted to Judaism. The marriage received significant media interest for the combination of Miller the left-

POWER METER

LEGACY	Marilyn Monroe, Model, actress, singer and arguably one of the most famous women of the twentieth century is widely regarded as one of most influential figures in American culture.
RECALL	1946 was a pivotal year for Marilyn when she changed her name from, the boring, Norma Baker to the more glamorous Marilyn Monroe.
IMPACT	Monroe got her first movie contract with Twentieth Century Fox and some successful film roles thrust her into the global limelight and gradually became an iconic figure of Hollywood glamour and fashion.
POWER FACTOR	Photographer David Conover was struck by the beauty and photogenic nature of Marilyn, and he used her in many of his photographs. This enabled her to start a career as a model, and she was featured on the front of many magazine covers.



wing intellectual and Monroe, the perceived 'dumb blonde'. The marriage was sometimes referred to, rather unkindly, as "Egghead Weds Hourglass".

In the late 1950s, and early 1960, her health began to deteriorate. She suffered from a Barbiturate addiction and experienced periods of depression. Her marriage to Miller broke down, and she had affairs with Yves Montand, Frank Sinatra and others. During the 1960s, her ill health made shooting films challenging, and production was often delayed. She was still in great demand and often appeared on the front cover of glossy magazines. In 1962, she was invited to the White House to sing for J.F. Kennedy's birthday.

Tragically, she died early from an overdose of barbiturates in 1962 aged just 36.



Nike was earlier known as Blue Ribbon Sports and was founded by Phil Knight and Bill Bowerman in 1964. Phil was a runner and Bill was his coach. Bill was always on the look out for improving shoes to enhance the performance of his students. In 1971 they came up with light-weight training shoes that had waffle-type nubs for traction. The shoes were immensely successful and soon the company became hugely popular with athletes. Nike Air was introduced in 1979 and this too was a big success. The rest as they say is history.

Today Nike Inc. is engaged in the design, development, marketing and selling of athletic footwear, apparel, equipment, accessories and services. The Company's operating segments include North America, Western Europe, Central & Eastern Europe, Greater China, Japan and Emerging Markets. The Company's portfolio brands include the NIKE Brand, Jordan Brand, Hurley and Converse. The Company sells its products to

retail accounts, through its retail stores and Internet Websites, and through a mix of independent distributors and licensees across the world. Independent contractors manufacture the Company's products.

Company focused its NIKE brand product offerings in nine categories: Running, NIKE Basketball, the Jordan Brand, Football (Soccer), Men's Training, Women's Training, Action Sports, Sportswear (its sports-inspired lifestyle products) and Golf. Men's Training includes its baseball and American football product offerings. The Company also markets products designed for kids, as well as for other athletic and recreational uses, such as cricket, lacrosse, tennis, volleyball, wrestling, walking and outdoor activities. The Company's athletic footwear products are designed primarily for specific athletic use. Its products are also worn for casual or leisure purposes. The Company also sells sports apparel. The Company also

markets apparel with licensed college and professional team and league logos. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

POWER METER

LEGACY	Constantly challenges the conventional perception of sports and lifestyle products
RECALL	The "Swoosh" logo and the Slogan "Just Do It"
IMPACT	Celebrates the distinct quality of each individual thus leading to impeccable loyalty
POWER FACTOR	Huge number of outlets and a brilliant range of products



ROLEX

At the age of 24 Hans Wilsdorf founded Rolex in 1905. He always dreamt of a watch that could be worn on the wrist. During the period when Rolex introduced wristwatches, the pocket watches were more popular as they were not very accurate. Hans knew that he could make them not just more elegant but also reliable. He equipped his watches with small very precise movements that were manufactured by a Swiss watchmaking company in Bienne. It was the farsightedness of the founder that eventually the wristwatches replaced the pocket watches.

Rolex is a known brand all over the world and has the credit of manufacturing watches, which its rivals failed to. Some of the common examples of the Rolex watches, which were manufactured for the first time include:

- The first waterproof watch known by the name "Oyster".
- The first watch manufactured to have auto dating facility or "automatic date".
- The first watch meant for divers and which was water resistant to a depth of 100 meters was also developed by Rolex. This watch was known by the name "Submariner".

Rolex has carefully and

strategically lived up to its brand image. Rolex is in fact the only company to have shelled out a wide range of watches as compared to any other company. The uniqueness manifested in its watches sets it apart from the rest of the crowd. In order to develop its brand, it manufactures goods after extensive research.

Rolex has a major presence in the sports world with endorsements in golf, motor sports, tennis and yachting. Some of the world's most famous athletes pitch Rolex watches including Tiger Woods, Phil Mickelson, Roger Federer and Lindsey Vonn.

POWER METER

LEGACY	A premium masterpiece, distinguished and high end watch brand
RECALL	Impeccably crafted time pieces
IMPACT	Highest aspiration quotient
POWER FACTOR	The favorite brand of the rich and the famous





Rolls-Royce (RR) was established in 1906 and founded by Charles Stewart Rolls and Frederick Henry Royce. The first car they released was the Silver Ghost that shot the duo to iconic heights. The car completed the 1913 Alpine Trial through some of the toughest mountain terrains and demonstrated to the world the level of comfort and reliability it was capable of. Critics named it 'The Best Car in the World'.

Rolls-Royce is a venerable brand as a result of its authentic handmade craftsmanship that differentiates itself from the rest of the competition. The company pays attention to every intricate detail and handles each contributing part with care. The brand has been known to provide the marketplace with high quality limited edition automobiles that are elevated standards of perfection.

Rolls-Royce is a brand that continues to reinvent itself as time progresses. The company specializes in providing a state of the art experience of luxury both on land and in the air. RR is a global leader in importing and exporting and has created over 3800 engine powered aircrafts within the United States, Canada, and other surrounding areas. For decades the Rolls Royce brand was ahead of its time with cutting edge

technology, consumers marveled at the automobiles innovative intelligent design. Throughout its history Rolls Royce has striven to incorporate technological innovation into its vehicles. The brand of Rolls-Royce symbolizes reliability, integrity and innovation and is most valuable asset of the company than their engineering excellence. Rolls-Royce - the brand was licensed to BMW in 1998.

POWER METER

LEGACY	Positioned as among the most premium brands in the world
RECALL	Elegant and supreme brands like Phantom, Phantom Drophead Coupé
IMPACT	The brand is owned by the elite of the world, and is one of the most significant status symbols of the super rich
POWER FACTOR	Superior build quality not only for interiors but also the exterior, engine & chassis



STAR-TREK

POWER METER

LEGACY	One of the oldest producers of Television serials in the World first aired their television serial in 1966.
RECALL	Star Trek has been a cult phenomenon for decades. Fans of the franchise are called Trekkies or Trekkers.
IMPACT	Star Trek is noted for its cultural influence beyond works of science fiction. The franchise is also noted for its progressive civil rights stances.
POWER FACTOR	The franchise had generated \$10 billion in revenue, making Star Trek one of the highest-grossing media franchises of all time.

Star Trek is an American science fiction media franchise based on the television series created by Gene Roddenberry. The first television series, simply called Star Trek and now referred to as The Original Series, debuted in 1966 and aired for three seasons on the television network NBC. It followed the interstellar adventures of Captain James T. Kirk (William Shatner) and his crew aboard the starship USS Enterprise, a space exploration vessel, built by the interstellar federal republic United Federation of Planets in the twenty-third century.

In creating Star Trek, Roddenberry was inspired by the Horatio Hornblower novels, the satirical book Gulliver's Travels, and by works of western genre such as the television series Wagon Train. These adventures continued in the short-lived Star Trek: The Animated Series and six feature films. Four spin-off television series were eventually

produced: Star Trek: The Next Generation followed the crew of a new starship Enterprise set a century after the original series; Star Trek: Deep Space Nine and Star Trek: Voyager set contemporaneously with The Next Generation; and Star Trek: Enterprise set before the original series in the early days of human interstellar travel. Four additional The Next Generation feature films were produced. In 2009, the film franchise underwent a "reboot" set in an alternate timeline, or "Kelvin Timeline", titled simply Star Trek. This film featured a new cast portraying younger versions of the crew from the original show; their adventures were continued in the sequel film, Star Trek Into Darkness (2013). The thirteenth film feature and sequel, Star Trek Beyond (2016), was released to coincide with the franchise's 50th anniversary. A new Star Trek TV series, titled Star Trek: Discovery, will premiere in May 2017 on the digital platform CBS All Access.

Star Trek has been a cult phenomenon for decades. Fans of

the franchise are called Trekkies or Trekkers. The franchise spans a wide range of spin-offs including games, figurines, novels, toys, and comics. Star Trek had a themed attraction in Las Vegas that opened in 1998 and closed in September 2008. At least two museum exhibits of props travel the world. The series has its own full-fledged constructed language, Klingon. Several parodies have been made of Star Trek. In addition, viewers have produced several fan productions. The franchise had generated \$10 billion in revenue, making Star Trek one of the highest-grossing media franchises of all time.

Star Trek is noted for its cultural influence beyond works of science fiction. The franchise is also noted for its progressive civil rights stances. The Original Series included one of television's first multiracial casts. Star Trek references can be found throughout popular culture from movies such as the submarine thriller Crimson Tide to the animated series South Park.

Dr. Ferdinand Porsche (1875-1951) was the creator of the Beetle. With over 21 million manufactured, the Beetle is the longest-running and most-manufactured automobile of a single design platform anywhere in the world.

Today the Beetle is regarded as arguably the best-selling car of all time, but back in 1948 it was unknown in the U.S., and many sales types believed no one would ever buy, partly because of its association with Nazi Germany—being dubbed “the people’s car” by Adolph Hitler—still fresh in the public’s mind.

Despite initial failures at introducing the Beetle into America, Volkswagen remained undeterred. They brought twenty Beetles to the U.S. to a private showing in New York City and then to the First U.S. International Trade Fair in Chicago. It wasn’t an overnight success, but it started to get attention from the press and generated word-of-mouth buzz.

Given the opportunity to actually see and drive a Beetle, a significant chunk of the American public soon found themselves in love with the reliable and affordable little, German car. Virtually everything

about the Beetle’s design screamed it was a car like no other: its air-cooled engine was mounted in the back, not the front, like every other domestic gas guzzler of the period, a configuration that made it more adept than any U.S.-made car of the time for safe driving in rain, sleet, and snow; its exterior design was unique, with its egg-shaped body standing in sharp contrast to the large and sleek, chrome-covered domestic behemoths of the period. The Beetle’s appearance oozed a

curious combination of personality and practicality, which quickly helped build strong affection for it among its owners.

In addition to developing a unique design (the look), Volkswagen focused on developing a unique marketing message for the Beetle. In contrast to the advertising of the Detroit automakers of the 1950s and 1960s, which was full of slick copy and boastful claims, Volkswagen’s ads for the Beetle were frank, direct, and honest. Some of the more memorable early print ads included “Think small,” “Some shapes are hard

to improve on”. The combination of unique design elements and honest advertising became a killer combination. By the early 1960s, the Beetle became a magnet for legions of Americans who saw themselves as being different. The Beetle tended to appeal to freethinkers. When Volkswagen launched the New Beetle in 1998, they made a conscious decision not to show any drivers in its ads.

It was a good move: everyone from teenagers buying their first car to aging baby boomers hoping to recapture their youth purchased the car. Volkswagen benefited from not shrinking its potential audience of buyers: No one had trouble seeing themselves behind the wheel of a New Beetle.

POWER METER

LEGACY	With over 21 million manufactured, Beetle is one of the most manufactured single-design car
IMPACT	One of the most popular and top-of-the-mind small car brands
POWER FACTOR	Stylish looks due to well-crafted exteriors



The Walt Disney Company

The Walt Disney Company comprises a portfolio of brands related to various forms of entertainment, and this complex web of brands is all on the small shoulders of a mouse and one man's dream. Walt Disney struggled through years of unsuccessful characters and creations, but his luck changed with the creation of Mickey Mouse in 1928.

After Mickey's debut in Steamboat Willie, the first Mickey Mouse animated feature to be released, he was immediately trademarked in order to keep the mouse and the heart of the Disney brand protected. In order to build on the momentum from Mickey Mouse, he was extended a



licensing agreement to be printed on writing pads. Mickey had a kind-hearted happy-go-lucky attitude that captured family's hearts. It was a perfect fit for the Disney image.

The Disney brand was built on characters & animated features, but in 1955 the Disney brand extended far beyond cartoons and animated shorts with the opening of Disneyland, "a place where 'age relives fond memories of the past and youth may savor the challenge and promise of the future'.

In 1971, Disney opened an even larger theme park in Florida—Walt Disney World. Today, the park spreads across 30,000 acres. The theme park expanded Disney's positive associations past simply film and animation to also include life experiences.

The theme parks allow the brand to build associations through multiple senses and make a powerful impact on consumers' interactions with the brand.

The company continually became involved with more media opportunities such as television, music, live action filming and distribution, along with animated movies and theme parks. The company became a massive media corporation with its purchase of ABC networks in 1995. Today, Disney is able to use its assortment of brands & business units to support one another and cross-brand through various promotions. Disney is a brand that sparks memories dating back to consumers' childhoods. Disney has been a well-established brand for many decades and has a defined heritage.

POWER METER

LEGACY	One of the most recognised powerful media brands in the world
RECALL	Debut of Mickey Mouse
IMPACT	Customer experience is great from start to finish
POWER FACTOR	The brands promise "Entertainment with Heart."



ICONIC BRANDS



In 1925, in a small German village, the world got its first taste of Adidas. It was there, in a village by the name of Herzogenaurach, located 12 miles to the north and the west of Nuremberg, that those simple three stripes were brought to life by Adidas' founder, Adolf "Adi" Dassler. Adi created Adidas after realizing the need for performance athletic shoes. Adidas began small, producing

soccer and running shoes, which ironically enough are still the main products that Adidas is known for. Adidas has continued to gain momentum through the years. Many attribute this to Adidas' quality, styling and reputation. It is currently the largest supplier of athletic shoes in Europe.

Adidas ranks second worldwide, with their products selling in almost 200 countries. In 1994 alone, Adidas sales totaled 3 billion dollars. In late 1995, Adidas went public with its stock. It was a tremendous success and continues to trade internationally. Adidas posted an amazing 40% increase in net sales in the first half of 1997. The Dassler family has a rich heritage in shoes. Adi's brother, Rudolf went on to create the Puma brand in 1948 after a dispute with Adi and, another AdiDassler, who just happens to be the grandson of the founder of Adidas, has launched his own shoe company, A. D. One. which specializes in adventure and sub-urban footwear.

The slogan and the company both go along with each other as it says, "Impossible is nothing." For some decades now, the company is in harmony with sports figures and clubs. No wonder it has risen from sports figures to daily household images and general people. The sporty attitude and athletic prowess have been its identity right from the dawn of its establishment. It has grown with more innovative ideas and focused

on creating brand awareness and other marketing strategies.

The first ever sportswear Adidas ever made was for FranzBeckenbauer in 1967. The fact is that Adidas not only has become the image of sports fashion and attitude, but has presented a unified image of sports, street, music, pop- culture, and other fashion statements, creating its significant existence through its good communication strategies.

POWER METER

LEGACY	Adidas Company has a long heritage and high brand value since 1924
RECALL	Adidas stands for passion for sports
IMPACT	Adidas is a world renowned company for sports equipment, clothing and other accessories
POWER FACTOR	Strong and innovative marketing since years have created a strong brand retention of Adidas in the minds of customers



The company was founded by Jeffrey P. Bezos in July 1994 and is headquartered in Seattle, WA. It was one of the first companies to sell goods over the internet.

Amazon.com, Inc. provides online retail shopping services. It provides services to four primary customer sets: consumers, sellers, enterprises, and content creators. The company also provides other marketing and promotional services, such as online advertising and co-branded credit card agreements. It serves consumers through its retail websites with a focus on selection, price, and convenience. It designs its websites to enable

its products to be sold by the company and by third parties across dozens of product categories. It also manufactures and sells the Kindle e-reader and strives to offer customers the lowest prices possible through low every day product pricing and free shipping offers, including through membership in Amazon Prime. The company offers programs that enable sellers to sell their products on its websites and their own branded websites, earning fixed fees, revenue share fees or per-unit activity fees from these transactions. It also serves developers and enterprises of all sizes through Amazon Web Services, which provides access to technology infrastructure that enables virtually any type of business.

POWER METER

LEGACY	World's largest online retailer
RECALL	The tagline, 'Earth's biggest bookstore'
IMPACT	Almost all internet users are in one way or other a paid or non paid customer of Amazon
POWER FACTOR	Amazon is a global company and looks for customers all around the world





The moment Barbie® doll was introduced to the world, an icon was born. Debuting in 1959 as "The Teenage Fashion Model," Barbie allowed girls to experience fashion play and to explore various dreams, fantasies and aspirations without ever leaving home. Over the years, Barbie doll has always been a reflection of the times, whether following style trends or blazing her own fashion

trail. But when she began, she was a maverick.

Ruth Handler, co-founder of Mattel Toys, had watched her daughter Barbara and friends play with paper dolls of grown-up women, and imagining themselves in grown-up roles. Finally, the idea hit her — why not make a teenage doll that little girls could play with? She set out to investigate the possibilities.

The market research came back — lots of three-dimensional baby and toddler dolls were available in the 1950s, but no older dolls were on the market. Despite initial skepticism from her husband and Mattel co-founder Elliot Handler, Ruth pursued her vision for three years, finally unveiling Barbie in 1959. Her historic debut took place at the New York Toy Fair, shocking industry pundits and toy critics. They'd never seen anything like Barbie, and didn't realize the world had been waiting for someone just like her.

Buoyed by Ruth's unerring instincts, and thanks to an innovative television ad campaign, the doll quickly caught the

attention of little girls across the country, proving all the skeptics wrong. With the mothers and daughters of America making The Teenage Fashion Model and subsequent dolls such a runaway success, Barbie expanded her range with new outfits, and even new careers.

Barbie Collector is proud to continue the tradition of superb quality and attention to detail that began over 50 years ago, and to expand on her fashion heritage with new dolls and designs for adult collectors. Haute couture, fantasy creations, and famous designer collaborations have all helped to raise Barbie doll's profile with new generations of fans.

From her humble beginnings as a teenage fashion model, Barbie has since transformed into best friend, confidante, and fearless adventurer. And while the doll's next exploits continue to unfold, one thing's for sure. The Most Collectible Doll in the World® has cemented her place in pop culture history—yesterday, today, and tomorrow.



POWER METER

LEGACY	Born as the Teenage Fashion Model in 1959
RECALL	Best friend, confidante, and fearless adventurer
IMPACT	Cemented her place in pop culture
POWER FACTOR	Haute couture, fantasy creations, and famous designer collaborations



Ben & Jerry's Homemade Holdings Inc, trading and commonly known as Ben & Jerry's, is an American company that manufactures ice cream, frozen yogurt, and sorbet. It was founded in 1978 in Burlington, Vermont, and operates globally as a subsidiary of the Anglo-Dutch conglomerate Unilever. Its headquarter is in South Burlington, Vermont with its main factory in Waterbury, Vermont.

When Ben Cohen & Jerry Greenfield started selling homemade ice cream out of a renovated gas station in Burlington, Vermont, it was personality and a little extra attitude that helped get the business off the ground. Jerry said, "If it's not fun, why do it?" Ben said "Every company

has a responsibility to give back to the community." Those two simple ideas became the driving philosophy of the Ben & Jerry's brand.

Over the years they've had a lot of fun with their crazy flavors: First it was Cherry Garcia, named

POWER METER

LEGACY	Founded as a tiny ice-cream parlour in 1978 operates globally
RECALL	Free Cone Day
IMPACT	Pioneering and values-led business
POWER FACTOR	Brand transparency and value-driven or cause-driven campaigns



for Jerry Garcia of the Grateful Dead. There's authentic brand personality in every lick. Needless to say, some people (including a few franchisees) were offended by the idea of Schweddy Balls on a waffle cone. But the company's not shy. In fact, you could say that bravery is part of the brand personality.

Ben & Jerry have never been afraid of a little controversy. They decided from the get-go that the company needed to stand for something beyond just making money. So they built their passion for social and environmental issues into the business model. That, by itself, differentiates their brand from the competition — and from 90% of the corporations out there. Free Cone Day is an annual event held between late March and early May, in which Ben & Jerry's scoop shops give out free ice cream cups and cones. The first Free Cone Day was held on Saturday, May 5, 1979, by Ben and Jerry as a customer and staff appreciation event for the first anniversary of their store's opening.

Over one million free cones are given away each year, prompting the company's ad slogan "Be One In A Million." Charitable organizations are often present at the stores each year and enjoy a significant amount of fundraising success. Often, local celebrities show up at various stores, promoting the day and the charities there. Sometimes the event is scheduled to coincide with Earth Day and sometimes volunteers are on hand with clipboards and voter registration forms to help those who would like to register to vote.



Bayerische Motoren Werke, popularly known as BMW, is a German based automobile manufacturing company. It was founded by Franz Josef Popp, Karl Rapp, Camillo Castiglioni in 1916. BMW is headquartered in Munich, Bavaria, Germany. With an employee count of more than 105,876, BMW is one of most admired and trusted automobile manufacturers. BMW is the

parent company for the much revered, royal-class automobile maker Rolls-Royce Motor Cars. BMW currently manufactures and produces cars and motorcycles, with latter being shipped under BMW Motorrad.

With current estimate of more than 6 assembly operations across Middle-East, South-East, Russia and Egypt, BMW is reported to have increased the production of the automobiles specifically to meet the market demands. Besides being a brand name in luxury automobiles and motorrads, BMW earned great success at different Formula One races. BMW is a proud sponsor of different sporting events and leagues including various football clubs, events at Olympics, United States Olympic Committee, European golf events and PGA Championship including BMW

International Open and BMW Italian Open in Germany. BMW markets its production with the customary BMW blue and white logo. The logo is derived from the ancestral Rapp Motorenwerke company circular logo, including the colors of Bavarian flag.

POWER METER

LEGACY	Great faith in the brand has made it a bestseller in no time
RECALL	Power coupled with panache
IMPACT	Great efficiency for a premium vehicle
POWER FACTOR	Constant focus on delivering premium value vehicles



Burberry was founded in 1856 by 21 year old Thomas Burberry. A former draper's apprentice, he set up shop in Basingstoke and over the next 20 years established Burberry as a business providing outdoor clothing. It wasn't until 1880, 24

years later, that he patented a hardwearing, water resistant fabric "gabardine" and became famous for the perfect English raincoat. With an increasing international customer base the brand started to be known as "Burberrys of London" and so the name was changed to Burberrys. It wasn't until 1998 that the 's' was dropped and the brand went back to being Burberry. Burberry became the number one provider of weatherproof clothing for famous explorers, sportsman, the army as well as international business men.

The Company designs, develops, makes and sells products under the Burberry brand. Product design and development are centered in Burberry's London headquarters. Fabrics and other materials are bought from, and finished products manufactured at, both company-owned facilities in the UK and through



an external supplier network, predominantly located in Europe. Creative and marketing content and programmes are developed internally to engage and connect the brand and its products with consumers. Burberry products are sold globally through its stores and online at Burberry.com, as well as through third-party wholesale customers, both offline and online. In a few selected areas, Burberry uses the product and distribution expertise of licensing partners. These activities are executed by a global team of almost 11,000 employees.

POWER METER

LEGACY	Leading luxury brand with a global business
RECALL	Iconic Burberry check
IMPACT	Relatively strong image that is synonymous with quality, style and elegance
POWER FACTOR	Brand evokes more private and enduring feelings of social approval and self-respect





Its silhouette has changed over the years, but the LBD remains supremely chic. A little black dress (LBD) is a black evening or cocktail dress, cut simply and often quite short. Fashion historians ascribe the origins of the little black dress to the 1920s designs of Coco Chanel and Jean Patou intended to be long-lasting, versatile, affordable, and accessible to the widest market possible and in a neutral colour. Its ubiquity is such that it is often simply referred to as the "LBD". The little black dress (aka LBD) may be an essential part of any woman's wardrobe now, but it certainly hasn't always been that way.

Before the 1920s, wearing the color black was strictly reserved for times of mourning. It was considered distasteful to wear it otherwise, because mourning

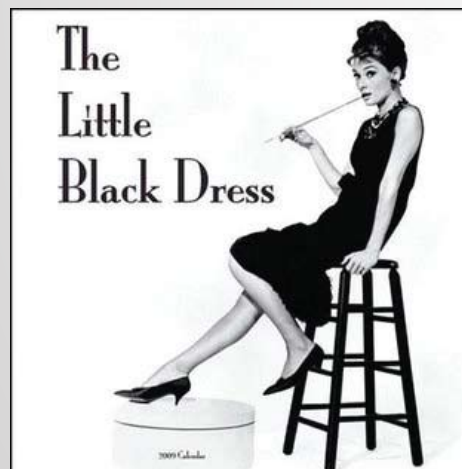
dress were symbolic. During the Victorian era, a grieving widow was expected to wear black for at least two years. All of this changed at the will of a woman named Coco Chanel. In 1926, Chanel published a simple, short black dress in Vogue. The magazine called this dress "Chanel's Ford," because

like the Model T, it was accessible to women of all social classes. Vogue said the dress was "a sort of uniform for all women of taste." The LBD remained popular throughout the great depression because of its simple elegance.

During the postwar conservative era of the 1950s and early 60s, the LBD took a bit of a social hit. Though still worn, it was seen as a little dangerous -- that the woman wearing it wasn't quite so pure as the conservative woman in powder blue. The 1960s gave it a bit of a revival, with the younger mod generation looking for all new lengths -- mini skirt! The LBD has, for the most part, maintained its popularity through the decades since Chanel brought it into our lives in 1926. Though it's had its stylistic variations -- from the mod mini dress of the '60s and big shoulders and peplum of the '80s to the grunge in the '90s, the motivation behind the dress has remained largely the same. A little black dress makes a woman feel beautiful and glamorous. It's long-lasting, versatile and affordable to a large market of women, and is certainly here to stay.

POWER METER

LEGACY	LBD is most famously associated with Coco Chanel
RECALL	black can be worn at any hour of day or night, at any age and for any occasion
IMPACT	Modern women of all social rankings are able to purchase a LBD in their respective price ranges
POWER FACTOR	The little black dress could be seen as modest and demure, but at the same time sexy and dangerous.



Chanel No. 5 is the first perfume launched by French couturier Gabrielle "Coco" Chanel. The chemical formula for the fragrance was compounded by French-Russian chemist and perfumer Ernest Beaux.

Chanel is a privately held company owned by Alain and Gerard Wertheimer, grandsons of Pierre Wertheimer, who was an early business partner of Coco Chanel. Its products cover clothes, fragrances, handbags and watches. The brand is most famous for its "little black dress", the Chanel No. 5 perfume and the Chanel Suit. Karl Lagerfeld joined Chanel as its creative director in 1983 and continues in the role today at in spite of being 82 years old. Chanel ranks as the most desirable brand among luxury consumers.

Chanel envisioned a design that would be an antidote for the over elaborate, precious fussiness of the crystal fragrance bottles then in fashion popularized by Lalique and Baccarat. Her bottle would be "pure transparency ...an invisible bottle." It is generally considered that the bottle design was inspired by the rectangular beveled lines of the Charvet toiletry bottles, which, outfitted in a leather traveling case, were favored by her lover, Arthur "Boy" Capel. Some say it was the whiskey decanter he used that she admired and wished to reproduce in "exquisite, expensive, delicate glass." The "pocket flacon" devised to be carried in the purse was introduced in 1934. The price point and container size were developed to appeal

to a broader customer base. It represented an aspirational purchase, to appease the desire for a taste of exclusivity in those who found the cost of the larger bottle prohibitive. The bottle, over decades, has itself become an identifiable cultural artifact, so much so that Andy Warhol chose to commemorate its iconic status in the mid-1980s with his pop art, silk-screen. According to Chanel, the formula used to produce No. 5 has changed little since its creation, except for the necessary exclusion of natural civet and certain nitro-musks.

POWER METER

LEGACY	Started out as a dinner-party gift
RECALL	Amber liquid enclosed in a transparent, crystal bottle
IMPACT	Chanel No 5 proved popular with the public
POWER FACTOR	No 5 is a text-book example of building a luxury brand by word of mouth



CHICK-FIL-A



reinforcing customers' brand ambassadorship. When you look at Chick-fil-A's strategy as a whole, it's actually doing nothing new. The company thinks through its customer experience and adds extra touches that exceed expectations, drive loyalty and inspire advocacy.

Chick-fil-A has never been afraid to stand for what they believe in. They have never tried to reinvent themselves with regards to their morals, even as the world changed. This shows that you can do what you believe in, if you have a great product, team, and brand to support it. He understood that

the consistency of excellent customer service, delicious chicken, and great branding are what makes Chick-Fil-A so special. So many companies, especially fast-food restaurants, are constantly trying to reinvent themselves instead of focusing on what they're good at. Chick-Fil-A has always been the exception.



the phrase "It's my pleasure" instead of "You're welcome," and when orders are ready, they call out customers' names instead of their ticket numbers. Even during rush times, Chick-fil-A maintains an orderly and fast-moving line inside the store and through the drive-through. When Chick-fil-A opens a new restaurant, the company reaches out to its core fan base to invite them to a free pre-opening meal. At the pre-opening, the company distributes coupons for 10 free sandwiches,



Chick-fil-A is an American fast food restaurant chain headquartered in the Atlanta suburb of College Park, Georgia, specializing in chicken sandwiches. Founded in May 1946, it has more than 2,000 restaurants, mainly in the United States.

Within the quick-service restaurant format, Chick-fil-A excels at providing a personalized experience. Attendants use



POWER METER

LEGACY	Chick-fil-A, is a leader in the quick-serve restaurant field
RECALL	"Eat Mor Chikin" advertising campaign
IMPACT	A unique competitive advantage that its competitors have found difficult to match
POWER FACTOR	The company has engendered a positive emotional response among its consumers

Christian Dior
PARIS

Christian Dior SE, through its subsidiaries, engages in the production, distribution, and retail of fashion and leather goods, wines and spirits, perfumes and cosmetics, footwear and accessories, and watches and jewelry. The company offers its fashion and leather goods under the Louis Vuitton, Fendi, Donna

Karan New York, Céline, Loewe, Givenchy, Kenzo, Thomas Pink, Berluti, Pucci, and Loro Piana brand names; wines and spirits under the Hennessy, Moët & Chandon, Veuve Clicquot, Krug, Château d'Yquem, Belvedere, Glenmorangie, Newton Vineyards, and Numanthia Termes brands; perfumes and cosmetics under the Parfums Christian Dior, Guerlain, Parfums Givenchy, Make Up For Ever, Benefit Cosmetics, Fresh and Acqua di Parma, KVD Beauty LLC, and Ole Henriksen brands; and watches and jewelry under the Bvlgari, TAG Heuer, Zenith, Hublot, Chaumet, and Fred brands. It also operates retail stores under the DFS Galleria, Sephora, Le Bon Marché, Ile de Beauté, and Ole Henriksen; offers publications under the Les Echos-Investir brand name; operates yachts under the Royal Van Lent-Feanship brand; and operates the Cova pastry shops. In addition, the

company engages in real estate activities under the La Samaritaine brand name; and hotel business. At present, it operates a total of 4,077 stores worldwide. The company also sells its products through agents and distributors, as well as through the Internet. Christian Dior SE was founded in 1946 and is based in Paris, France.

POWER METER

LEGACY	Well known as Dior since the past 70 years
RECALL	The logo of the company Dior
IMPACT	Associated with notions such as luxury, glamour, prestige, sophistication and originality.
POWER FACTOR	Gradual and steady expansion globally with its innovative approach to fashion and magical collections





Christian Louboutin is a French Luxury Label and was founded in 1992 in Paris. The label is named after the designer who founded it. The luxury French shoe designer Christian Louboutin's creations are instantly recognizable for the flash of his signature red found on the sole of all his designs. The brand has achieved iconic status as the master of artisan craftsmanship and red carpet glamour. Louboutin topped the Luxury Institute's annual Luxury Brand Status Index (LBSI) for three years; the brand's offerings were declared the Most Prestigious Women's Shoes in 2007, 2008, and 2009. Louboutin maintained a high profile on the international fashion scene in the early 21st century, opening a European flagship boutique on London's Mount Street as well as additional stores in such cities as Jakarta, Las Vegas, Paris, Tokyo, and Singapore. The brand currently has 75 stores worldwide including a number of dedicated Men's boutiques. Over the years, Louboutin has continued to turn out season after season of imaginative footwear. The cost of getting a pair of Louboutins can range from nearly \$400 up to \$6,000.



POWER METER	
LEGACY	Classic red-sole shoes
RECALL	Women's high fashion designer footwear.
IMPACT	Statement of power, class, and fashion knowledge
POWER FACTOR	Has maintained high profile on the international fashion scene



Cohiba, Fidel Castro's preferred brand, was created in 1966 as Havana's premier brand for diplomatic purposes. Since 1982, it was offered to the public in three sizes: Lanceros, Coronas Especiales and Panetelas. In 1989, three more sizes were added to complete the classic line namely: Esplendidos, Robustos and Exquisitos. In 1992, the following five sizes were further made in order to commemorate the 500th anniversary of the discovery of Cuba in 1492: Siglo I, II, III, IV and V. Cohiba is a brand for two kinds of premium cigar, one produced

in Cuba for Habanos S.A., the Cuban state-owned tobacco company, and the other produced in the Dominican Republic for US-based General Cigar Company. The name cohiba derives from the Taíno word for "tobacco." The Cuban brand is filled with tobacco that comes from the Vuelta Abajo region of Cuba

POWER METER

LEGACY	Brand perceived as exceptional by smokers all over the world
RECALL	Its association with the image of Fidel Castro's figure
IMPACT	Considered as the best cigars in the world
POWER FACTOR	Total commitment to customer service and satisfaction

which has undergone an extra fermentation process. Cuban Cohiba was established in 1966 as a limited production private brand supplied exclusively to Fidel Castro and high-level officials in the Communist Party of Cuba and Cuban government. Often given as diplomatic gifts, the Cohiba brand gradually developed a "cult" status. The Cohiba Siglo VI has received some of the highest scores in the line from blind reviews like a 93 from Cigar Aficionado and a 90 from Blind Man's Puff. The US Cohiba brand name was registered in the United States by the General Cigar Company in 1978 and cigars using that trademark have been produced for the American market in the Dominican Republic on a large scale from 1997. This Cohiba is related to the Cuban product in name only, containing no Cuban tobacco, and thus is the only "Cohiba" that can be sold legally in the United States.



COORS | ICONIC



Adolph Herman Joseph Coors emigrated to the United States from Germany in 1868 at the age of 21. After purchasing a Denver bottling company in 1872, Coors formed a partnership with Jacob Schueler in 1873. He was obsessed with making the best beer he could and built Coors brewing in Golden, Colorado because of the superior water quality. He tapped into local resources and shipped his beer off to thirsty miners in the area. Everyone agreed: Adolph knew how to brew a good beer. And demand grew quickly.

Adolph Coors Company is the

only family-owned brewery in the United States that was able to survive the late 20th-century consolidation of the American beer industry without relinquishing family control. The regional brewer gained national prominence in the 1960s and 1970s, but only officially achieved national distribution in 1986.

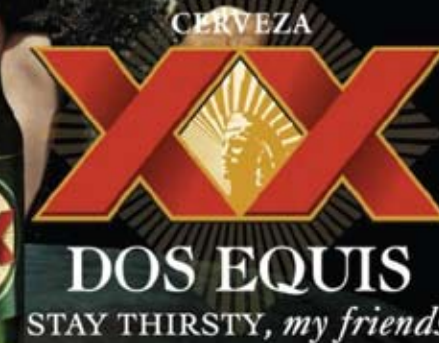
Today Coors operates the world's largest brewery at its headquarters in Golden, Colorado, and distributes its 13 branded malt beverages in 30 countries worldwide—although 98 percent of revenues are generated in the United States.



POWER METER

LEGACY	350 years of brewing heritage
RECALL	Brewing traditions and innovation
IMPACT	Working towards perfection of the brand and developing new ones to delight the customers
POWER FACTOR	One of the most iconic and best selling brands

DOS EQUIS | ICONIC



Dos Equis is a Mexican beer made by the Cuauhtémoc Moctezuma Brewery. It was originally called "Twentieth Century" (Siglo XX). It was first brewed by Wilhelm Hasse in 1897.

There are several types of Dos Equis beer. The original is an amber lager packaged in brown bottles. Then came a Special pale lager in green bottles. The main brand Dos Equis XX Special Lageris a 4.45% abv pale lager sold in green bottles. Dos Equis XX Amber is a 4.7% Vienna-style amber lager sold in brown bottles and was first exported to the United States in 1973.

Dos Equis is well known in Mexico and the United States. This is partly because of advertisements called "The Most Interesting Man in the World" that featured a bearded, debonair gentleman, with voiceovers that were intended to be both humorous and outrageous. These ads have actor Jonathan Goldsmith and a narrator telling of his amazing exploits. The advertisements first began appearing in the United States in 2006 and have since then become a popular Internet meme.

POWER METER

LEGACY	First brewed by Wilhelm Hasse 120 years ago
RECALL	The ad campaign "The most interesting man in the world"
IMPACT	Well known in Mexico and the United states
POWER FACTOR	Robust taste, made from blue agave nectar and some spices

Facebook was founded by Mark Elliot Zuckerberg, Dustin Moskovitz, Chris R. Hughes, Andrew McCollum and Eduardo P. Saverin on February 4, 2004. It is headquartered in Menlo Park, CA. Facebook is a social networking company, which allows people to communicate with their family, friends, and coworkers. The company offers advertisers a combination of reach, relevance, social context, and engagement to enhance the value of their ads. Its services include timeline, news feed, messages, lists, ticker and mobile apps. The company products include Facebook,

POWER METER	
LEGACY	Facebook has connected people not only locally but globally as well since 2004
RECALL	The "LIKE" button and the "f" logo
IMPACT	leading player in the social media market
POWER FACTOR	Strong brand image and large consumer base with externalities

Instagram, Messenger, Whatsapp and Oculus. Facebook provides major value benefits to approaching 1 billion users around the globe. Facebook has also become deeply embedded in a bewildering range of websites and online services. Newspaper sites, music subscription services, internet television services, blogs and many other online service categories use Facebook's public APIs to embed Facebook into their own service. With 'Like' buttons, sharing features and social apps users can enjoy Facebook wherever they are on the web, and they can also enjoy the best of the web while on Facebook. Facebook has also become an important part of the communications and marketing strategies of millions of businesses, large and small. Businesses use Facebook to keep users up to date, study user reaction to new products and measure the impact of general media events. Facebook has become so deeply embedded in everyday online life that it is hard to see how the site is going to simply fade away. Facebook has also done an outstanding job of monetizing its audience by developing and selling targeted advertising solutions.



Ferrari

The company's story officially began in 1947 when the first Ferrari emerged from the historic factory entrance on Via Abetone Inferiore in Maranello. The 125 S, as it was known, embodied the passion and determination of the company's founder. Enzo Ferrari was born in Modena on February 18th 1898 and died on August 14th 1988. He devoted his entire life to designing and building sports cars. Having been made an official Alfa Romeo driver in 1924, within five years he had gone on to found the Scuderia Ferrari on Viale Trento Trieste in Modena

which assisted mostly gentlemen drivers in racing their cars. In 1938, Enzo Ferrari was appointed head of Alfa Corse but quit the position in 1939 to set up his own company, Auto Avio Costruzioni, which operated out

POWER METER	
LEGACY	Power pack of luxury and efficiency
RECALL	Sturdy and proficient
IMPACT	Highly innovative models
POWER FACTOR	Technology has always kept them ahead of the times

of the old Scuderia buildings. The legendary symbol used by Ferrari has heroic origins. It was first adopted as a personal emblem by a highly decorated Italian World War I pilot, Francesco Baracca, who had it painted on the fuselage of his aircraft. At the end of the war, Baracca's parents offered to allow Enzo Ferrari use the Cavallino Rampante (Prancing Horse) symbol. He adopted it as the logo for his racing Scuderia, placing it on a yellow shield in honor of his hometown of Modena and topping it with the Italian tricolor. The classic Ferrari red, however, was simply the colour assigned by the International Automobile Federation to Italian grand prix cars in the early years of the last century.



Google was founded by Sergey Brin & Lawrence E. Page on September 4, 1998 while they were studying at Stanford University. It is headquartered in Mountain View, CA. Google.com is today the most visited website in the world. It focuses on improving the ways people connect with information. It provides variety of services and tools for advertisers of all sizes, from simple text ads to display and mobile advertising and to publishers, whether small or large. The company primarily focuses on the areas which include search, advertising, operating systems, platforms, enterprise and hardware products. The advertising area includes AdWords, AdSense, Google Display, Google Mobile programs and Google Local. Google Mobile offers on developing easy-to-use ad products to help advertisers extend their reach to the publisher partners, and deliver relevant and useful ads to users on the go. Google Local provides users with relevant local information, including addresses, phone numbers, hours of operation, directions and local queries like shops, restaurants, parks and landmarks right on Google.com, on Google Maps and on Google Maps for mobile. The AdWords program delivers ads which are useful and relevant to search queries. The AdSense program enables websites that are part of the Google Network to deliver ads. The Display advertising program comprises the videos, text, images and other interactive ads that run across the web on computers and mobile devices, including smart

phones and handheld computers such as netbooks and tablets. The operating systems and platform area is comprised of Android, Google Chrome OS and Google Chrome, Google TV and Google Books. Google Chrome OS is an open source operating system with the Google Chrome web browser as its foundation. Both the Google Chrome OS and the Google Chrome browser are built around the core tenets of speed, simplicity, and security. Google TV is a platform that gives consumers the power to experience television and the Internet on a single screen, with the ability to search and find the content they want to watch. The Google Books platform is designed to help people discover, search and consume content from printed books online. Google's enterprise products area provides familiar, easy-to-use Google technology for business settings. The company operates through two segments: Google and Mobile: The Google segment includes the advertising and other non-advertising businesses. The Mobile segment includes mobile devices business acquired from Motorola.

POWER METER	
LEGACY	Making world's information universally accessible
RECALL	The quirky, multicoloured logo
IMPACT	Have found their compelling point of difference
POWER FACTOR	Paired with strategic tools with beautiful design solutions to help business stand-out, transform and grow



POWER METER	
LEGACY	Prestigious, internationally recognized, admired, respected, and often imitated fashion brand
RECALL	Famous icons such as the double G logo, horsebit and the web (red and green stripes)
IMPACT	One of the world's largest Luxury Goods brand
POWER FACTOR	symbol of status for the aspirational consumer and a lifestyle insignia for the rich and famous

Gucci, popular global fashion brand was founded by Guccio Gucci in the 1920s. He was an immigrant in Paris and then moved to London. The founder of this brand used to work in big hotels and was always amused by the luggage the guests used to carry. He was often inspired by the lavish lifestyle of others. He decided to integrate the lavish living with his art of craftsmanship. He started working with the skills of Tuscan artisans. He started initially with the selling of the leather bags to the horsemen. With time, the leather bags got converted into luxury bags. Gucci along with his two sons expanded his work and opened a company. The company stores were then opened in Milan and Rome. Fine leather accessories of commendable quality were sold in the stores of Gucci. All the products had a signature logo of the company on them. The brand saw great success in next few years. Most

of the clients were horse-riding people and this inspired the logo of Gucci. This logo was first used on leather handbags. Gucci continued to experiment with different materials for the products. One of the finest collections out of these was creating the handle of the Bamboo bag by adding patina of the cane to it. The Bamboo inspired patterns existed for many years. Gucci was later inspired for the trademark of the company with a green and red web stripe in the 1950s. This web stripe appeared in a number of products of the company for many years. After the death of Gucci, his sons took over the family business. They opened the Gucci stores all around the world and the business reached new heights. The products of Gucci are internationally renowned for their unique style and designs. The famous Gucci scarf print was created after the request from the Princess of Monaco Grace Kelly.

The brand is not known only for the Italian craftsmanship, but also for the unique style of clothing collection. Gucci continued to reinvent new design and style of products. Till now, Gucci is the most expensive brand in the world for consumer goods. It is one of the biggest selling brands of Italy. There are around 270 stores of Gucci all over the world. It is also considered as one of the most valuable brands of all time all across the world. Gucci also has a children's line of clothing and accessories. The company started this new collection in the year 2010. This collection is available in around 40 stores all around the world. Gucci is also in partnership with UNICEF since 2005. The company donates particular percentage of the sales to UNICEF.

Harry Potter

Harry Potter is a British-American film series based on the Harry Potter novels by author J. K. Rowling. The series is distributed by Warner Bros. and consists of eight fantasy films, beginning with Harry Potter and the Philosopher's Stone (2001) and culminating with Harry Potter and the Deathly Hallows – Part 2 (2011). A spin-off prequel series will consist of five films, starting with Fantastic Beasts and Where to Find Them (2016). The Fantastic Beasts films mark the beginning of a shared media franchise known as J. K. Rowling's Wizarding World.

The series was mainly produced by David Heyman, and stars Daniel Radcliffe, Rupert Grint,

and Emma Watson as the three leading characters: Harry Potter, Ron Weasley, and Hermione Granger. Four directors worked on the series: Chris Columbus, Alfonso Cuarón, Mike Newell, and David Yates. The screenplays were written by Steve Kloves, with the exception of Harry Potter and the Order of the Phoenix (2007), which was written by Michael Goldenberg. Production took over ten years to complete, with the

main story arc following Harry Potter's quest to overcome his arch-enemy Lord Voldemort.

Harry Potter and the Deathly Hallows, the seventh and final novel in the series, was adapted into two feature-length parts. Part 1 was released in November 2010, and Part 2 was released in July 2011.

Harry Potter and the Prisoner of Azkaban (2004) is the only film in the series not among the 50 highest-grossing films of all time, with Harry Potter and the Deathly Hallows – Part 2, the highest-grossing film in the series and one of 28 films to gross over \$1 billion, ranking at number 8. Without inflation adjustment, it is the second highest-grossing film series with \$8.5 billion in worldwide receipts.



POWER METER

LEGACY	Literary fantasy created by J.K. Rowling
RECALL	New vernacular such as "Pottermania", "Quidditch", & "muggle" added to the dictionary
IMPACT	Exceptional fandom created among Harry Potter
POWER FACTOR	Fairy tales themes and magical elements



Harvard College was established in 1636 by vote of the Great and General Court of Massachusetts Bay Colony, and was named after its first benefactor, John Harvard of Charlestown. Harvard is America's oldest institution of higher learning, founded 140 years before the Declaration of Independence was signed. The University has grown from nine students with a single master to an enrollment of more than 18,000 degree candidates, including undergraduates and students in 10 principal academic units. An additional 13,000 students are enrolled in one or more courses in the Harvard Extension School. Over 14,000 people work at Harvard,

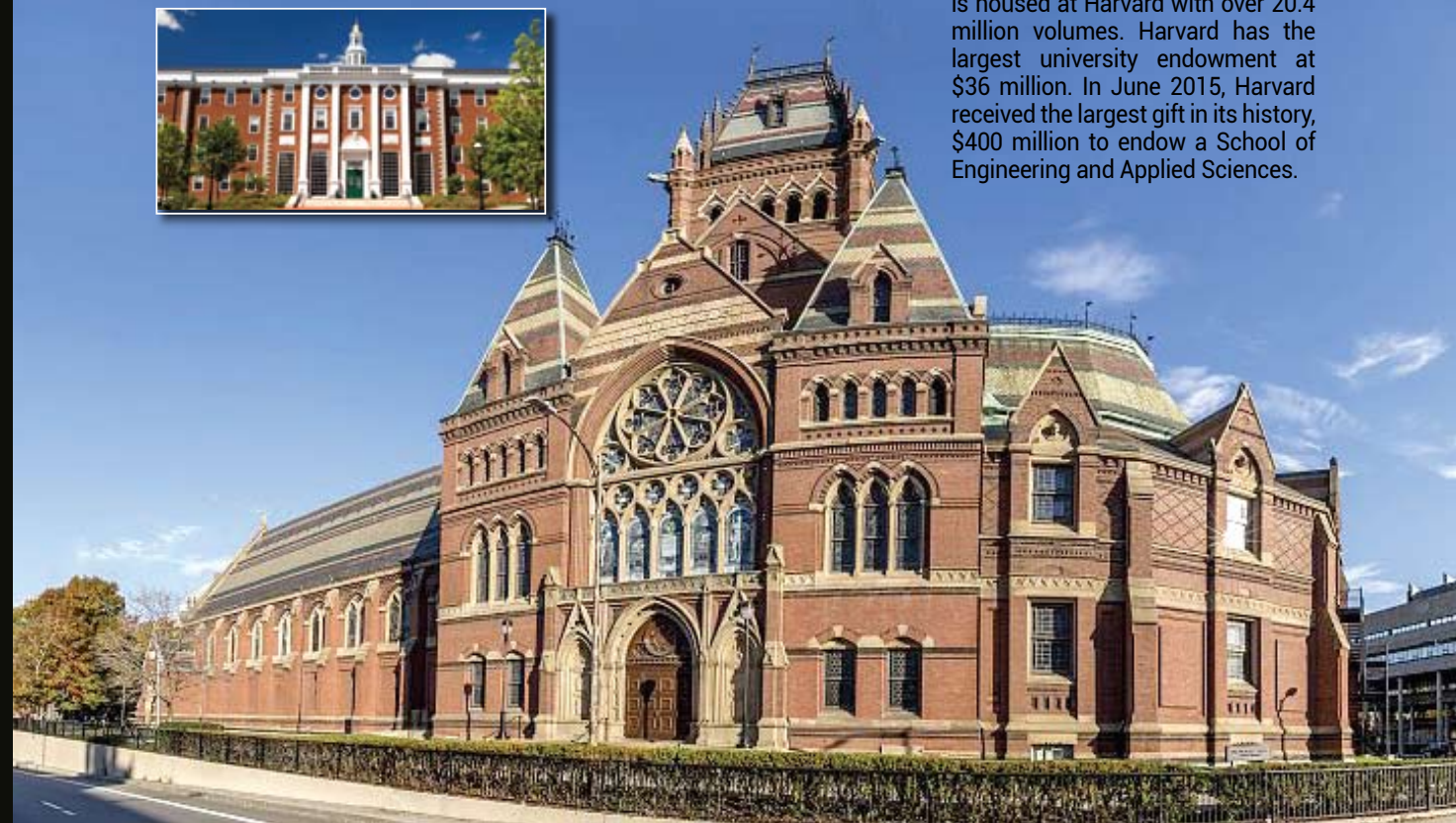


including more than 2,000 faculties. There are also 7,000 faculty appointments in affiliated teaching hospitals. Harvard's mission, to advance new ideas and promote enduring knowledge, has kept the University young. Harvard strives to create an academic environment in which outstanding students and scholars from around the world are continually challenged and inspired to do their best possible work. It is Harvard's collective efforts that make this university such a vibrant place to live, to learn, to work, and to explore.

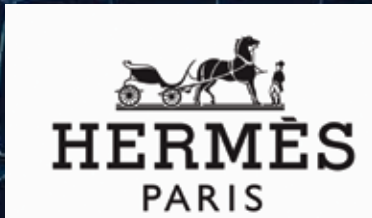
The first institution of higher learning established in the U.S., is a magnet for high-achieving undergrads, including over 40% students of color. Notable individuals that attended Harvard span Presidents Barack Obama, Theodore Roosevelt and John Adams; plus Bill Gates, Mark Zuckerberg, cellist Yo-Yo Ma and actress Natalie Portman. Within 12 degree-granting schools, over one-third of students major

POWER METER	
LEGACY	Prestigious and well-known Ivy League universities in the world
RECALL	Famous "veritas" shield
IMPACT	Vibrant place to live, to learn, to work, and to explore
POWER FACTOR	Excellence in teaching, learning, and research, and in developing leaders

in the social sciences followed by biological and biomedical sciences and history. The university is experimenting with new educational models in experiential learning and online platforms, such as edX, cofounded in 2012 with nearby MIT. The largest academic library is housed at Harvard with over 20.4 million volumes. Harvard has the largest university endowment at \$36 billion. In June 2015, Harvard received the largest gift in its history, \$400 million to endow a School of Engineering and Applied Sciences.



HERMES BIRKIN BAG | ICONIC



The Birkin bag is a personal accessory of luggage or a tote by Hermès that is handmade in leather and named after actress and singer Jane Birkin. The bag is currently in fashion as a symbol of wealth due to its high price and use by celebrities.

A Birkin is not an average handbag. It is known for its superior craftsmanship and jaw-dropping price tag, with standard models starting around \$12,000. Hermès refuses to release the number of Birkin bags that it manufactures each year, limiting the elusive supply to an elite group of customers. Thanks to this tight control, the brand has succeeded in maintaining the bag's reputation as one of the world's most desirable and unobtainable luxury items. A recent study showed Birkin bags are actually a better investment than stocks or gold, increasing in value by 14.2 percent on average each year. The item became the world's most expensive handbag ever auctioned when an anonymous buyer in Hong Kong spent the equivalent of \$300,168 on a single style. Hermès is now best known for selling the Birkin, among other socialite-approved purses and printed scarves, but the historic house was originally recognized for its finely crafted horse harnesses and carriages. Today, Birkin bags can be found on the perfectly toned arms of many female celebrities. It has



also become increasingly popular for stylish celebs to subvert the precious bag by customizing it, like Lady Gaga did by basically turning hers into a very expensive sketchpad. More recently, Kim Kardashian made headlines when she was gifted a Birkin that had been hand-painted by her infant daughter. Other stars, including Kate Moss and Victoria Beckham, have even repurposed the luxury totes as diaper bags, proving that a Birkin is, after all, a very utilitarian accessory.

The Hermes Birkin bag is the essence of quality and artisanship. Made from exotic materials and quality hardware, shoppers can expect their bags to last. By evaluating the features of these bags, shoppers can see what makes them so special.

POWER METER

LEGACY	The brand has been kept alive after more than 30 years
RECALL	Originally designed for the actress Jane Birkin
IMPACT	Rare and a precious brand
POWER FACTOR	Spacious, sturdy, and convenient to use

IKEA | ICONIC



IKEA is a Swedish Home furnishings company founded by Ingvar Kamprad in 1943 in Småland in southern Sweden. At the age of five Ingvar Kamprad started his journey as an entrepreneur selling matches to his nearby neighbors. From matches he expanded his business to selling flower seeds, greeting cards, Christmas tree decorations, and later pencils and ball-point pens. When Ingvar was 17, his father gave him money as a reward for succeeding in his studies. He used it to establish his own business, IKEA. The name IKEA was formed from the his initials (IK) plus the first letters of Elmtaryd (E) and Agunnaryd



(A), the farm and village where he grew up. IKEA originally sold pens, wallets, picture frames, table runners, watches, and jewellery and nylon stockings. Furniture was introduced into the IKEA range in 1948 and the rest is history!

comes from all over the world but share the fundamental humanistic values that the companys' culture is based on, such as togetherness, humbleness, simplicity, cost-consciousness, giving and taking responsibility and common sense.

The IKEA vision is to create a better everyday life for the many people. The IKEA business idea is to offer a wide range of home furnishings with good design and function at prices so low that as many people as possible will be able to afford them. There are currently 315 IKEA Group stores in 27 countries. IKEA employs 150,000 co-workers and in 2014 alone IKEA had 716 million visitors to its stores, with a €28.7 billion sales turnover. Its 150,000 co-workers are the inner strength of IKEA and are what makes it a unique company. IKEA employees



POWER METER

LEGACY	products and service have led to some kind of 'cult' status around the brand
RECALL	"Just enough" - most affordable furniture
IMPACT	Create a new race & allow the customer to make a real choice
POWER FACTOR	Remarkable positioning - with customer service rating & affordable production



JAMES BOND

Royal Navy Commander James Bond, CMG, RNVR, is a fictional character created in 1953 by British journalist and novelist Ian Fleming, who featured him in twelve novels and two short-story collections. When Bond appears on the scene, everyone wants a piece of the action. Sony, Coca Cola and Heineken are amongst the brands that paid high fees to appear in the movie, because they understood that the association of their brand with the 'cool' attitude of James Bond could only be a good thing. In fact, certain companies were willing to stump up a third of the movie's budget to appear in the film for just a few seconds.

Off-screen you can now buy 007 fragrances, bottles of wine, watches and smart phones. Bond is a brand in his own right, and anything associated with the world's favourite agent is sure to cause a 'stir'.

With the recent release of Spectre, the James Bond franchise remains as strong as ever; if not the strongest it has been in its

five-decade history.

From the smooth, gadget-fuelled epics of Sean Connery, to the tight blue swim short-wearing Daniel Craig, the character and style of the Bond films have developed and evolved a great deal through the years; they often define an era of film-making as much as pushing the boundaries of filming capabilities.

Staying relevant to the brand, James Bond has had to evolve with the times whilst also maintaining a strong identity- we can all recall the disastrous attempt to use BMW cars during the Pierce Brosnan era. With the arrival of Daniel Craig, the return to Aston Martin was applauded as the brand represented more than just a vehicle to Bond's identity; it was British, stylish and above all as smooth as Bond's own chat-up lines.

But equally, a change from the cliché-ridden films to a more realistic portrayal helped James Bond adapt to modernity with much greater effect. As a brand grows, so does your audience and their immediate surroundings. Daniel Craig is the sixth official

POWER METER

LEGACY	James Bond 007 is a brand with movies counting in the 20s going back to 1962
RECALL	James Bond 007 as a super hero
IMPACT	Powerful brand with a broad audience
POWER FACTOR	Espionage based storyline, a thin love story with a beautiful woman, a dastardly evil villain

actor to appear as James Bond and appears in Casino Royale (2006), Quantum of Solace (2008), Skyfall (2012), Spectre (2015) and is contracted to perform the role for one more film. In addition he also provided his voice and likeness for several James Bond video games including Quantum of Solace (2008), the 2010 remake of GoldenEye 007, Blood Stone (2010), and 007 Legends (2012), in which Craig's Bond was voiced by actor Timothy Watson.



Based in Winston-Salem, North Carolina, Krispy Kreme Doughnuts is a leading branded specialty retailer of premium quality doughnuts. Founded in 1937, Krispy Kreme operates a chain of 218 shops in 33 states and Canada that offer its signature doughnuts, including its best-known offering, the Hot Original Glazed. Each shop has the capacity to produce from 4,000 dozen to over 10,000 dozen doughnuts daily.

Besides serving its sweet offerings to customers, Krispy Kreme also sells its food products to supermarkets and convenience stores. Krispy Kreme's organizational structure includes three reportable segments: company store operations, franchise operations, and Krispy Kreme Manufacturing

and Development (KKM&D). Company store operations include company stores and consolidated joint venture stores that make and sell doughnuts and complementary products through on-premise and off-premise sales channels. Franchise operations include the associate program and the area developer program. KKM&D involves the buying and processing of ingredients

to produce doughnut mixes. Also, this unit manufactures doughnut-making equipment that all of Krispy Kreme's stores are required to purchase, and it makes and sells all supplies necessary to operate a Krispy Kreme store, including all food ingredients, juices, Krispy Kreme coffee, signage, display cases, uniforms and other items.

As Krispy Kreme operates in the service sector of the restaurant industry, technically its competition includes any restaurant, from a Lone Star to a TGIF. However, it's most significant competition comes from the chains that serve pastries and coffee, particularly Starbucks and especially Dunkin' Donuts. As a matter of fact, Krispy Kreme faces competition from any small independent restaurant that has a breakfast counter or any coffee shop.

POWER METER

LEGACY	Worldwide leader in sharing delicious tastes since 1937
RECALL	Glazed, yeast-raised doughnut known as the "Krispy Kreme Original Glazed"
IMPACT	Has helped create a special bond with the customers
POWER FACTOR	Hot Doughnuts are an integral contributor to the brand's mystique

Lamborghini is an Italian brand of luxury sports cars. Also known as Automobili Lamaborghini S.p.A, the company also manufactured SUVs in the earlier years but later sold them out to Audi. The manufacturing unit as well as the headquarters of the company are based in Sant'Agata Bolognese in Italy. Lamborghini was established in the year 1963 by an Italian businessman named Ferruccio Lamborghini. He founded the company with the aim of designing and manufacturing

cars that would compete with popular car brands like Ferrari. Though Lamborghini is popularly known for its sports cars, it also manufactures marine engines and motorcycles. The current line comprises of Huracan and two versions of Aventador, namely LP700-4 Coupe and Roadster. The marine engines are manufactured by Motori Marini Lamborghini. Lamborghini also supplies motors and engines to the different cars that participated in Formula 1 races. However, the first ever car that won a race was developed by Lamborghini in Japan. The first major international victory seen by a Lamborghini vehicle was in FIA GT Championship.



POWER METER

LEGACY	Renowned for its perfection
RECALL	Gullwing doors
IMPACT	Owners delight
POWER FACTOR	A sporty and dynamic look, both innovative and unmistakably Lamborghini, built to intensify your emotions.



The name 'LEGO' is an abbreviation of the two Danish words "leg godt", meaning "play well". It's our name and it's our ideal. The LEGO Group was founded in 1932 by Ole Kirk Kristiansen. The company has passed from father to son and is now owned by Kjeld Kirk Kristiansen, a grandchild of the founder. It has come a long way over the past almost 80 years - from a small carpenter's workshop to a modern, global enterprise that is now one of the world's largest manufacturers of toys. They're the little plastic bricks that leave an imprint - that rare breed of toy brand that stays with you beyond your childhood. They've entranced kids and adults alike for years, transcending generations. But Lego's journey hasn't

been smooth, with decades of success preceding a brush with bankruptcy, followed by its meteoric rise in recent years to become the most powerful brand in the world. In recent years, the brand's traditional paid media campaigns have been augmented by the development of a more reactive, real-time approach. In

addition to its planned campaigns around product launches, for example, it has developed a real-time approach to social media and content to help achieve its ambition to orchestrate 360-degree marketing. Rarely has a brand rebuilt itself from a crisis as dramatically as Lego has done. With nine consecutive years of growth since its turnaround, more Lego films on the horizon, and a global content machine fed by its millions of fans worldwide, it looks like the company is learning by its own principles and playing well. Brick by brick, it's reinforcing its foundations as the world's biggest toymaker, with consumers at its heart.

POWER METER

LEGACY	Strong brand name across the world in over 55 countries
RECALL	Top of the mind brand recall owing to TVCs and extensive advertising
IMPACT	Strong product portfolio
POWER FACTOR	Educational features to develop key skills in young children





In our consumer culture of shiny-new-object syndrome, it is increasingly unlikely that a brand will survive—much less thrive—for more than a few seasons. But for 162 years, Levi Strauss & Co. has done just that. The staying power of the Levi's brand stands out boldly in this era of pop-up stores, Snapchat-style startups and fleeting loyalty.

For perspective, consider that when Levi Strauss emigrated in 1853 from Buttenheim, Bavaria, to the U.S. and founded his company, there were only 31 American states. And yet Levi's remains a formidable brand today. Retailers credit Levi's for having unique brand assets they can't get from other lines. Moreover, Levi's continues to be considered hip. The secret to the longevity of Levi's actually isn't a secret at all. The company uses classic brand-building principles to maintain and grow its brand equity. These are fundamental ideals that remain the keys to building a brand with staying power. Levi is authentic—and fiercely committed to maintaining and reinforcing that authenticity.

The company got its start by selling built-to-last pants to miners during the California gold rush. Demand spread across the nation, and as pioneering gave way to manufacturing in the economic landscape of the early 1900s, Levi's became the clothing of choice for the working class. These days, authenticity is one of the most common business buzzwords and desired brand traits—and with good reason. The Authentic Brand Index (ABI) has shown that the stronger a brand's perceived authenticity, the more likely people are to become advocates for it. Levi's clearly identifies its core purpose, attributes and value—and then uses them as a



compass for everything it does. This resonates particularly with today's influential young consumers. The quality and integrity of Levi's products is unquestionable. The rivets on the jeans have become a standard around the world, and the signature red-stitched selvage and double-needle stitching are superior design details. But the company's brand messages have made a more culturally significant appeal. The cultural resonance of Levi's has withstood the ups and downs of the economy, fashion trends and the business itself. Even more than its products, the Levi's brand was built to last.

POWER METER

LEGACY	Made the first blue jean — in 1873
RECALL	"waist overalls" or "overalls"
IMPACT	The jean was a bonafide success
POWER FACTOR	Continually reinvent the blue jean for generation after generation



Linux

Just like Windows XP, Windows 7, Windows 8, and Mac OS X, Linux is an operating system. An operating system is software that manages all of the hardware resources associated with your desktop or laptop. The defining component of Linux is the Linux kernel, an operating system kernel first released on September 17, 1991 by Linus Torvalds.

To put it simply – the operating system manages the communication between your software and your hardware. Without the operating system (often referred to as the "OS"), the software wouldn't function. Linux offers thousands upon thousands of high-quality software titles that can be easily found and installed. Most modern Linux distributions (more on this in a moment) include App Store-like tools that centralize and simplify application installation.

The development of Linux is one of the most prominent examples of free and open-source software collaboration. The underlying source code may be used, modified and distributed—commercially or non-commercially—by anyone under the terms of its respective licenses, such as the GNU General Public License. Typically, Linux is packaged in a form known as

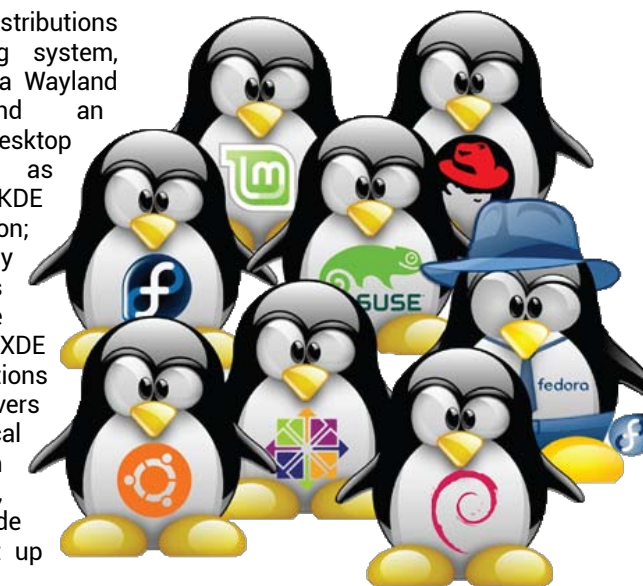
a Linux distribution (or distro for short) for both desktop and server use. Some of the most popular mainstream Linux distributions are Arch Linux, CentOS, Debian, Fedora, Gentoo Linux, Linux Mint, Mageia, openSUSE and Ubuntu, together with commercial distributions such as Red Hat Enterprise Linux and SUSE Linux Enterprise Server. Distributions include the Linux kernel, supporting utilities and libraries, many of which are provided by the GNU Project, and usually a large amount of application software to fulfil the distribution's intended use.

Desktop Linux distributions include a windowing system, such as X11, Mir or a Wayland implementation, and an accompanying desktop environment such as GNOME or the KDE Software Compilation; some distributions may also include a less resource-intensive desktop, such as LXDE or Xfce. Distributions intended to run on servers may omit all graphical environments from the standard install, and instead include other software to set up

and operate a solution stack such as LAMP. Because Linux is freely redistributable, anyone may create a distribution for any intended use.

POWER METER

LEGACY	Linux has been used since the mid '90s
RECALL	Platform to run desktops, servers, and embedded systems across the globe
IMPACT	Linux is actually everywhere. One of the most reliable, secure, and worry-free operating systems available.
POWER FACTOR	Linux offers thousands upon thousands of high-quality software titles that can be easily found and installed.



lululemon



Lululemon was founded by Chip Wilson in Vancouver, Canada in 1998. It started as a design studio by day and yoga studio by night. It became a stand alone store in November 2000. The vision of the store was to create a place where people could not just workout but also discuss the physical aspects of healthy living. The first products were yoga wear for women. After receiving great feedback from it's ambassadors and elite athletes the product range was slowly increased to include products for running cycling etc. The designers



POWER METER

LEGACY	Technical athletic apparel company admired for the past 19 years
RECALL	A gear where people can sweat in & learn and discuss the physical aspects of healthy living
IMPACT	Empower people to reach their full potential through providing the right tools
POWER FACTOR	Quality, product, integrity, balance, entrepreneurship, greatness and fun

of Lululemon products are athletes who understand the needs of the customers best. Yoga remains at the core of all activities of the company and once every week the stores are converted into yoga studios where complimentary classes are held. Today the company has stores all around the globe.

Marlboro

Marlboro was founded as a women's cigarette before switching its focus to men with rugged characters like the Marlboro Man in its advertising. Marlboro has been the world's No. 1 cigarette brand since 1972. Altria holds the rights to the Marlboro brand in the U.S., while Philip Morris International handles the brand

overseas.

It is made by Philip Morris USA (a branch of Altria) within the United States, and by Philip Morris International (now separate from Altria) outside the United States. It is well known for its billboard advertisements, magazine ads of the Marlboro Man, and its long associated history in the sponsorship of motorsport. Richmond, Virginia, is the location of the largest Marlboro cigarette manufacturing plant.

Philip Morris launched the Marlboro brand in 1924 as a women's cigarette, based on the slogan "Mild As May". The name was taken from a street in London where PM's British factory was located. However, as early as 1885, a brand called "Marlborough" was already being marketed as a "ladies' favorite" by Philip Morris & Co. In the 1920s, advertising for the cigarette was primarily based on how ladylike the filter cigarette was, in an attempt to appeal to the mass market. To this end, the filter had a printed red band around it to hide lipstick stains, calling it "Beauty Tips to Keep the Paper from Your

Lips". After scientists published a major study linking smoking to lung cancer in the 1950s, Philip Morris repositioned Marlboro as a men's cigarette in order to fit a market niche of men who were concerned about lung cancer. At the time, filtered cigarettes were considered safer than unfiltered cigarettes, but had been until that time only marketed to women. Men at the time indicated that while they would consider switching to a filtered cigarette, they were concerned about being seen smoking a cigarette marketed to women. The red and white package was designed by the designer Frank Gianninoto. The repositioning of Marlboro as a men's cigarette was handled by Chicago advertiser Leo Burnett. The proposed campaign was to present a lineup of manly figures: sea captains, weightlifters, war correspondents, construction workers, etc. The cowboy was to have been the first in this series. While Philip Morris was concerned about the campaign, they eventually gave the green light.

POWER METER

LEGACY	Largest cigarette brand in the US and abroad
RECALL	Strong campaign in terms of 'Marlboro Man'
IMPACT	Strong brand name and top of the mind recall
POWER FACTOR	Personification of the brand using the Marlboro Cowboy and promoting the Marlboro Country Lifestyle





McDonald's is an American hamburger and fast food restaurant chain. It was founded in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald. In 1948, they reorganized their business as a hamburger stand, using production line principles. The first McDonald's franchise using the arches logo opened in Phoenix, Arizona in 1953. Businessman Ray Kroc joined the company as a franchise agent in 1955 and subsequently purchased the chain from the McDonald brothers. The original mascot of McDonald's was a man with a chef's hat on



top of a hamburger-shaped head whose name was "Speedee". In 1962, the Golden Arches replaced Speedee as the company symbol. A new mascot, Ronald McDonald was introduced in 1965. The clown-like man having puffed out costume legs served advertising aimed at children.

Today, McDonald's is one of the world's largest restaurant chains, serving approximately 68 million customers daily in 120 countries across approximately 36,899 outlets. McDonald's primarily sells hamburgers, cheeseburgers, chicken products, french fries, breakfast items, soft drinks, milkshakes, wraps, and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies, and fruit. A McDonald's restaurant is operated by either a franchisee, an affiliate, or the corporation itself. The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. According to a BBC report published in 2012, McDonald's is the world's second largest

private employer, 1.5 million of whom work for franchises.

McDonald's is the world's leading global food service retailer with over 36,000 locations in over 100 countries. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local business men and women.

POWER METER

LEGACY	Famous multinational Fast food company created in 1952 and implanted in 119 countries
RECALL	Ronald McDonald, Golden Arches and the jingle 'I'm lovin' it'
IMPACT	Market leader in fast food industry
POWER FACTOR	Family-friendly, Children targeted, Dinner and breakfast menu, 24 hour drive thru's & Cheapest fast food.



Mercedes Benz is one of the most celebrated names among the Luxury automobile brands in the world. The German automobile company has been around for more than a century, now operated by Daimler-Benz and is headquartered in Stuttgart, Germany. The people behind Mercedes are responsible for the dawn of modern day internal combustion engine, in true sense they invented the automobile. Carl Benz is regarded to be the founder of this company, his 1886 patent 'Benz Patent Motorwagen' is widely considered to be the first automobile. Later that year, Daimler along with engineer Wilhelm Maybach also converted a stage coach with a petrol engine and got rid of the horse powered transportation. Although Benz and Daimler both stayed in south Germany and worked around the same time on their respective models, they never met each other. The first Mercedes was a powerful, light-weight automobile with a low center of gravity. It was a 35hp engine and signaled the end of carriages used in automobile manufacturing.

The pioneers of the automobile industry at the end of the 19th century were Gottlieb Daimler and Carl Benz with Benz patenting what is widely viewed as the first automobile. Ever since, Mercedes-Benz is a name synonymous with Quality, Class, cutting-edge engineering and sheer brilliance



POWER METER

LEGACY	Strongest legacy
RECALL	Leadership in advertising among luxury vehicle consumers
IMPACT	Beats the luxury automotive norms
POWER FACTOR	Well designed and implemented hierarchy

and is considered one of the best automakers in the world. Today the brand produces luxury automobiles, buses, trucks and coaches. Mercedes-Benz's slogan is 'The best or nothing'. Mercedes Benz cars are known for their Limousines which were made famous mostly in the movies and were used by diplomats as well. Today they are part of 'German Big 3' automobile manufacturers along with Audi and BMW. Mercedes focuses its sponsorship spending on events that attract a well-heeled crowd. Its three pillars are golf, tennis and New York Fashion Week.



MINI COOPER | ICONIC



Mini is a British car manufacturer, specializing in small cars that have become iconic throughout the world. When it comes to the brand's logo, it is hard to distinguish particular emblems that were used at certain periods of time, and the reason for that is that the cars, produced under the Mini trademark, hardly ever had a centralized manufacturer, being produced by British Motor Company, British Leyland, Rover Group, BMW and other marques. Besides, Mini cars have been vastly used as a base for custom vehicles by various tuning houses, and all of them applied different badges. Hence, there have been many emblems used on Mini cars before the company was finally consolidated under the BMW ownership in 2001. It all started in the middle of 1950s when Great Britain faced the need for small economical cars that would be available for the masses and would have low running costs. It was the British Motor Corporation that engineered the first Mini in cooperation with Austin and Morris. Hence, the first Minis carried the badges of these two companies and were named Austin Seven and Morris Mini-Minor.

In 1961 John Cooper built the first charged Minis and his name became closely associated with the brand as Mini Coopers went on to win a number of rallies. The company's cars then changed the name to Mini Cooper and the winged badge that later went

on to inspire the current logo, was used for the first time. In 1969 the company's name was changed to the simple Mini and a new badge was designed. It was a shield with the company's name on black background and white-blue ornament.

Later on the company was acquired by Rover and the winged logo was adopted again. The circle, carrying the Mini name, was painted green. After the brand's acquisition by BMW in 2000, the name was changed to MINI and the new logo was introduced. The black circle with the company's name was placed between the sharp-edged wings and became the symbol of the brand's rejuvenation and commercial success in modern world. The Mini logo, used since 2001, is inspired by earlier logos and features the brand name, written in uppercase



POWER METER

LEGACY	Has set trends in the industry with a perfect feel for times
RECALL	Winged logo with the circle carrying the "Mini" name
IMPACT	Unconventional approach traditionally attract people
POWER FACTOR	MINI's spirited attitude to life inspires people

letters, placed inside an elegant black circle, which is embedded between the silver wings that symbolize speed and freedom of expression.

THE MOTLEY FOOL | ICONIC



The Motley Fool is a multimedia financial-services company that provides financial solutions for investors through various stock, investing, and personal finance services. The Alexandria, Virginia-based private company was founded in July 1993 by co-chairmen and brothers David and Tom Gardner; and Erik Rydholm, who has since left. The company employs more than 300 people. The Motley Fool offers a wide range of stock news and analysis at its free website, www.fool.com as well as through a variety of paid investment advice services. The services, many of which combine a traditional paper newsletter with interactive electronic discussion boards and

POWER METER

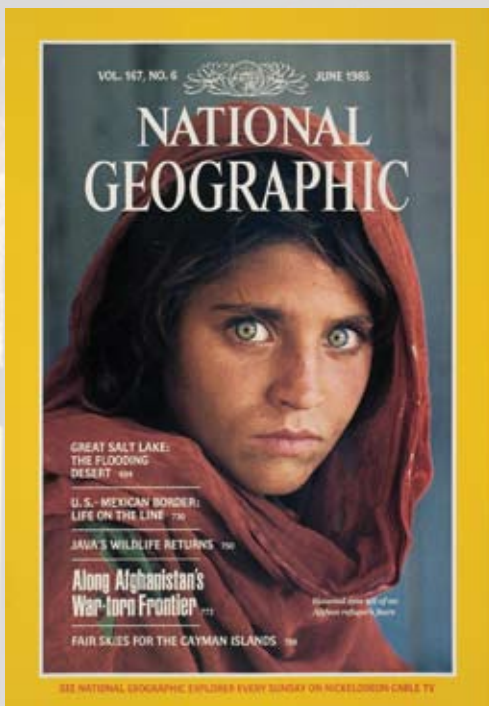
LEGACY	Providing financial solutions to the investors since last 24 years
RECALL	The name taken from Shakespeare's comedy "As you like it"
IMPACT	Maintain consistent buy-and-hold style
POWER FACTOR	Advocates for the individual investor around the globe

other tools, cover a range of styles from small caps to international stocks, to options, to shorting. The company received the 2014 and 2015 nationwide honor for being "the No. 1 Medium-Sized Company to Work for in the United States" from Glassdoor.com. In June 2009, Motley Fool Funds launched its first mutual fund, Motley Fool



Independence Fund. In November 2010, Motley Fool funds launched Motley Fool Great America Fund. As of mid-December 2014, the fund (TMFGX) had outperformed the Russell 2000 and the most popular low-cost ETF tracking the Russell 2000, the iShares Russell 2000 (IWM), by almost 20 percentage points and earned a 3-star rating from Morningstar. In November 2011, Motley Fool funds launched Motley Fool Epic Voyage Fund (TMFEX). As of mid-December 2014, the return of this fund was one-third that of the S&P 500.





NATIONAL GEOGRAPHIC

National Geographic is the official magazine of the National Geographic Society. It has been published continuously since its first issue in 1888, nine months after the Society itself was founded. It primarily contains articles about science, geography, history, and world culture. The magazine is known for its thick square-bound glossy format with a yellow rectangular border and its extensive use of dramatic photographs.

The magazine is published monthly, and additional map supplements are also included with subscriptions. It is available in a traditional printed edition and through an interactive online edition. On occasion, special editions of the magazine are issued. As of 2015, the magazine was circulated worldwide in nearly 40 local-language editions and had a global circulation of approximately 6.5 million per month according to data published by The Washington Post or 6.5 million according to National Geographic. This includes a US circulation of 3.5 million. From the 1970s through about 2010 the magazine was printed in Corinth, Mississippi, by private printers until that plant was finally closed.

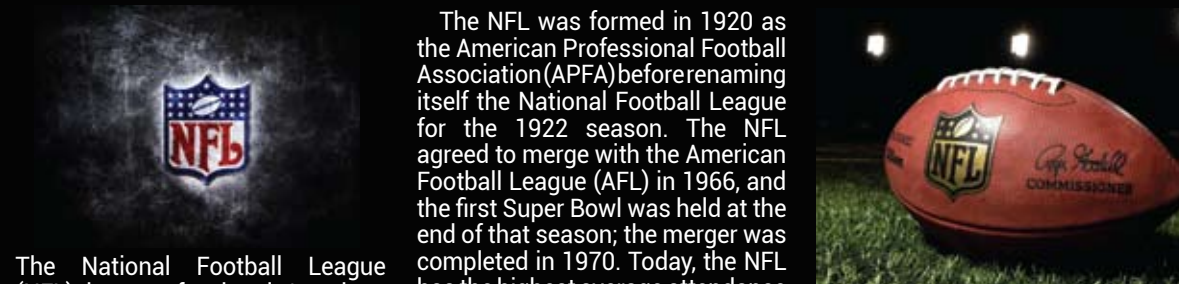
On September 9, 2015, the National Geographic Society announced a deal with 21st Century Fox that would move the magazine to a new partnership, National Geographic Partners, in which 21st Century Fox would hold a 73 percent controlling interest. As Chris Johns takes on a new role as the

National Geographic Society's chief content officer, Susan Goldberg, the magazine's former executive editor for news and features, becomes the 126-year-old publication's tenth editor in chief—and the first woman to hold that position. Goldberg is also Editorial Director for National Geographic Partners, overseeing the print and digital expression of National Geographic's editorial content across its media platforms. She is responsible for News, Books (with the exception of National Geographic Kids books), National Geographic Traveler magazine, National Geographic History magazine, Maps, and all digital content with the exception of National Geographic Kids.



POWER METER

LEGACY	Magazine is published monthly since 1888
RECALL	Square-bound glossy format with a yellow rectangular border
IMPACT	Available in a traditional printed edition and through an interactive online edition
POWER FACTOR	Great knowledge enhancing circulated worldwide



The National Football League (NFL) is a professional American football league consisting of 32 teams, divided equally between the National Football Conference (NFC) and the American Football Conference (AFC). The NFL is one of the four major professional sports leagues in North America, and the highest professional level of American football in the world. The NFL's 17-week regular season runs from the week after Labor Day to the week after Christmas, with each team playing 16 games and having one bye week. Following the conclusion of the regular season, six teams from each conference advance to the playoffs, a single-elimination tournament culminating in the Super Bowl. It is usually held on the first Sunday in February and is played between the champions of the NFC and AFC.

The NFL was formed in 1920 as the American Professional Football Association (APFA) before renaming itself the National Football League for the 1922 season. The NFL agreed to merge with the American Football League (AFL) in 1966, and the first Super Bowl was held at the end of that season; the merger was completed in 1970. Today, the NFL has the highest average attendance (67,591) of any professional sports league in the world and is the most popular sports league in the United



POWER METER

LEGACY	Top professional American League in the world
RECALL	The Super Bowl – NFL's championship games
IMPACT	Most attended domestic sport league in the world
POWER FACTOR	Strong associations with top sponsors

States. The Super Bowl is among the biggest club sporting events in the world and individual Super Bowl games account for many of the most watched television programs in American history, all occupying the Nielsen's Top 5 tally of the all-time most watched U.S. television broadcasts by 2015. The NFL's executive officer is the commissioner, who has broad authority in governing the league.

The team with the most NFL championships is the Green Bay Packers with thirteen (nine NFL titles before the Super Bowl era, and four Super Bowl championships afterwards); the team with the most Super Bowl championships is the Pittsburgh Steelers with six.



Ogilvy & Mather

Ogilvy & Mather is a New York City-based advertising, marketing and public relations agency. It started as a London advertising agency founded in 1850 by Edmund Mather, which in 1964 became known as Ogilvy & Mather after merging with a New York City agency that was founded in 1948 by David Ogilvy. It is part of the WPP Group, one of the largest marketing and communications companies in the world, by revenue. The agency is known for its work with Dove, American Express, and IBM.

Building brands is at the core of Ogilvy & Mather Worldwide's activities. The company emphasises it uses a holistic approach to brand building,

touching every contact point a consumer might have with the brand. It could be the packaging, merchandising, and advertisements on billboards, television, radio or the Web. The company even uses public relations to create a more conducive environment for the brand.

Ogilvy & Mather Worldwide's divisions include OgilvyOne (direct marketing to individuals), Ogilvy Interactive (marketing through Web sites and wireless devices), and Ogilvy Public Relations Worldwide. Ogilvy Public Relations Worldwide offers services, including consumer marketing, corporate branding, public affairs lobbying, and creative media. Ogilvy PR operates two specialist units: B/W/R, a corporate entertainment firm, and Feinstein Kean Healthcare (FKH), a service firm specializing in biotechnology and the pharmaceutical industry.

The company was acquired by number 2 advertising conglomerate WPP Group in 1989. Clients of the WPP Group include the majority of companies in the Fortune Global 500 and the NASDAQ 100, including Ford, IBM, Kellogg, Eastman Kodak, Novartis, Pfizer and American Express.

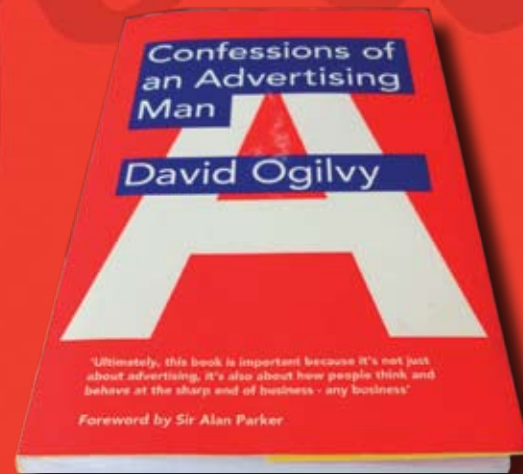
POWER METER

LEGACY A New York City-based advertising, marketing and public relations agency started as a London advertising agency in 1850 by Edmund Mather, which in 1964 became known as Ogilvy & Mather after merging with a New York City agency that was founded by David Ogilvy

RECALL Building brands is at the core of Ogilvy & Mather's worldwide activities

IMPACT The agency is known for its work with world leaders like Dove, American Express, and IBM.

POWER FACTOR It is part of the WPP Group, one of the largest marketing and communications companies in the world, by revenue.



Ray-Ban

Ray-Ban Wayfarer sunglasses have been manufactured by Ray-Ban since 1956, which in turn has belonged to

POWER METER

LEGACY Launched in 1952 available worldwide

RECALL Hard plastic frames designed to be sold to men

IMPACT Successfully created a frame that would flatter any face shape

POWER FACTOR Both the frames and lenses of the sunglasses are made of durable plastic

the Italian Luxottica Group since 1999. Throughout its seven-and-a-half decades, Ray-Ban has been instrumental in pushing boundaries in music and the arts, forging the rise of celebrity culture, and creating the power of the rock and movie stars to influence fashion. From James Dean to Audrey Hepburn to Michael Jackson, Ray-Ban has proven indispensable for cultural icons who don't want to be seen - but definitely want to be noticed. Ray-Ban has left an indelible mark on culture history.

Wayfarers enjoyed early popularity in the 1950s and 1960s, returning to popularity again after a 1982 product placement. Wayfarers were designed in 1952 by American optical designer Raymond Stegeman, who worked for Bausch and Lomb, Ray-Ban's parent company at that time. The design was inspired by, "a mid-century classic to rival Eames chairs and Cadillac tail fins." According to design critic Stephen Bayley, the "distinctive trapezoidal frame spoke a non-verbal language that hinted

at unstable dangerousness, but one nicely tempered by the sturdy arms which, according to the advertising, gave the frames a 'masculine look.' Ray-Ban Wayfarers, also used a new plastic molding technology.

Through every decade of its existence, Ray-Ban has shaped popular culture. Never just a transient trend, Ray-Ban eyewear marks out the wearer as an individual of taste and discernment. Ray-Ban remains an enduring classic.





THE RITZ-CARLTON

In the United States, The Ritz-Carlton Investing Company was established by Albert Keller who bought and franchised the name. In the early 1900s, several hotels were known as The Ritz-Carlton, in places such as Boston, Philadelphia, Pittsburgh, Atlantic City and Boca Raton. However, by 1940 none of the hotels were operating except The Ritz-Carlton, Boston. The hotel embodies the finest luxury experience, Yankee ingenuity and Boston social sensibilities. The standards of service, dining and facilities of this Boston landmark served as a benchmark for all future Ritz-Carlton hotels and resorts worldwide.

The Ritz-Carlton, Boston revolutionized hospitality in America by creating luxury in a hotel setting. In 1983, The Ritz-Carlton Hotel Company, LLC was formed. Led by president and founding father, Colgate Holmes, alongside Horst Schulze, Joe Freni, Ed Staros and Herve Humler, the company began to expand, adding new properties across the United States. Within two



years, the brand had opened five hotels, including The Ritz-Carlton, Buckhead, The Ritz-Carlton, Atlanta, The Ritz-Carlton, Laguna Niguel and The Ritz-Carlton, Naples. This rapid expansion continued, and by the close of 1992, The Ritz-Carlton had expanded to 23 exceptional luxury hotels, earning its first Malcolm Baldrige National Quality Award. The following year, they opened their first hotel in Asia, The Ritz-Carlton, Hong Kong.

In 1998, the success of The Ritz-Carlton Hotel Company had attracted the attention of the hospitality industry, and the brand was purchased by Marriott International. Since this purchase, The Ritz-Carlton has continued to grow, providing exceptional service and genuine care to their guests across the globe. In 2000, The Ritz-Carlton Residences opened their first property in Washington, D.C., followed by their first Destination Club property, Aspen Highlands, Colorado in 2001. In addition to

dozens of new hotels around the globe, in 2008 the company opened the first Ritz-Carlton Reserve property, offering a private sanctuary experience in Phulay Bay, Krabi, Thailand.

Today, the company continues to grow and to inspire life's most meaningful journeys in the most desirable destinations on earth.

POWER METER

LEGACY	Over 100 award-winning hotels and resorts
RECALL	Logo - two dramatic elements: the lion and the crown
IMPACT	Service perfected over a century, luxury comes with a distinctly local touch
POWER FACTOR	Elegance, refinement and noble bearing



Named after William Shakespeare's tragic lovers, the origins of Romeo Y Julieta as a Habano date back to 1875. The brand rose to international fame during the early years of the 20th Century under the direction of Don 'Pepin' Rodríguez, a talented promoter, who was amongst the first to recognise the power of the cigar band. During his heyday no less than 20,000 different bands were used in production.

POWER METER

LEGACY	Premium cigar with the Spanish name for Shakespeare's famous tragedy, Romeo and Juliet
RECALL	Sir Winston Churchill's favourite brand
IMPACT	Favoured by the rich and powerful
POWER FACTOR	Extraordinary flavor, construction, and consistency for the brand

Now owned by Altadis, Romeo y Julieta handmade cigars boast an impeccable medium-bodied blend of oak and coffee flavors that produce an enchanting aroma. The 1875 is bound in an Indonesian Shade Grown TBN java wrapper and stuffed with fine Brazilian/Dominican long fillers and surrounded by a Dominican binder for a leisurely smoke. It's cedar and hazelnut undertones, delicate spiciness and extended hours of enjoyment have since captured the hearts of many cigar aficionados, including Winston Churchill himself.

Winston Churchill became a devotee of the brand. Following his visit to Havana in 1946, his name has not only been commemorated on a band but it has also served to describe the marque's most famous size - Romeo y Julieta Churchills.

The Romeo Y Julieta Romeos is a modern re-creation of the original Cuban cigar brand perfect for those times when you are on the go but still desire a quality smoke. Handsomely appointed with the original retro Cuban band and convenient tins, this wonderful little throwback cigar is a joy to smoke.





Sony Corporation is one of the best-known names in consumer electronics worldwide. Since it was established shortly after World War II, Sony has introduced a stream of revolutionary products, including the transistor radio, the Trinitron television, the Betamax VCR, the CD player, the Walkman portable cassette player, and the PlayStation game console. The company's

electronics segment--which includes audio and video products, televisions, personal computers, monitors, computer peripherals, telecommunications devices, and electronic components (such as semiconductors)--generates about two-thirds of the overall revenues. Sales of game consoles and software account for about 9 percent of revenues. Another 10 percent of revenues are derived from Sony's music businesses, which include the Columbia and Epic record labels. About 7 percent of revenues come from Sony's motion picture and television business, which includes the Columbia TriStar studio. Sony's other major business segment is insurance, from which about 6 percent of revenues originate. Sony Corp. engages in the development, design, manufacture, and sale of electronic equipment, instruments, devices, game consoles, and software

POWER METER	
LEGACY	Best known name in consumer electronics
RECALL	Customers of Sony can easily notice the logo in any part of the world
IMPACT	The brand delivers new, trendy and high quality products
POWER FACTOR	The process of branding & packaging helps to create a strong brand

for consumers, professionals, and industrial markets. Its operations are carried out through the following segments: Mobile Communications; Game and Network Services; Imaging Products and Solutions; Home Entertainment and Sound; Devices; Pictures; Music, Financial Services, and Others. The company was founded by Akio Morita and Masaru Ibuka on May 7, 1946 and is headquartered in Tokyo, Japan.



SONY
make.believe



Southwest Airlines Co. is a major U.S. airline, the world's largest low-cost carrier, headquartered in Dallas, Texas. The airline was established in 1967 by Herb Kelleher and adopted its current name (Southwest Airlines) in 1971. The airline has more than 53,000 employees and operates more than 3,900 departures a day during peak travel season. Southwest Airlines had scheduled services to 101 destinations in the United States and eight additional countries. At present, Southwest is the largest operator of the Boeing 737 worldwide, with over 700 in service, each averaging six flights per day. Southwest's company is built on the idea that loyalty begins with the employees. In fact, their ability to be profitable depends entirely on them. Rather than cutting labor costs and buying cheap equipment, Southwest relies on their employees to create profit by putting more planes in the air through quick turnarounds. Strong internal relationships ensure that proper information is passed between individuals when

POWER METER	
LEGACY	Southwest Airlines leads the industry since 1967
RECALL	The symbol of the heart by Southwest
IMPACT	Most admired corporation
POWER FACTOR	Understanding customer loyalty - profit to be a byproduct of customer service

they need it. When something goes wrong, unlike most airlines, there's no quest to blame an individual or department. Instead, a much more positive work environment is created in which everyone works together to find out what went wrong and how it can be prevented in the future. For Southwest, the focus remains on person-to-person interaction.

Agents are assigned to only one flight at a time and directly interact with other people in the operation, rather than through a computer or telephone. Not only does this face-to-face interaction facilitate relationship building, but it also helps minimize time deficits produced by unforeseen circumstances that would otherwise result in untimely delays caused by lack of communication. This strong focus and dependence on employee relations ensures that everyone who is working for Southwest really wants to work at Southwest. There's no hierarchy between pilots and baggage handlers. Everyone is working together to best serve the customer and they are happy to do it. Not only does their state of mind create a positive atmosphere for the customers, but their efficient, communication-focused approach has resulted in fewer lost bags, fewer delays, and, inevitably, fewer complaints. Customer loyalty begins with the employees, and profit is a byproduct of customer service. This driving concept has led Southwest to 33 years of profitability without any layoffs, figures that seem impossible in the airline industry.



STARBUCKS | ICONIC



Starbucks was started in 1971 by Howard Schultz as a single coffee shop in Seattle. Today, it's the world largest coffee retailer, with over 19,000 locations in more than 60 countries (as of FY2013 end). The staff is known as "partners" within the company and "baristas" to the public, sell over 2 billion cups of coffee every year and are at the heart of what Starbucks calls "the Starbucks Experience."

When customers purchase a beverage at Starbucks, they aren't just buying one of 30 coffee blends. Instead, they're taking part in an entire process. The beverage is customized to the buyer's specifications and comes with the buyer's name on the side. Customers can peruse a collection of breakfast,

lunch, and dinner offerings after receiving a beverage. Afterward, they can sit down and work or listen to music in a quiet, friendly atmosphere. American consumers are notorious for making a ritual out of the first cup of hot coffee in the morning. The staff at Starbucks strives to make itself a part of that ritual—a part of the customer's life.

Starbucks positions itself at the higher-quality end of coffee offerings, alongside Kuerig (a coffee maker brand by Green Mountain Coffee Roasters). Consumers place

POWER METER

LEGACY	Most well-known brand redesigns in history since 1971
RECALL	The bare-breasted, two-tailed mermaid
IMPACT	Amassed a multi-billion dollar empire.
POWER FACTOR	Shares great coffee with its friends and helps make the world a little better



higher value on Starbucks' products and services when they save money via frequent spender benefits. A repeat customer is enticed by gift cards and rewards systems such as the Starbucks Gold card. Members of this elite club of coffee drinkers receive coupons on regular purchases in addition to every 12th drink free.

Starbucks' corporate mission is to bring high-quality coffee to every corner of the world. The purpose of the rewards program is to ensure customer loyalty and consistent revenue generation, which are critical to maintaining Starbucks' revenue consistency. Starbucks enjoys a larger global presence and more control over its day-to-day operations via the retail model.



THE OPRAH SHOW | ICONIC

The Oprah Winfrey Show, often referred to simply as Oprah, is an American syndicated tabloid talk show that aired nationally for 25 seasons from September 8, 1986 to May 25, 2011 in Chicago, Illinois. Produced and hosted by its namesake, Oprah Winfrey, it remains the highest-rated talk show in American television history. She is also an actress, philanthropist, publisher and producer.

The show has been highly influential, and many of its topics have penetrated into the American pop-cultural consciousness. Winfrey has used the show as an educational platform, featuring book clubs, interviews, self-improvement segments, and philanthropic forays into world events. The show does not attempt to profit off the products it endorses; it has had no licensing agreement with retailers when products were promoted, nor has the show made any money from endorsing books for its book club.

Oprah is one of the longest-

running daytime television tabloid talk shows in history. The show received 47 Daytime Emmy Awards before Winfrey chose to stop submitting it for consideration in 2000.

According to Forbes magazine, Oprah was the richest African American of the 20th century and the world's only Black billionaire for three years running. Life magazine hailed her as the most influential woman of her generation. In 2005, Business Week named her the greatest Black philanthropist in American history. Oprah's Angel Network has raised more than \$51,000,000 for charitable programs, including girls' education in South Africa and relief to the victims of Hurricane Katrina. In September 2002, Oprah was named the first recipient of the Academy of Television Arts & Sciences' Bob Hope Humanitarian Award.

POWER METER

LEGACY	World's leading female personal brand
RECALL	Oprah is the richest African American of the 20th century and also the greatest Black philanthropist in American history
IMPACT	She has learned throughout her life to inspire others
POWER FACTOR	'America's Ultimate Brand' yet it's Oprah Winfrey's down to earth approach which has endeared her to so many

THE



SHOW





Tiffany & Company is an American luxury jewelry and specialty retailer, headquartered in New York City. Tiffany was founded in 1837 when Charles Lewis Tiffany opened a store in downtown Manhattan. Today, more than 300 Tiffany & Co. stores serve customers around the world.

Tiffany sells jewelry, sterling silver, china, crystal, stationery, fragrances, water bottles, watches, personal accessories, as well as some leather goods. Many of these goods are sold at Tiffany stores, as well as through direct-mail and corporate merchandising. Tiffany

TIFFANY & CO.

is renowned for its luxury goods and is particularly known for its diamond jewelry. Tiffany markets itself as an arbiter of taste and style, and was once a purveyor to the Russian imperial family.

Tiffany & Co. is a holding company that operates through its subsidiary companies. The Company's principal subsidiary, Tiffany and Company (Tiffany), is a jeweler and specialty retailer. Through its subsidiaries, the Company designs and manufactures products and operates Tiffany & Co retail stores. The Company's segments include Americas, Asia-Pacific, Japan, Europe and Other. The Americas segment includes sale in Company-operated Tiffany & Co stores in the United States, Canada and Latin America. The Asia-Pacific segment includes over 80 Company-operated Tiffany & Co stores in China, Korea, Hong Kong, Taiwan, Australia, Singapore, Macau, Malaysia and Thailand. The Japan segment includes approximately 60 Company-operated Tiffany & Co stores. The retail sales in Europe are transacted in over 40 Company-operated Tiffany & Co stores.

The other segment includes retail sales and wholesale distribution; wholesale sales of diamonds, and licensing agreements. The company's shares are traded on The New York Stock Exchange with the symbol TIF. Headquartered in New York, Tiffany has 11,900 employees around the world.

POWER METER

LEGACY	Leader in luxury jewelry and specialty clothing items since 1837
RECALL	Pale blue-green color is instantly recognized
IMPACT	Tiffany & Co. has mastered a simple yet memorable visual identity
POWER FACTOR	The color and packaging are truly unique; the simple serif font as classic as the color



While Vans is today known as a symbol of alternative sports like skateboarding and snowboarding, the company didn't start out this way. The original dream of Paul Van Doren and his family was simply to manufacture shoes and sell them directly to the public, which he did when the Vans opened its first small shop in 1966.

Then in the mid-seventies, Southern California skateboarders started wearing Vans shoes. Unlike any other shoe manufacturer at the time, Vans accepted these customers and began catering to the desires and needs of crowd. In fact, Vans was the first shoe known skateboarders to wear its shoes. in 1998 at the Outlets of Orange. The park in Huntington Beach, California in 2014. It includes a 17,500-square-25,000-square-foot (2,300 m2) skate feet (3,950 m2) and Vans pays the city lease. This park is open 7 days a week. London, in The Old Vic Tunnels called

POWER METER

LEGACY	symbol of alternative sports since 1966
RECALL	The slogan "Off The Wall"
IMPACT	Has encouraged skaters to go with the original skate shoe
POWER FACTOR	Been around longer than majority of competitors, good brand recognition, strong brand loyalty, good price.

VANS, Inc. manufactures accessories for men, women, and sandals; and clothing, such shorts, sweatshirts and hoodies, jackets, dresses and skirts, sells products for snowboarding, company sells its products and online. Since 1996, the sponsor of the annual Vans Today, Vans continues to stick seeking out and implementing of "core sports" athletes the

and retails footwear, apparel, and and kids worldwide. It offers shoes as T-shirts, tanks, shirts and tops, boardshorts, pants and joggers, jeans, leggings, and sweaters. In addition, it surfing, and skateboarding. The through its retail stores, other retailers, company has also been the primary Warped Tour traveling rock festival. to its inclusive message by actively new product ideas from the dozens company sponsors.



VANS
"OFF THE WALL"



VAT 69 is one of those classic scotch labels that has fallen into relative obscurity in modern times. If most Americans are aware of VAT 69 today (the scotch enjoys a higher profile in Europe), it is probably because Capt. Lewis Nixon of Band of Brothers fame swore by the stuff, a biographical note highlighted in the HBO series.

Nixon's love of VAT 69 points directly to how popular it once was. Much like Canadian Club, VAT 69 used to be one of the most popular whiskeys in America, and certainly one of the most popular imports. This was so much the case that the 1939 graduating class of Princeton dubbed themselves the "VAT '39s." Both the scotch and its advertisements

appeared in countless films from the 1930s to the 1960s, and readers with sharp memories might recall that The Shining's protagonist, Jack Torrance, had a fondness for VAT 69. Ernest Shackleton even took some with him to Antarctica. Nowadays, it occupies the bargain shelf at the supermarket or liquor store.

VAT 69 is the creation of William Sanderson and Son. As the story goes, William Sanderson was encouraged by his son to get into the blended whiskey business. He prepared 100 different blends and barreled them, and in 1882 invited some experts to sample them. The consensus was that cask No. 69 was the best, and thus VAT 69 was born. In 1884, the Sandersons bought Glengarioch Distillery and started making VAT 69 in earnest.

VAT 69 is a blend of roughly 40

different malt and grain whiskeys. For most consumers, about one-third of the scotch blend is malt whiskey, but the British domestic version is slightly different and contains a little more of the malt. VAT 69 used to be bottled in old port bottles, but today it comes in a simple green glass bottle with a metal screw cap. The scotch is bottled at 40% alcohol.

VAT 69 is a simple, pleasant blended scotch, utterly lacking in complexity, but with its own virtues nonetheless. The scotch enjoys a mid-gold color in the glass, and the nose is syrupy sweet, with crisp woody notes. On the palate, the syrupy all-spice flavored sweetness retreats into the background, partially replaced by peat smoke and tannin-rich woody flavors. The finish isn't very long, but it is smoky and warm.



POWER METER

LEGACY	A famous and very popular blended whisky first made in 1882
RECALL	Frequent usage in popular culture like films, televisions etc
IMPACT	Drink of rich people, premium whisky for rare and remarkable occasions
POWER FACTOR	Bottle recognition and unique blended taste



Piaggio, creator and manufacturer of the Vespa, first arrived in the UK in 1992 when the modern British scooter market was in its infancy. Piaggio sales that year amounted to just 800 units. However, within five years the business saw annual sales reach 4,850 and by the end of 2003 this figure had increased by more than 350% to well over 22,000. Born in 1977, the Vespa PX is the original vintage and is still produced to the same technical specifications today as it was over 25 years ago. This enormous growth can be attributed to Piaggio choosing a strategic moment to enter the market, both in terms of climate and development, and also to Piaggio's fresh approach to marketing the product and, in particular, the Vespa brand.

Piaggio identified an important trend: the changing needs of commuters. This was being driven not only by an increase in urban congestion, but also by the high costs and increasing unreliability of public transport. People were beginning to demand independence



and reliability at a time when car travel was becoming more impractical due to congestion lack of parking and the expense of owning a car. By tapping into these functional needs, whilst recognizing that consumers (and in particular, car drivers) would not want to forgo comfort and style, Piaggio spearheaded the evolution of the scooter, turning it into a viable means of commuting. Over the last decade the market has grown sharply, with Piaggio leading the category. Unrivalled as the scooter market leader, Piaggio's market share has grown consistently year-on-year, currently standing at 34% in an increasingly competitive marketplace.



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POWER METER

LEGACY	The design of Vespa dates back to 1992
RECALL	Lifestyle, iconic, timeless and ageless product and gearless scooter
IMPACT	Young customers especially women are attracted by high level of customizability
POWER FACTOR	Alternative form of transportation to reduce oil consumption, pollution and traffic congestion

World Wrestling Entertainment, Inc. is an American publicly traded, privately controlled Entertainment Company that deals primarily in professional wrestling, with major revenue sources also coming from film, music, video games, product licensing, and direct product sales. WWE also refers to the professional wrestling promotion itself, founded by Jess McMahon and Toots Mondt in 1952 as Capitol Wrestling Corporation Ltd.

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 25 languages. The award-winning WWE Network is the first-ever 24/7 direct-to-

consumer premium network that includes all 16 live pay-per-views, scheduled programming and a massive video-on-demand library, and is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

WWE's operations are organized around the following four principal activities: Media Division (consisting of WWE Network and pay-per-view, Television, Home Entertainment and Digital Media Segments), Live Events Segment, Consumer Products Division (consisting of Licensing, Venue Merchandise and WWEShop Segments) and WWE Studios Segment.

WWE's live matches give the company a unique opportunity to see what its most loyal fans like or dislike about a show on any given night. Scripts aren't fully set until the day of the show, and WWE will sometimes even change a script in mid-show based upon a positive or negative reaction.

POWER METER

LEGACY	Storyline driven contests with exciting fighting maneuvers
RECALL	Different types of contests like Hell in a Cell, Ladder Match many more
IMPACT	Loyal fan base and a large global audience
POWER FACTOR	Superstar wrestlers merchandise, toys etc is a great revenue

Today, WWE is the only international brand of any consequence in professional wrestling. Taking huge risks and always keeping the fans alive allowed Vince and Lind McMahon to build from scratch an entertainment empire that generates over \$400 million in sales annually.



Zappos.com is an online shoe and clothing shop based in Las Vegas, Nevada. In July 2009, the company announced that Amazon.com would acquire it in an all-stock deal worth about \$1.2 billion.

Zappos was founded in 1999 by Nick Swinmurn, who says that his initial inspiration came when he failed to find a pair of brown Airwalks at his local mall. That same year, Swinmurn approached Tony Hsieh and Alfred Lin with the idea of selling shoes online. Hsieh was initially skeptical, and almost deleted Swinmurn's voice mail. After Swinmurn mentioned that "footwear in the US is a 40 billion dollar market and 5% of that is already being sold by paper mail order catalogs," Hsieh and Lin decided to invest \$2 million through their investment firm Venture Frogs. The company was officially launched in June 1999,

under the domain name "ShoeSite.com."

A few months after its launch, the company's name was changed from ShoeSite to Zappos (a variation of "zapatos," the Spanish word for "shoes") so as not to limit itself to selling only footwear. In January 2000, Venture Frogs invested additional capital, and allowed Zappos to move into their office space. During this time, Hsieh found that he "had the most fun with Zappos" and came on board as co-CEO with Nick Swinmurn. After minimal gross sales in 1999, Zappos brought in \$1.6 million in revenue in 2000. Zappos sponsors the "Zappos Rock 'n' Roll Las Vegas

POWER METER

LEGACY	Providing customers superior services since 1999
RECALL	The online company with the largest selection of shoes
IMPACT	Focus on different ways of making Zappos' customers happy
POWER FACTOR	personal approach to customer service



Marathon and half Marathon," which draw 28,000 runners each year. They also sponsor the Zappos WCC basketball championships. During the tournament, Zappos hosts "Kidz Day," which outfits local Las Vegas kids with a new pair of shoes and an event T-shirt. The company also sponsors a stretch of highway (Interstate 15 in Nevada) in the Las Vegas Valley area.



**GLOBAL
POWER BRANDS**



ACCESSORIES



A.LANGE & SOHNE

A. Lange & Sohne watch company dates back to 1845 and remains located in its original hometown of Glashutte, Germany. These watches are amongst the finest luxury watches in the world, combining mechanical precision, exquisite detailing and rich materials. A. Lange & Sohne produces exclusively mechanical watches, predominantly made of 18 kt gold or platinum, and the bridges and plates of the movement are made of silver. Dials are generally silver or enamel. The designs themselves are also distinctive and unique, making them easily distinguishable from Swiss luxury brands. Produced completely in house, A. Lange & Sohne watches generally display blue screws, individually hand-engraved balance cocks, gold chatons and three-quarter balance plates.

BAUME & MERCIER

Baume & Mercier is a Swiss luxury watchmaker founded in 1830. It is a subsidiary of the Swiss luxury conglomerate Richemont. Considered one of the oldest and finest watch making companies, Baume & Mercier's story began with the Baume family developing watch technology back in 1830. By 1918, the Baume family joined together with the Mercier family, whose watch designs and artistic abilities were exceptional, and this merger began the Baume et Mercier watch company. It was not long before the Baume & Mercier watch company became prominent for their chronographs and precise watch timekeeping mechanisms. Today, Baume & Mercier continues to produce their branded classic and sporty watch styles in quality timepieces.



AUDEMARS PIGUET

Audemars Piguet is a Swiss manufacturer of complicated mechanical watches founded in 1875 by watch makers Jules-Louis Audemars and Edward-Auguste Piguet. Audemars Piguet is considered by many experts and aficionados to be one of the most prestigious watch manufacturers and a leader in haute horology. The Swiss company designs and manufactures mechanical watches and jewellery and is famous for its avant-garde styling and being an industry leader in establishing new product categories such as the stainless steel luxury sport watch with its Royal Oak line. Undoubtedly one of the finest luxury watchmakers in the business, Audemars Piguet is a brand celebrated for its precise movements and exquisite, opulent designs. Audemars Piguet watches are made of the finest materials, such as gold, diamond, and platinum, and feature several complications, such as moon phase, perpetual calendar with leap years, and split-second chronographs. They are perhaps best known for the Royal Oak collection, with its distinctive octagonal bezel and tapisserie dials.



FRANCK MULLER

Founded in 1992 by a talented young watchmaker Mr. Franck Muller and a watch manufacturing specialist, Mr. Vartan Sirmakes, the watches have been dazzling the world with creations that represent major technical advances in the history of haute horology. Franck Muller is known for its "World Premiers". Each year, the manufacturer launches at least one new line of timepieces, featuring something special and exclusive that has never been seen before in the watchmaking industry. The first such world premiere was launched in 1993. With over forty world premiers and patents, Franck Muller's innovations and marvels of technical complexity harmonized by its aesthetic perfection have achieved continued success with watch lovers and celebrities worldwide. Franck Muller's watches are worn by various celebrities, like Demi Moore, Elton John, 50 Cent, and José Mourinho. Franck Muller timepieces are famous for their fusion of "modern" style, mostly inspired by American watches from the thirties, like "Elgin Tonneau", and traditional Swiss watch manufacturing.



BREITLING

Breitling watches have been a pinnacle of the industry since their founding in 1884. Each style of a Breitling Swiss watch, is celebrated for its elegance, precision, quality, and durability. Perhaps best known for excellence in aviation watches, Breitling is legendary for precision and high quality control standards of all of their watches. Each Breitling model is 100% Swiss Made and COSC tested and approved, making Breitling the only major watch brand to subject all of its watches - both automatic and quartz - to this testing, the most rigorous of its kind. A favorite brand amongst watch collectors, Breitlings are marked by impeccable movements, clear, readable dials, superior water resistance, and sturdy, comfortable bracelets. They are truly the "instruments for professionals."

GIRARD PERREGAUX

Situated in La Chaux-de-Fonds, Girard-Perregaux is one of the few remaining authentic Swiss manufactures. Expert craftsmen in the fields of design, prototyping, manufacture, movement, finishes, decorations, assembly, casing and quality checks all operate under the same roof to meticulously produce each luxury watch. Drawing on over two centuries of experience, Girard-Perregaux owns over 80 patents in watch design and claims several historical firsts in horology. The first commercially produced wristwatches, the first high frequency mechanical movement and the first Swiss quartz watches are all products of this company's rich heritage. The Villa Marguerite, a building in La Chaux-de-Fonds from the beginning of the 20th century, has housed the Girard-Perregaux Museum. A selection of old watches and documents illustrating the history of the brand is presented there.



HUBLLOT

Hublot is a Swiss watch company, founded upon the idea of fusion. In January of 1980, Carlo Crocco designed the first-ever natural rubber watch straps. He attached them to gold, porthole-shaped cases, creating an interesting juxtaposition of precious and ordinary materials. The combination earned an impressive \$2 million in its first year on the market, and has been exponentially growing ever since. In 2005, the debut of the Hublot Big Bang chronograph tripled sales, and Hublot currently produces one of the world's most expensive watches, the Hublot Big Bang \$5 million. The porthole-shaped case, for which the brand was named, continues to be a mark of the Hublot watch, along with cases made of precious materials, such as gold, platinum and titanium, and straps made of high grade rubber. With this distinct combination, Hublot are some of the most recognizable watches on the market.



MAURICE LACROIX

Maurice Lacroix is a luxury brand of Swiss watches based in the Canton of Jura and headquartered in Zurich founded in 1975. Maurice Lacroix has set itself a clear objective: both through consistent preservation of the long tradition of the Swiss watchmaking art and meeting its high standards, as well as creating, with its very own, innovative complications and movement developments, contemporary design and a heightened passion for detail and perfection. Those who appreciate lasting value derived from the synergy of traditional watchmaking, creative development work and the latest technology, as well as aficionados seeking the extraordinary know not to entrust valuable, irrecoverable time to just any timepiece but rather to a timepiece from Maurice Lacroix.



IWC

International Watch Company, better known as IWC, is a Swiss watch company dating back to 1868. Founded by American horologist Florentine Ariosto Jones, the company combined the best of American technological innovation and Swiss craftsmanship at the time. This tradition endures in the contemporary vision for IWC - to create timepieces renowned for both precise engineering and aesthetic design. Located in Schaffhausen, IWC is the only major watch company located in eastern Switzerland. Through a long and often turbulent history, IWC has endured as one of the leading luxury watchmakers in the world, offering chronographs, complications, exquisite designs and leading timepieces at auctions and for retail.



MONTBLANC

Since 1906, Montblanc has produced writing instruments of the highest caliber. Marked with a distinctive six-pointed star, the Montblanc pens have come to represent the ultimate luxury gift. Located in Le Locle, Switzerland, an optimal location for watch manufacturing, Montblanc added watches to their product lines in 1997 and presented them at the Salon International de Haute Horlogerie in Geneva, to great acclaim. Their first watch, named after the most famous Montblanc pen, the Meisterstück, endures as a part of the Montblanc watch collection. Similar to their pen design and manufacture, each watch is produced with great attention to detail, flawless mechanical precision, and elegant designs in precious materials.



PANERAI

Officine Panerai is a luxury Swiss watch manufacturer, and a wholly owned subsidiary of Compagnie Financière Richemont S.A. Officine Panerai designs, manufactures and markets watches through authorized dealers and company-owned stores worldwide. Giovanni Panerai (1825-1897) founded Officine Panerai in Florence, Italy in 1860. The company is headquartered in Florence and manufactures watches in Neuchâtel, Switzerland using both movements manufactured in-house and movements manufactured by ETA S.A. Panerai watches, designed and manufactured by Rolex SA played a role in assisting the frogmen of the Decima Flottiglia MAS in their operations during World War II. Notable products include the Luminor and Radiomir wristwatches. The bold style of these quality watches is balanced by the use of elegant numerals and design elements, creating a look that is attractive and appealing. Intriguing features such as clear faces and ceramic bezels bring a modern element to the classic designs. Elegant rose gold models offer captivating accents for sophisticated events.



JAEGER-LECOULTRE

The Jaeger LeCoultre watch company was built upon principles of innovation. In 1903, Parisian watchmaker Edward Jaeger sought to establish a manufacturing relationship with a Swiss company to produce the ultra thin calibers he had invented. Antoine's grandson, Jacques-David LeCoultre, agreed to the collaboration. This resulted in a collection of thin, luxury pocket watches promptly purchased by Cartier, along with an agreement that the movements would be produced exclusively for the Cartier jewelry company for fifteen years. Thus, the Jaeger-LeCoultre company was born, a relationship that has resulted in over 1,000 different calibers, hundreds of inventions and some of the most prized, luxury watches in history.



LONGINES

Longines celebrated its 180th anniversary in 2012. One of the oldest Swiss watch-making companies, Longines has enjoyed a particularly prolific and accomplished history, earning 10 Grand Prix for horology and reaching their 30 millionth watch produced in 2001. In addition, Longines has acted as the official supplier for the International Aeronautics Federation since 1919, an affiliation which has included building a watch to Charles Lindbergh's specifications in 1927, which accompanied him on his crossing of the North Atlantic. Longines watches are best known for their classic elegance and technical impeccability, and are sold in 130 countries around the world.



RADO

Rado is a Swiss watchmaking company, with headquarters in Lengnau, Switzerland. Today the company produces about half a million watches a year with a staff of about 470 in total. Rado leans towards innovative uses of high tech materials in distinct design. Rado has focused on pioneering the use of a number of materials that are unique within the watch making industry, such as hard metal like tungsten- and titanium carbide which they call high tech ceramics, lanthanum and sapphire crystal. Rado watches are amongst the most innovative and creative on the market today. Hi-tech, scratch-resistant ceramic is a trademark of Rado watches, evidenced by an elegant, glossy patina. This material is harder than gold, platinum or steel. Another notable Rado development has been the use of a watch material with a hardness of 10,000 vickers, equaling the diamond. Each Rado watch is equipped with sapphire crystal, exceptionally hard bracelet and case materials, and the highest quality gemstones available.





ROGER DUBUIS

Roger Dubuis is the brand name of luxury watches and jewellery founded by Carlos Dias and Roger Dubuis. Like all the best maisons, Roger Dubuis crafts watches with a dazzling blend of contemporary appeal and respect for traditional watchmaking practices, which still guide and inform the modern day watchmaker. In the relatively short time the marque has been in existence, it has already earned the right to be called a manufacture, a term used to explain the fact that all Roger Dubuis's movements are 100% in-house made and 100% Poinçon de Genève certified, an exacting qualification, and one that no other watchmaker offers for every single watch.

VACHERON CONSTANTIN

Jean-Marc Vacheron began the tradition in 1755 when he took basic materials and created a timekeeping masterpiece. Today, the legacy continues, and each piece undergoes the careful scrutiny of the Geneva office to ensure that the quality deserves the Hallmark of Geneva seal of approval. Excellence describes the precious metals and stones that go into the composition of each piece and the exquisite craftsmanship involved in the manufacturing process. In 2015, during the manufacturer's 260th anniversary, Vacheron Constantin revealed the world's most complicated mechanical watch, named Reference 57260. It took three watchmakers eight years to build the 57-complication watch at the request of a client. Vacheron Constantin would not disclose the exact price of this watch but did confirm that it was between 8 million and 20 million US dollars.



SWATCH

Swatch is a Swiss watchmaker founded in 1983 by Nicolas Hayek, and is subsidiary of The Swatch Group. The product line was developed as a response to the "quartz crisis" of the 1970s and 1980s, in which Asian-made digital watches were competing against traditional European-made mechanical watches. Single handedly resuscitating the Swiss watch market after the appearance of affordable, Asian watches, the Swatch Watch is generally made of plastic, features bright colors, trendy designs, and oftentimes, artist pairings. Kiki Picasso, Keith Haring, Alfred Hofkunst, Sam Francies, Akira Kurosawa, Spike Lee, and Moby are amongst the artists who have Swatch watch designs to their credit. Today, Swatch is the largest and most successful watch company in the world.



VICTORINOX SWISS ARMY

In 1897, the Original Swiss Army Knife was created in the small village of Ibach, Switzerland. Swiss watches just like the Swiss Army knife, stand for quality, Made in Switzerland. Wenger S.A. with their Headquarters in Delemont in the Jura Mountains, established in 1893, is one of Europe's leading knife makers and one of only two official producers of the Swiss Army knife. Skilled workers abound in the Jura Mountains, where watch making is a predominant industry; manufacture the famous Wenger knives in multiple operations on the latest machinery. Wenger watches are designed to meet the most rigorous military requirements. The specifications would impress even the boldest watchmaker. Wenger watches must withstand use in extreme cold and humidity; withstand impacts, magnetism, and sudden changes in altitude. During the Swiss Commando Raid, which brings together military teams from fifteen countries, Wenger watches are subjected to the worst that can be inflicted on a timepiece, and not on a laboratory test benches, but for real. Uncompromising craftsmanship makes these watches worldclass.



TISSOT

Tissot is a Swiss watchmaker. Tissot was founded in 1853 by father and son team, Charles-Felicien Tissot and Charles-Emile Tissot. Since that time, the Tissot brand has pioneered an impressive number of advancements in watchmaking history, including the first mass-produced pocket watch, the first dual time-zone pocket watch, and the first plastic watch, among others. Tissot designers have boldly experimented with watchmaking materials over the years, such as wood and stone, some of which have become standards in the industry, including mother of pearl. Tissot has been the Official Timekeeper for a multitude of major sports, including MotoGP, Ice Hockey, Cycling, the International Basketball Federation (FIBA) the Fencing World Championships, the (W)NBA, and others, for many years.



TUDOR

Considered to be the little brother of Rolex, Tudor watches were conceived by Rolex founder, Hans Wildorf. The Tudor watch brand was created to pay tribute to the Tudor period of England. Additionally, it allowed consumers to gain access to a watch with the reliability and dependability of a Rolex, but at a lower price. Tudor brand watches are manufactured by Montres Tudor SA using movements supplied by ETA SA. Tudor watches were used by the French Navy for its divers, with the first Tudor Submariners being purchased in the late 1960's. Additionally the same model was used by the US Navy for its UDT and Navy Seals. Even with an aristocratic name of its own, a Tudor is still a Rolex.



ZENITH

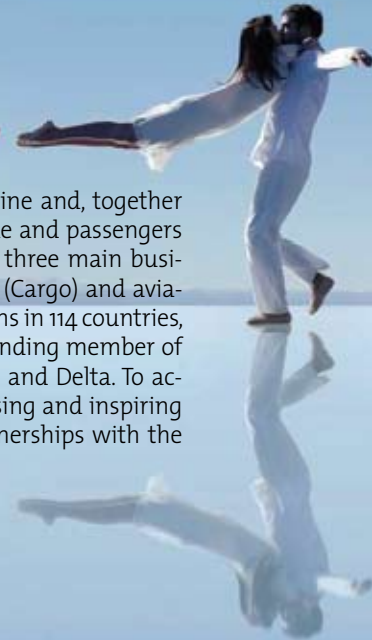
Zenith watches began in Le Locle the historical cradle of Swiss watchmaking by Georges Favre-Jacot. His ambition was to create the most accurate and reliable watches ever. For this he realized that the most important thing was to revolutionize the production method. He commissioned a building which brought together the full range of watchmaking professions and thus the first true manufacturer in history was born. Zenith has written some of the major chapters in watchmaking history. The El Primero calibre, the first integrated automatic chronograph movement and which also beats at a frequency of 36,000 vibrations per hour, has become an icon. Almost 50 years after its creation, it is still the only series-made chronograph capable of measuring short times to the nearest 1/10th of a second.





AIRLINES & AIR TRANSPORTATION

AIRFRANCE



Founded in 1933, Air France is the number one French airline and, together with KLM, one of the world's largest air carriers by revenue and passengers transported. Air France is a global top-flight player in its three main businesses, namely passenger air traffic (Passenger), freight traffic (Cargo) and aviation maintenance. The airline operates flights to 300 destinations in 114 countries, mainly from its Paris-Charles de Gaulle hub. Air France is a founding member of the SkyTeam global alliance, alongside Korean Air, Aeromexico and Delta. To accompany its passengers to a range of ever-more varied, surprising and inspiring locations worldwide, Air France-KLM has formed over 80 partnerships with the largest airlines.

ALITALIA



Alitalia - Società Aerea Italiana is Italy's largest airline and commenced operations on January 1, 2015 after acquiring the operational activities of Alitalia - Compagnia Aerea Italiana, now named CAI. CAI has a 51% controlling stake in Alitalia and the remaining 49% of shares are owned by Etihad Airways, the national airline of the United Arab Emirates. The fleet consists of 121 aircraft, including 25 long-haul, 76 medium-haul and 20 regional aircraft. In 2016 Alitalia carried 22.6 million passengers. Alitalia's commitment to the enhancement of Italian cuisine in the world through the onboard dining experience has received the award for "Best Airline Cuisine" for seven consecutive years (2010 to 2016). The award was given by the readers of Global Traveler Magazine for the quality of its meals served on board. MilleMiglia has been the loyalty program of Alitalia for 25 years. It is managed by Alitalia Loyalty S.p.A. With five million members, MilleMiglia is the largest loyalty program in Italy.



AMERICAN AIRLINES

American Airlines, Inc. operates as a network air carrier. The company provides scheduled air transportation services for passengers and cargo. It also offers freight and mail services. American together with its regional partners operates an extensive international and domestic network with an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. Through the airline's parent company, American Airlines Group, it is publicly traded under NASDAQ: AAL. The company was founded in 1934 and is headquartered in Fort Worth, Texas.

BOEING



Boeing is the world's largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems. A top U.S. exporter, the company supports airlines and U.S. and allied government customers in 150 countries. Boeing products and tailored services include commercial and military aircraft, satellites, weapons, electronic and defense systems, launch systems, advanced information and communication systems, and performance-based logistics and training. With corporate offices in Chicago, Boeing employs more than 170,000 people across the United States and in 70 countries. This represents one of the most diverse, talented and innovative workforces anywhere. The company is organized into three business units: Boeing Commercial Airplanes, Boeing Defense, Space & Security and Boeing Capital. The company was founded by William Edward Boeing on July 15, 1916.

BRITISH AIRWAYS

British Airways, part of International Airlines Group, is one of the world's leading global premium airlines and the largest international carrier in the UK. A British Airways Board was established by the United Kingdom government in 1972 to manage the two nationalized airline corporations, British Overseas Airways Corporation and British European Airways, and two smaller, regional airlines, Cambrian Airways, from Cardiff, and Northeast Airlines, from Newcastle upon Tyne. On 31 March 1974, all four companies were merged to form British Airways. The carrier has its home base at London Heathrow, the world's busiest international airport, and flies to more than 170 destinations in 70 countries. British Airways has a fleet of more than 280 aircrafts, including the A380 and 787. The airline carries more than 40 million customers a year and serves those customers 35 million cups of tea, 36.5 million meals and 3.7 million bottles of wine.



CATHAY PACIFIC

Cathay Pacific was founded as "Roy Farrell Export-Import Co., Ltd" in Shanghai in January 1946 by Australian Sydney de Kantzow and American Roy Farrell. Cathay Pacific Airways is Hong Kong's flagship carrier and a founding member of the One world® alliance. The airline serves more than 90 destinations in some 35 countries across Asia, the Pacific, Europe, North America, the Middle East and Africa. Cathay Pacific is the world's tenth largest airline measured in terms of sales, and fourteenth largest measured in terms of market capitalisation. Cathay Pacific's subsidiary Cathay Dragon is an affiliate member of One-world. Cathay Pacific was awarded Skytrax's 2014 Airline of the Year. Cathay Pacific has won the "World's Best Airline" award four times.



DELTA AIRLINES

Delta Air Lines, Inc. is one of the largest and most successful air carriers in the United States. Originally founded as a crop dusting service in 1924, Delta was led for 40 years by an agricultural scientist and pilot named Collet Everman Woolman. Until his death in 1966 Woolman dominated the operations of Delta. Then, in the 1990s Delta adopted an aggressive business strategy in order to retain market share in an increasingly competitive airline industry. The new strategy was an enormous success, and in 2000 Delta enjoyed a net income of more than \$1 billion and carried a record 117 million passengers. Entering the new century the airline had extended its route network to serve 221 cities in 48 states, and an additional 118 cities in 47 foreign countries. Today, Delta operates more than 5,400 flights per day. Delta Connection operates 2,533 daily flights. It is one of the few airlines to fly to all six inhabited continents, Delta is the only U.S. carrier that is flying to Accra, Copenhagen, Dakar, Johannesburg, Moscow, Prague, Reykjavik, and Stuttgart.



EASYJET

One of the pioneers of budget air travel, EasyJet has grown over the years to become one of Europe's largest airlines. The airline was established in 1995; the first company in what would later become the EasyGroup conglomerate. It was launched by Greek Cypriot businessman Stelios Haji-loannou with two wet leased Boeing 737-200 aircrafts, initially operating two routes: London Luton Airport to Glasgow and Edinburgh. EasyJet stands out amongst its low cost competitors by offering convenience, for example flying to primary airports and allowing passengers to make free of charge changes under the "flexi fare" scheme. EasyJet's popularity among business and leisure travellers has led to it becoming the UK's top airline in terms of passengers carried. Its fares are often one-third those of state-sponsored airlines like British Airways. Direct selling is a key part of controlling costs; the corporate URL is painted on the sides of its jets in its unmistakable trademark orange.





EMIRATES AIRLINES

Emirates is the one airline that can be considered a true global leader. The carrier started out small in 1985 with just two aircrafts flying out of Dubai, being mostly an aircraft carrier that connected passengers from and to Dubai with other operators. It was started with the helping of about \$ 10 million from the government of Dubai and leased aircrafts from Pakistan and some technical and administrative support. Emirates Airlines runs around 221 aircrafts actively and has the largest fleet of Boeing 777s, and of Airbus A380 which are the biggest passenger aircrafts on the market. The average age of the airplanes is about 6.3 and the company is committed to maintaining that standard. At present, Emirates runs services to 142 destinations in about 78 countries. Emirates is ranked fourth in the world when it comes to revenue and has four-stars from Skytrax.



ETIHAD AIRWAYS

Etihad Airways keeps the United Arab Emirates (UAE) connected with the world's big cities. As a commercial airline based in Abu Dhabi, Etihad Airways serves more than 85 destinations in 55 countries in Europe, Asia, and the Middle East. The airline also offers North American services in New York and Toronto. Etihad Airways' fleet consists of nearly 80 Airbus and Boeing aircraft, including 22 wide-body A330s and 16 wide-body 777-300s. Etihad Airways also operates a cargo services division. The airline was founded in 2003 by a royal decree issued by a member of Abu Dhabi's royal family. The airline seeks to reflect the best of Arabian hospitality - cultured, considerate, warm and generous - as well as enhance the prestige of Abu Dhabi as a center of hospitality between East and West. Etihad Airways goal is to be a truly 21st century, global airline, challenging and changing the established conventions of airline hospitality.

KLM

KLM Royal Dutch Airlines, together with its subsidiaries, provides passengers and cargo air transport, aircraft maintenance, and other services in the Netherlands and internationally. The company operates through passenger, cargo, maintenance, leisure, and other segments. It also offers engine, component, airframe maintenance services and catering and handling services to third-party airlines and clients. In addition, KLM Royal Dutch Airlines operates charter and scheduled flights, and sells cargo capacity to third parties. It is the oldest airline in the world still operating under its original name and has more than 32,505 employees. KLM operates scheduled passenger and cargo services to approximately 130 destinations. The company was founded in 1919 and is headquartered in Amstelveen, the Netherlands. KLM Royal Dutch Airlines is a subsidiary of Air France KLM S.A.



LUFTHANSA

Deutsche Lufthansa AG (commonly referred to as Lufthansa) is the largest airline in Germany and one of the three largest airlines in the world. More than 45 million passengers take Lufthansa flights each year on a network that is spread relatively evenly around the world. Lufthansa operates a fleet of about 370 planes, almost all of them owned rather than leased, and is a founding member of the Star Alliance. The Lufthansa Group also includes Lufthansa CityLine, a regional airline. Lufthansa Cargo AG is considered the world's largest carrier of international airfreight, according to the Journal of Commerce, while LSG Sky Chefs heads the world's largest alliance of in-flight caterers. Lufthansa also holds a 50 percent interest in Thomas Cook AG, Europe's second largest travel group and majority owner of the Condor Flugdienst GmbH air charter service. Lufthansa has always been prepared to actively shape the market and has continually modernized itself. This has put it in a leading position in the international aviation business.



QANTAS

Qantas Airways Ltd. is Australia's number one domestic airline and a leader in the Asia-Pacific region. It is one of the ten largest airlines in the world and is considered to be the second oldest (after KLM of the Netherlands). Qantas connects Australia to 81 destinations in 40 other countries worldwide and operates extensive domestic services in both Australia and New Zealand. In addition to its flagship Qantas line, the company also operates several regional airlines in Australia and is a partner in a budget start-up based in Singapore. Qantas and its regional subsidiaries carry more than 30 million passengers a year. Qantas maintains a number of alliances and code share arrangements; it is a member of the Oneworld global airline alliance led by American Airlines and British Airways plc, which is Qantas's largest shareholder with an 18 percent interest. It serves almost 80 destinations in 20 countries. As the only Australian airline in any global airline alliance, it offers an extensive domestic network besides serving points in Asia, the South Pacific, Europe, North and South America and Africa.



SAS

Scandinavian Airlines, often shortened to SAS (previously Scandinavian Airlines System and legally Scandinavian Airlines System Denmark-Norway-Sweden) is the flag carrier of Sweden, Norway and Denmark, and the largest airline in Scandinavia. Part of the SAS Group and headquartered at the SAS Frösundavik Office Building in Solna, Sweden, the airline operates 182 aircraft to 90 destinations. The airline's main hub is at Copenhagen-Kastrup Airport, with connections to over 50 cities in Europe. Stockholm-Arlanda Airport (with more than 30 European connections) and Oslo Airport, Gardermoen are the other major hubs. SAS Cargo is an independent and wholly owned subsidiary to Scandinavian Airlines. The airline was founded in 1946. SAS is also one of the founding members of the world's largest alliance, Star Alliance.



RYANAIR

Ryanair is an Irish low-cost airline incorporated in 1984 and headquartered in Swords, a suburb of Dublin, Ireland, with its primary operational bases at Dublin and London Stansted Airports. Ryanair Limited operates as a subsidiary of Ryanair Holdings plc. In 2016, Ryanair was both the largest European airline by scheduled passengers carried, and the busiest international airline by passenger numbers. Ryanair's route network serves 34 countries in Europe, Africa (Morocco), and the Middle East (Israel). The company also provides online car and hotel booking, travel insurance, and rail services.



UNITED AIRLINES

United Continental Holdings, Inc., commonly referred to as United, is a major American airline headquartered in Chicago, Illinois. It is the world's third-largest airline when measured by revenue, operates a comprehensive domestic and international route network, and has significant presence in the Asia-Pacific region. United was previously known as United Air Lines. United is a founding member of Star Alliance, the world's largest global airline alliance. Regional service is operated by independent carriers under the brand name United Express.



VIRGIN AMERICA

Virgin America Inc. is an American airline that was founded in 2004 and began operations in 2007. Headquartered in Burlingame, California in the San Francisco Bay Area, with San Francisco International Airport as its main hub, Virgin America is a brand that was created by the British Virgin Group as an American counterpart to the corporation's other airlines. The airline's mission statement entails providing low-fare, high-quality service for service between major metropolitan cities on the Eastern and West Coast seaboard. Alaska Air Group acquired Virgin America in 2016, at a valuation of \$2.6 billion, with additional expenses bringing the cost to approximately \$4 billion. With the transaction, Virgin America became a sister carrier to the other Alaska Air Group subsidiaries Alaska Airlines and Horizon Air. Since launching in August 2007, Virgin America has captured a host of travel industry best-in-class awards, including: "Best Domestic Airline" in both Condé Nast Traveler's Reader's Choice Awards for the past eight consecutive years and Travel + Leisure's World's Best Awards for the past nine consecutive years.



VIRGIN ATLANTIC

Virgin Atlantic Airways has become one of the world's leading airlines serving the world's major cities. Virgin Atlantic is the quintessential Virgin story. It has every ingredient: the small newcomer taking on the giant and complacent establishment, the people's champion introducing better service and lower costs for passengers with a reputation for quality and innovative product development. Virgin Atlantic Airways is a leading player in Sir Richard Branson's Virgin Group collection of branded companies. From its hubs in the UK, the airline serves about 30 destinations around the world with a fleet of almost 40 aircraft. It extends its network via code-sharing relationships with carriers such as All Nippon, US Airways, Singapore Airlines, and Australia-based sister company Virgin Blue. (Code-sharing allows airlines to sell tickets on one another's flights and thus offer potential passengers more destinations.) The airline's cargo unit provides service from more than 60 offices worldwide. Virgin Group owns 51% of Virgin Atlantic, and Delta Air Lines owns a 49% stake.



SAAB AB

In 1937, it was clear that Europe was on the brink of a major conflict. In Sweden, neutral and at peace for more than a century, government and industry decided to prepare for the worst. Saab was founded with the mission to secure the nation's supply of military aircraft as part of its drive to maintain national security and sovereignty. Saab Group is a Swedish aerospace and defence company, founded in 1937. From 1947 to 1990 it was the parent company of automobile manufacturer Saab Automobile. Between 1968 and 1995 the company was in a merger with commercial vehicle manufacturer Scania-Vabis, known as Saab-Scania. The two were de-merged in 1995 by the new owners, Investor AB. Despite the demerger, both Saab and Scania share the right to use the griffin logo, which originates from the coat of arms of the Swedish region of Scania.

ZENITH AVIATION

Zenith Aviation was formed in 2002 when the company was awarded the exclusive marketing and distribution rights for all spare parts for the out-of-production Dornier 328 regional airline aircraft, both the turbine-powered and turboprop models. Zenith adheres to the highest quality management systems and has earned certification in both the AS9120 Rev. A and ISO 9001:2008 quality standards. Zenith currently has more than 46,000 line items in stock. In addition to the Dornier 328, the company stocks parts for Bombardier, Embraer, Agusta, ATR, Bell Helicopter and Hawker Beechcraft aircraft.





AUTO SECTOR

308 – PEUGEOT

The Peugeot 308 family hatchback has been designed from the ground up, with big improvements to help it compete with popular rivals. Peugeot's designers have given it a welcome boost, with handsome looks, attractive wheels, chrome exterior trim and trendy LED daytime running lights and headlights on several trim levels. The new styling is even more dramatic inside, where the 308 boasts Peugeot's new 'i-Cockpit', a minimalist design based on a large central touch screen, with very few physical switches or buttons and a small steering wheel you look over to view gauges mounted on top of the dashboard. This setup is meant to make the 308 feel far sportier, but in reality it's predominantly a comfortable car to drive. It can be quite agile and fun if driven with more verve. Peugeot has a good reputation for safety and the 308 is no exception, receiving a five-star crash-test rating from Euro NCAP.



911- PORSCHE

The 911 debuted in the 1960s and remains at the pinnacle of automobiledom while staying true to its roots as the quintessential sports car. A rear-mounted 370-hp, 3.0-liter twin-turbo flat-six powers the rear wheels. S models make 420 hp; the GTS makes 450. A seven-speed manual is standard; all-wheel drive and a seven-speed dual-clutch automatic are options. In coupe, convertible, and Targa form, the 911 is as luxurious as it is sure-footed, making even novices feel like racing legends. Porsche's U.S. headquarters in Atlanta, Georgia. Surely Porsche knows that its most powerful rear-wheel-drive ragtop 911 ever can out accelerate many other sub-four-second cars. Porsche may not like to boast, but it certainly isn't shy with its pricing. 911 Porsche is a design that demonstrates sportiness in every fibre. A chassis equipped for any challenge. And a twin-turbo horizontally opposed engine that brings racetrack performance to the road.



FIAT 500

The Fiat 500 is a rear-engine two-door, four passenger city car manufactured and marketed by Fiat Automobiles from 1957 to 1975 over a single generation in 2-door saloon and 2-door station wagon body styles. Launched as the Nuova (new) 500 in July 1957, it was a cheap and practical town car. Measuring 2.97 meters (9 feet 9 inches) long, and originally powered by a 479 cc two-cylinder, air-cooled engine, the 500 is considered one of the first city cars. In 2007, the 50th anniversary of the Nuova 500's launch, Fiat launched another new 500, stylistically inspired by the 1957 Nuova 500, featuring a front-mounted engine and front-wheel drive. Retro styling and a cheerful character make the 500 a fashionable choice among city cars. Fiat also provides styling customizations ranging from sporty to upscale to help express one's individuality.



ALTIMA

The Nissan Altima is a mid-size car which has been manufactured by Nissan since 1992. The Altima is one of the top selling Nissan models and primarily competes in the mainstream mid-size sedan class in the United States. Curvy, dramatic styling mimics bigger brother Maxima and gives the Altima an upscale vibe. Engine choices are either a 182-hp 2.5-liter four or a 270-hp 3.5-liter V-6, both with a CVT. The SR infuses a little fun by adding stiffer suspension tuning, paddle shifters, and unique wheels. Forward emergency braking with adaptive cruise control creates a robust active-safety bundle. Overall, the Altima is a capable sedan with a decent options list and a roomy, comfortable cabin. 2010 Altima Received the National Highway Traffic Safety Administration's Highest Front- Impact Crash Safety Rating.



ASTON MARTIN

British builder of exotic and luxurious sports cars, Aston Martin's current model range includes eight different vehicles, most with convertible 'Volante' versions. The V8 Vantage is the brand's entry-level volume model, while the DB9 has been a hallmark of the lineup since 2004. New additions include the Vanquish high-end sports car and Rapide sedan. Best known for being the ride of choice for James Bond, the name Aston Martin is derived from one of the automaker's founder, Lionel Martin and the Aston Hill speed hill climb. Founded in 1913, like many other high end automakers it's had a tumultuous history until 1994 when Ford took over ownership and since then has thrived in the luxury car market. Headquarters and the main production site are in Gaydon, Warwickshire, England, on the site of a former RAF V Bomber airbase. One of Aston Martins' recent cars was named after the 1950s Vulcan Bomber. Aston Martin has diversified to speed boats, and real estate development.



ALFA ROMEO

Alfa Romeo was founded in 1910 in Milan, Italy with a focus on motorsport, design and performance. A publicly held company from 1932, the marque has been a part of the Fiat Group since 1986. Its Australian lineup comprises the MiTo and Giulietta. Alfa Romeo has introduced many technological innovations over the years, and the company has often been among the first users of new technologies. Its trademark double overhead cam engine was used for the first time in the 1914 Grand Prix car, the first road car with such an engine, the 6C 1500 Sport, appeared in 1928. Alfa Romeo tested one of the very first electric injection systems (Caproni-Fuscaldo) in the Alfa Romeo 6C 2500 with "Ala spessa" body in 1940 Mille Miglia. The engine had six electrically operated injectors, fed by a semi-high pressure circulating fuel pump system. The current ALFA ROMEO models are Alfa Romeo Giulietta, Alfa Romeo MiTo, Alfa Romeo 4C, Alfa Romeo Giulia and Alfa Romeo Stelvio.



AUDI A3

The bite-size A3 wraps up everything we love about Audis in a handsome, nice-handling package. Steering is precise, the ride composed; fit and finish are superb. Four-door sedan and two-door soft top convertible versions are offered. A 220-hp 2.0-liter turbocharged four-cylinder and six-speed automatic drive either the front or all four wheels. A backup camera and 10-speaker audio are standard; adaptive cruise control and an infotainment system with Apple CarPlay and Android Auto are optional. Audi is set to introduce the facelift version of its most affordable sedan - the A3. For the facelift, Audi has chucked out the 1.8-litre petrol motor, and replaced it with a 150PS /250Nm 1.4-litre unit. The 2.0-litre diesel power plant remains unchanged, producing 143PS and 320Nm. While the petrol gets a 7-speed dual-clutch transmission, the diesel gets a 6-speed unit. Updated features include Audi's LED headlamps, redesigned tail-lamp graphics with dynamic indicators and new 16-inch alloys. Other additions include a larger screen for the infotainment (Audi MMI), wireless charging for compatible phones, a new 3-spoke steering wheel and Milano leather upholstery. It continues to sport features such as dual-zone climate control, electrically adjustable seats and a panoramic sunroof.



AVIS



Avis is an American car rental company headquartered in Parsippany-Troy Hills, New Jersey, United States. Avis, Budget Rent a Car and Budget Truck Rental are all units of Avis Budget Group. Avis Budget Group operates the Avis brand in North America, South America, India, Australia and, New Zealand. Recently Avis has acquired Avis Europe plc which once was a separate corporation licensing the Avis brand. Avis is the third largest car rental agency in the world. Since the late 1970s, Avis has featured mainly General Motors (GM) vehicles such as Chevrolet and Cadillac, but today also rents popular non-GM brands including Ford and Toyota. Avis is a leading rental car provider to the commercial segment serving business travelers at major airports around the world, and to leisure travellers at off-airport locations. Many of the off-airport locations are franchised operations rather than company-owned and -operated, as is the case with most airport locations. Avis was the first car rental business to be located at an airport.



BENTLEY

Founded by Walter Owen Bentley in 1919, Bentley has been synonymous with luxury automobiles and Grand Tourers. Volkswagen Group took control of the company in 1998 and this has only helped Bentley anchor its development in the right direction. A Bentley Continental GT3 entered by the M-Sport factory team won the Silverstone round of the 2014 Blancpain Endurance Series. This was Bentley's first official entry in a British race since the 1930 RAC Tourist Trophy. Arnage, Continental GT and Flying Spur are products par excellence. The Bentley luxury brand is well known for offering numerous special edition, high end models. Bentley's current lineup includes the Continental GT Coupe, GTC convertible, Flying Spur sedan, Continental Supersports and the flagship Mulsanne.

BMW 3 SERIES

The BMW 3 Series is an entry-level luxury car manufactured by the German automaker BMW since May 1975. It is the successor to the 02 Series and has been produced in six different generations. The BMW 3 Series models combine the joy of driving and practicality for daily use, ranging from the BMW 3 Series Sedan, BMW 3 Series Touring and BMW 3 Series Gran Turismo. The BMW ActiveHybrid 3 represents the next generation of hybrid vehicles. The BMW 3 Series Sedan brings inspiration to every journey. Like no other car, it embodies the concept of a sports sedan. In its sixth generation it comes with even more power, efficiency and individuality. The perfect interplay of form and space in and on the BMW 3 Series Gran Turismo creates a coupé-like elegance that appears simultaneously powerful and dynamic – along with an impressive sense of space. This gives it a unique, unmistakable signature. The BMW ActiveHybrid 3 is the world's first compact premium sports sedan with full hybrid drive. As befits the long tradition of the BMW 3 Series, the BMW ActiveHybrid 3 has a modern and powerful appearance. And it can be customized to suit individual tastes with the expressive BMW Lines Sport and Luxury.



BUGATTI

French supercar manufacturer Bugatti were founded in 1909 by Italian born designer Ettore Bugatti. Bugatti enjoyed many racing successes in the 1920s and 30s, including two Le Mans wins and victory at the first ever Monaco Grand Prix in 1929. Early road cars were luxurious and extravagant, the most famous of which, the 'Bugatti Royale', is a highly sought after collectors piece. Following Ettore's death in 1947, the Bugatti Company went into slow decline, cumulating in closure in the early 1950s. The Bugatti marque was resurrected in 1987 when Italian businessman Romano Artioli formed Bugatti Automobili S.p.A. The brand was reborn again in 1998 with the acquisition of the Bugatti name by the Volkswagen group. VW went on to produce several concepts including the EB118 and Chiron prototypes. However their greatest achievement was the 2005 creation of what many consider to be the greatest supercar of them all, the mighty 1000bhp Veyron.

CAYENNE –PORSCHE

The Cayenne is a spicy-hot mix of luxury, off-road ability, and sports-car performance—just what you'd expect in a Porsche SUV. The base model has a 300-hp V-6; the S makes 420 hp, and the GTS makes 440 hp, both from a 3.6-liter twin-turbo V-6. There's also the S E-Hybrid. All have an eight-speed automatic and all-wheel drive. A leather-lined cabin and infotainment with navigation make it a comfortable road tripper. The Cayenne is easy to hustle around curves and equally ready for family duty. For years, the Porsche Cayenne has underlined its position as a truly sporty choice among full-size luxury SUVs. The newest update further emphasizes the Cayenne's virtues with the help of a sharpened design, enhanced performance and more features as standard. The 2017 Porsche Cayenne is both sporty and indulgent and its comprehensive lineup ranges from a green-cred plug-in hybrid to a sports-car-defining all-star with a turbo V8.





CHRYSLER

To consider the history of Chrysler, founded in 1915 by Walter P. Chrysler, is more like riding a roller coaster. Virtually no American manufacturer still in business has suffered the number of up-and-down business cycles as Chrysler. Its most famous/infamous downturn resulted in a US government bailout. And under the guidance of Lee Iacocca, it rebounded and paid back the government loan early. But that didn't exempt it from corporate angst or opportunity. A merger with Daimler-Benz resulted in control ceded to the Germans. Later, following the economic downturn, Fiat bought a controlling interest and (ultimately) merged Chrysler into what is now FCA - Fiat Chrysler Automobiles. Chrysler all-new minivan, the Chrysler Pacifica is the least expensive car wearing the Chrysler badge.

CIVIC

The Honda Civic is a line of small cars manufactured by Honda. Originally a subcompact, the Civic has gone through several generational changes, becoming both larger and more upmarket and moving into the compact car segment. The first Civic was introduced in July 1972 as a two-door model, followed by a three-door hatchback that September. The 2017 Civic Sedan features aggressive lines and refined features that make the car stand out from the crowd. The design of the new Honda Civic is sporty and trendy. The Civic's design is aggressive. The streamlined cab forward design makes it look attractive. There are 17-inch wheels on offer and even machine-finished alloy wheels.



COROLLA

The Toyota Corolla is a line of subcompact and compact cars manufactured by Toyota. Introduced in 1966, the Corolla was the best-selling car worldwide by 1974 and has been one of the best-selling cars in the world since then. In 1997, the Corolla became the best selling nameplate in the world. The name Corolla is part of Toyota's naming tradition of using names derived from the Toyota

Crown for sedans, with "corolla" Latin for "small crown". The Corolla has always been exclusive in Japan to Toyota Corolla Store locations, and manufactured in Japan with a twin, called the Toyota Sprinter until 2000. In Japan and much of the world, the hatchback companion since 2006 has been called the Toyota Auris. Prior to the Auris, Toyota used the Corolla name on the hatchback body style in various international markets. Early models were mostly rear-wheel drive, while later models have been front-wheel drive. Four-wheel drive versions also exist. Toyota adds available active-safety technology to better compete with a growing class of compacts. The 2017 Toyota Corolla will take its well-deserved, yearlong parade lap this year. After all, the name has been around for 50 years and adorned more than 40 million cars worldwide, according to Toyota.

CRV

The Honda CR-V is a compact crossover manufactured by Honda since 1995. Since it uses the Honda Civic platform in an SUV body it was called "CR-V" which stands for Compact Recreational Vehicle. The CR-V is a full size SUV that seats five and offers loads of space. The design is getting rounder by each generation and the quirk of the contemporary Japanese design is evident in the CR-V. The projector headlamps with DRLs are curved and sweep back onto the fenders. The blacked out lower half gets a three part air dam with fog-lamp mounts. The CR-V has a tall profile with a higher ground clearance and large wheels. The roofline slopes towards the D-pillar. The window frames get chrome accents and blacked out B and C-pillar. The extended vertical tail lamps flow with the curiously shaped tailgate. The interiors are plush but simple. The two-tone interior gets leather upholstery and is offered with a sunroof as well. It gets automatic climate control, electrically adjustable and foldable wing mirrors, steering mounted audio controls, cruise control and push-button start. Featuring sophisticated materials and innovative touches like the available leather-trimmed seats with driver's seat memory, the interior





DUNLOP

It started in Belfast, Ireland, in 1888, with an idea that forever changed the way the world rides. The road has led from the racetracks of Europe to America's most sophisticated tire-making labs. The journey has been epic. Dunlop is a brand of tyres owned by various companies around the world. It is owned and operated by Goodyear Tire and Rubber Company in North America, Europe, Australia and New Zealand. In India the brand is owned by Dunlop India Ltd. whose parent company is the Ruia Group. In Asia (Japan, China, Indonesia, Thailand and Russia), Africa and Latin America (except Mexico) it is owned by Sumitomo Rubber Industries. The company has extensive manufacturing operations throughout the world.

GOODYEAR

The Goodyear Tire & Rubber Company, together with its subsidiaries, develops, manufactures, distributes, and sells tires and related products and services worldwide. It offers various lines of rubber tires for automobiles, trucks, buses, aircrafts, motorcycles, earthmoving and mining equipment, farm implements, industrial equipment, and various other applications under the Goodyear, Dunlop, Kelly, Debica, Sava, Fulda, and various other Goodyear owned house brand names, as well as under the private-label brands. The company also retreads truck, aviation, and off-the-road tires; manufactures and sells tread rubber and other tire retreading materials; manufactures and markets rubber-related chemicals; and provides automotive repair services, and miscellaneous other products and services, as well as sells natural rubber products. It operates approximately 1,100 tire and auto service center outlets that offer products for retail sale. The company sells its products through a network of dealers, regional distributors, retail outlets, and retailers. The Goodyear Tire & Rubber Company was founded in 1898 and is headquartered in Akron, Ohio.



GRAND VITARA

The thing about power is that, the more you have it, the more you want it. The Maruti Suzuki Grand Vitara 2.4 is loaded with more power has taken the three decades of Maruti Suzuki SUV heritage to a whole new paradigm. The internationally acclaimed car is here for its customers to play with and it boasts of features that are bound to take your breath away. The Maruti Suzuki Grand Vitara 2.4 is reborn with a 2.4 litre, J series, DOHC engine, making it the epitome of power amongst the best petrol cars in India. The improved power and torque equations loudly question the very standards set by its competitors as it breezes past all, to set new benchmarks. Christened the Suzuki Total Safety (STS), the new Maruti Suzuki Grand Vitara comes fully loaded with active and passive safety measures.



JAGUAR

Jaguar Cars is a brand of cars made by Jaguar Land Rover. This is a British car builder, owned by the Indian builder Tata Motors since the beginning of 2008. It was renamed Jaguar in 1935. Jaguar is known for its luxury saloons and sports cars. Jaguar is an old name with an incredibly fascinating history in the automobile industry. It has an enviable reputation for sophistication and style and to this day retains its classy, quintessential English image created decades back. The Jaguar history started, by the efforts of William Lyons and William Walmsley, who founded the Swallow Sidecar Company way back in 1922. In 2010, the company finally made a profit, due to the efforts of Tata Motors. From 11pcs, the company managed to sell 63,155 units with particularly strong sales in China, North America, and Russia. Therefore, the company drove towards a £1bn annual profit. With its new beginning under Tata Motors ownership, the company might establish itself as a top automobile manufacturer once again.





LAND ROVER

Land Rover is a car brand that specialises in four-wheel-drive vehicles, owned by British multinational car manufacturer Jaguar Land Rover, which has been owned by India's Tata Motors since 2008. The Land Rover is regarded as a British icon, and was granted a Royal Warrant by King George VI in 1951. The Land Rover name was originally used by the Rover Company for the Land Rover Series, launched in 1948. It developed into a brand encompassing a range of four-wheel-drive models, including the Defender, Discovery, Freelander, Range Rover, Range Rover Sport, and Range Rover Evoque. Land Rovers are currently assembled in the company's Halewood and Solihull plants, with research and development taking place at the Gaydon and Whitley engineering centers. When introduced over 45 years ago, it changed the way the world went off-road. Over the years, it has come to represent the very pinnacle of celebrated British Design.

MASERATI

Maserati is an Italian luxury vehicle manufacturer established on 1 December 1914, in Bologna. The Maserati tagline is "Luxury, sports and style cast in exclusive cars", and the brand's mission statement is to "Build ultra-luxury performance automobiles with timeless Italian style, accommodating bespoke interiors, and effortless, signature sounding power". Maserati has played a consistently important role in the history of sports car culture and its development. Over a century of activity has brought with it glorious achievements, both on the road and the track, as well as more challenging times, which have helped forge the company's character and personality. Its relocation from Bologna to the current site in Viale Ciro Menotti, Modena, in 1940 is one of the main relevant steps in its history. Maserati is now a global brand operating in over 70 markets. Unlike any other manufacturer, Maserati has succeeded in instilling within its cars heritage and innovation, past and future, memory and vision. Its heart may be rooted in its Italian heritage, but its eyes are firmly focused on the future. Today Maserati pride is reflected in the values that define the brand.



MAZDA MIATA

The Mazda MX-5, released as the Mazda MX-5 Miata in North America and as the Eunos Roadster in Japan, is a lightweight two-seater roadster with a front-engine, rear-wheel-drive layout. Manufactured by Mazda in Hiroshima, Japan, the model debuted in 1989 at the Chicago Auto Show. The MX-5 was conceived as a small roadster – with light weight and minimal mechanical complexity limited only by legal and safety requirements, while being technologically modern and reliable. Lending its chassis to the next Alfa Romeo Spider, the new Miata is both edgier and more sophisticated in its design than past versions, retaining the true motoring spirit of the original car with a lighter body plus enhanced performance and efficiency. The name "miata" derives from Old High German for "reward".



MICHELIN



Michelin, the leading tire company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tires for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. It also offers electronic mobility support services on ViaMichelin.com and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 112,300 employees and operates 68 production plants in 17 different countries. The Group has a Technology Center in charge of research, development and process engineering, with operations in Europe, North America and Asia. Michelin is the oldest established tire company in the world. It has the most widely recognized tire brand together with an enviable reputation for technical innovation. It now sees itself as a global company and is active in all developing markets.

MERCEDES BENZ C-CLASS

The Mercedes-Benz C-Class is a line of compact executive cars produced by Daimler AG. Introduced in 1993 as a replacement for the 190 (W201) range, the C-Class was the smallest model in the marque's line-up until the A-Class arrived in 1997. The C-Class is built at Mercedes-Benz factories in Sindelfingen and Bremen, Germany as well as numerous satellite factories in other countries. The first C-Class (W202) sedan was produced on 1 June 1993, and the first of the second generation (W203) rolled off the assembly line on 18 July 2000. The C-Class has been available with a 4Matic (i.e. four-wheel drive) option since 2002. The third generation (W204) was launched in 2007. The latest generation C-Class (W205) came out in 2014. Though originally available as a sedan and a station wagon, the W203 series in 2000 debuted a fastback coupé (SportCoupé) version that, when facelifted, became the Mercedes-Benz CLC-Class. The CLC-Class remained in production until 2011 when it was replaced by a new W204 C-Class coupé for the 2012 model year.



MUSTANG – FORD

The Ford Mustang is an American automobile manufactured by Ford. It was originally based on the platform of the second generation North American Ford Falcon, a compact car. The galloping pony nestled in the grille serves as a reminder that the Mustang is most at home on the open road. Both the coupe and convertible come with your choice of a 300-hp 3.7-liter V-6, a 310-hp 2.3-liter turbo four-cylinder, or a 435-hp 5.0-liter V-8; choose from a six-speed manual or a six-speed automatic. The rear-wheel-drive chassis is eager to attack corners while enabling a smooth ride when cruising. The Mustang is also credited for inspiring the designs of coupés such as the Toyota Celica and Ford Capri, which were imported to the United States.

MODEL S - TESLA

The Tesla Model S is a full-sized all-electric five-door, luxury liftback, produced by Tesla Inc., and introduced in June 2012. It scored a perfect 5.0 NHTSA automobile safety rating, and, as of March 2017, the P100D variant holds the record for the fastest acceleration of any production vehicle from a standstill to 60 mph in Motor Trend tests. The United States Environmental Protection Agency (EPA) official range for the 2012 Model S Performance model equipped with an 85 kWh (310 MJ) battery pack is 265 miles (426 km), higher than any other electric car at the time. EPA rated its energy consumption at 237.5 watt-hours per kilometer for a combined fuel economy of 89 miles per gallon gasoline equivalent. The Tesla Model S won awards including the 2013 World Green Car of the Year, 2013 Motor Trend Car of the Year, Automobile magazine's 2013 Car of the Year, Time Magazine Best 25 Inventions of the Year 2012 award and Consumer Reports top-scoring car in its road testing. In 2015, Car and Driver named the Model S the Car of the Century.



PIRELLI

One of the largest companies in Italy, Pirelli & C. S.p.A. is among the worlds leading tire manufacturers, producing and distributing tires for cars, motorcycles, and farm and industrial vehicles. Pirelli is one of the few large tire companies with substantial interests outside the industry. Although strong in Europe and with a significant presence in both North and South America it is trying to establish a presence in key developing markets. The world leader in tires for high-performance cars, Pirelli produces tires in 22 factories located in Argentina, Brazil, Egypt, Germany, Italy, Spain, Turkey, the United States, the United Kingdom, and Venezuela. Its marketing network covers 120 countries around the world, with about 14 percent of tire sales stemming from the home market, 45 percent from the rest of Europe, 7 percent from North America, 20 percent from South America, and the remaining 14 percent from Africa and the Asia-Pacific region.



PRIUS

The Toyota Prius has long been a polarizing vehicle. The main reason Toyota was able to introduce actual driving dynamics into the new Prius lies in the Toyota New Generation Architecture (TNGA). The car is wider now, which helps, and has a lower center of gravity. The MacPherson strut suspension up front remains the same as before, but in the back, Toyota has gone to a double wishbone setup. TNGA increases the stiffness by 60 percent compared to the third generation, which helps with overall rigidity. With its combination of space and efficiency, the Prius is quite compelling.



VOLVO

AB Volvo (publ), together with its subsidiaries, manufactures and sells trucks, buses, construction equipment, and marine and industrial engines in Europe, North America, South America, Asia, and internationally. The company offers trucks for long-haulage, construction, and distribution purposes under the Volvo, UD, Renault Trucks, Mack, Eicher, and Dongfeng Trucks brands; and city and intercity buses, coaches, and bus chassis under the Volvo, Prevost, Nova Bus, UD Bus, and Sunwin brands. It also provides equipment used at construction sites, including pavers, compactors, excavators, wheel loaders, and articulated and rigid dump trucks under the brand names of Volvo, SDLG, and Terex Trucks. In addition, the company offers diesel engines for leisure boats; marine propulsion systems; drive systems and engines for propulsion and auxiliary equipment, and marine generator sets; and industrial engines for use in container terminals, mines, and other industrial applications under the Volvo Penta brand name. Further, it provides financial solutions, such as customer financing and leasing, dealer financing, and insurance; rental, preventive maintenance, assistance, and IT services; spare parts; and transport information systems. The company offers its products and services through a network of dealerships and workshops. AB Volvo (publ) was founded in 1915 and is headquartered in Gothenburg, Sweden.



SUZUKI GSX-S1000

The Suzuki GSX-S1000 is a sport naked, sport bike. The Suzuki GSX-S1000 offers a very capable roadster that has a lot going for it. It's a reasonably comfortable sport naked with extremely high performance that can be used as an everyday street bike, and even an occasional track tool. Ergonomics are well-suited for longer rides. Design is typical sport naked, sans fairing, and with muscular lines and a sculpted fuel tank giving it an aggressive look, even when standing still. The headlight sports two small LED pilot lights which accentuate the bike's aggressive looks. The muscular tank has sharp lines which taper down to give the sense of a strong, muscular shoulder line. The all-digital instrument panel is comprehensive and offers good readability. The rear is minimalistic, but the overall design works well, making the GSX-S1000 universally acceptable. Fit and finish is top notch, and the design isn't too loud or radical, giving it an almost toned down aggressive personality. GSX-S1000 will appeal to a wide range of riders - for those looking for a performance naked, and even those looking for a practical everyday bike with the hardware to give entertaining performance.



EXIDE

Exide Industries is a storage battery producing company in India. It manufactures automotive and industrial lead-acid batteries. It has plants in India and Sri Lanka. The company was incorporated in January 1947 as Associated Battery Makers to purchase all or any of the assets of the business of manufacturers, buyers and sellers of and dealers in and repairers of electrical and chemical appliances and goods carried on by the Chloride Electric Storage Company. The name of the company was changed to Chloride India in 1972 which later got changed to Chloride Industries in 1988. Finally in 1995 the name was changed to Exide Industries. The company manufactures the widest range of storage batteries in the world from 2.5 Ah to 20,400 Ah capacity, covering the broadest spectrum of applications.





BANKS & OTHER FINANCIAL SERVICES

ABN AMRO

ABN AMRO Bank N.V., a full-service bank, provides financial services to retail, private, commercial, and merchant banking customers in the Netherlands and internationally. It operates through Retail Banking, Private Banking, and Corporate Banking segments. The company offers deposit products, such as demand, savings, and time deposits; loan products, including consumer, corporate, and other loans; residential mortgages; debit and credit cards; and life and non-life insurance products, as well as Internet and mobile banking services. It also provides clearing; commercial finance; and equipment leasing services. ABN AMRO Bank N.V. offers its products and services through its own branch network, contact centers, and subsidiaries, as well as through the Internet. The company was founded in 1720 and is headquartered in Amsterdam, the Netherlands.



AMEX

American Express is a globally functional finance, travel and network service provider. Founded in 1850, it has headquarters in Three World Financial Centers; Manhattan, New York. American Express's journey from an express mail service to the leading enterprise in its service and product category is truly a remarkable odyssey. AMEX is the world's largest charge card and traveller cheques issuer. Apart from that, it is also the world's largest travel company. Along with its three major services, American Express also offers brokerage services, mutual funds and other investment-related products. Started as a small express mail company, it has grown to be a Fortune 500 company with more than 60 thousand employees, 2,300 offices in 175 countries and 33 million dollar revenue. AMEX is one of the hallmarks of a global business enterprise.



AVIVA

Aviva is a UK based insurance company that offers a wide range of insurance products to 34 million customers across 16 worldwide countries. Within UK, it is the biggest company that offers life insurance, general insurance and pension plans in the nation. The company's major focus is not only in UK, but also in Asia, particularly South East Asia and China, and also Canada. Aviva has been listed on FTSE 100 Index, New York Stock Exchange, and also the London Stock Exchange. The word 'Aviva' has been derived from 'viva', which means 'life'. It was created in 2000 as a result of a merger between CGU plc and Norwich Union, the two major insurance companies in the UK. Its first name was CGNU, but later it was renamed as Aviva in 2002. Currently, Aviva is operational in 16 countries of the world. With UK being their largest market, they are a leading insurance company in Ireland too. Their business consists of general and life insurance in Europe, and is operational in established markets of Turkey, Poland, Spain, Italy and France as well. They are the 2nd biggest general insurance company in Canada, where they provide commercial and personal insurance plans to more than 3 million people. In Asia, Aviva is operational primarily in the market of life insurance.



BANCO DO BRASIL



Founded in 1808, Banco do Brasil is the oldest and largest bank in South America, with over \$600 billion in assets and branches across the globe. Banco do Brasil is a worldwide leader in banking, regarded for its savvy investing, innovative products, and superior customer service. In 2012, Banco do Brasil set out to expand its model of quality and service, assisting its clients in the United States by acquiring Eurobank in Miami, Florida. Since the acquisition of Eurobank, Banco do Brasil Americas has invested in creating innovative products for international and domestic customers and increased its technological and geographical footprint, all while maintaining stellar customer service in order to serve future and existing clients alike. Its financial products and services include deposits, saving accounts, credit cards, asset management, loans (consumer, commercial and agri-business loans), foreign exchange and e-banking services. Apart from offering traditional retail banking services, BB and its subsidiaries sell health, life and property insurance, underwrite and sell bonds, conduct asset trading, offer investors portfolio management services, conduct financial securities advising, and provide markets analysis and research. The bank operates in both domestic and international markets.

AEGON

Aegon is one of the world's leading providers of life insurance, pensions and asset management. Its Dutch roots date back to 1844. Today, Aegon has operations in over 20 countries, including the USA where Aegon is known as Transamerica. Aegon's history dates back over 170 years, however Aegon as we know it today was founded in 1983 following the merger of two Dutch insurance companies, AGO and Ennia. Today, Aegon is one of the top-10 largest insurance companies in the world. Over 29,000 Aegon employees help approximately 30 million customers take responsibility for their financial future. Aegon is headquartered in The Hague, Netherlands. Aegon has a primary listing on Euronext Amsterdam and is a constituent of the AEX index. It has a secondary listing on the New York Stock Exchange.



ANZ

Australia and New Zealand Banking Group Limited provides a range of banking and financial products and services. The Company's segments include Australia; New Zealand; Institutional; Asia Retail & Pacific; Wealth Australia, and Technology, Services and Operations (TSO) and Group Centre. ANZ established its Mumbai branch in 2011 and today supports institutional and corporate clients in India and across the other 34 markets in our global network with their banking requirements for local and offshore facilities. In May 2014, ANZ received in-principle approval from the Reserve Bank of India (RBI) to open new branches in Gurgaon, New Delhi's prime business hub and in outer Bengaluru. ANZ commenced operations in Gurgaon in July 2015 and in outer Bengaluru in May 2016. ANZ has a significant shared services hub operation in Bengaluru employing over 7000 staff supporting our businesses in Australia, New Zealand and Asia.



AXA

AXA is a multinational investment banking firm established in 1817. Headquartered in Paris, the organisation focuses on investment banking, securities, investment management and insurance among other financial services. It has a global presence with primary operations in Western Europe, the Asia Pacific region, North America and the Middle East. They also owns the insurer Swiftcover, Vlefin and Architas. AXA Schengen Travel Insurance provides insurance to visitors who require a visa to enter the Schengen Area. AXA ushered into Indian market through Bharti Enterprises and Bank of India. The company has five primary ventures in India: Bharti AXA Life Insurance Company Ltd, Bharti AXA General Insurance Co. Ltd., AXA Assistance India, AXA Business Services and Bank of India AXA Investment Managers. They have become one of the most desirable names in its market segment through its impeccable business ethics, smooth operation and dedication towards customers. The company now has its presence in 56 countries with 157,000 employees; the organisation is on a constant look out for high-growth market around the world to expand its ever growing market reach.



BANCO SANTANDER

Banco Santander, S.A., together with its subsidiaries, provides various retail and commercial banking products and services for individual and corporate clients worldwide. The company offers demand and time deposits, and current and savings accounts; certificates of deposit; mortgages and auto finance, personal loans; and debit and credit cards, as well as life and non-life insurance products. It also provides cash management, trade finance, custody and securities, and securitization services; corporate loans; and corporate finance services. In addition, the company is involved in the corporate banking, treasury, and investment banking activities; fixed income and equity derivatives; trading and hedging derivatives; and brokerage of equities. Further, it offers asset management, private banking, and processing services, as well as mobile and online banking services. The company operates through 12,235 branches. The company was formerly known as Banco Santander Central Hispano S.A. and changed its name to Banco Santander, S.A. in June 2007. Banco Santander, S.A. was founded in 1857 and is headquartered in Madrid, Spain.



BANK OF TOKYO- MITSUBISHI UFJ

The Bank of Tokyo-Mitsubishi UFJ, Ltd. provides various banking and financial services in Japan, North America, Latin America, Europe, the Middle East, Asia, and Oceania. The company operates through Retail Banking Business Unit, Corporate Banking Business Unit, Global Business Unit, Global Markets Unit, and other units segments. BTMU is Japan's largest bank and one of the world's largest, with offices throughout Japan and in 40 other countries. BTMU builds long-term relationships with its customers, promotes real economic growth and contributes to orderly capital markets that serve society. The company was founded in 1919 and is headquartered in Tokyo, Japan. The Bank of Tokyo-Mitsubishi UFJ, Ltd. is a subsidiary of Mitsubishi UFJ Financial Group, Inc.



BNP PARIBAS

The company was formerly known as Banque Nationale de Paris and changed its name to BNP Paribas SA in May 2000. BNP Paribas SA was founded in 1848 and is based in Paris, France. BNP Paribas has had a presence in India for over 150 years having established its first branch in Kolkata, in 1860. With this unparalleled experience of the Indian market, it is among the leading corporate banks in the country. Through its branches in eight key cities — Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Bangalore, Ahmedabad and Pune — BNP Paribas offers sophisticated solutions in its three core businesses — Corporate and Institutional Banking, Investment Solutions and Retail Banking — many of them in association with strong local partners. In Asia Pacific, BNP Paribas is one of the best-positioned international financial institutions with an uninterrupted presence since 1860. Currently with over 15,000 employees* and a presence in 14 markets, BNP Paribas provides corporates, institutional and private investors with product and service solutions tailored to their specific needs.



CITIGROUP



Citigroup Inc. (Citi), incorporated on March 8, 1988, is a financial services holding company. The Company's business is to provide consumers, corporations, governments and institutions with a range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, trade and securities services and wealth management. The Company operates through two segments: Citicorp and Citi Holdings. Citicorp is the company's global bank for consumers and businesses and represents its core franchises. Citicorp is focused on providing products and services to customers and leveraging the company's global network, including various economies. At present, Citicorp is present in 97 countries and jurisdictions, and offers services in over 160 countries and jurisdictions.

BANK OF AMERICA

Bank of America is one of the world's leading financial institutions, serving individual consumers, small and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company provides unmatched convenience in the United States, serving approximately 47 million consumer and small business relationships with approximately 4,700 retail financial centers, approximately 16,000 ATMs, and award-winning online banking with approximately 33 million active accounts and more than 20 million mobile active users. Bank of America is a global leader in wealth management, corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. Bank of America offers industry-leading support to approximately 3 million small business owners through a suite of innovative, easy-to-use online products and services. The company serves clients through operations in all 50 states, the District of Columbia, the U.S. Virgin Islands, Puerto Rico and more than 35 countries. Bank of America Corporation stock (NYSE: BAC) is listed on the New York Stock Exchange.



BARCLAYS



Barclays is a British multinational banking and financial services company headquartered in London. It is a universal bank with operations in retail, wholesale and investment banking, as well as wealth management, mortgage lending and credit cards. It has operations in over 50 countries and territories and has around 48 million customers. Barclays is organized into four core business: Personal & Corporate (Personal Banking, Corporate Banking, Wealth & Investment Management), Barclaycard, Investment Banking and Africa. Barclays Bank PLC, together with its subsidiaries, provides financial services in the United Kingdom, rest of Europe, the Americas, Africa, the Middle East, and the Asia Pacific. It offers retail banking, credit cards, wholesale banking, investment banking, wealth management, and investment management services. The company was formerly known as Barclays Bank International Limited and changed its name to Barclays Bank PLC in January 1985. The company was founded in 1925 and is headquartered in London, the United Kingdom. Barclays Bank PLC is a subsidiary of Barclays PLC.

CAPITAL ONE

Capital One Financial Corporation is an American bank holding company specializing in credit cards, home loans, auto loans, banking and savings products. Capital One is the eighth-largest bank holding company in the United States when ranked by assets and deposits. Richard D. Fairbank is Founder, Chairman and Chief Executive Officer of Capital One. Financial Corporation. Capital One, headquartered in McLean, Virginia, offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Mr. Fairbank founded Capital One in 1988 based on his belief that the power of information, technology, testing and great people could be combined to bring highly customized financial products directly to consumers. Since then, Capital One has emerged as one of America's largest consumer franchises with one of the nation's most recognized brands. As one of the nation's top 10 largest banks based on deposits, Capital One, N.A. has branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia.



COMMONWEALTH BANK OF AUSTRALIA

The Commonwealth Bank is Australia's leading provider of integrated financial services including retail banking, premium banking, business banking, institutional banking, funds management, superannuation, insurance, investment and sharebroking products and services. The Group is one of the largest listed companies on the Australian Securities Exchange and is included in the Morgan Stanley Capital Global Index. The Commonwealth Bank brand is the most recognised brand in the Australian financial services industry. Founded in 1911 by the Australian government, the Commonwealth Bank is one of the "big four" Australian banks, with National Australia Bank (NAB), ANZ and Westpac. The bank listed on the Australian Stock Exchange in 1991 and the government fully privatized it in 1996.



CREDIT SUISSE

The company was founded in 1856 and is based in Zurich, Switzerland. Credit Suisse AG operates as a subsidiary of Credit Suisse Group AG. It operates 447 offices and branches. The company offers its products and services to private, corporate, institutional, ultra-high-net-worth and high-net-worth individuals, financial institutions, governments, and institutional investors, as well as affluent and retail clients. Credit Suisse AG provides private banking and investment banking services in Switzerland and internationally. It operates through Swiss Universal Bank, International Wealth Management, Asia Pacific, Global Markets, and Investment Banking & Capital Markets segments.



DEUTSCHE BANK

Deutsche Bank

Deutsche Bank AG is a global investment bank. The Bank is engaged in providing commercial and investment banking, retail banking, transaction banking and asset and wealth management products and services to corporations, governments, institutional investors, small and medium-sized businesses, and private individuals. It operates through four business divisions: Global Markets (GM); Corporate & Investment Banking (CIB); Deutsche Asset Management; Private, Wealth & Commercial Clients (PW&CC). The CIB division includes the bank's commercial banking, corporate finance and transaction banking. Deutsche Asset Management is an investment management organization. Deutsche Asset Management offers individuals and institutions traditional and alternative investments across all asset classes. The PW&CC division combines its private and commercial banking, and wealth management. It provides wealth management in various regions, such as the Americas, Asia-Pacific, Germany and Europe. With more than 78,000 employees in over 70 countries worldwide, Deutsche Bank offers unparalleled financial services throughout the world. The Bank competes to be the leading global provider of financial solutions for demanding clients creating exceptional value for its shareholders and people.

DBS

DBS Bank Ltd is a Singaporean multinational banking and financial services corporation headquartered in Marina Bay, Singapore. The company was known as The Development Bank of Singapore Limited, before the present name was adopted in July 2003 to reflect its changing role as a regional bank. DBS Bank Ltd. provides various commercial banking and financial services, principally in Asia. Its Consumer Banking/Wealth Management segment offers a range of banking and related financial services to individual customers. It operates through a network of approximately 280 branches in 18 markets. The company was founded in 1968 and is headquartered in Singapore. DBS Bank Ltd. is a subsidiary of DBS Group Holdings Ltd.



E&Y



Ernst & Young Ltd. provides assurance, advisory, tax, and transaction advisory services. It provides assurance services, including accounting compliance and reporting, climate change and sustainability services, financial accounting advisory services, financial statement audit, and fraud investigation and dispute services; tax services in the areas of country and cross border tax advisory, global trade, global compliance and reporting, human capital, personal taxes, tax accounting, tax performance advisory, tax policy and controversy, transaction tax, and transfer pricing and tax effective supply chain management, as well as VAT, GST, and other sales taxes. The company was founded in 1989 and is based in London, United Kingdom. It has locations in the Americas; Europe, the Middle East, India, and Africa; the Asia-Pacific; and Japan. Ernst & Young Ltd. operates as a subsidiary of Ernst & Young LLP.

FIDELITY



Fidelity Investments is a privately owned investment manager. The firm also provides IRAs, 401(k) rollovers, annuities, discount brokerage services, retirement services, estate planning, wealth management, securities execution and clearance, and life insurance services to its clients. It provides its services to individual investors, businesses, financial advisors, and institutions. The firm manages equity, fixed income, and balanced mutual funds. The firm invests in the public equity and fixed income markets across the globe. It conducts in-house research to make its investments. Fidelity Investments operates as a subsidiary of FMR LLC. Fidelity Investments was founded in 1946 and is based in Boston, Massachusetts.

GOLDMAN SACHS

The Goldman Sachs Group, Inc. operates as an investment banking, securities, and investment management company worldwide. It operates through four segments: Investment Banking, Institutional Client Services, Investing & Lending, and Investment Management. The Goldman Sachs Group, Inc. is a leading global investment banking, securities and investment management firm that provides a wide range of financial services to a substantial and diversified client base that includes corporations, financial institutions, governments and individuals. The company serves corporations, financial institutions, governments, and individuals. Each year, Goldman Sachs receives awards across categories including business, employer of choice, and environmental and social governance (ESG). The Goldman Sachs Group, Inc. was founded in 1869 and is headquartered in New York.



ICBC

Industrial and Commercial Bank of China Limited provides various financial products and services worldwide. It operates through Corporate Banking, Personal Banking, and Treasury Operations segments. Its distribution network consists of approximately 17,094 domestic institutions and 404 overseas institutions, as well as approximately 1,611 correspondent banks. In 2015, the Bank was named the "Best Emerging Markets Bank" by Euromoney, and ranked 1st place among the Top 1000 World Banks by the Banker and the Global 2000 listed by the US magazine Forbes for the third consecutive year. The company was formerly known as Industrial and Commercial Bank of China. Industrial and Commercial Bank of China Limited was founded in 1984 and is based in Beijing, the People's Republic of China. On 28 October 2005, the Bank was wholly restructured to a joint-stock limited company. On 27 October 2006, the Bank was successfully listed on both Shanghai Stock Exchange and The Stock Exchange of Hong Kong Limited.



J.P. MORGAN CHASE & CO.

JPMorgan Chase & Co. is a U.S. multinational banking and financial services holding company headquartered in New York City. It is the largest bank in the United States, the world's third largest bank by total assets, with total assets of roughly US\$2.5 trillion, and the world's most valuable bank by market capitalization. It is a major provider of financial services and according to Forbes magazine is the world's sixth largest public company based upon a composite ranking. The hedge fund unit of JPMorgan Chase is the second largest hedge fund in the United States. The company was formed in 2000, when Chase Manhattan Corporation merged with J.P. Morgan & Co. The J.P. Morgan brand, historically known as Morgan, is used by the investment banking, asset management, private banking, private wealth management, and treasury & securities services divisions. Fiduciary activity within private banking and private wealth management is done under the aegis of JPMorgan Chase Bank, N.A.—the actual trustee. The corporate headquarter is located at Manhattan, New York City. JPMorgan Chase & Co. is considered to be a universal bank. At present, JPMorgan Chase is one of the Big Four banks of the United States, followed by Bank of America, Citigroup and Wells Fargo.



LLOYDS

LLOYDS BANK



Lloyds Bank plc. provides a range of banking and financial products and services in the United Kingdom and internationally. It operates through four segments: Retail, Commercial Banking, Consumer Finance, and Insurance. The Retail segment offers a range of financial service products, including current accounts, savings, personal loans, and mortgages to retail customers. This segment also distributes insurance products, protection and credit cards, and a range of long-term savings and investment products. The Commercial Banking segment provides products, such as lending, global transaction banking, financial markets, and debt capital markets and private equity financing through Lloyds Development Capital. This segment serves SME, mid markets, global corporates, and financial institution clients. The Consumer Finance segment offers consumer and corporate credit cards, motor financing, and car leasing facilities. The Insurance segment corporate offers pensions, protection, retirement, bulk annuities, and home insurance products. The company was formerly known as Lloyds TSB Bank plc. Lloyds Bank plc was founded in 1765 and is based in London, the United Kingdom. Lloyds Bank plc is a subsidiary of Lloyds Banking Group plc.

HSBC

HSBC Bank Plc. provides various banking products and services worldwide. It operates through Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking segments. HSBC is one of the world's largest banking and financial services organisations. HSBC serves more than 37 million customers. Its network covers 70 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America. At present, it operates 964 branches in the United Kingdom; and 13 located in the Isle of Man and the Channel Islands. Listed on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings Plc. are held by about 204,000 shareholders in 133 countries and territories. The company was founded in 1880 and is based in London, the United Kingdom. HSBC Bank plc is a subsidiary of HSBC Holdings plc.



ING

ING Bank N.V. provides various banking services in the Netherlands, Belgium, Rest of Europe, North America, Latin America, Asia, and Australia. The company operates through Retail Netherlands, Retail Belgium, Retail Germany, Retail Other, and Wholesale Banking segments. It accepts current and savings accounts; and offers business lending, mortgage, and other consumer lending products. The company also provides cash management, corporate finance, real estate, and leasing services. It serves individuals; and organizations, including corporates, multinational corporations, financial institutions, governments, and supranational bodies. The company was incorporated in 1927 and is headquartered in Amsterdam, the Netherlands. ING Bank N.V. operates as a subsidiary of ING Groep N.V. Moreover, ING is currently among the leaders in the Dow Jones Sustainability Index 'Banks industry' group.



KPMG

KPMG LLP provides assurance, tax, and financial advisory services. The firm offers accounting, auditing, internal audit, regulatory and compliance, corporate recovery, forensic accounting, and risk management services. It also provides transaction advisory services such as due diligence, target risk assessment, acquisition accounting and tax advisory, and divestiture accounting.



KPMG's tax services practice offers tax consulting and compliance support services such as transfer pricing, economic analysis, valuation, personal financial planning, post-transaction integration, and international corporate tax services. The firm primarily caters to financial services, software, electronics, communications, media, industrial and automotive products, chemicals, energy, power, transportation, food and beverage, consumer products, and healthcare sectors. KPMG LLP was formerly known as KPMG Peat Marwick and changed its name in 1999. The firm was founded in 1987 and is headquartered in New York, New York. KPMG LLP operates as a subsidiary of KPMG International.

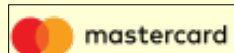
MASHREQ

Mashreqbank is one of UAE's leading financial institutions. Established in 1967 by the Al-Ghurair Group, it is the largest private sector bank in the UAE. With more than 45 years of experience in the UAE banking and financial services market, Mashreqbank is well established as a leading commercial and retail bank. Mashreqbank provides banking and financial services to customers and businesses. Mashreqbank operates as a Universal Bank offering a comprehensive array of products and services to a wide range of customer segments in corporate and retail banking in the UAE and has a strong regional presence in Qatar, Bahrain, Kuwait and Egypt. Mashreqbank also has a Financial Institutions centric presence in the international financial centres such as London, New York, Hong Kong and Mumbai. It has a wide spread network with 44 branches in the UAE and 20 branches / representative offices in MENA, Asia, Europe and United States enabling it to finance regional trade flows. Mashreqbank has been publicly listed since inception and has been listed on the Dubai Financial Markets since the creation of the local stock exchange.



MASTERCARD INCORPORATED

MasterCard International Incorporated, doing business as MasterCard Worldwide, provides digital payment solutions and technology. The company operates a payment processing network that connects consumers, financial institutions, merchants, governments, and businesses in the United States and internationally. Its payment products and solutions comprise credit and debit cards, consumer and commercial prepaid cards, prepaid card program management services, and commercial card products; digital payments money transfer and remittance solutions and analysis, data-driven consulting, and loyalty and rewards marketing solutions. The company also offers payment processing services; and information, implementation, and payment consulting services. MasterCard International Incorporated was formerly known as Interbank Card Association and changed its name to MasterCard International Incorporated in 1979. The company was founded in 1966 and is based in Purchase, New York. It has locations in the Asia Pacific, Europe, Latin America, the Caribbean, the Middle East and Africa, and North America. At present, MasterCard International Incorporated operates as a subsidiary of MasterCard Incorporated.



MORGAN STANLEY

Morgan Stanley is a leading global financial services firm providing investment banking, securities, wealth management and investment management services. It is headquartered at 1585 Broadway in the Morgan Stanley Building, Midtown Manhattan, New York City. With offices in more than 42 countries and more than 55,000 employees, the firm's clients include corporations, governments, institutions and individuals. Morgan Stanley, formed by J.P. Morgan & Co. partners Henry Sturgis Morgan (grandson of J.P. Morgan), Harold Stanley and others, came into existence on September 16, 1935, in response to the Glass-Steagall Act that required the splitting of commercial and investment banking businesses. In its first year the company operated with a 24% market share (US\$1.1 billion) in public offerings and private placements. The main areas of business for the firm today are Institutional Securities, Wealth Management and Investment Management.

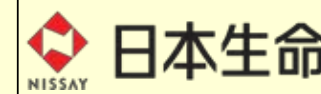


MUFG

Mitsubishi UFJ Financial Group, Inc. is a Japanese bank holding / financial services company headquartered in Chiyoda, Tokyo, Japan. MUFG holds assets of around US\$2.459 trillion as of 2016, making it world's fourth largest bank by total assets and is one of the main companies of the Mitsubishi Group. It is Japan's largest financial group and the world's second largest bank holding company. Mitsubishi UFJ Financial Group is the second largest public company in Japan when measured by market capitalization. Mitsubishi UFJ Financial Group, Inc., through its subsidiaries, provides financial services in Japan and internationally. The company was formed on October 1, 2005 with the merger of Tokyo-based Mitsubishi Tokyo Financial Group (MTFG), formerly Japan's second-largest banking conglomerate, and Osaka-based UFJ Holdings, which was Japan's fourth-largest banking group. The company history dates back to 1880 and is headquartered in Tokyo, Japan.



NIPPON LIFE INSURANCE COMPANY



Nippon Life Insurance Company, together with its subsidiaries, engages in the insurance and insurance-related businesses in Japan and internationally. The company provides investment management and advisory, type II financial instrument, trust banking, credit guarantee, leasing, venture capital, building and residence management, mortgage loan, discretionary investment contact, and finance agency services. Additionally, it offers temporary staffing, goods mediation and sale, printing and bookbinding, clerical agency, software development, information processing, system administration and management, receiving agency, survey and research, and information services. The company was formerly known as Nippon Life Assurance Co., Ltd. and changed its name to Nippon Life Insurance Company in 1947. Nippon Life Insurance Company was founded in 1889 and is headquartered in Osaka, Japan.

NATWEST

National Westminster Bank, commonly known as NatWest, is a large retail and commercial bank in the United Kingdom. It was established in 1968 by the merger of National Provincial Bank (established 1833 as National Provincial Bank of England) and Westminster Bank (established 1834 as London County and Westminster Bank). Since 2000 it has been part of the Royal Bank of Scotland Group. Traditionally considered one of the Big Four clearing banks, it has a large network of over 960 branches and 3,400 cash machines across Great Britain and offers 24-hour Action line telephone and online banking services. Today it has more than 7.5 million personal customers and 850,000 small business accounts. In Ireland it operates through its Ulster Bank subsidiary. NatWest was named a runner-up for the 'Best Business Banking Provider' category at the British Bank Awards 2016.



OCBC BANK

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank. OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stock broking services. OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 610 branches and representative offices in 18 countries and regions. These include the more than 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP and over 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.



PAYPAL

PayPal Holdings, Inc. operates as a technology platform company that enables digital and mobile payments on behalf of consumers and merchants worldwide. It enables businesses of various sizes to accept payments from merchant websites, mobile devices, and applications, as well as from offline retail locations through a range of payment solutions, including PayPal, PayPal Credit, Braintree, Venmo, Xoom, and Paydiant products. PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo and Xoom, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies. PayPal Holdings, Inc. was founded in 1998 and is headquartered in San Jose, California.



PWC

PricewaterhouseCoopers International Limited is an international association of accounting and consultancy firms. The firm offers corporate accounting and economic advisory services through its member firms located across different countries. It focuses on auditing and assurance, crisis management, human resources management, performance improvement strategies, and taxation compliance. Additionally, the firm provides accounting valuations, dispute analysis and investigations, sustainability reporting, financial due diligence, and structuring services. PwC is a network of firms in 157 countries, 756 locations, with more than 223,000 people. The firm was formed in 1998 by a merger between Coopers & Lybrand and Price Waterhouse. The trading name was shortened to PwC in September 2010 as part of a rebranding strategy. PricewaterhouseCoopers International Limited is based in London, United Kingdom.



ROYAL BANK OF SCOTLAND

The Royal Bank of Scotland plc provides various banking and financial products and services to personal, commercial, and corporate and institutional customers in the United Kingdom, other European countries, the United States, and internationally. The company offers savings, current, currency, and fixed term and notice accounts; cash management services; and loans that include personal and car, debt consolidation, home improvement, holiday, business, fixed and variable rate mortgage, and agricultural loans, as well as offers import and export, currency, structured and asset, and invoice finance services. In addition, the company offers money market and risk management services, foreign exchange services, letters of credit, bonds and guarantees, and documentary collections, as well as trustee and depositary, and funding solutions. Further, it provides online, mobile, electronic, and international banking services. The company was incorporated in 1984 and is headquartered in Edinburgh, the United Kingdom. The Royal Bank of Scotland plc is a subsidiary of The Royal Bank of Scotland Group plc.



SCOTIABANK

The Bank of Nova Scotia provides various personal, commercial, corporate, and investment banking services in Canada and internationally. It offers financial advice, solutions, and day-to-day banking products, including debit cards, checking accounts, credit cards, investments, mortgages, loans, and related insurance products to individuals and small businesses; and commercial banking solutions comprising lending, deposit, cash management, and trade finance solutions to medium and large businesses comprising automotive dealers and their customers through a network of approximately 980 branches, 3,500 automated banking machines, and specialized sales teams in Canada. The company also provides a range of financial products, solutions, and advice to retail and commercial customers in Latin America, the Caribbean, and Central America primarily through a network of approximately 1,800 branches. It also offers its products through mobile, Internet, and telephone banking. The Bank of Nova Scotia was founded in 1832 and is headquartered in Halifax, Canada.



PRUDENTIAL

Prudential Financial, Inc., through its subsidiaries, provides insurance, investment management, and other financial products and services in the United States and internationally. The company primarily offers life insurance, annuities, retirement-related mutual funds, and investment management products and services. It operates through U.S. Retirement Solutions and Investment Management, U.S. Individual Life and Group Insurance, and International Insurance divisions. The company serves individual and institutional customers through third-party broker-dealers, independent financial planners, financial professionals, third-party financial advisors, brokers, benefits consultants, sales force, wire houses, banks, general agencies, producer groups, life planners, and life consultants. Recently Prudential Financial introduced its Masterpiece of Love, a series of short films celebrating life, love, art and regenerative power of the human spirit. The series features the stories of four people who have endured significant personal losses and explores their relationships with artists commissioned by Prudential to bring the stories to life. The first film follows the journey of writer Amelia Borealis, who became a young widow after her husband's sudden death. Prudential Financial, Inc. was founded in 1875 and is headquartered in Newark, New Jersey.



RABOBANK

Rabobank has emerged from small agricultural cooperative banks, founded by farmers and horticulturists beginning in the late nineteenth century. It was formed to provide credit for their members. This cooperative foundation and the philosophy of cooperation underpinning it have remained Rabobank's guiding principles throughout its over 115-year history. The founding father of cooperative agricultural credit is Friedrich Wilhelm Raiffeisen, a German rural mayor in the latter half of the nineteenth century. In the 1860s, he founded an agricultural credit union that extended local farmers credit from savings collected from local communities. Raiffeisen's concept of the credit cooperative soon took root in the Netherlands and the first agricultural cooperative bank in this country appeared in 1895. Rabobank has developed from a purely Dutch bank into an international financial services provider for its Dutch customers. Today, Rabobank is also made up of international clients and its network covers the world. But it still focuses primarily on the food & agri business in which it began and in which Rabobank has vast experience and offers the greatest added value. This is what has enabled Rabobank to grow into an international leader in this sector.



S&P GLOBAL

S&P Global Inc. provides independent ratings, benchmarks, analytics, and data to the capital and commodity markets worldwide. It operates through three segments: Ratings, Market and Commodities Intelligence, and S&P Dow Jones Indices. The Ratings segment provides credit ratings, research and analytics, information, and benchmarks to the investors, issuers, and other market participants. The Market and Commodities Intelligence segment offers multi-asset-class data; and research and analytical capabilities, which integrate cross-asset analytics and desktop services, and deliver access to information, data, analytic services, and pricing and quality benchmarks to its customers in the commodity and energy markets. The S&P Dow Jones Indices segment provides index that maintains various valuation and index benchmarks for investment advisors, wealth managers, and institutional investors. The company was formerly known as McGraw Hill Financial, Inc. and changed its name to S&P Global Inc. in April 2016. S&P Global Inc. was founded in 1888 and is headquartered in New York, New York.

SOCIETEGENERALE

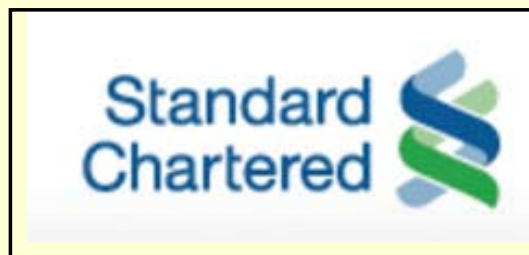
Societe Generale Group provides financial services in Europe and internationally. It operates through three segments: French Retail Banking, International Retail Banking & Financial Services, and Global Banking and Investor Solutions. The company offers retail banking services to individual customers, professionals, and corporate and non-profit clients under the Societe Generale, Crédit du Nord, and Boursorama brands;



and international retail banking and consumer credit services to individual customers, professionals, corporates, institutions, and associations in Europe, Russia, Africa, and French overseas departments and territories. Additionally, the company offers securities services, such as clearing, custody and trustee, liquidity management, fund administration and asset servicing, fund distribution, and global issuer services. Societe Generale Group was founded in 1864 and is based in Paris, France. For 150 years, Societe Generale has been constantly innovating to better serve its customers.

STANDARD CHARTERED

Standard Chartered Bank, together with subsidiaries, provides a range of banking products and services to personal and business customers primarily in Asia, Africa, the Middle East, Europe, and the Americas. The company operates through Corporate & Institutional, Commercial, Private Banking, and Retail segments. In addition, it offers business expansion, business protection, working capital, and yield enhancement solutions for small and medium enterprises;



and Islamic and online banking services. Standard Chartered Bank provides its products and services through approximately 1,100 branches, office, and outlets in 67 countries. Standard Chartered Bank was formerly known as The Chartered Bank and changed its name to Standard Chartered Bank in 1969. The company was founded in 1853 and is headquartered in London, the United Kingdom. Standard Chartered Bank operates as a subsidiary of Standard Chartered Holdings Limited.

UBS



UBS AG is a Swiss global financial services company, incorporated in the Canton of Zurich, and co-headquartered in Zürich and Basel. The company provides wealth management, asset management, and investment banking services for private, corporate, and institutional clients worldwide, and is generally considered to be a bulge bracket bank. In Switzerland, these services are also offered to retail clients. The name UBS was originally an abbreviation for the Union Bank of Switzerland, but it ceased to be a representational abbreviation after the bank's merger with Swiss Bank Corporation in 1998. The company traces its origins to 1856, when the earliest of its predecessor banks was founded. UBS has over CHF 2.2 trillion in invested assets, and remains a leading provider of retail banking and commercial banking services in Switzerland.

VISA

Visa is a global payments technology company that connects consumers, businesses, banks and governments in more than 200 countries and territories, enabling them to use digital currency instead of cash and checks. Visa has built one of the world's most advanced processing networks. It's capable of handling more than 24,000 transactions per second, with reliability, convenience and security, including fraud



protection for consumers and guaranteed payment for merchants. Visa does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its bank customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. Governments around the world have switched to digital currency instead of checks for benefits payments and purchasing in order to increase efficiency and lower costs, thus saving taxpayers money. Visa is giving more people in more places access to electronic payments. From the world's major cities to remote areas without banks, people are increasingly relying on digital currency along with mobile technology to use their money any time, make purchases online, transfer funds across borders and access basic financial services.

WELLS FARGO



Wells Fargo & Company, a diversified financial services company, provides retail, commercial, and corporate banking services to individuals, businesses, and institutions. It is the world's second-largest bank by market capitalization and the third largest bank in the U.S. by assets. The name Wells Fargo is forever linked with the image of a six-horse stagecoach thundering across the American West, loaded with gold. The full history, over more than 160 years, is rich in detail with great events in America's history. From the Gold Rush to the early 20th Century, through prosperity, depression and war, Wells Fargo earned a reputation of trust due to its attention and loyalty to customers. The company's Wealth and Investment Management segment offers financial planning, private banking, credit, and investment management and fiduciary services, as well as retirement and trust services. It serves clients through approximately 8,600 locations and 13,000 ATMs; online and mobile banking; and offices in 42 countries. Wells Fargo & Company was founded in 1852 and is headquartered in San Francisco, California.

WESTERN UNION



The Western Union Company provides money movement and payment services worldwide. The company operates in three segments: Consumer-to-Consumer, Consumer-to-Business, and Business Solutions. The Consumer-to-Consumer segment facilitates money transfers between two consumers, primarily through a network of third-party agents. This segment offers international cross-border transfers and intra-country transfers, as well as money transfer transactions through websites and mobile devices. The Consumer-to-Business segment facilitates bill payments from consumers to businesses and other organizations, including utilities, auto finance companies, mortgage servicers, financial service providers, and government agencies. The Business Solutions segment provides payment and foreign exchange solutions, primarily cross-border and cross-currency transactions for small and medium size enterprises, other organizations, and individuals. The company serves primarily through a network of agents. The Western Union Company was incorporated in 2006 and is headquartered in Englewood, Colorado.



COMPUTER & IT ACCESSORIES

CANON PRINTERS

Canon U.S.A., Inc. provides consumer, business-to-business, and industrial digital imaging solutions to the United States, Latin America, and the Caribbean (excluding Mexico) markets. The company offers cameras and camcorders, office solutions, such as multifunction copiers, single function lasers, black and white lasers, color lasers, fax machines, scanners, calculators, wireless presenters, and many more. The company was founded in 1955 and is headquartered in Melville, New York with operations in the Americas. Canon U.S.A., Inc. operates as a subsidiary of Canon Inc. Canon is committed to passing its corporate DNA on to future generations to ensure the company grows for another 100, or even 200, years

Canon
Delighting You Always

EPSON

Epson is a Japanese electronics company and one of the world's largest manufacturers of computer printers, and information and imaging related equipment. Headquartered in Suwa, Nagano, Japan, the company has numerous subsidiaries worldwide. Since its inception, Epson has passed down and expanded on its traditional strengths as a manufacturing company. The breakthrough came with the launch of the EP-101 (Electronic Printer), a popular and groundbreaking product that opened up new markets. It was in the hope of sending future "sons" of this EP out into the world that the Epson brand was founded in 1975. Ever since then, high quality, high-value-added "sons" have been introduced to the market to wide acclaim.

EPSON
EXCEED YOUR VISION



CISCO SYSTEMS, INC.

Cisco is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco customers come first and an integral part of their DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success. The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Cisco Systems, Inc. designs, manufactures, and sells Internet Protocol (IP) based networking and other products related to the communications and information technology industry worldwide. The company was founded in 1984 and is headquartered in San Jose, California.

HEWLETT-PACKARD

HP Inc. provides products, technologies, software, solutions, and services to individual consumers, small- and medium-sized businesses, and large enterprises, including customers in the government, health, and education sectors worldwide. It operates through Personal Systems and Printing segments. The Personal Systems segment offers commercial personal computers (PCs), consumer PCs, workstations, thin clients, commercial tablets and mobility devices, retail point-of-sale systems, displays and other related accessories, software, support, and services for the commercial and consumer markets. The Printing segment provides consumer and commercial printer hardware, supplies, media, solutions, and services, as well as scanning devices; and laserJet and enterprise, inkjet and printing, graphics, and 3D printing solutions. The company was formerly known as Hewlett-Packard Company and changed its name to HP Inc. in October 2015. HP Inc. was founded in 1939 and is headquartered in Palo Alto, California.



DELL

Dell Computers have been the leaders in computer world for more than two decades. Dell has been empowering countries, communities, customers and people everywhere to use technology to realize their dreams and possibilities. Since the first Dell PC was introduced in 1986, Dell has continued to shape the industry by breaking new ground and pioneering critical developments in home, small business and enterprise computing. Dell is uniquely positioned into the market which has a strong impact on the industry trends. They maintain strong internal and in-house development capabilities.

DELL

INTEL

Intel Corporation was founded on July 18, 1968, by semiconductor pioneers Robert Noyce and Gordon Moore, and widely associated with the executive leadership and vision of Andrew Grove. The company's name was conceived as portmanteau of the words integrated and electronics. The fact that "intel" is the term for intelligence information also made the name appropriate. Intel was an early developer of SRAM and DRAM memory chips, which represented the majority of its business until 1981. Most recently, Intel was placed #4 on the 2017 rankings of the Top 100 Industrial IoT Companies Index published by IoT One. In terms of ecosystem openness Intel was ranked #1 out of a data pool of 1600 companies.



iPAD

Introduced in 2010, the iPad was Apple's "next big thing" following the success of the iPhone. The first iPad was released on April 3, 2010; the most recent iPad models are the 9.7-inch iPad Pro released on March 31, 2016 and the iPad Mini 4, released on September 9, 2015. The user interface is built around the device's multi-touch screen, including a virtual keyboard. The iPad includes built-in Wi-Fi and cellular connectivity on select models. At present, there have been over 250 million iPads sold. On March 21, 2017, a new generation of iPad was announced. The new hardware includes an A9 processor.



iPOD

The iPod is a line of portable media players and multi-purpose pocket computers designed and marketed by Apple Inc. The first version was released on October 23, 2001. The first incarnation of the device that was to revolutionise the music industry had a mechanical scroll wheel and launched with 5GB and 10GB capacities, starting at a shade under £300. The name 'iPod' was coined for use with the Apple music player by copywriter Vinnie Chieco. He was called in by Apple to help market the new product. Curiously, Apple had already registered the trademark 'iPod', but had originally intended it to be used as the name for its Internet kiosks, though these never saw the light of day.

KONICA MINOLTA

Konica Minolta, Inc. engages in business technologies, industrial, and healthcare businesses primarily in Japan, the United States, European countries, China, Asia, and internationally. The company develops, manufactures, and sells multi-functional peripherals, laser printers, filing devices, facsimile machines, software and peripheral devices, digital color printing systems, digital monochrome printing systems, digital color-proofing systems, computer to plate products, prepress production systems, inkjet printheads, inkjet textile printers, and inkjet inks, as well as cloud services. It also offers healthcare systems, such as digital X-ray diagnostic imaging systems, digital mammography systems and many more. The company was founded in 1873 and is headquartered in Tokyo, Japan.



RICOH

Ricoh Company, Ltd., a technology company, engages in the document management systems, IT services, production print solutions, visual communications systems, and industrial systems businesses worldwide. It offers imaging and solutions, which include office imaging equipment, such as multifunctional printers, copiers, laser printers, digital duplicators etc. Ricoh Company, Ltd. was founded in 1936 and is headquartered in Tokyo, Japan.

RICOH
imagine. change.



SANDISK

SanDisk LLC designs, develops, manufactures, and markets data storage solutions in the United States and internationally. The company offers solid state drives (SSDs) for client computing applications, which include desktop computers, notebook computers, tablets, and other computing devices, as well as offers enterprise SSD solutions for various storage interface protocols. SanDisk Corporation was founded in 1988 and is based in Milpitas, California. As of May 12, 2016, SanDisk LLC operates as a subsidiary of Western Digital Technologies, Inc.

XEROX CORP.

Xerox Corporation provides document management solutions worldwide. The company's Document Technology segment offers desktop monochrome and color printers, multifunction printers, copiers, digital printing presses, and light production devices; and production printing and publishing systems for the graphic communications marketplace and large enterprises. The company also sells paper, wide-format systems, global imaging systems network integration solutions, and electronic presentation systems. Xerox Corporation was founded in 1906 and is headquartered in Norwalk, Connecticut. As a large developed company, it is consistently placed in the list of Fortune 500 companies.





CONSUMER DURABLES & ELECTRONICS

BANG & OLUFSEN

Bang & Olufsen was founded in 1925 in Struer, a small town in the north western part of Denmark, by two enterprising young engineers, Peter Bang and Svend Olufsen. They created the business that was to become an international design icon and a global symbol of audio-visual excellence. Today Bang & Olufsen a/s is world renowned for its distinctive range of quality televisions, music systems and high-performance loudspeakers; products that combine technological excellence with emotional appeal in a sensational design language. Bang & Olufsen products are sold mainly by an extensive, independent retail network across more than 100 countries. The majority of these retailers are concept stores, which exclusively sell Bang & Olufsen products. Besides entertainment products for the home environment, Bang & Olufsen applies its acoustic skills and design competences in creating high-performance sound systems for the high-end car industry, bringing the entertainment experience to a new level.



BANG & OLUFSEN

BRAUN (P & G)

Braun is a leading global manufacturer of small electric appliances. Founded in 1921 by Max Braun, Braun products are world-renowned for their design, quality and innovative ingenuity. The range comprises some 200 products in 10 categories: electric shavers, epilators, food processors, coffeemakers, irons, infrared ear thermometers, blood pressure monitors, hair-care appliances, electric oral-care products, clocks and calculators. Braun has become the global market leader in five of these categories. Braun manufactures many of its appliances at its own production sites.

Ultimate shaving performance



BOSCH

130 years ago, Robert Bosch and his employees founded the "Workshop for Precision Mechanics and Electrical Engineering" in Stuttgart. It laid the ground for today's globally active Robert Bosch GmbH which continues to improve quality of life with innovative products and services. The company was formerly known as Workshop for Precision Mechanics and Electrical Engineering and changed its name to Robert Bosch GmbH in 1937. Robert Bosch GmbH was founded in 1886 and is headquartered in Stuttgart, Germany.



CASIO

CASIO COMPUT Co., Ltd., together with its subsidiaries, develops, produces, and sells consumer, system equipment, and other products worldwide. Its Consumer segment offers watches, clocks, electronic dictionaries, electronic calculators, label printers, electronic musical instruments, digital cameras, etc. CASIO COMPUTER Co., Ltd. was founded in 1957 and is headquartered in Tokyo, Japan.

BOSE

Bose Corporation was founded in 1964 by Amar Bose and is based in Framingham, Massachusetts. A majority of Bose Corporation's shares were given by Amar Bose in 2011 to his alma mater and former employer, the Massachusetts Institute of Technology. Bose Corporation engineers, researches, develops, produces, markets, and retails loudspeakers, electronics, and software for the needs of professional applications worldwide. It offers automotive systems, combat vehicle crewman headsets, tactical headsets, ride systems, custom solutions for homeowners, speakers, featured products, and headphones and much more.



DAIKIN

Daikin Industries Ltd. is a manufacturing company engaged in three business segments. The Air Conditioning and Freezer segment manufactures and sells housing equipment. The Chemical segment supplies fluorocarbon gases, fluorine resins, chemical products and chemical engineering machines. The others segment manufactures and sells hydraulic equipment and machinery for industrial and construction machinery use, as well as information technology (IT) infrastructure management systems, among others. The company was formerly known as Daikin Kogyo Co., Ltd. and changed its name to Daikin Industries, Ltd. in 1982. Daikin Industries, Ltd. was founded in 1924 and is headquartered in Osaka, Japan.



ELECTROLUX

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. Electrolux offers thoughtfully designed, innovative and sustainable solutions for households and businesses. Electrolux has been doing business since 1919. The headquarters are located in Stockholm, Sweden. Electrolux is a leader in kitchen appliances including food preparation, storage and dishwashing. The Group is the only appliance manufacturer in the world to offer complete solutions for both consumers and professionals. Many of the Michelin star restaurants in Europe are equipped with Electrolux professional products



GOPRO CAMERA

GoPro Inc. is the world's leading versatile camera manufacturer and innovator which has made a remarkable impact in the action-camera industry with innovative and path-breaking technology. GoPro was started by avid surfer and creative writer, Nicholas Woodman, in California in 2002. The company holds major industry stake in the action-camera industry with its 'HERO' series of digital cameras that are wearable on the body. Due to its constant innovative streak in producing better and more advanced compact high-definition digital still and video cameras GoPro has seen its sales mostly doubling every year. It has come a long way from being a small operation to becoming a billion dollar camera manufacturer today.



GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand.



FUJIFILM

Fujifilm Corporation, headquartered in Tokyo, Japan, is a wholly-owned subsidiary of Fujifilm Holdings Corporation. The company was founded in 1934 as a producer of photographic film under the name Fuji Photo Film Co., Ltd. Driven by original research and development, Fujifilm brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products. Fujifilm's overarching aim is to help enhance the quality of life of people worldwide.



HASSELBLAD CAMERAS

The Hasselblad name has been linked with cameras almost since the early days of photography itself. Hasselblad is a camera manufacturer based in Göteborg, Sweden - and is the company that first developed the professional medium format modular SLR. The original Hasselblad company was a marketing operation, formed in 1841 by Fritz Victor Hasselblad. Hasselblad was the Kodak distributor for Sweden. In 1941, Victor Hasselblad Aktiebolag began manufacture of aerial and ground reconnaissance cameras for the Swedish Air Force. The Hasselblad 500 series is a very successful line of single-lens reflex medium format cameras renowned for its excellent optics, sturdiness, reliability, and compact size.

HITACHI

Hitachi, Ltd. is a Japanese multinational conglomerate company founded in 1910 and headquartered in Chiyoda, Tokyo, Japan. It is the parent company of the Hitachi Group (Hitachi Gur pu) and forms part of the DKB Group of companies. Hitachi is a highly diversified company that operates eleven business segments: Information & Telecommunication Systems, Social Infrastructure, High Functional Materials & Components, Financial Services, Power Systems, Electronic Systems & Equipment, Automotive Systems, Railway & Urban Systems, Digital Media & Consumer Products, Construction Machinery and Other Components & Systems. Hitachi is listed on the Tokyo Stock Exchange and is a constituent of the Nikkei 225 and TOPIX indices.



HONEYWELL

Honeywell International Inc. is an American multinational conglomerate company that produces a variety of commercial and consumer products, engineering services and aerospace systems for a wide variety of customers, from private consumers to major corporations and governments. Honeywell invents and manufactures technologies that address some of the world's most critical challenges around energy, safety, security, productivity and global urbanization. The company's current name, Honeywell International Inc., is the product of a merger in which Honeywell Inc. was acquired by the much larger AlliedSignal in 1999. Honeywell is a Fortune 100 company. The company is headquartered in Morris Plains, New Jersey.



KODAK

Eastman Kodak Company provides hardware, software, consumables, and services to customers in various markets worldwide. Kodak was founded by George Eastman and Henry A. Strong on September 4, 1888. During most of the 20th century, Kodak held a dominant position in photographic film. The company's ubiquity was such that its "Kodak moment" tagline entered the common lexicon to describe a personal event that was demanded to be recorded for posterity. As a part of a turnaround strategy, Kodak began to focus on digital photography and digital printing, and attempted to generate revenues through aggressive patent litigation. Kodak is helping customers around the globe to sustainably grow their businesses and enjoy their lives.



LEICA CAMERA

Leica Camera AG is a German optics enterprise and manufacturer of Leica cameras. The company's main products are cameras of the same name. The company specializes in high-end and expensive cameras. Leica Camera AG manufactures and supplies precision photographic and optical equipment for birding and observing wildlife. It offers M-system cameras, S-system cameras, and compact cameras; binoculars, riflescopes, rangefinders, and spotting scopes; and spare parts. Leica Camera AG has strategic partnerships with Huawei Consumer Business Group and Exclusive Resorts. The company was founded in 1907 and is headquartered in Solms, Germany.



LG

LG Electronics Inc., together with its subsidiaries, manufactures and sells consumer electronics, mobile communication products, and home appliances under the LG name worldwide. It operates through five business segments: Home Entertainment, Mobile Communications, Home Appliance & Air solution, Vehicle Components, and LG Innotek Co., Ltd. Pioneering in technology through LG's innovative start and continuous growth, LG is becoming a faster and smarter global brand of the future. The company was formerly known as Gold-Star and changed its name to LG Electronics Inc. LG Electronics was established in 1958.



MITSHUBISHI ELECTRIC

The history of Mitsubishi Electric is the history of the development of modern Japan. The company was founded in 1921. In the 1870s, the shipping company Tsukumo Shokai, which was the precursor of Mitsubishi, used a triangular water chestnut icon on its ships' flags, and it is from this icon that the current three-diamond Mitsubishi icon originated. The Mitsubishi Electric Group operates on the corporate principle of contributing to creating a vibrant and affluent society by enhancing its technologies, services, and creative powers.

NIKON

Nikon Corporation is a multinational corporation headquartered in Tokyo, Japan, and a world leader in optics and imaging through their innovative products, including cameras, binoculars, microscopes and measurement instruments, along with optical technologies for application in various fields such as medicine and optometry. Nikon is also one of the world's top ten largest manufacturers of semiconductors. Founded in 1917 as Nippon K gaku K gy Kabushikigaisha and became Nikon Corporation in 1988 after great strides in innovation in cameras. For over 90 years, Nikon has set its sights on exceeding the expectations of consumers by building products to the highest standards of reliability and precision.



NINTENDO

Introduced in 1985, the NES was an instant hit. Over the course of the next two years, it almost single-handedly revitalized the video game industry. Selling over 60 million units, people brought games like Mario and Zelda into their homes for the first time on the NES. The worldwide pioneer in the creation of interactive entertainment, Nintendo has sold more than 4.4 billion video games and more than 696 million hardware units globally. It has created industry icons that have become well-known, household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™. A wholly owned subsidiary, Nintendo of Europe, based in Germany, was established in 1990 and serves as headquarters for Nintendo's operations in Europe.



OLYMPUS

Olympus Corporation manufactures and sells precision machineries and instruments worldwide. It operates through four segments: Medical Business, Scientific Solutions Business, Imaging Business, and Others Business. The company was formerly known as Olympus Optical Co., Ltd. and changed its name to Olympus Corporation in October 2003. Olympus Corporation was founded in 1919 and is headquartered in Tokyo, Japan.

PANASONIC

Panasonic has been one of the world's most prolific electronics manufacturers since 1919. The company spans multiple fields. Its consumer business consists of AVC (audio, video, and communications) equipment, along with hardware and software for linking it together, and home appliances (washing machines, vacuum cleaners, personal grooming aids, and commercial HVAC). The company was formerly known as Matsushita Electric Industrial Co., Ltd. and changed its name to Panasonic Corporation in 2008. Panasonic Corporation was founded in 1918 and is headquartered in Kadoma, Japan.



RED RAVEN DIGITAL CINEMA CAMERA

Red.com, Inc., doing business as Red Digital Cinema Camera Company, manufactures digital cinema cameras. It offers HD video cameras, digital still and motion cameras, and lenses; and accessories, such as modules, displays, media products, power batteries, cables, and rail components. The company also provides camera cases, carts, and lens cases; and shirts, hats, and stickers. Its products are used in cinema, television, and photography sectors. Red.com, Inc. was founded in 2005 and is based in Irvine, California with locations in North America, Europe, and Asia.



SAMSUNG ELECTRONICS

Since its founding in Suwon, Korea in 1969, Samsung Electronics has grown into a global information technology leader, managing more than 200 subsidiaries around the world. The company's offerings include home appliances such as TVs, monitors, printers, refrigerators, and washing machines as well as key mobile telecommunications products like smartphones and tablets. Samsung is dedicated to improving the global community through its constant pursuit of groundbreaking innovations and value creation.

SCHNEIDER ELECTRIC

Schneider Electric S.E. provides energy management and automation solutions worldwide. It operates through four businesses: Buildings, Infrastructure, Industry, and IT. The Building business provides low voltage power and building automation products and solutions that address the needs of various end markets from buildings to industries and infrastructure to data centers. The Infrastructure business offers medium voltage distribution and grid automation solutions to customers in oil and gas, electric utilities, and transportation markets. The Industry business provides automation and control solutions for customers in water, mining minerals and metals, and food beverages industries, as well as OEMs. The IT business offers power and cooling services for banking and insurance, IT, and cloud and telecom customers. Schneider Electric S.E. was founded in 1836 and is headquartered in Rueil Malmaison, France.



SUB-ZERO AND WOLF

Westye F. Bakke invented the first freestanding refrigerator in 1943 in Madison, WI, where Sub-Zero's headquarters remain today. Sub-Zero manages to stay ahead of the professional refrigeration market by consistently reinvesting its profits back into the company. That is why most technological advancements in the refrigeration market make their debut on a Sub-Zero model, then trickle down to competing built-in refrigerator brands. Of the high-end built-in refrigerator brands, Sub-Zero is the most expensive of the lot. They boast best-in-class componentry, an industry-leading warranty, and an unwillingness to compromise and cut corners in their product development cycle.

SUMITOMO ELECTRIC

Sumitomo Electric Industries, Ltd. manufactures and sells electric wires and cables worldwide. Sumitomo Electric has traditionally had an intensive focus on R&D to develop new products. Its technologies have been used in major projects including traffic control in Thailand, improvement of telecom networks in Nigeria, membrane technology for waste water treatment in Korea, and bridge construction in Germany. Sumitomo Electric's electrical wiring harness systems, which are used to send information and energy to automobiles, hold the second largest market share in the world. Sumitomo Electric Industries, Ltd. was founded in 1897 and is headquartered in Osaka, Japan.



TOSHIBA

Toshiba, which traces its roots to the 19th century, has been one of Japan's major manufacturers and worldwide brands for decades. Its products include nuclear power plants, semiconductors, computers, appliances, industrial equipment, elevators and more. While consumers might be familiar with Toshiba products such as laptop and PCs, the company generates most of its revenue from industrial offerings such as energy transmission and distribution systems, solar power technology, and systems for hydro and thermal power. Toshiba is one of the major makers of computer memory chips.



WHIRLPOOL CORP

Whirlpool Corporation manufactures and markets home appliances and related products worldwide. The company markets and distributes its products under the Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Roper, Admiral, Inglis, Estate, Affresh, Acros, Supermatic, Bauknecht, Laden, Indesit, Privileg, KIC, Hotpoint-Ariston, Hotpoint, Consul, Brastemp, Diqua, and Gladiator brands. The company was founded in 1898 and is headquartered in Benton Harbor, Michigan. Whirlpool Corporation is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 93,000 employees and 70 manufacturing and technology research centers in 2016.

ZEISS

ZEISS is an internationally leading technology enterprise of the optical and optoelectronic industry. The broad portfolio of the ZEISS Group encompasses six business groups and various strategic business units in four segments. The units develop, produce and distribute optical systems such as lithography systems, industrial measuring technology, microscopes, camera lenses, as well as binoculars, riflescopes and spotting scopes. The Group emerged from a workshop for precision mechanics and optics established by company founder Carl Zeiss in Jena (Thuringia) in 1846. Today, ZEISS is headquartered in Oberkochen (Baden-Württemberg).





DIVERSIFIED

ALSTOM

Alstom is a French multinational company operating worldwide in rail transport markets, active in the fields of passenger transportation, signalling and locomotives, with products including the AGV, TGV, Eurostar, and Pendolino high-speed trains, in addition to suburban, regional and metro trains, and Citadis trams. A merger with parts of the General Electric Company plc (UK) formed GEC-Alstom in 1989; the company became Alstom in 1998. As a promoter of sustainable mobility, Alstom develops and markets systems, equipment and services for the railway sector. Today entirely refocused on rail transport, Alstom manages the widest range of solutions in the market – from high-speed trains to metros and tramways – customized services and infrastructure and signaling solutions. Alstom is a world leader in integrated railway systems. It recorded sales of 6.9 billion and booked 10.6 billion of orders in the 2015/16 fiscal year. Headquartered in France, Alstom is present in over 60 countries and employs 31,000 people today.



CARGILL

Cargill provides food, agriculture, financial and industrial products and services to the world. Together with farmers, customers, governments and communities, Cargill helps people thrive by applying its insights and 150 years of experience. Cargill has 150,000 employees in 70 countries who are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where we live and work. Cargill has remained true to the vision of founder W.W. Cargill: helping farmers prosper, connecting markets and bringing consumers the products they're seeking. Cargill, Inc. is an American privately held global corporation based in Minneapolis, a Minneapolis suburb, but incorporated in Wilmington, Delaware. Founded in 1865, it is now the largest privately held corporation in the United States in terms of revenue.

DUPONT

E. I. du Pont de Nemours and Company operates as a science and technology based company. The company's Agriculture segment offers corn hybrid, soybean, canola, sunflower, wheat, rice, sorghum, inoculants, seed products, herbicides, fungicides, and insecticides, as well as offers crop protection products, such as weed control, disease control, and insect control products. Dynamic portfolio of products, materials and services meets the ever-changing market needs of diverse industries in more than 90 countries. Du Pont introduced its Innovation Delivery System to bring new products and patent applications to market. This system bridges its unrivaled market and supply chain expertise with its unparalleled science and engineering know-how. With this Du Pont can move products from the lab to the market quickly, meeting urgent needs in agriculture, nutrition and health, bio-based industrials, electronics and communications, advanced materials, and safety and protection. The new DuPont is built on a proud heritage and a collaborative ethic. The company markets its products through the company's sales force and distributors in the United States and internationally. E. I. du Pont de Nemours and Company was founded in 1802 and is headquartered in Wilmington, Delaware.



FORD

The Ford Motor Company is an American multinational automaker headquartered in Dearborn, Michigan, a suburb of Detroit. It was founded by Henry Ford and incorporated on June 16, 1903. The company sells automobiles and commercial vehicles under the Ford brand and most luxury cars under the Lincoln brand. Ford also owns Brazilian SUV manufacturer, Troller, and Australian performance car manufacturer FPV. In the past, it has also produced tractors and automotive components. Ford owns an 8% stake in Aston Martin of the United Kingdom, and a 49% stake in Jiangling of China. It is listed on the New York Stock Exchange and is controlled by the Ford family, although they have minority ownership (but majority of the voting power).



GENERAL MOTORS

General Motors Company designs, builds, and sells cars, trucks, crossovers, and automobile parts worldwide. The company operates through GM North America, GM Europe, GM International Operations, GM South America, and GM Financial segments. It markets its vehicles primarily under the Buick, Cadillac, Chevrolet, GMC, Holden, Opel, Vauxhall, Baojun, Jiefang, and Wuling brand names. The company also sells cars, trucks, and crossovers to dealers for consumer retail sales, as well as to fleet customers, including daily rental car companies, commercial fleet customers, leasing companies, and governments. General Motors Company was founded in 1897 and is based in Detroit, Michigan.

HYUNDAI

Hyundai Motor Company, together with its subsidiaries, manufactures and distributes motor vehicles and parts worldwide. It operates in Vehicle, Finance, and Other segments. The company offers cars under various brand names some of them being Centennial/Equus, Genesis, Azera, Sonata, Sonata Turbo, i40, i40 Sedan, Elantra, Elantra Sport, i30, i30 Wagon, i30 3DR, Veloster, Veloster Turbo, Accent, Accent 5DR, ix20, i20, i20 Coupe, Elite i20, HB20, Xcent, i10, Grand i10, and Eon. In addition, the company provides vehicle financing, credit card processing, marketing, engineering, and insurance services; manufactures trains; and operates a football club. Further, it is involved in real estate development; and investment activities. Hyundai Motor Company was founded in 1967 and is headquartered in Seoul, South Korea.



MITSUBISHI CORPORATION

Mitsubishi Corporation (MC) is a global integrated business enterprise that develops and operates businesses across virtually every industry, including industrial finance, energy, metals, machinery, chemicals, and daily living essentials. Mitsubishi's current activities have expanded far beyond its traditional trading operations to include investments and business management in diverse fields including natural resources development, manufacturing of industrial goods, retail, new energy, infrastructure, finance and new technology-related businesses. With over 200 offices and subsidiaries in some 90 countries worldwide and a network of approximately 1,200 group companies, it employs a multinational workforce of over 68,000 people. The company was founded in 1950 and is headquartered in Tokyo, Japan.

PROCTER & GAMBLE

The Procter & Gamble Company provides branded consumer packaged goods to consumers in North America, Europe, the Asia Pacific, India, the Middle East, Africa, and Latin America. Procter & Gamble Co., also known as P&G, is an American consumer goods corporation headquartered in downtown Cincinnati, Ohio, United States of America, founded in 1837 by William Procter and James Gamble. It primarily specializes in a wide range of cleaning agents, personal care and hygienics products. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers, Tide, Ariel, Always, Whisper, Pantene, Folgers, Charmin, Downy, Lenor, Iams, Crest, Oral-B, Actonel, Duracell, Olay, Head & Shoulders, Wella, Gillette, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide.



SIEMENS

Siemens Power offers power and energy solutions to companies in the energy and electricity industry. The company develops and builds fossil fuel power plants and power-generating components, as well as offers gas turbines, steam turbines, generators, compressors, fans, instrumentation and controls, electrical systems, wind turbines, fuel cells, fuel gasifiers, turbochargers, and environmental systems. It serves power, oil and gas, air separation, building complexes, ceramics, chemicals, food and beverage, manufacturing, marine, metals, pulp and paper, textiles, and sugar industries. The company is based in Erlangen, Germany with locations in Canada, Mexico, the United States, Brazil, Saudi Arabia, China, India, Indonesia, Malaysia, the Philippines, Austria, Croatia, Czech Republic, Germany, Denmark, Hungary, the Netherlands, Russia, Sweden, and the United Kingdom.

SUMITOMO CORPORATION

Sumitomo Corporation's history dates back to the 17th century, when Masatomo Sumitomo opened a book and medicine shop in Kyoto. Forming the basis of Sumitomo's Business Philosophy of pursuing integrity and sound management rather than easy gains, these teachings have been passed down and adhered to across the Sumitomo Group for 400 years, right up until today. After Masatomo's time, the Sumitomo business grew and flourished in the copper mining and refining industry and other related sectors. Embracing the credos of "Benefit for self and others, private and public interests are one and the same" and "Grand Design," which, respectively, emphasize the importance of social contribution and an enterprising spirit, the Sumitomo Group has gone on to become one of Japan's leading corporate groups, with interests in finance, insurance, steel, real estate and others. The company was founded in 1919 and is headquartered in Tokyo, Japan.



SODEXO

Sodexo S.A. develops, manages, and delivers on-site services, benefits and rewards services, and personal and home services worldwide. Founded in 1966 by Pierre Bellon in Marseilles, France, Sodexo is now the worldwide leader in Quality of Life services. For over 40 years, Sodexo has developed unique expertise, backed by nearly 420,000 employees in 80 countries across the globe. In combining the diverse talents of its teams, Sodexo is the only company to integrate a complete offer of innovative services, based on over 100 professions. Sodexo develops, manages and delivers a unique array of on-site services, benefits & rewards services and personal and home services for all of its clients to improve the quality of life.



SK GROUP

SK Group also known as SK Holdings is one of the largest conglomerates in South Korea. SK Group is composed of 95 subsidiary and affiliate companies that share the SK brand and culture. It changed its name from Sunkyoung Group to SK Group in 1997. In accordance with the rapidly changing management circumstance, SK group is operating an 'Independent Yet United' system. Each subsidiary is continuously executing autonomous management and the SUPEX Committee and its sub committees are discussing to make decisions for the group's major issues. As a holding company of SK group, SK Holdings is leading the construction of future-oriented management structure and the settlement of this decision making system. SK Holdings possesses various competitive subsidiaries that cover broad business fields such as energy, chemicals, IT, semiconductors, marketing, and services. Based on endless innovation and creation, SK Holdings will efficiently respond to the rapidly changing global management circumstance and maintain continuous value creation.



TOYOTA INDUSTRIES

Toyota Industries Corporation manufactures and sells automobiles, material handling equipment, and textile machinery in Japan and internationally. The company provides cars; engines for passenger cars, sport utility vehicles, and industrial equipment, as well as turbochargers and foundry parts; car air-conditioning compressors, aluminum die-cast products, power heaters, and magnetic clutches; direct-cooling devices, DC-DC converters, DC-AC inverters, and charging systems; and automotive and lift truck stamping dies, as well as parts for automobiles, materials handling equipment, and textile machinery. The company was founded in 1926 as Toyoda Automatic Loom Works, Ltd. by Sakichi Toyoda, the inventor of a series of manual and machine-powered looms and is headquartered in Kariya, Japan.



TATA

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising over 100 independent operating companies. The group operates in more than 100 countries across six continents Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors and shareholders. There are 29 publicly-listed Tata enterprises. Tata companies with significant scale include Tata Steel, Tata Motors, Tata Consultancy Services, Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Indian Hotels. Many Tata companies have achieved global leadership in their businesses. Going forward, Tata companies are building multinational businesses that seek to differentiate themselves through customer-centricity, innovation, entrepreneurship, trustworthiness and values-driven business operations.



YAMAHA

Yamaha Corporation is a Japanese multinational corporation and conglomerate based in Japan with a very wide range of products and services, predominantly musical instruments, electronics, motorcycles and power sports equipment. It is one of the constituents of Nikkei 225 and is the world's largest piano manufacturing company. Yamaha was established in 1887 as a piano and reed organ manufacturer by Torakusu Yamaha. The company's origins as a musical instrument manufacturer are still reflected today in the group's logo—a trio of interlocking tuning forks.



CHICAGO BOOTH

CHICAGO BOOTH The mantra of the University Of Chicago Booth School Of Business is it's all about the idea. Students focus on generating, analyzing, comparing, and refining ideas in order to elevate them to better ideas. The full-time MBA program consists of 20 classes plus Leadership Effectiveness and Development (LEAD). The flagship of the program is its flexible curriculum. Unlike many other top schools with lockstep first-year MBA programs, Booth does not require its MBAs to go through every class together. Students can design a program tailored to fit their own career goals. Since 1898, Booth school of Business has produced ideas and leaders that shape the world of business. Today, the school empowers bold thinkers and inquisitive minds to dig deeper, discover more, and shape the future.



IMD- LAUSANNE

IMD REAL WORLD. REAL LEARNING. The International Institute for Management Development, or IMD, is a graduate business school that is located in Lausanne, Switzerland. It is internationally ranked first in open programs by the Financial Times, an honor it has held since 2011. It is best known for its commitment to training and developing executives into full fledged business leaders. IMD's business programs focus more on the self-development of the students, who come from a diverse group of backgrounds, rather than standardized MBA education. Students are required to go on several school trips to cities across Europe to expand and build their network as well as take part in the International Consulting Project in the fall, where they become part of teams that works on a problem selected by a real business client.



INSEAD, PARIS-FRANCE

INSEAD The Business School for the World. INSEAD is a stand-alone private graduate business school. It is headquartered in Fontainebleau, France with other campuses in Singapore and Abu Dhabi. The school is the premier business institution of higher learning in France and is regularly ranked in the top 10 graduate schools for business in the country. INSEAD is a leader in providing business degrees to graduates and working professionals, but it's how it establishes the degree program pathway that sets it apart. Students working on the core curriculum for the MBA program can start their foundation studies at one campus and finish it on another campus with no lag in between.



JOHNS HOPKINS UNIVERSITY



The Johns Hopkins University is an American private research university in Baltimore, Maryland. Founded in 1876, the university was named after its first benefactor, the American entrepreneur, abolitionist, and philanthropist Johns Hopkins. Johns Hopkins is organized into ten divisions on campuses in Maryland and Washington, D.C. with international centers in Italy, China, and Singapore.



JUDGE BUSINESS SCHOOL- UNIVERSITY OF CAMBRIDGE

Since 1990, Cambridge Judge has forged a reputation as a center of rigorous thinking and high-impact transformative education, situated within one of the world's most prestigious research universities, and in the heart of the Cambridge Cluster, the most successful technology entrepreneurship cluster in Europe. Cambridge Judge pursues innovation through inter-disciplinary insight, entrepreneurial spirit and collaboration. Undergraduate, graduate and executive programs attract innovators, creative thinkers, thoughtful and collaborative problem-solvers, and current and future leaders, drawn from a huge diversity of backgrounds and countries.



KELLOGG SCHOOL OF MANAGEMENT

Northwestern Kellogg School of Management
The Kellogg School of Management at Northwestern University is a global leader in management education, renowned for its distinctive thought leadership and pioneering approach to learning. Based just outside Chicago, Kellogg offers an innovative portfolio of programs: four Full-Time MBA programs including one-year program and joint degree programs with the engineering, law and medical schools; a Part-Time MBA Program; the premier Executive MBA global network; and extensive non-degree Executive Education programs. There are more than 50,000 Kellogg graduates, including Ted Phillips, president and CEO of the Chicago Bears, and Ellen Kullman, chair and CEO of DuPont.



KING'S COLLEGE LONDON

King's College London is one of the top 25 universities in the world and among the oldest in England. Established in 1829 by King George IV and the Duke of Wellington, the then Prime Minister, it is the fourth oldest university in England. King's has more than 27,600 students from some 150 countries worldwide, and some 6,800 staff. The university is in the top seven UK universities for research earnings. King's has a particularly distinguished reputation in the humanities, law, the sciences and social sciences including international affairs. It has played a major role in many of the advances that have shaped modern life, such as the discovery of the structure of DNA and research that led to the development of radio, television, mobile phones and radar.



University of London



LONDON BUSINESS SCHOOL

London Business School
London Business School is an internationally known business school that focuses on graduate education. It is one of the best business schools in the world and is consistently ranked first among other leading universities. It has Triple Crown accreditation from the AACSB, EQUIS, and AMBA, making it just one of 55 schools to receive the honor. It is located in London, England, UK. London Business School is best known for its MBA program, which takes between 15 and 21 months to complete.





MASSACHUSETTS INSTITUTE OF TECHNOLOGY

The Massachusetts Institute of Technology, also known as MIT, is a world-renowned private research university that is located in Cambridge, Massachusetts, United States. It was founded in 1861 and is modeled after European polytechnic universities of the time. The school has a reputation for building leaders in a variety of fields and for having an entrepreneurial spirit. The school has a long and storied history of practical jokes and unusual traditions. The Sloan School of Management is housed at MIT. It is one of the three top business schools in US, offering business degrees at all levels of education and for all types of students.



SAÏD BUSINESS SCHOOL - UNIVERSITY OF OXFORD

Saïd Business School (named after Wafic Saïd, who donated £20m to fund a building to house the school) was established in 1996 and has rapidly established itself as a leading full-range school offering undergraduate, MBA and doctoral programmes. The school is closely integrated with the University of Oxford and draws on its resources but it also has its own faculty. The MBA programme is highly international in terms of both the students and content. Saïd Business School at Oxford University blends the best of new and old. Saïd is a young, vibrant, and innovative business school deeply embedded in an 800 year old world-class university.



PRINCETON UNIVERSITY

Chartered in 1746, Princeton is the fourth-oldest college in the United States. Princeton is an independent, coeducational, nondenominational institution that provides undergraduate and graduate instruction in the arts and humanities, social sciences, natural sciences, and engineering. As a world-renowned research university, Princeton seeks to achieve the highest levels of distinction in the discovery and transmission of knowledge and understanding. Today, more than 1,100 faculty members instruct approximately 5,200 undergraduate students and 2,600 graduate students. The University's generous financial aid program ensures that talented students from all economic backgrounds can afford a Princeton education.



SDA BOCCONI SCHOOL OF MANAGEMENT

SDA Bocconi School of Management is the graduate business school of Bocconi University. It is located in Milan, Lombardy, Italy and is recognized as one of the best business schools in the world. It holds a "triple crown" of accreditations, holding AACSB, EQUIS, and AMBA accreditations, along with the CSQ Net accreditation. It is also a member of the European Foundation for Management Development. SDA Bocconi is perfectly located for business students. The campus is not far from the business district, which houses Italy's stock exchange and the business headquarters of multinational banks and companies.





STANFORD GRADUATE SCHOOL OF BUSINESS

Known as one of the world's best universities, Stanford University is located in Stanford, California, United States. It is a private research university that is known for counting among their alumni the founders of Google, Nike, Instagram, Snapchat and more as well as sixty Nobel Laureates and hundreds of current and former members of Congress. The Stanford Business School is an exemplary school that focuses on specialization as much as it does on general education. This graduate school has certificate options alongside its masters and doctorate degrees, allowing working professionals who want extra education but not necessarily another graduate degree the ability to learn from experts. Chief among the popular programs is the Stanford Innovation and Entrepreneurship Certificate, a program which helps entrepreneurs realize their dreams in as little as a year.

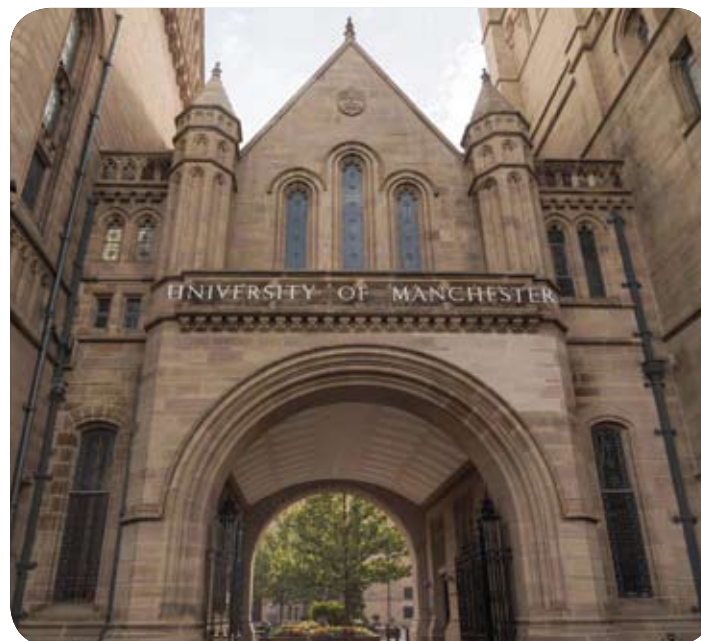


THE UNIVERSITY OF MANCHESTER



With a distinguished history of academic achievement and an ambitious agenda for the future, The University of Manchester offers a learning experience rooted in a rich educational heritage and boosted by cutting-edge research and The birth of the modern computer, the splitting of the atom, the founding principles of present-day economics – all these and many more world-changing innovations have their roots at The University of Manchester.

Today, research remains at the heart of the university. Manchester's industrial and cultural heritage is mirrored by the achievements of some of the University's most celebrated names: Rutherford, Turing and Burgess to name but a few.



UNIVERSITY COLLEGE LONDON

UCL is one of the world's top multidisciplinary universities, with an international reputation for the quality of its research and teaching. Founded in 1826 in the heart of London, UCL was the first university in England to welcome students of any class, religion, and the first to welcome women on equal terms with men. Interdisciplinary study is encouraged and a belief that all areas of study can inform and enrich each other is woven into their programs. UCL has had 29 Nobel laureates so far, with at least one every decade since the establishment of the prizes in 1901



UNIVERSITY OF CALIFORNIA, BERKELEY



The University of California was founded in 1868, born out of a vision in the State Constitution of a university that would "contribute even more than California's gold to the glory and happiness of advancing generations." The University of California, Berkeley is one of the world's leading academic institutions. It's high-acclaimed faculty currently includes: 7 Nobel Laureates, 225 members of the Academy of Arts & Sciences, 131 members of the National Academy of Science, 87 members of the National Academy of Engineering, a Poet Laureate Emeritus of the United States, and 141 Guggenheim Fellows, more than any other university in the country. It was here that two professors discovered plutonium in 1941 as well as numerous other elements, including berkelium and californium.



UNIVERSITY OF CALIFORNIA, LA



With only 11,000 inhabitants in 1880, the pueblo of Los Angeles convinced the state government to establish a State Normal School in Southern California. Enthusiastic citizens contributed between \$2 and \$500 to purchase a site, and on August 29, 1882, the Los Angeles Branch of the State Normal School welcomed its first students in a Victorian building that had been erected on the site of an orange grove. The first class of 300 students graduated in 1925, and by 1927 the Southern Branch had earned its new name: University of California at Los Angeles. (The name was changed again in 1958 to University of California, Los Angeles)



UNIVERSITY OF CAMBRIDGE

Founded in 1209, Cambridge University is the second-oldest English-speaking university in the world. It is a public research university that is located in Cambridge, England, UK, and was founded after a disagreement with the townspeople of Oxford. The school is regularly named one of the top universities in the world. Cambridge students enjoy living in a university city that is filled with so much entertainment and art. Cambridge is home to Judge Business School, a graduate school that houses MBA and professional certificates for working professionals and MBA candidates.



UNIVERSITY OF OXFORD

Oxford University is the oldest English-speaking university in the world, with evidence of its existence dating as far back as the 11th century. It is a private research university that is located in Oxford, England, and is considered a city university, meaning that the school does not have a main campus; rather, several colleges and schools within the university are scattered around the city of Oxford. It is well-known for being home of the Rhodes scholarship, operating the oldest university museum in the world and having the largest academy library system in England.



YALE UNIVERSITY

Yale University is a private Ivy League research university which is the third-oldest higher education institution in the US. Yale traces its history back to 1701, when it was founded as the Collegiate School in Saybrook, Connecticut, which moved to New Haven 15 years later. In 1718 it was renamed Yale College, in honour of Welsh benefactor Elihu Yale, and it was the first university in the US to award a PhD, in 1861. The university has educated five US presidents: William Howard Taft, Gerald Ford, George H. W. Bush, Bill Clinton and George W. Bush. Twenty Yale alumni have won Nobel prizes, including economist Paul Krugman, while 32 have won the Pulitzer Prize.





ENERGY OIL & GAS

ABB

ABB Asea Brown Boveri, was the result of a merger between Asea AB of Sweden and BBC Brown Boveri Ltd. of Baden, Switzerland in 1988. The merged entity became the world's leading supplier in the \$50 billion electric power industry. At that time ABB controlled as much as a third of Europe's business and more than 20 percent of the world market. It successfully integrated 850 subsidiary companies and 180,000 employees operating in 140 countries. When ABB was formed its two parent companies retained their separate names, boards and stock listings. In 1996 ASEA AB in Sweden and BBC Brown Boveri AG in Switzerland decided to change their names to "ABB AB" and "ABB AG," respectively. For more than 100 years, ABB and its predecessor companies have set the pace for innovation in technologies to harvest energy, improve productivity, and safeguard the environment, increase profits, and more.



CHEVRON

Chevron Corporation is an American multinational energy corporation. One of the successor companies of Standard Oil, it is headquartered in San Ramon, California, and active in more than 180 countries. Chevron has earned its stripes as the #2 integrated oil company in the US, behind Exxon Mobil. Chevron also owns interests in chemicals, mining, and power production businesses. The company owns or has stakes in 7,860 gas stations in the US (and 6,090 outside the US) that operate mainly under the Chevron, Texaco, and Caltex brands. Chevron also owns 50% of chemicals concern Chevron Phillips Chemical. Today Chevron is one of the world's largest oil companies.



BP

Since 'BP' petrol first went on sale in Britain in the 1920s, the brand has grown to become recognised worldwide for quality gasoline, transport fuels, chemicals and alternative sources of energy such as wind and biofuels. BP is committed to making a real difference in providing better energy that is needed today and in the changing world of tomorrow. Everything BP does has to live up to its values which are symbolized in its logo - the Helios. Named after the Greek sun god, the Helios represents energy in its many forms. Of all the forms of energy that make up BP and its services, perhaps the most vital is the human energy its people bring to everything BP does. This is what fuels the brand.



E.ON

E.ON was formed in June 2000 from the merger of two of Germany's largest industrial groups VEBA and VIAG each with an impressive history in its own right. Both companies were founded in the 1920s to serve as holding companies for state-owned industrial enterprises. E.ON is now one of the world's largest privately-owned energy groups. Through implementing its new strategy, E.ON will in future be focusing entirely on renewables, energy networks and customer solutions and, consequently, the building blocks of the new energy world. It runs one of the world's largest investor-owned electric utility service providers. The name comes from the Greek word aeon which means an age.

CASTROL

Castrol, the lubricants brand was acquired by BP in 2002. Castrol's motor oils for automobiles and motorbikes are particularly well known. Castrol also makes lubricants for every conceivable application on land, sea and in the air. Castrol's founder, C.C. Wakefield, believed in working with manufacturers and other businesses to develop lubricants to meet their specific needs, especially where new lubricants could ease the way for advances in engine or industrial design. Castrol continues to work collaboratively like this today as the preferred lubricants partner to VW, Audi, BMW, Komatsu and others. Castrol's brand is about passion, excitement and performance. Castrol has been actively engaged with motor-sport teams. Castrol products are sold in more than 150 countries.



EXXON MOBIL

ExxonMobil, the largest publicly traded international oil and Gas Company, uses technology and innovation to help meet the world's growing energy needs. ExxonMobil holds an industry-leading inventory of resources and is one of the world's largest integrated refiners, marketers of petroleum products and chemical manufacturers. Over the last 135 years ExxonMobil has evolved from a regional marketer of kerosene in the U.S. to the largest publicly traded petroleum and petrochemical enterprise in the world. Today it operates in most of the world's countries and is best known by its familiar brand names: Exxon, Esso and Mobil.



PETROCHINA INTERNATIONAL (HONG KONG) CORPORATION

PetroChina International (Hong Kong) Corporation Limited is a wholly owned subsidiary of PetroChina International Co., Ltd. and is engaged in various business activities of fuel supply and operation of filling stations. With a set of core values of “Professional, Creative, Healthy, Kindliness”, it provides a wide range of quality fuel products and services to its valuable customers. PetroChina is one of leading aviation fuel suppliers in Hong Kong International Airport. The company was incorporated in 2004 and is based in Wan-chai, Hong King.



TOTAL

TOTAL S.A. is one of the largest oil, natural gas, and specialty chemicals companies in the world. Its activities are organized into three main areas: upstream, downstream, and chemicals. Total is also committed to protecting the environment and helps communities tackle major social issues. Total is a French multinational integrated oil and gas company and one of the seven “Supermajor” oil companies in the world. Its businesses cover the entire oil and gas chain, from crude oil and natural gas exploration and production to power generation, transportation, refining, petroleum product marketing, and international crude oil and product trading.



SHELL

Royal Dutch Shell plc explores for crude oil and natural gas worldwide. The word Shell first appeared in 1891, as the trademark for kerosene shipped to the Far East by Marcus Samuel and Company. This small London business dealt originally in antiques, curios and oriental seashells. When the Royal Dutch Petroleum Company and Shell Transport and Trading merged in 1907, the latter’s brand name and symbol (Shell and the pecten) became the short-form name and emblem of the new Royal Dutch Shell Group. And so it has remained ever since. The form of the Shell emblem has changed gradually over the years in line with trends in graphic design. The current emblem was introduced in 1971. Thirty years on it stands the test of time as one of the world’s most recognised symbols. Royal Dutch Shell plc was founded in 1907 and is headquartered in The Hague, the Netherlands.

SINOPEC

Sinopec Oilfield Service Corp. engages in the manufacturing of chemical fibre and petrochemical products. It is engaged in the production and sale of polyester chips and polyester fibre and production of its raw materials and purified terephthalic acid. The company operates through five segments: Polyester Chips, Bottle-Grade Polyester Chips, Staple Fibre and Hollow Fibre, Filament and Purified Terephthalic Acid. The company was founded on December 31, 1993 and is headquartered in Beijing, China.



CATERPILLAR

For 90 years, Caterpillar Inc. has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. With 2015 sales and revenues of \$47.01 billion, Caterpillar is the world’s leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. Caterpillar Inc. traces its origins to the 1925 merger of the Holt Manufacturing Company and the C. L. Best Tractor Company, creating a new entity, the California-based Caterpillar Tractor Company. In 1986, the company re-organized itself as a Delaware corporation under the current name, Caterpillar Inc.

ALEXANDER MCQUEEN

The house of Alexander McQueen is renowned for its conceptual designs, strong identity and unbridled creativity. The luxury brand was founded by Lee Alexander McQueen in 1992. The house's contemporary line McQ is an important contributor to overall business. The Alexander McQueen story began on the 17th of March, 1969 with the birth of Lee Alexander McQueen in London. Captured by design at an early age, McQueen was offered an apprenticeship with Savile Row tailors Anderson and Shephard after leaving school at 16. His catwalk shows were real thought-provoking, energetic and moving performances. With the appointment of Sarah Burton as Lee McQueen's successor in May 2010, the brand carries on the tradition of his visionary and avant-garde designs.



BALMAIN

Balmain is a French fashion house that was founded by Pierre Balmain. Balmain was born in 1914 in France. The house of Balmain was founded in 1945 by the French designer Pierre Balmain, who opened his studio at 44, rue François 1er in Paris. He presented his first collection on October 12 of the same year. Critics were soon seduced by the simple green, brown, red and lavender fabrics as well as the refined lines of the clothes. In 1949, the designer launched his perfume, Jolie Madame, which marked the beginnings of his haute couture collections under the same name that debuted in Autumn-Winter 1952-1953. The brand is mentioned in the 1969 song "Where Do You Go To (My Lovely)?" by Peter Sarstedt, where he says in the lyrics, "Your clothes are all made by Balmain".



ARMANI

Giorgio Armani is a popular fashion house founded by Giorgio Armani in 1975. The company designs, manufactures and distributes products like watches, accessories, clothing, etc. All the products of the company are sold under different sub-labels. Some of the sub-labels are Giorgio Armani, Emporio Armani, Armani Junior, etc. Armani is one of the most prestigious brands in the world that specializes in men's and women's clothing and accessories. Armani's perfumes and cosmetics are also world famous. Giorgio Armani has become one of the most highly respected known brands within the fashion industry, attracting high-profile names to be its face, such as David and Victoria Beckham, Cristiano Ronaldo, Rafael Nadal, Megan Fox and Rihanna. This brand has always focused on high end trend and style.

BENETTON

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of about 5,000 stores; a responsible group that plans for the future and lives in the present. The history of Benetton is built on innovation – seen in its bright colors, the revolution of the retail outlet, unique sales networks, and universal communications that have always been social talking points and aroused cultural debate. Luciano, Giuliana, Gilberto and Carlo Benetton, launched the activities of the Benetton Group in 1965. The company is today present in about 120 countries around the world. Its core business is clothing with the fashion-orientated United Colors of Benetton and Sisley brands, The Hip Site, the brand for teenagers and the sportswear brands Playlife and Killer Loop. Benetton Group is listed on the stock exchanges of Milan, Frankfurt and New York.





BILLABONG

Billabong was founded on Australia's Gold Coast in 1973 by surfer and surfboard shaper Gordon Merchant and his then partner, Rena. Billabong International Limited's core business is the marketing, distribution, wholesaling and retailing of apparel, accessories, eyewear, wetsuits and hard goods in the board sports sector under the Billabong, RVCA, Element, Von Zipper, Honolua Surf Company, Kustom, Palmers Surf, Xcel and Tigerlily brands. The company has approximately 5,000 staff worldwide and its shares are publicly listed on the Australian Securities Exchange. Billabong International's

products are licensed and distributed in more than 100 countries and are available in approximately 10,000 outlets worldwide. Products are distributed through specialised board sports retailers and through the Company's own branded retail outlets. The majority of revenue is generated through wholly-owned operations in Australia, North America, Europe, Japan, New Zealand, South Africa and Brazil.



BOTTEGA VENETA

Bottega Veneta is an Italian luxury goods and high fashion brand house best known for its leather goods and its men's and women's ready-to-wear which are sold worldwide. Founded in 1966 in Vicenza, Veneto of northeastern Italy, its atelier is located within an 18th-century villa in Montebello Vicentino and its headquarters is in Lugano, Switzerland with offices in Milan and Vicenza, Italy. In 2001, Bottega Veneta was purchased by Gucci Group, and is now a part of the French multinational group Kering. Discretion, quality, and craftsmanship — Bottega Veneta has created a new standard of luxury since its founding in Vicenza in 1966. Steeped in the traditions of Italy's master leather craftsmen and long celebrated for its extraordinary leather goods, Bottega Veneta has recently emerged as one of the world's premier luxury brands. The company's famous motto, "When your own initials are enough" expresses a philosophy of individuality and confidence that now applies to a range of products including women's and men's accessories, fine jewelry and more.



CALVIN KLEIN

Calvin Klein is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive, and often minimal, aesthetic. Calvin Klein seeks to thrill and inspire our audience while using provocative imagery and striking designs to ignite the senses. After nearly 50 years, Calvin Klein continues to be a cultural catalyst across the globe by embracing tension, sparking ideas and creating unforeseen realities. It believes in a culture that provokes discovery and brave thinking. Founded in 1968 by Calvin Klein and his business partner Barry Schwartz, Calvin Klein has built its reputation as a leader in American fashion through its clean aesthetic and innovative designs. Global retail sales of Calvin Klein products exceed \$8 billion in 2015 and were distributed in [over] 110 countries. Calvin Klein employs over 10,000 associates globally. In 2003, Calvin Klein was acquired by PVH Corp., one of the largest apparel companies in the world.

CANALI

Canali has been a paradigm of tailor-made Italian luxury and men's elegance for more than 80 years. Since 1934, it has been promoting the values of Made in Italy excellence through its artisanal know-how, creating sartorial masterpieces of exceptional wearability and comfort in a perfect balance of elements that blends culture and history with style and taste. The Canali Tailoring Principle uses innovation to achieve aesthetic perfection, continuously renewing its styles with a meticulous attention to detail and the use of premium fabrics. For a truly personalized experience, Canali offers the SU MISURA service, which combines the expertise of our Made-to-Measure specialists and the artistry of their master tailors to create distinctive suits, jackets, trousers and shirts from the finest materials, all handcrafted in Italy. A family-run company now in its third generation, Canali is a modern-day design and manufacturing group with its own production centers all located in Italy and more than 1,700 employees worldwide. In addition to its 250 boutiques, a number that continues to grow, the brand can also be found in over 1,000 retail stores in more than 100 countries across the globe.





COSTA

Costa Del Mar was founded in 1983 in Daytona Beach, Florida by Ray Ferguson. Ferguson started the company by providing the National Oceanic and Atmospheric Administration with a pair of specially designed sunglasses. The glasses were such a hit that they were later endorsed by the government agency. Over the next 30 years Costa Del Mar sunglasses have slowly become a household name talked about in the media and endorsed by well-known names. In 2001, blind mountain climber, Erik Weihenmayer wore Costa Del Mar sunglasses for his epic ascension up Mt. Everest. The science behind these lenses provides clarity and easy discernment in some of the most visually impairing areas on earth. Costa Del Mar sunglasses are made with 1 millimeter thin light weave glass polycarbonate lens, covered in a premium glare anti-reflecting absorbent coating. A scratch-proof encapsulated lens provides 100% UV protection and the entire line of Costa Del Mar sunglasses come in no fade lens colors.



DIESEL

The story of Diesel as we know it today started in 1978 when now famous Italian fashion entrepreneur Renzo Rosso used the financial support of his father to buy a 40% stake in the textile manufacturer MOLTEX. He promptly renamed it into Diesel and released his first denim focused collection in the same year, initial success in this field made it possible for Rosso to buy out the former majority owner of Diesel in 1985. A process of expansion began soon after with firstly the addition of women's wear in 1989 and several openings of major flagship stores in 1996. Diesel was one of the first fashion labels to trust the power of e-Commerce with its first online shop opening in 1997. In 1997, Renzo Rosso's success was crowned with Ernst & Young's Entrepreneur of the Year award. Successfully steering the twists and turns of trendiness, Diesel continues to clothe and inspire its customers through the 21st century.



DOLCE & GABBANA

Design duo Domenico Dolce (b. 1958, near Palermo, Sicily) and Stefano Gabbana (b.1962, Milan, Italy) are known for making "stars look like stars". Their sexy styles are often to be seen on the likes of Isabella Rossellini, Demi Moore, Nicole Kidman and Madonna. Partners both in life and in business, the pair met while working as assistants in an atelier in Milan. Sharing a love of the baroque, they made their name together in 1985, when the organisers of the Milano Collezioni invited them to take part in a fashion show to launch "New Talents". The strong identity of the Dolce & Gabbana brand has evolved over the years without ever forgetting its roots. An unmistakable style, which, season after season, combines strong innovation with the Mediterranean flavour of its origins.

EMILIO PUCCI

Born in 1914 to one of Florence's most illustrious families, Marquis Emilio Pucci di Barsento naturally embodied the jet set glamour of post-war Italy. Multilingual, well-travelled, American-educated, air force pilot, Olympic skier and aristocrat – he was a Renaissance man in every sense of the term. Recovering in Switzerland after the war, and with the Italian economy in ruins, Pucci made ends meet by teaching Italian and giving ski lessons in Zermatt. It was there that in 1947 a streamlined ski outfit he designed, initially for himself and then for his enthusiastic socialite friends was photographed by a fashion photographer and published in Harper's Bazaar USA, giving rise to a fashion phenomenon that continues to reverberate to this day. Pucci was driven by the desire to liberate women, granting them unprecedented freedom of movement. A major influence in contemporary fashion, Emilio Pucci's legacy continues to be a seminal force behind the birth of the "made in Italy" style and a milestone in Italy's luxury sportswear concept.





ERMENEGILDO ZEGNA

Ermenegildo Zegna's pioneering concept in 1910 was to manufacture textiles at a level of quality higher than British fabrics which were at that time amongst the finest in the world. Ermenegildo Zegna is a brand whose remarkable products - supreme quality, classical and restrained style - reflect a remarkable history. It is a family-controlled company, with Gildo Zegna as CEO. The marque men's fashion products are based on finest natural, sustainable and ecological fibers, such as wool, mohair, cashmere, alpaca and vicuna. Styles range from the classic Ermenegildo

ranges to the made-to-measure service Ermenegildo Su Misura, and more informal lines, such as Zegna Sport, with high-tech and innovative garments, and the trend brand Z Zegna. Though predominantly a men's fashion brand, the group also includes Agnona, a label for women's fashion wear founded by Francesco Ilorini Mo in 1953, and acquired by the Zegna group in 1999.



FCUK

Founded in 1972 by Stephen Marks. French Connection now offers a fashion-forward clothing range with a quirky spin on design, priding itself on quality and affordable prices. Having established a strong core clothing business, through unique design and a true sense of style the company has, over recent years expanded its portfolio into exciting new areas including men's and women's toiletries, sunglasses, watches and shoes. Driven by innovation and change, the brands strength lies in balancing new and exciting ideas with the basic promise of quality and affordability.

ESTÉE LAUDER COMPANIES

The Estée Lauder Companies Inc. manufactures and markets skin care, makeup, fragrance, and hair care products worldwide. The company offers its products under the brands of Estée Lauder, Aramis, Clinique, Lab Series, Origins, M·A·C, Bobbi Brown, La Mer, Aveda, Jo Malone London, Bumble and bumble, Darphin, Smashbox, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, Prescriptives, GoodSkin Labs, Ojon, and Osiao. The Estée Lauder Companies Inc. was founded in 1946 and is based in New York, New York.



FENDI

Fendi is an Italian fashion designer brand founded in 1918. Today, Fendi is owned by LVMH group, with creative director Darius at its helm. Founded by Adele and Edoardo Fendi in 1925, the eponymous Rome-based House immediately won great acclaim and became famous outside the capital city. Fendi is renowned for its fur and fur accessories. Fendi is also well known for its leather goods such as "Baguette", zjours, Peekaboo or Pequin handbags. House of Fendi has a rich Italian history that began in Rome, and with nothing more than hard work, dedication and an amazing sense of the 'right now' has become an international force to be reckoned with. From the streets of Rome, to the Great Wall of China, Fendi never ceases to amaze the world. It is a house of style, innovation, elegance and grace.



FERRAGAMO

Salvatore Ferragamo S.p.A., founded in 1927, is the parent company of the Ferragamo Group, one of the major players in the luxury goods industry, which focuses on the creation, manufacture and sale of footwear, leather goods, clothing, silk products, accessories and perfumes for men and women, all Made in Italy. The product range is completed by eyewear and watches, manufactured under licence by third parties in Italy and abroad, in order to make good use of local skills. Salvatore Ferragamo products have been made since the 1960s in a select network of workshops. The Ferragamo Group is present in Italy and worldwide through companies which enable it to cover the European, American and Asian markets. Taking into account the entire distribution structure, the Ferragamo Group is present in over 90 countries all over the world.



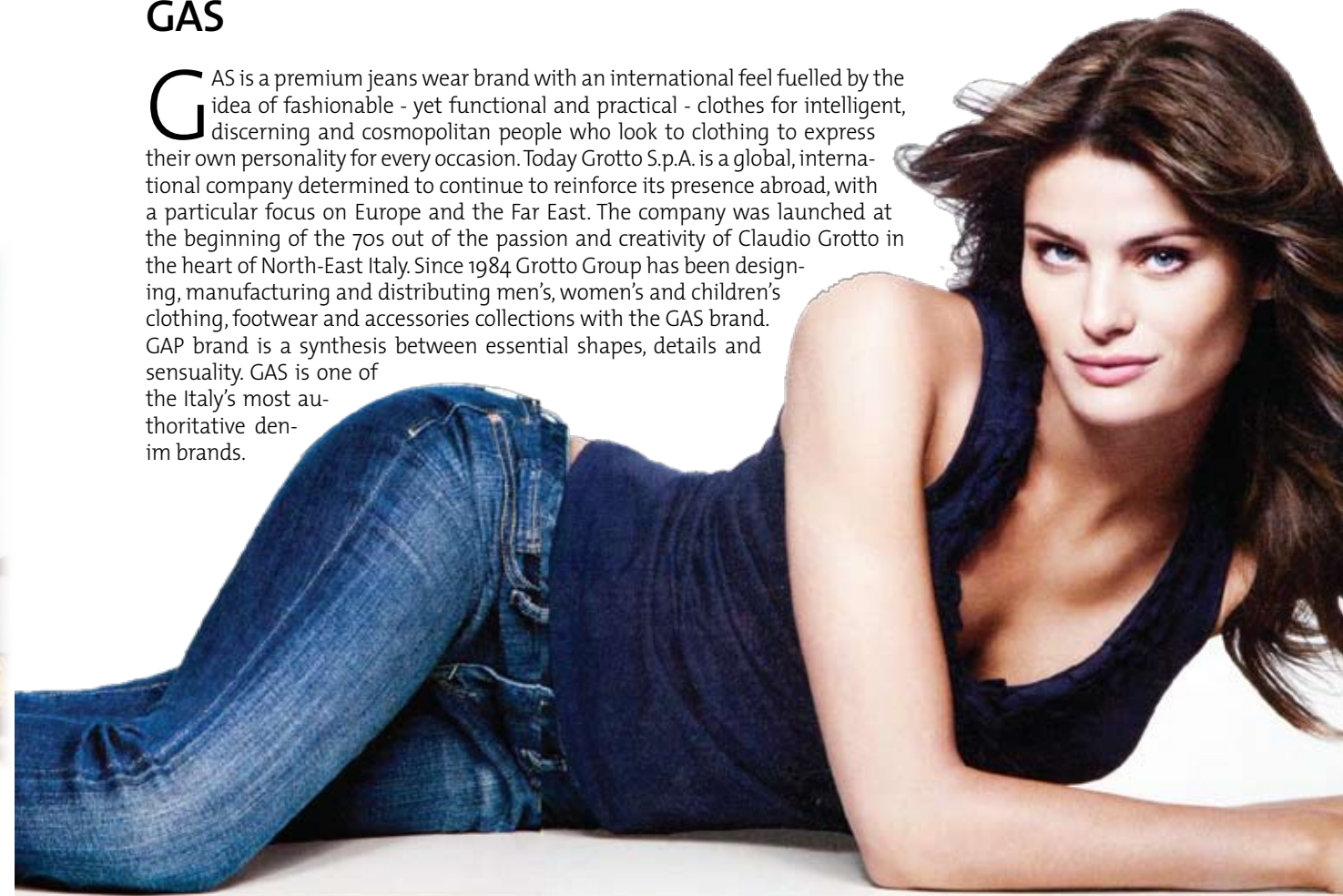
GAP

Doris and Don Fisher opened the first Gap store in 1969 with a simple idea — to make it easier to find a pair of jeans and a commitment to do more. Over the last 46 years, the company has grown from a single store to a global fashion business with five brands — Gap, Banana Republic, Old Navy, Athleta and Intermix. Gap's clothes are available in 90 countries worldwide through 3,300 company-operated stores, almost 400 franchise stores, and e-commerce sites and is still growing. Gap operates company-owned stores in the United States, Canada, the United Kingdom, France, Italy, Indonesia, Japan,

China, Hong Kong, Taiwan, and Mexico. The Gap originally targeted the younger generation when it opened, with its name referring to the generation gap of the time.

GAS

GAS is a premium jeans wear brand with an international feel fuelled by the idea of fashionable - yet functional and practical - clothes for intelligent, discerning and cosmopolitan people who look to clothing to express their own personality for every occasion. Today Grotto S.p.A. is a global, international company determined to continue to reinforce its presence abroad, with a particular focus on Europe and the Far East. The company was launched at the beginning of the 70s out of the passion and creativity of Claudio Grotto in the heart of North-East Italy. Since 1984 Grotto Group has been designing, manufacturing and distributing men's, women's and children's clothing, footwear and accessories collections with the GAS brand. GAP brand is a synthesis between essential shapes, details and sensuality. GAS is one of the Italy's most authoritative denim brands.



FILA

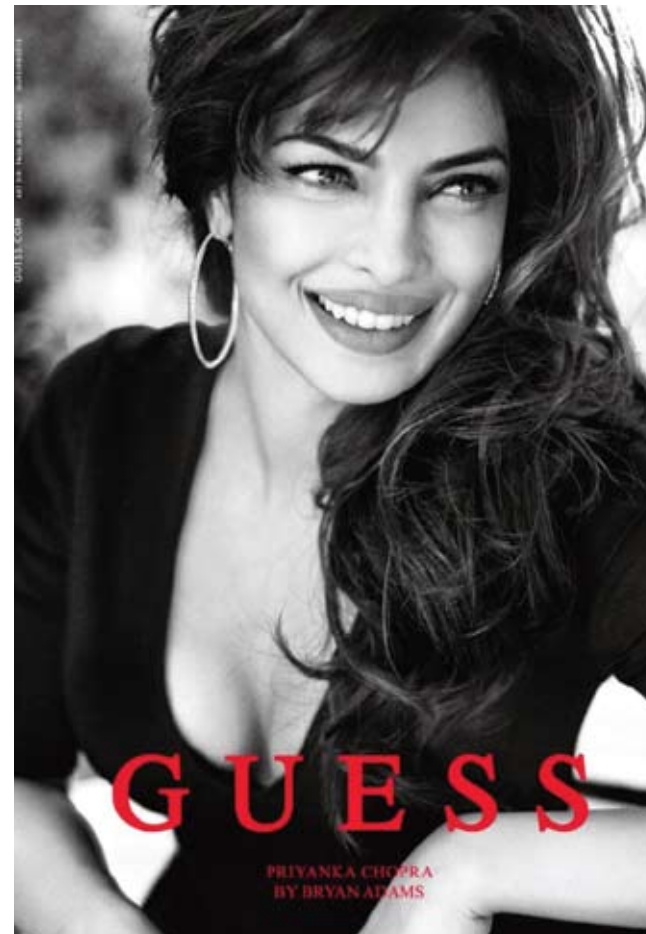
Fila is a major designer and marketer of athletic and casual footwear, active wear, and sportswear for men, women, and children. In footwear, the company's best-selling categories are running, cross-training, basketball, and tennis; in apparel, tennis and winter sports are two of Fila's top categories. Other Fila products include sunglasses, watches, underwear, golf clubs, and in-line skates. In addition to the flagship Fila brand, the company also sells a line of leisure apparel and accessories aimed at young people aged 15 to 28 under the Enyce and Lady Enyce brands and markets the CIESSE brand of sports clothing in Italy. The company sells its products in more than 50 countries around the world both through directly controlled subsidiaries and via licensing and other distribution deals, reaching about 8,200 unaffiliated retail stores. Fila also directly owns and operates 18 boutiques and 61 outlet stores in several key markets, including Italy, France, the United Kingdom, the United States, Canada, and South Korea.





GIVENCHY

Givenchy is a French brand that is best known for making haute-couture clothing, perfumes, accessories and cosmetics as well. Started in 1952 by French designer Hubert de Givenchy, the house of Givenchy is a member of the Chambre Syndicale de la Haute Couture et du Pret-a-Porter and is owned by the LVMH luxury group. In 1993, Givenchy achieved a total sales worth of \$176 million, making it the second largest apparel division of LVMH after Dior. With its world-renowned collections of men's and women's fashion, Givenchy has been sensuously reinterpreting the codes of elegance, sophistication and femininity since it was founded in 1952.



GUESS

Guess is an American upscale retailer and a brand of clothing and other fashion accessories like watches, perfumes and jewelry. It was founded in the year 1981 and is headquartered at Los Angeles in California. The brand is owned by the brothers Maurice and Paul Marciano. This company was first of its kind to come up with designer jeans initially for women followed by men's jeans wear. It was in 1981 the first Guess store was opened in Beverly Hills area and soon it started opening stores in other regions of the world. Majority of the Guess stores function in parts of Canada and United States of America. The company also has distributors and licenses in South Africa, Middle East, Asia, Latin America, Australia, Europe etc. Presently it operates at 484 locations.



HACKETT

The Hackett brand was founded from humble beginnings in 1979 when Jeremy Hackett and Ashley Lloyd-Jennings met in London's Portobello Market searching for second-hand traditional British menswear. A business partnership soon formed, with a Portobello market stall selling their menswear finds after cleaning and repairs. Their Portobello market store thrived and in 1983, the pair opened their first Hackett stand alone store on London's New Kings Road, selling the finest quality second-hand traditional British clothing and accessories. Since that first store opening selling the menswear garments they found in house clearances and antique markets, the Hackett brand has gone from strength to strength. Realising that demand would consistently exceed the supply of quality second hand clothing and accessories, Hackett launch their own menswear collection in 1985 and the rest, as they say, is history. As of 2011, the brand has 6 collections: menswear, formal kit, tailoring, eyewear, accessories and childrens wear. International expansion since the brand's inception now sees the brand stocked in over 70 stores in over 15 countries.

H&M

Being the world's second largest retailer in the clothing business, H & M Hennes & Mauritz AB has built and maintained enormous trust across their customers all over the globe through more than 65 years of their existence. Widespread in more than sixty countries, they are more than a lakh employees strong. With over three thousand five hundred stores in Asia, Australia, Europe and the USA, H&M has close to 800 factories to make clothes and accessories, and stock them up. Their creative brain work happens in the Sweden office where designs are finalized, the production planning is done and major decisions pertaining to distribution take place. Erling Persson was in the US on a tour after the second world war, when the business plan struck him. He saw the efficient, high-volume producing clothing stores in the States and he felt the need for designer clothing brands at affordable prices for women in his country as well. This led to his setting up his first shop in Sweden in 1947.





HUNTER WELLINGTON BOOTS

Founded in 1856, Hunter is a progressive British heritage brand renowned for its iconic Original boot and holds two Royal Warrants of Appointment to HM The Queen and HRH The Duke of Edinburgh. The Wellington boot, is a type of boot based upon hessian boots worn and popularized by Arthur Wellesley, 1st Duke of Wellington and fashionable among the British aristocracy in the early 19th century. These boots quickly caught on with patriotic British gentlemen eager to emulate their war hero. In

2004, after a management buyout, Hunter boots are now manufactured, once again, by The Hunter Rubber Co. Ltd. and continue to prosper as the UK's only Wellington boot manufacturer. Hunter's most luxurious boot, the Sovereign, is lined in soft full grain leather for those who demand the ultimate.

HUGO BOSS

The HUGO BOSS Group is one of the world market leaders in the premium and luxury segment. The Group, which is based in Metzingen in Germany and employs a workforce of almost 12,000 people, is among the world's most profitable apparel manufacturers of the apparel market. The Group focuses on developing and marketing high-end women's and men's fashion and accessories. With its brand world including the BOSS core brand, the lines BOSS Orange, BOSS Green and the progressive brand HUGO, HUGO BOSS targets different, clearly defined consumer groups. The Company sells its products in 129 countries around the world.



ISSEY MIYAKE

Issey Miyake debuted his first collection in New York in 1971 and began participating in Paris Fashion Week from 1973. His unique concept of clothing as "A Piece Of Cloth" was widely acclaimed throughout the world from the very beginning. An inexhaustible explorer, he has continued to open up new horizons for making clothes through research, experimentation and development while reimagining the relationship between the human

body and clothing. With a resolute determination of moving ever forward, Miyake has brought forth several epoch-making outcomes, including original pleated pieces from 1989. Placing a high value on fostering various human resources and innovative technologies in the industry since the foundation of the brand, Miyake's spirit of making things has been passed on to a new generation of designers, past and present.

JIMMY CHOO

Jimmy Choo is a 21st century luxury accessories brand, with shoes at its heart, offering an empowered sense of glamour and a playfully daring spirit. The brand traces its roots to a bespoke shoemaker named Jimmy Choo, based in the East End of London in the early 1990s, who catered to the global jet set, including Princess Diana. The Jimmy Choo company was founded in 1996. The brand's reputation as a celebrity favourite helped to fuel its rapid expansion. Its iconography was further defined by the bold and dramatic advertising portraying glamorous but strong women in towering heels and luxurious handbags, captured by photographers such as Mario Testino, Inez and Vinoodh, Peter Lindbergh and Steven Meisel and Terry Richardson. Today, Jimmy Choo encompasses a complete luxury accessories brand. Jimmy Choo has a store network encompassing 167 stores in 35 countries and is present in the most prestigious department and specialty stores worldwide.





KENZO

Since its first, quasi-confidential collection in April 1970, the Kenzo fashion label, alchemy of the Orient and the West, has been a veritable firework of colors and materials. From the beginning, the Kenzo brand has fascinated the fashion world with its unusual mix of eastern and western influences that is translated into traditional shapes that appeal to a multitude of cultures. Kenzo Takada - the label's creator and inventor of new techniques such as cut knit - was the first to introduce the concept of volume and freedom of movement into clothing. Joining LVMH in 1993, Kenzo has had a remarkable development. Now present in 270 outlets Kenzo designs include women, men and children's ready-to-wear, active sportswear, fashion accessories, fine leather goods, perfume, and home decoration.



LACOSTE

A symbol of relaxed elegance since 1933, the LACOSTE brand, built on its genuine sporting roots, offers a unique and original universe through a wide range of products for men, women and children. Authenticity, audacity, empathy and a certain "joie de vivre" inherited from the 30s are the four pillars that made Lacoste a successful worldwide fashion brand. Today the brand's craftsmanship is renowned worldwide, due to the meticulous attention it pays to cut, fabrics, seams and all refined details and distinctive features that have

become the Crocodile's signature. Lacoste continues to design and sell goods that are sought after for their fine quality. In the 114 countries where the brand is present, two Lacoste products are sold every second through Lacoste boutiques, corners in department stores and a selective distribution network.

LANVIN

Lanvin the first fashion house in France and the old fashion brand with a strong heritage that has a long history of over 100 years was founded in 1889 by Jeanne Lanvin. Recently in 2014 Lanvin has celebrated 125th anniversary in Paris fashion week. Since its establishment, the headquarters of the Jeanne Lanvin firm have been situated at 15 and 22 Faubourg Saint-Honoré in Paris, a street famed internationally for its standing in the luxury market. More than 200 employees work on this site across the four major activities that are women's prêt-à-porter, men's prêt-à-porter and tailoring and accessories. Lanvin's notoriety extends well beyond France. The brand is a reference for French luxury across all continents in terms of perfumes as well as fashion.



MAMMUT

Mammut Sports Group AG, through its subsidiaries, develops, manufactures, and sells ropes, netting products, belts, and equipment for mountaineering and outdoor pursuits. The company offers apparel, such as jackets and vests, pants and shorts, shirts and pulls, and baselayers, as well as footwear and various accessories for men and women. The company was founded in 1862 and is based in Seon, Switzerland with subsidiary companies in Germany, Norway, Japan, Korea, China, and the United States.



MANGO

Mango is an internationally famous multinational which designs, manufactures and markets women's and men's clothing and accessories. At present, Mango has over 10,000 employees, 1,800 of whom work at the Hangar Design Centre and at its Headquarters in Palau Solità i Plegamans (Barcelona). However, beyond the statistics, it is made up a young and enthusiastic team, with an average age of 28, and 85% of which is female. Hangar Design Centre, the biggest design centre in Europe, houses more than 600 professionals dedicated to creating fashion garments and accessories for women. The Design, Purchasing and Quality departments are located there. Mango currently has more than 2,300 stores in 107 countries worldwide.



MASSIMO DUTTI

Massimo Dutti is a Spanish clothing giant brand. Although the name is Italian, the brand is entirely Spanish. It is a trademark and not the name of a designer or anything else, and is owned by the Inditex Group. It has expanded globally from its modest roots and now has stores in almost every part of the world. The store was first founded in the year 1985. It had its beginnings as a men's clothing brand only. It was later diversified into various categories. Inditex bought 65% of the shares in 1991 to acquire the company. They later bought out complete shares to complete the trade. Women's range was added in 1992 while kids ranged begun in 2003 with Massimo Dutti Boys and Girls.

MASON PEARSON HAIRBRUSH

The brand Mason Pearson started in the early 1860, when the young Mason Pearson went to London and got a job at the British Steam Brushworks. When he later became a partner, he invented a machine that made it much easier to produce hairbrushes. This was the starting point of the development of the popular Mason Pearson hairbrushes. Mason Pearson put all efforts in to making the perfect hairbrush, and in the early 1920, the brush we know today was fully developed. Even though many people love to use a Mason Pearson hairbrush for styling,

the hairbrush's primary goal is to nurture the hair and the scalp. The hairbrush opens the follicles in the scalp. All the hairbrushes from Mason Pearson are handmade. The hairbrushes consist of either boar bristles, nylon or a combination of the two. Today, the company is owned by the fourth-generation member in the Mason Pearson family, who is keeping the craft alive in the best way.



MAX MARA

World renowned Italian brand MaxMara is one of the pioneers in mass-producing designer clothes. Launched in 1951, family-owned MaxMara has been synonymous with clean lines, elegant coats and tailored suits for working women. Founded by designer Achille Maramotti 1951, the history of House of MaxMara includes employing "up and coming designers" Karl Lagerfeld, Jean-Charles de Castelbajac, Dolce & Gabbana and Narciso Rodriguez. At present MaxMara has over 2000 boutiques worldwide and has already expanded into several labels such as Sportmax, Sportmax Code, Weekend MaxMara, Marella, Pennyblack, iBlues, Marina Rinaldi (plus size line) and Max & Co



MOSCHINO

Established in 1983 by the visionary and eclectic designer Franco Moschino, the luxury Italian fashion house of Moschino, a well-known player on the international fashion stage, celebrates its unique history, consistency and continuity. The brand consists of the Pret-a-Porter line Moschino, Moschino Cheap and Chic and the young and contemporary Love Moschino label, along with an extensive accessories collection that includes bags, shoes, small leather goods, belts, eye-wear, beachwear and perfumes. The legacy and design aesthetics of the designer have been carried forward by Creative Director, Rossella Jardini who has been responsible for the artistic vision of the brand since 1994, keeping the stylistic and philosophical approach alive following Franco Moschino's death with whom she collaborated since 1981.



MONCLER

Moncler is a French clothing company that specializes in high-end down jackets and sportswear. It was founded in 1952 by René Raimillon and André Vincent, tent and sleeping bag makers from the mountain region of Grenoble, France. In 1954 the label, whose name referenced its birth town, MONestier-de-CLERMONT, designed the first goose feather down jacket. The down jacket was initially worn by the brand's employees and later became popular through mountaineering champion Lionel Terray. Moncler collections combine extreme needs with day-to-day city life. Moncler's strategy is aimed at the control of the distribution channel, not only retail but also wholesale, where it operates through a direct organization.



MICHAEL KORS

Michael Kors Holdings Limited is globally-renowned American apparel, accessories and footwear designer company with presence in over 100 countries across the world. It was started initially in 1981 by Michael Kors in New York. The company is best known for its unique handbags and accessories. The brand is now most popular among teenage girls. The company operates mainly in 3 segments – Retail, Wholesale and Licensing. Initially in 1981, Michael Kors launched the Michael Kors womens wear line at major boutiques such as Bloomingdale's, Lord & Taylor, Bergdorf Goodman, Neiman Marcus, etc. At present Kors has more than 770 designer lifestyle stores around the globe in more than 100 different countries.

NORTH FACE

The North Face, Inc. manufactures and supplies outdoor exploration apparel, footwear, equipment, and accessories for men and women. It offers jackets and vests, such as rainwear, softshells, fleeces, lifestyle products, and windwear. The company also provides tops, including hoodies and sweatshirts, casual tops, T-shirts, tanks and sports bras, baselayers, and sweaters. In addition, it offers bottoms, such as shorts; and accessories, including backpacks, hats and scarves, gloves, and socks. Further, the company provides shoes, such as winter boots and sandals; and equipment, including backpacks, technical packs, tents, luggage and duffels, and sleeping bags. It offers its products for various activities, such as training, running, hiking, climbing, skiing, and snowboarding. It offers its products through retail stores and online in the United States, Canada, Europe, the Asia Pacific, and Latin America. The North Face, Inc. was formerly known as TNF Holdings Company, Inc. and changed its name to The North Face, Inc. in June 1994. The company was founded in 1966 and is based in San Leandro, California. The North Face, Inc. operates as a subsidiary of V.F. Corporation.



PRADA

Prada is a group and fashion brand helmed by Miuccia Prada that is known for producing impressive numbers. Prada is one of the most famous and largest fashion houses of the world. The name is synonymous with providing top class luxurious fashion to its up market customers. Prada has a grand history and an awesome prospect attached to its name. Starting in a humble corner of Italy, Prada had weaved its path to success with a lot of hard work. Over all these years, Prada has evolved as a top class brand. Today, it runs into a world collection, be it whole set of watches or perfumes.



PRINGLE

Pringle of Scotland is a luxury knitwear manufacturer and importer. Pringle of Scotland Ltd. manufactures apparel and accessories for men and women. It offers knitwear, dresses, coats and jackets, skirts, tops, trousers, and accessories for women; and knitwear, trousers, tops, coats and jackets, and accessories for men. Pringle of Scotland Ltd. was formerly known as Robert Pringle & Son Ltd. and changed its name to Pringle of Scotland Ltd. in 1958. The company was founded in 1815 and is based in Hawick, United Kingdom.

PATAGONIA

Yvon Chouinard Patagonia's founder, got his start as a climber in 1953 as a 14-year-old member of the Southern California Falconry Club, which trained hawks and falcons for hunting. Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing – as well as for skiing, snowboarding, surfing, fly fishing, paddling and trail running. Patagonia's values reflect those of a business started by a band of climbers and surfers, and the minimalist style they promoted. The approach taken towards product design demonstrates a bias for simplicity and utility.



PULL & BEAR

Pull & Bear was founded in 1991 with a clear international vocation and the intention to sell clothes to young people committed to their environment who live in the community and interact together. Young people who choose to dress casually, rejecting stereotypes and wanting to feel comfortable in their clothes. Pull & Bear evolves alongside its clients, always on the lookout for new technologies, social movements and the latest trends in art and music. All this can be seen not only in the designs, but also in the stores themselves. They have a vintage feel about them and a warm, welcoming atmosphere, and the goods in-store are constantly updated. It is a part of the Inditex Group one of the world's largest fashion groups, Pull & Bear has a network of more than 685 stores in 47 countries.





RALPH LAUREN

Polo shirts, classic ties and satin gowns., fashion statements that we associate with the classic American style of the late 60s all remind us of just one brand -Ralph Lauren. Ralph Lauren is America's biggest clothing brand. Headquartered in the New York, Ralph Lauren is spread across the countries, selling apparel for men, women and children. Perfumes, jewellery and accessories also form a part of their line. Ralph Lauren established the brand in the year 1967, standing out to be one of the greatest designers ever. Decades after it was established, Ralph Lauren's clothing still stands for the same niche of style, luxury and elegance as much as the very first of their ties did. With the launch of newer beautiful designs into the market every day, brand Ralph Lauren sure is living up to its motto they don't sell clothing but a way of life with a dash of style added.

REEBOK

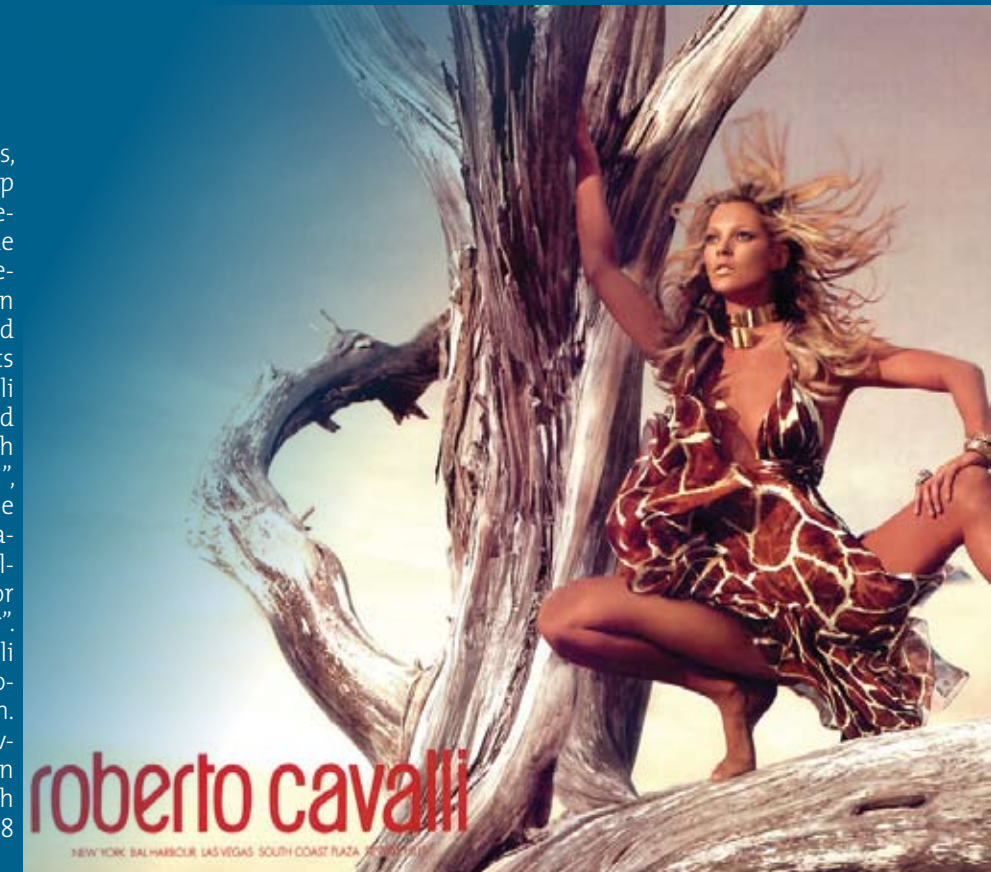


Reebok International Ltd. Is a global manufacturer of mainly sports apparels and footwear and is best-known as the worldwide producer and distributor of sports and fitness items including workout clothes and accessories, shoes as well as training equipment. Inspired by its roots in sport and women's fitness, Reebok is a global brand that is committed to developing innovative products which will allow Reebok to own Women's Fitness, challenge the Men's Sport category and revive its Classics heritage.

Reebok-CCM Hockey is one of the world's largest designers, manufacturers and marketers of hockey equipment and apparel

ROBERTO CAVALLI

Launched in the early 1970s, the Roberto Cavalli Group is one of the most renowned and respected "Made in Italy" brands due to the creativity and stylistic innovation that has always distinguished its clothes, its shoes and its bags. The Roberto Cavalli Group is active on Italian and international markets with the first line "Roberto Cavalli", with the casual and young line "Just Cavalli", with the signature line "CLASS Roberto Cavalli" and a younger collection for teens "Roberto Cavalli Junior". During 2012, Roberto Cavalli has also launched the line "Roberto Cavalli Home" collection. The products of Roberto Cavalli Group are distributed in Italy and worldwide through an extensive network of 168 flagship stores.



PUMA

PUMA SE, together with its subsidiaries, designs, develops, sells, and markets footwear, apparel, and accessories in Europe, the Middle East, Africa, the Americas, and Asia/Pacific. The company offers performance and sport style products in various categories, such as football, running, training and fitness, golf, and motorsports. It also issues licenses authorizing independent partners to design, develop, and sell fragrances, eyewear, and watches. Puma was founded in 1924 and is headquartered in Herzogenaurach, Germany. Puma SE is a subsidiary of SAPARDIS SE.



SEPHORA

Sephora is a leader in global prestige retail, teaching and inspiring clients to play in a world of beauty. Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group, Sephora has earned its reputation as a beauty trailblazer with its expertise, innovation, and entrepreneurial spirit. Sephora's revolutionary beauty-retail concept, founded in France by Dominique Mandonnaud in 1970, is defined by its unique, open-sell environment with an ever-increasing assortment of products from carefully curated brands, featuring indie darlings, emerging favorites, trusted classics, and Sephora's own, SEPHORA Collection.



SISLEY

Sisley Fashion (Sisley of BENETTON) is a famous Italian Fashion. Sisley Fashion first appeared in 1968 in Paris. Sisley is a brand with a strong personality: sexy, unconventional and with a powerfully contemporary aesthetic which makes it immediately identifiable and popular. In the new Sisley strategy the advertising also stages the world of the brand through an attractive mix of the seductive, the contemporary and the cool. In step with the strategy for renewal of the brand, the first new concept store opened in Berlin, a city which symbolizes cultural, artistic and creative rebirth.



SHANGHAI TANG

Shanghai Tang is a Hong Kong luxury fashion house founded in 1994 by Hong Kong businessman David Tang. In 1998, Richemont acquired David Tang's controlling stake in the business. Shanghai Tang prides itself as the pioneering luxury brand from China, with mission to be the global curator of modern Chinese Chic. The brand started as a bespoke tailoring atelier in 1994, drawing the legendary craftsmanship of traditional Shanghaiese tailoring and rich fabrics to craft impeccably cut clothing. Since then, Shanghai Tang has become renowned for its quirky take on China's cultural heritage, reinterpreting the beauty and richness of the past as well as the opulence of Shanghai in novel lines of colorful clothing. Today, Shanghai Tang supports an international network of 48 boutiques.

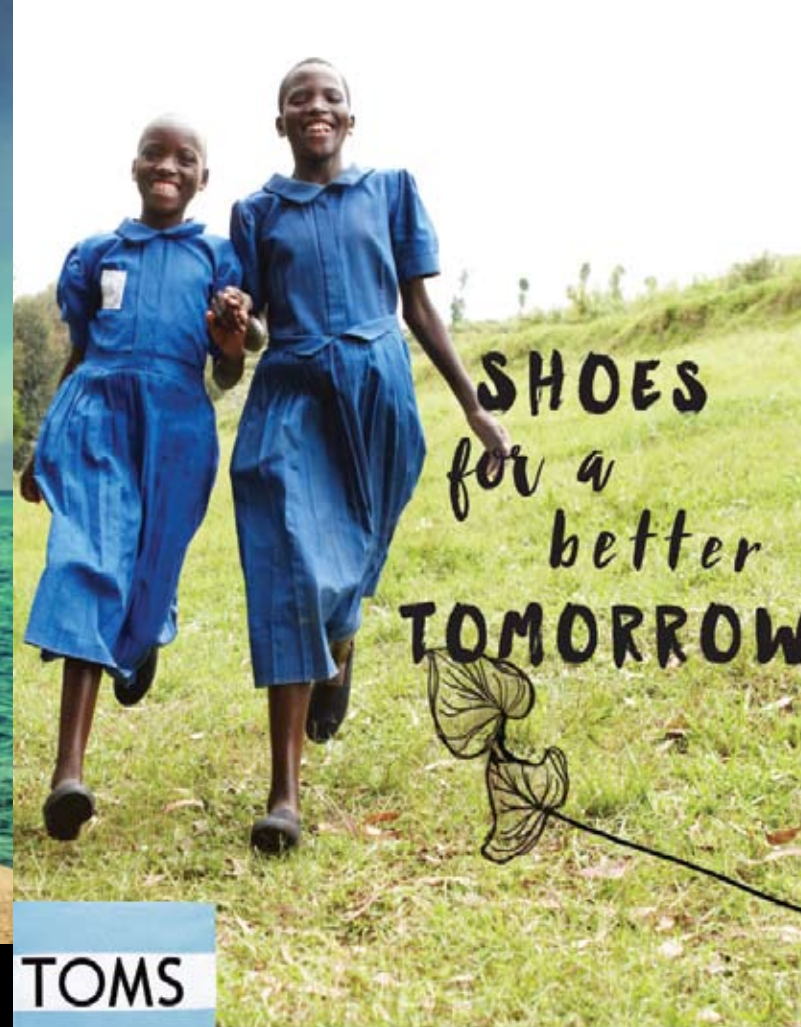
STELLA MCCARTNEY

The daughter of Paul and Linda McCartney, Stella McCartney was already working with fashion heavyweight Christian Lacroix in her teens. She later went on to study fashion design in London, garnering plenty of attention at her graduation show for employing friends Naomi Campbell and Kate Moss as models. After launching her own line, McCartney signed on as chief designer at Chloé. She left Chloé, however, in 2001 to develop her own label as part of the Gucci group and opened her New York store in 2002. Most recently the designer debuted her first ever menswear collection under her eponymous brand label.



SALVATORE FERRAGAMO

Salvatore Ferragamo S.p.A., founded in 1927, is the parent company of the Ferragamo Group, one of the major players in the luxury goods industry, which focuses on the creation, manufacture and sale of footwear, leather goods, clothing, silk products, other accessories and perfumes for men and women, all Made in Italy. The product range is completed by eyewear and watches, manufactured under licence by third parties in Italy and abroad, in order to make good use of local skills. Salvatore Ferragamo products have been made since the 1960s in a select network of workshops. The Ferragamo Group is present in Italy and worldwide through companies which enable it to cover the European, American and Asian markets. Taking into account the entire distribution structure, the Ferragamo Group is present in over 90 countries all over the world.



TOM'S SHOES

Toms is a for-profit company based in Playa Del Rey, California. While traveling in Argentina in 2006, TOMS Founder Blake Mycoskie witnessed the hardships faced by children growing up without shoes. Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a new pair of shoes for a child in need. One for One®. What began as a simple idea has evolved into a powerful business model. Realizing that One for One could serve other basic needs, TOMS launched other products including TOMS eyewear in 2011, TOMS Roasting Co. in 2014, and TOMS Bags and TOMS StandUp Backpack Collection in 2015. With every TOMS product you purchase, TOMS will help a person in need. One for One®. TOMS® Shoes are always given to children through humanitarian organizations who incorporate shoes into their community development programs.

TOMS

TOD'S

Dorino Della Valle started the shoemaking business out of a basement in the late 1920s. Diego Della Valle, Dorino's elder son, expanded the workshop and turned it into a factory that started manufacturing shoes for American department stores in the 1970s. Diego brought in innovative marketing strategies in the early 1980s, kept the handmade manufacturing process and went on to create brands of lifestyle named Tod's, Hogan and Fay. Tod's has numerous stores around the world, including large flagship stores in Europe, US, China, Japan, Malaysia, Singapore, Hong Kong, Indonesia, and Australia.



TOM FORD

Tom Ford is a fashion designer and film director who was the Creative Director of Gucci from 1994-2004. He founded his own Tom Ford fashion label in 2004. Tom Ford was born on August 27, 1961, in Austin, Texas. While studying architecture at the Paris campus of the Parsons School of Design, Ford decided to switch to fashion. He became women's wear designer for Gucci in 1990 and Creative Director in 1994. Under Ford's direction, Gucci's annual sales grew to \$3 billion. Ford is one of the most decorated designers of his generation, and has won numerous fashion awards for his work with Gucci and his own Tom Ford Brand. He has won five Council of Fashion Designers of America awards, four VH1/Vogue Fashion Awards and was named 2001's GQ designer of the year. He was named in the 2011 Time 100 list of influential people. Ford also directed Colin Firth in the film The Single Man.



TOMMY HILFIGER

Tommy Hilfiger is one of the world's leading designer life-style brands and is internationally recognized for celebrating the essence of classic American cool style, featuring preppy with a twist designs. Founded in 1985, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the Tommy Hilfiger and Hilfiger Denim brands. Founder Tommy Hilfiger remains the company's Principal Designer and provides leadership and direction for the design process. Tommy Hilfiger, which was acquired by PVH Corp. in 2010, is a global apparel and retail company with more than 17,000 associates worldwide.



VERSACE

Versace, a name that epitomizes decadent glamour, bold sexiness, and a mythical flair for the extravagant, holds its place firmly in the fashion world as a legendary and iconic luxury brand. Founded in 1978 in Milan, Gianni Versace SpA is one of the leading international fashion design houses and a symbol of Italian luxury worldwide. It designs, manufactures distributes and retails fashion and lifestyle products including haute couture, prêt-a-porter, accessories, jewellery, watches, eyewear, fragrances and home furnishings all bearing the distinctive Medusa logo. Donatella Versace has been the Artistic Director of Versace since 1997 and has steered the brand into the 21st century.



UNIQLO

Uniqlo Co., Ltd. is a Japanese casual wear designer, manufacturer and retailer. It is a wholly owned subsidiary of Fast Retailing Co., Ltd. The first Uniqlo casual wear store opened in Hiroshima City in western Japan in 1984. The brand operated under the name Unique Clothing Warehouse in those days. In September 1991, the name of Uniqlo's parent company was changed from Ogori Shoji to Fast Retailing, and by April 1994, there were over 100 Uniqlo stores operating throughout Japan. Fast Retailing – Uniqlo's parent company – was already Asia's top apparel retailer by revenue in 2014, with plans to become the world's largest retailer by 2020.

VALENTINO

Established in Rome in 1962, the Valentino fashion house is one of the highest expressions of couture savoir faire and the excellence that has made Italian products famous worldwide. Valentino S.p.A. is controlled since 2012 by Mayhoola for Investments S.P.C., a holding company sustained by a group of private investors from Qatar. Valentino is amongst the leaders of international fashion to believe in the elevated added value that derives from a global vision of style, developed through collections of Haute Couture, Prêt-à-Porter, Valentino Garavani accessories, eyewear and fragrances licensed in partnership with Puig.



VICTORIA'S SECRET

Victoria's Secret is the leading specialty retailer of lingerie operating more than 1,000 stores across the U.S. Victoria's Secret has helped, perhaps more than any other brand, attract attention to the lingerie industry. Their advertising campaigns, including the Victoria's Secret Catalog and Victoria's Secret Fashion Show are visually appealing and controversial. Victoria's Secret was established in San Francisco during the early 1970's by Roy Raymond. The concept was to establish a cozy, inviting atmosphere similar to that of a Victorian boudoir. Today, Victoria's Secret lingerie is the top performer for the conglomerate.



YVES SAINT LAURENT

Yves Saint Laurent was founded by designer Yves Saint Laurent and his partner, Pierre Bergé in 1961, and the current logos were designed in 1963 by A. M. Cassandre. The legacy of the YSL house was born and so wonderfully raised in Paris but has seen every edge of the world. From exhibits in the most famous museums in the world to the World Football Cup, there are no boundaries that YSL did not push. Today Saint Laurent Paris markets a broad range of women's and men's ready-to-wear products, leather goods, shoes, and jewellery. Yves Saint Laurent Beauté also has a notable presence in the luxury beauty market, although this is run independently through L'Oréal Paris that licenses the name.



WRANGLER

Wrangler is one of the most important denim brands and which has left its profound impact on the world denim industry. Having its origins in late 1890s, the brand grew from strength to strength as it spread from a small factory in North Carolina to a multi national corporation. Wrangler Jeans were first made by Blue Bell, who acquired the brand when they took over Casey Jones in the mid-1940s. Blue Bell employed Bernard Lichtenstein, a Polish tailor from Łódź who worked closely with cowboys, to help design jeans suitable for rodeo use. This was the origin of Wrangler Jeans. Wrangler has acquired iconic status worldwide and, particularly, in US, UK, and Australia. Wrangler also has a line of music accessories targeted toward country music fans.

ZARA

Zara, a Spanish clothing and accessories retailer, was founded in 1975 by Amancio Ortega and Rosalia Mera. It is the flagship retail store of the Inditex group. Amancio Ortega opened the first Zara store in a central street in Galicia, Spain under the name Zorba. Although another store a few blocks away was also named Zorba, the molds of the letters for the sign was already created and it was rearranged, thus coming up with the name Zara. In 1980, the company started its international expansion in Portugal. In 1989, they penetrated the US market and in 1990, they entered the French market. Zara is a vertically integrated retailer, controlling the supply chain, design, manufacturing and distribution of all its products worldwide. Zara currently has 1,751 stores worldwide. Zara uses ecological fabrics and organic cotton. They also manufacture PVC-free footwear. In transporting product, Zara uses biodiesel fuel, which reduces Co2 emissions by 500 tons per year.





FILMS

20TH CENTURY FOX, INC.

One of the world's largest producers and distributors of motion pictures, 20th Century Fox Film produces, acquires and distributes motion pictures throughout the world. 20th Century Fox's story begins in a tiny theater on New York's Lower East Side. In 1904, fresh from Hungary, 25-year-old William Fox amazed audiences with his magical hand-cranked films. The beginnings were humble – folding chairs, a painted wall for a screen -- but the desire to entertain and move people has been at the core of what 20th Century Fox has been doing ever since. By 1915 Fox's five-cent movie shows were wildly popular and his single screen grew first into a chain of 25 theaters around New York City and then into a movie making business.



COLUMBIA TRISTAR

Columbia TriStar Motion Picture Group engages in the distribution of films. It involves in the acquisition, marketing, and distribution of foreign and American independent films, and genre films, as well as in motion picture production operations. The company was founded in 1998 and is based in Culver City, California. Columbia TriStar Motion Picture Group operates as a subsidiary of Sony Pictures Entertainment. The Sony Pictures Entertainment Motion Picture Group is a division of Sony Pictures Entertainment to manage its motion picture operations. It was launched in 1998 by integrating businesses of Columbia Pictures Industries, Inc. and TriStar Pictures, Inc.

Pictures Entertainment to manage its motion picture operations. It was launched in 1998 by integrating businesses of Columbia Pictures Industries, Inc. and TriStar Pictures, Inc.

DREAMWORKS

DreamWorks Pictures is a production label of Amblin Partners. Amblin Partners is a content creation company formed by the former DreamWorks Studios, Participant Media, Reliance Entertainment and Entertainment One (eOne). DreamWorks Pictures was originally founded as DreamWorks Studios in 1994 by Spielberg, Jeffrey Katzenberg, and David Geffen. One of the studio's first forays into the entertainment marketplace was the long-running sitcom "Spin City." DreamWorks released its first feature film in September 1997—the action thriller "The Peacemaker," starring George Clooney and Nicole Kidman. This was followed by Spielberg's first film for the studio, "Amistad," which was nominated for four Academy Awards. Spielberg also received his eighth Directors Guild of America (DGA) nomination for "Amistad." One important factor that has helped DreamWorks to obtain its lofty perch is the distinctiveness of their logo.



IMAX



Imax Corporation is an entertainment technology company, specializing in motion-picture technologies and large-format motion-picture presentations. Leading the way in immersive theatre experiences since 1968, a culture of innovation is at the very core of IMAX. From the introduction of stadium seating, to developing

the highest-resolution camera in the world, to its laser projection technology and partnerships with the world's best filmmakers, there is no one like Imax. More than 450 million people have been entertained in IMAX theatres since 1970. IMAX Corporation is a publicly traded company listed on the New York Stock Exchange.

MGM

MGM and its legendary roaring lion logo was formed in April 1924, by theater magnate Marcus Loew, who orchestrated the merger of Metro Pictures Corp., Goldwyn Pictures and Louis B. Mayer Productions. With visionary Louis B. Mayer and production genius Irving Thalberg at the helm, Metro-Goldwyn-Mayer was a powerhouse of prolific artistry and filmmaking expertise that the studio famously said attracted "more stars than are in the heavens." During a golden three decades from 1924 to 1954, the Culver City-based studio dominated the movie business, creating a Best Picture nominee every year for two straight decades. MGM boasts more than 175 Academy Awards® in its vast library.



PARAMOUNT PICTURES

Adolph Zukor, Jesse L. Lasky and Cecil B. DeMille are credited as Paramount's principal founding fathers. The visionary Zukor laid the foundation for the company by acquiring the U.S. distribution rights to the silent French film Queen Elizabeth, a groundbreaking four-reel feature in a time when two reels was the norm. Its overwhelming success propelled Zukor's Famous Players Film Company to great heights, and in the process, transformed the business of entertainment forever. The year 2012 marked an exceptional milestone for Paramount Pictures as 100th year in show business. Though this extraordinary accomplishment makes Paramount one of America's oldest motion picture companies, there have been no signs of slowing down, and Paramount and its movies are stronger than ever.



PIXAR



Pixar originally started in 1979 as the Graphics Group, a part of the Computer Division of Lucas Film. The group primarily worked on computer hardware. It was acquired by Apple co-founder Steve Jobs in 1986. Pixar Animation Studios, a is today a wholly-owned subsidiary of The Walt Disney Company, and an Academy Award winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation and creators of some of the most successful and beloved animated films of all time. Pixar has so far produced seventeen films: Toy Story, A

Bug's Life, Toy Story 2, Monsters, Inc., Finding Nemo, The Incredibles, Cars, Ratatouille, WALL•E, Up, Toy Story 3, Cars 2, Brave, Monsters University, Inside Out, The Good Dinosaur, and Finding Dory. Its headquarters are located in Emeryville, California.

NBCUNIVERSAL

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. In the early years of the twentieth century, NBC and Universal began creating their extraordinary legacies in the exciting new worlds of motion picture production and distribution, location-based entertainment, and radio and television production and broadcasting. Today, as one company under the ownership of Comcast, NBCUniversal continues to build on this legacy of quality and innovation.



WARNER BROS

Warner Bros. Entertainment is a fully integrated, broad-based entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses. A Time Warner Company, the fully integrated, broad-based Studio is home to one of the most successful collections of brands in the world and stands at the forefront of every aspect of the entertainment industry. The company's vast library, one of the most prestigious and valuable in the world, consists of more than 75,000 hours of programming, including nearly 7,000 feature films and 5,000 television programs comprised of tens of thousands of individual episodes.



AMWAY

Amway Corporation was founded in 1959 and is headquartered in Ada, Michigan. Amway launched a business model fueled through the power of relationships. The original product offered in this model, was Liquid Organic Cleaner (L.O.C.). It was the first concentrated, biodegradable, and environmentally friendly cleaning product. Since then, Amway has expanded from home products to a global leader in the categories of health and beauty. The company has stores in Nuevo Leon, Jalisco, Mexico City, Tijuana, Chihuahua, and Leon; manufacturing facilities in the United States, China, and Vietnam; distribution facilities in North America, Europe, and Asia; regional shared service centers in Costa Rica, Malaysia, and Poland; and a botanical research center in Wuxi, China.



BAND-AID

The Band-Aid was invented in 1920 by Thomas Anderson and Johnson & Johnson employee Earle Dickson for his wife Josephine, who frequently cut and burned herself while cooking. The prototype allowed her to dress her wounds without assistance. Dickson passed the idea on to his employer, which went on to produce and market the product as the Band-Aid. Dickson had a successful career at Johnson & Johnson, rising to vice president before his retirement in 1957. The original Band-Aids were handmade and not very popular. By 1924, Johnson & Johnson introduced a machine that produced sterilized Band-Aids. In 1951, the first decorative Band-Aids were introduced.



ARIEL

In the late '60s Ariel was launched to the world. It was a time when individuals believed they could make a huge difference in the world—a time of challenge and idealism, of vision transformed into action. For Ariel, it was about imagination, determination, and technological empowerment freeing women from their traditional domestic role. Ariel first appeared on the UK market in 1967 and was the first detergent with stain-removing enzymes.

ASPIRIN

Consumers have relied on Bayer Aspirin as a time-tested, highly effective pain reliever. Bayer offers a variety of pain relief products. Aspirin™ has been an important medicine for more than 115 years because of its remarkable pain relief, as well as cardiovascular (CV) event prevention, properties. It has withstood the test of time, and is an excellent case study in both science and branding. As a brand, Aspirin™ has been trusted over time by more consumers worldwide longer than any other over-the-counter (OTC) pain reliever. Aspirin™ offers the same pain-relieving properties as many molecules discovered decades later. It has been the most utilized pain reliever in history.



BENADRYL

In 1940, George Rieveschl accepted a position in the Department of Chemical Engineering at the University of Cincinnati. Rieveschl embarked upon numerous research experiments, but his primary focus was on relieving muscle spasms. His research resulted in the discovery of Benadryl, an antihistamine used for allergy sufferers. Benadryl reduces the amount of Histamine in the human body, a chemical that causes allergy symptoms. Approved in 1946, Benadryl, at first, was available only through prescription. Benadryl is a brand name for a number of different antihistamine medications used to treat allergies.



CHOBANI YOGURT

Chobani, LLC produces and markets Greek yogurt. Chobani, LLC was formerly known as Agro-Farma, Inc. and changed its name to Chobani, LLC in January 2012. The company was founded in 2005 and is based in Norwich, New York. In April, 2016, Chobani announced it was giving 10 percent of its ownership stake to its employees. Considering there are 2000 employees, this would be on average \$150,000 per employee.



CLEAR

Clear is Unilever's leading anti dandruff shampoo brand. Since its first launch in 1972, in Asia the Clear formulation has continuously evolved with intensive research and clinical trials conducted by scientists at the Clear Paris Institute. With a constant focus on leading edge technology, Clear is pegged as the world's leading scalp care shampoo. New CLEAR Anti-Dandruff Shampoo's Nutrium 10 has been identified by IACD as the scalp care technology that will lead the paradigm shift in scalp care management. Today, Clear is present in more than 40 markets.



CLINIQUE

Clinique's story began with a great conversation. The year was 1967 and revolution was in the air as a savvy US Vogue Magazine editor Carol Phillips interviewed Dr. Norman Orentreich, the high-profile New York dermatologist. Dr Orentreich expressed a simple idea that would transform the beauty industry. In 1968, with the introduction of the now world-famous 3-Step Skin Care System – a daily cleansing, exfoliating and moisturising routine – Clinique was born. Just one year later Clinique opened its first counter in the UK. It was the first ever dermatologist-created, allergy-tested, 100% fragrance-free collection of beauty products ever marketed.



tinctive high top and low cut oxford models are the classic American sneaker, and a favorite shoe for people of every age all around the world.

CONVERSE ALL STARS SNEAKERS

It was in 1908 that the Converse Rubber Corporation opened for business. At first the company only made galoshes and other work related rubber shoes on a seasonal basis. But eventually the company began making athletic shoes. With the popularity of basketball, the Converse Corporation saw the need to develop a shoe that people could wear while playing basketball. The very first version of the All Star basketball shoe was produced in 1917. The All Star was to be the first mass produced basketball shoe in North America. At first sales were slow. They would rapidly increase a few years later, thanks to Charles 'Chuck' H. Taylor. Converse All Star Chuck Taylor basketball shoes in their dis-

CLOSE UP

Close-up is a brand of toothpaste which is marketed by Unilever. It is one of the top brands in terms of sale in India. Launched in 1967, it is the first gel toothpaste in the world. In 2003, Unilever sold the exclusive licensing rights of Close-Up in United States and Canada to Church & Dwight. This sale did not affect the brand in other countries, like India where Unilever and its subsidiaries continue marketing Close-Up. The brand has always been unique and fun, encouraging people to open up by getting over their self doubt. It is aimed at every person who is young at heart.



COLGATE

In 1806, a 23 year old English immigrant to America, William Colgate launched a tiny manufacturing facility and retail shop making and selling starch, soap and candles. The following year, Francis Smith joined him in business and the little facility was renamed Smith and Colgate. Finally, in 1928, the acquisition of Colgate completed the formation of Colgate-Palmolive-Peet. The company first expanded into Europe in the 1930s with purchase of several French and German soap makers. Today, Colgate focuses on four core businesses: Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate now sells its products in 222 countries and territories worldwide.



grey?
 gorgeous?

Why can't more women feel glad to be grey? Join t



DOVE

The Dove brand started its life in 1957 in the US, with the revolutionary new beauty cleansing Bar. With its patented blend of mild cleansers and moisturizing cream, Dove's iconic Beauty Bar rinses cleaner than soap, leaving skin clean, soft and smooth. It is #1 Dermatologist Recommended brand in the US, Canada and France and strongly endorsed by Dermatologists across the world. Today Dove offers a range of products: Body Washes, Hand and Body Lotions, Facial Cleansers, Deodorants, Shampoos, Conditioners and Hair Styling products, all developed on the universal premise of real care.

DETTOL

Dettol has stayed at the forefront of consumer hygiene by developing new ways to protect people against germs. Dettol brand first started in hospitals 80 years ago, where Dettol was first used for the cleaning and disinfection of skin during surgical procedures. Dettol was also used to protect mothers from illness after childbirth. Ever since then, Dettol liquid has been trusted around the world to help clean wounds. Dettol products are safe to use on skin.



DURACELL

Duracell is the world's leading manufacturer of high performance alkaline batteries, specialty cells and re-chargeables. Since its foundation in the early 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries. And at the heart of it all has been the Duracell Bunny. Duracell story began in the early 1920s with an inventive scientist named Samuel Ruben and an eager manufacturer of tungsten filament wire named Philip Rogers Mallory. Ruben came to the P.R. Mallory Company seeking a piece of equipment he needed for an experiment. But Ruben and Mallory saw an opportunity: Uniting Ruben's inventive genius with Mallory's manufacturing muscle. Their partnership, which would last until Mallory's death in 1975, was the bedrock of Duracell International.



DUREX

Durex is about great, fun and safe sex. Durex is the trademarked name for a range of condoms that were made by United Kingdom-based SSL International. This company was sold to Reckitt Benckiser in July 2010. In 2006, Durex condoms was declared the runner-up of the most account sales of condoms in the United States, with Trojan condoms being no. 1. Although they were not an official sponsor of the Olympic Games, Durex provided 150,000 free condoms to more than 10,000 athletes that competed in the 2012 Summer Olympics in London.



FRESH CRÈME ANCIENNE (MADE IN A MONASTERY)

Fresh Crème Ancienne is a couture, ageless complexion cream that provides long-lasting hydration while immediately smoothing the look of wrinkles. Handmade in a monastery, this ultra-effective formula is proven to reduce the appearance of wrinkles in depth and length, providing a significant, anti-oxidative effect for 24 hours delivering instant and long-lasting hydration. The face cream is hand-blended with meadow foam seed oil, a unique fatty acid absorbed by the skin to provide the ultimate nourishment. A dose of vitamin E provides antioxidant protection against wrinkle-causing free radicals, while chamomile wax decreases dry spots, softens the skin, and imparts a light moisture-preserving veil.

GILLETTE

It wasn't until 1901 that King C. Gillette fundamentally transformed shaving with the invention of the first safety razor, which was granted a patent on November 15th, 1904. With the advent of the safety razor, a man did not need to send his straight edge razor to the barber for sharpening. The idea of clamping a smaller version of a straight edge onto a handle was genius – the blade was easier to control, which resulted in fewer nicks and cuts, and was replaceable when it became dull. Gillette has been amongst the leaders in shaving innovations, delivering cutting edge science and technology to consumers. When King C. Gillette introduced his revolutionary safety razor, he founded a company on the time-honored credo, "There is a better way to shave and we will find it."



HARPIC

Harpic is the brand name of a toilet bowl cleaner launched in England in the 1920s and now marketed by Reckitt Benckiser. It is currently available in Africa, the Middle East, South Asia, Asia Pacific, Europe, Latin America and Eastern Europe. The toilet cleaning products marketed under the brand name include liquids, tablets, wipes, brush systems, toilet bowl and cistern blocks. It contains hydrochloric acid (10%) as the active ingredient, along with butyl oleylamine and others in an aqueous solution.

HEAD & SHOULDERS



The idea for Head & Shoulders dates back to about 1950 when Procter & Gamble research determined that consumers were not completely satisfied with the then existing anti-dandruff shampoos. After 10 years of research, P&G scientists found a new and effective ingredient against dandruff that really worked—Pyrithione Zinc. In 1960, P&G tested the product and by the spring of 1961, the shampoo was given its name, Head & Shoulders. Today Head & Shoulders is one of the company's global billion-dollar brands.



HENKEL

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Founded in 1876, Henkel looks back on more than 140 years of success. Henkel employs more than 50,000 people globally who share a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX.



HONEST TEA

An active person, Seth was continually in search of the perfect drink to quench his thirst after a run, a game of basketball, or between grad school classes. Yet, Seth found most drinks either too sweet or too tasteless. Seth started brewing batches of tea in his kitchen. Five weeks after taking the plunge, he brought thermoses of tea and a recycled bottle with a mock-up label to Fresh Fields. In March 2011, The Coca-Cola Company purchased Honest Tea after an initial 40% investment in 2008, which helped expand the distribution of Honest® beverages. The dream that took root in Seth's kitchen in 1998 became a company. Seth continues to run the business as the Co-Founder and TeaEO Emeritus and there are passionate teams in both Bethesda, MD and Atlanta, GA—as well as across the country and around the world—working together to grow the brand.



KIEHL'S

Kiehl's was founded in 1851 as an old-world apothecary in New York's East Village neighborhood. Its unique, extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and advanced through the generations. Since 1851, Kiehl's has been committed to serving quality products through the most outstanding service. Since its early days, Kiehl's has been committed to giving back to the community where it serves its patrons.



LANCÔME

Founded in 1935 by the visionary pioneer Armand Petitjean, with the wish of spreading the spirit and taste of French elegance around the world, Lancôme immediately embodied the essence of beauty. Today the brand is present in 130 countries, with 20,000 beauty advisers in as many points of sale offering sophisticated services and iconic products to an international clientele. Lancôme successfully combines scientific expertise and an intuitive understanding of women's needs to produce major innovations, unique and complementary between skincare, makeup and perfume. The brand has chosen charismatic and fully accomplished women to be its ambassadors: women with heart like Julia Roberts, Kate Winslet, Penélope Cruz, Lupita Nyong'o, Lily Collins and Taylor Hill.



HUGGIES

Huggies is the brand name of a disposable diaper marketed by Kimberly-Clark. Huggies were first test marketed in 1968, then introduced to the public in 1978 to replace the Kimbies brand. During extensive consumer testing, parents said they wanted a product to help make bathing their baby more convenient. As a result, new Huggies Disposable WashCloths are available in a version with lavender and chamomile-scented bath wash built in to give parents more flexibility when bathing their kids. It also comes in a no-soap version that can be used for bathing or for playtime and mealtime cleanup. Kimberly-Clark and its well-known brands are an indispensable part of life for people in more than 150 countries.

JOHNSON'S BABY

Some of the most enduring images from the history of Johnson & Johnson are those associated with the company's baby products. But the earliest products of Johnson & Johnson were medical products. So how did they become known as the Baby Company? It started with medicated plasters. Some patients who used medicated plasters had complained to the Company that some of the plasters irritated their skin. In response, Scientific Director Fred Kilmer sent them small containers of powder to soothe the irritation. These patients discovered that the powder also helped alleviate diaper rash. As a result, JOHNSON'S® Baby Powder made its debut in 1893, went on the market in 1894, and the company's baby products business was born.



LIFEBUOY



The Lifebuoy brand has, since 1894, supported people in their quest for better personal hygiene. Lifebuoy started with William Lever's goal to stop cholera in Victorian England. Over the past century, lifebuoy evolved into the world's #1 selling germs protection soap and a worldwide leader bringing better health and hygiene to billions. The classic red bar of Lifebuoy soap and its distinctive medicated carbolic smell was synonymous with cleanliness throughout the twentieth century. Today, the Lifebuoy brand is more than the quintessential bar of red soap. With its multiple soap variants and specially designed body washes, Lifebuoy protects families from 10 infection causing germs.

LISTERINE

The history of Listerine goes back more than 130 years, to the beginnings of modern medicine. It all started in 1860, with the work of Sir Joseph Lister. The English doctor and surgeon was at that time applying the theories of the famous scientist Louis Pasteur: theories according to which invisible germs could be the cause of numerous infections. In 1865, Sir Joseph Lister became the first surgeon to carry out an operation in a chamber sterilised by pulverising antiseptic in the air. During the 19th century this resulted in a significant fall in mortality rates in patients. In 1879, Doctor Joseph Lawrence created a unique formulation in his laboratories, inspired by the research of Sir Joseph Lister, and called it LISTERINE. LISTERINE is used today as a daily mouthwash.



LUX

Since 1925, Lux has been bringing the best of beauty – and the pleasure that comes with it – to every woman in the world. Made like the costliest French soap and known as the beauty secret of some of the most glamorous stars – from Elizabeth Taylor, Audrey Hepburn, Marilyn Monroe, to Ashwarya Rai, Katrina Kaif and Shu Qi – its alluring beauty treats delight women in more than 100 countries worldwide every day. Lux is committed to creating indulgent skin treats women crave to provide an exceptional experience in and out of the shower.



L'OCCITANE

The story began in 1976, in Provence, when Olivier Baussan created L'OCCITANE. The first L'OCCITANE store opened in 1981, in Provence. L'OCCITANE is an international retailer of body, face, fragrances and home products based in Manosque, France. A true story lies behind each of the ingredients used to make the products which are gathered in the south of France and around the Mediterranean. L'OCCITANE's fragrances, body care and face care ranges are inspired by the benefits of these ingredients and the skills and know-how of the region's artisans.

L'OREAL

For more than a century, L'Oréal has been involved in the adventure of beauty. The small company founded by Eugène Schueller in 1909 has become the number one cosmetic group in the world. L'Oréal is a cosmetic and beauty company located in Paris. L'Oréal currently manufactures 500 brands and thousands of individual products in all sectors of beauty and fragrances. L'Oréal has six worldwide research and development centers in France, U.S, Japan, China and India and New Jersey.



MAC

MAC Cosmetics was founded in Toronto, Ontario in 1984 by Frank Angelo, a beauty salon owner and Frank Toskan a fashion photographer and make-up artist. The brand was created to help fill the gap in the industry for high performing products that could proved versatility, as well as withstand the hot studio lights on set. MAC quickly gained popularity among industry professionals and eventually became available to the public, spreading to the U.S. market where it opened its first stand alone store in Greenwich Village, New York in 1991. M·A·C Cosmetics is owned by The Estée Lauder Companies.



MARY KAY

Mary Kay Cosmetics is one of the foremost names in color cosmetics, from the house of the legendary Mary Kay, a highly regarded beauty care expert. The company has a worldwide operation base and its corporate headquarters are situated in Dallas, Texas. Mary Kay cosmetics are not just an ordinary cosmetics manufacturing company, unlike many of other bigger brand names. The company has a legendary track record and a great history and was established in 1963 by Mary Kay Ash. She was an accomplished corporate leader and a great visionary and was very successful in establishing a conglomerate of a big magnitude.



MAYBELLINE NY

Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Maybelline was founded by young Chicago chemist Thomas Williams in 1915. Two years later, Williams introduced Maybelline Cake Mascara, the first modern eye cosmetic made for everyday use. Initially available only through mail order, it was so popular that women began to ask for it in drugstores. Maybelline became the first cosmetic company to advertise on radio and sales boomed. In 1932, responding to incessant demand, Maybelline introduced a special 10-cent package of Cake Mascara for retail sale. And the rest, as they say, is history!



NO-AD SUNSCREEN

NO-AD Sun Care was introduced in 1962 with the concept of providing consumers with quality sun care products that are twice the size as national brands for the same price – all with “no TV ads”, no hype and no gimmicks. NO-AD has received top marks from America’s leading consumer review magazines. NO-AD has been picked four times, including in 2015, as a “Best Buy” for its exceptional value and

once as a “Recommended” sunscreen for its superior protection. NO-AD is making news again since 2016 by becoming the first mass sun care brand to go Paraben-Free and Retinyl Palmitate-Free! When it comes to value and common sense, NO-AD has no competition.

NIVEA

The development of NIVEA Creme over 100 years ago marked the beginning of a unique success story and the birth of the most famous skin care brand in the world. NIVEA is the product of brilliant research, outstanding creativity, and sound business acumen. In 1890, Dr. Oscar Trolowitz bought Paul C. Beiersdorf’s Hamburg-based laboratory. Trolowitz’s scientific advisor, the leading dermatologist Professor Paul Gerson Unna, told him about an innovative emulsifying agent called Eucerit (the ancient Greek word for beautiful wax). Together, they developed the world’s first stable oil-and-water-based cream that was suitable for mass production in 1911 and called it NIVEA. The name NIVEA comes from the Latin words “nix, nivis” and means “snow”. When translated, NIVEA literally means “snow white”.



OLAY

Olay is a star product launched out of a scientist’s home in 1952 would spawn a constellation of top-selling skincare collections worldwide. Olay started life in a South African lab by an ex-Unilever employee called Graham Wulff. Oil of Olay was originally a thick pink liquid which was marketed as an anti-ageing ‘beauty fluid’. In the 1970s the range expanded to include all manner of skincare products, and the company was bought by Procter & Gamble in the mid-80s. It is now sold in 80 countries worldwide to an estimated 60 million women.



NEUTROGENA

In 1930, Emanuel Stolaroff established a small company in Los Angeles specialising in cosmetic products and personal hygiene products, by the name of Natone. In 1954, when he was travelling to Europe on business, he heard about an amazing soap: soft, transparent amber, quick and easy to rinse out, without leaving any residue. It was then given the name of NEUTROGENA®, due to its neutral pH, almost identical to that of water. Convinced that there was a market for soap of such quality, Emanuel Stolaroff established an innovative commercial strategy for his time. Deciding to differentiate from his competitors, he focused on the transparent amber soap and extended its area of distribution to large stores and pharmacies. It was a success. The soap sold so well that in 1962, NEUTROGENA® became the group brand. NEUTROGENA is a brand of the Johnson & Johnson family of consumer companies.



ORAL-B

The Oral-B brand is a world-wide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company since 2005, the Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers, and interdental products, such as dental floss. P&G is the only oral company with a complete product portfolio to keep smiles healthy and beautiful for life.

PAMPERS

Pampers diapers were born in 1961. In the early years, the brand underwent several redesigns, tests and manufacturing developments. While there were other disposable diapers on the market, the combination of Pampers' superior performance and reasonable pricing created the disposable diaper category in the United States.

Pampers reached a major milestone in 1964, when its first patent was granted in the United States. Five years later, it became the first nationally sold brand in the United States. Over the next 10 years, Pampers expanded distribution around the world, entering Europe, Asia and Latin America. Today, Pampers are made at nearly 30 manufacturing plants in 25 countries, and are available in more than 100 countries around the world.



PALMOLIVE

Palmolive is the trademark of a line of products produced by Colgate-Palmolive Company. It was introduced in 1898 and is sold in various countries. It includes shampoo, conditioner, soap, body wash (body wash/shower gel) and hand-wash liquid. Established in Milwaukee, Wisconsin in 1898, the B.J. Johnson Company started making a soap entirely of palm oil and olive oil, the formula of which was developed by the company. It was later renamed "Palmolive". Around the start of the 20th century, Palmolive was the world's best-selling soap. In 1953, the company became known as the Colgate-Palmolive Company.



PANTENE

In 1945, Hoffman-LaRoche launched a line of luxury hair products in Switzerland named Pantene – after panthenol, a star ingredient of the formulas. Panthenol is a pro-vitamin of B5 that softens and heals hair, hence the

PRO-V part of the current brand name. Pantene was acquired by Procter & Gamble in 1985, marking the conglomerate's first venture into the cosmetics industry. With P&G's help the company expanded tremendously, and by 1994 its products were being sold in 55 countries. Pantene also holds the status as the world's leading hair care brand in sales, and has passed the \$1 billion dollar mark in revenue

PEPSODENT

Pepsodent is a leading oral care brand with a wide range of products, benefiting from Unilever's long tradition of R&D in this field. Pepsodent has a range of toothpastes and toothbrushes that could take care of specific oral care needs. Unilever is a leading manufacturer of oral care products in over 50 countries around the world. Unilever Oral Care is represented by brands including Pepsodent etc. Unilever Oral Care supports over 40 oral health improvement programmes in countries around the world and has a unique partnership with the FDI World Dental Federation – the authoritative independent voice of dentistry – to improve oral health on a global scale.



POND'S

The Pond's story began in 1846 when Theron T. Pond, a pharmacist from Utica, New York, introduced a witch-hazel based wonder product, called 'Pond's Golden Treasure'. Forty years later it was re-launched as Pond's Extract and then, in 1914, Pond's Cold Cream and Vanishing Cream marked the brand's evolution into a beauty icon. Its reputation for style and beauty was enhanced by a series of endorsements by glamorous society women in the 1920s. From one man in a tiny home-made laboratory, to today's state-of-the-art R&D facilities led from Bangkok, Mumbai, New York and Tokyo, the Pond's promise has remained the same across 58 countries: to deliver products that make a real difference to women's skin and the way they live their lives.



REVLON

Revlon is a world leader in cosmetics, skin care, fragrance and personal care and is a leading mass market cosmetics brand. The Revlon vision is to provide glamour, excitement and innovation through quality products at affordable prices. Revlon's first beauty item was nail enamel. Initially, the revolutionary "cream enamel" came from the tiny Elka company, in Newark, New Jersey, a polish supplier to beauty salons for whom Charles Revson began to work as a sales representative in 1931. Charles Revson and his older brother Joseph distributed Elka nail polish as Revson Brothers. Within a year, however, Charles Revson decided to open his own nail polish company, going into partnership with his brother and a nail polish supplier named Charles R. Lachman, who contributed the "l" to the Revlon name. Revlon was formed on March 1, 1932.



REXONA

The world's best-selling deodorant, Rexona, a product of Unilever is also sold as Sure, Shield and Degree around the world – but whatever the name, it always carries the iconic 'tick' logo. Unilever is the largest anti-perspirant and deodorant manufacturer in the world and recognizes the responsibility this brings. Hence it has been enabling millions of people in low-income markets across Asia to enjoy Rexona's benefits through affordable mini-sticks, mini-roll-ons and sachets of deodorant lotions, supported by personal hygiene education programs.



SUNSIK

Sunsilk is Unilever's leading share care brand and ranks as one of the Anglo-Dutch conglomerate "million dollar brand". SunsilK shampoos, conditioners and other hair care products are sold in 69 countries worldwide. SunsilK is sold under variety of names in the markets around the world. The brand is strongest in Asia, Latin America, Middle East and is number one brand hair care brand in India, Brazil, Argentina, Bolivia, Sri Lanka and Thailand.



SHISEIDO ULTIMUNE

Shiseido has a rich and vibrant history. More than merely a beauty brand, for over 140 years the company has always provided inspiration by being innovative and creative, producing timeless products and remaining a leader in the field of beauty and skincare. Shiseido has been researching skin immunity for over 20 years. Ultimune is a product that embodies Shiseido skincare. It strengthens the skin's natural powers of defense, enabling it to build its own beauty.

STAYFREE

Stayfree is a brand of feminine hygiene products, including maxi pads, ultra thin pads, and female wipes. The Stayfree® range of sanitary napkins is known for providing a wide variety of choices to meet the diversified and sophisticated needs of women in India. Keeping this in mind, Johnson & Johnson Consumer embarked on its biggest launch in the Premium Tier – the first ever "Soft Touch Cover" (HTA cover) ultra thin napkin - Stayfree® Advanced. With the new Stayfree® Advanced, the brand promises to provide superior protection and keep consumers comfortable with its unique "soft touch" cover, taking forward Stayfree's global positioning of "comfortable protection".



SURF

Surf as a brand goes all the way back to the creation of Sunlight, Unilever's first product – a soap bar – in the 1890s. Indeed, Surf in Africa is still known as Sunlight, and carries a deep emotional and historical bond with consumers across the continent. The Surf brand name was launched in 1959. Surf stands by Unilever's Cleaner Planet Plan – a campaign designed to reduce the impact of laundry products on the environment. From saving water to reducing packaging, Surf works hard behind the scenes to ensure their products are environmentally aware. Surf is also working on many projects as part of Unilever's Sustainable Living Plan to save water in the washing process and improve the livelihoods of people around the world.



SURGE (SODA)

Coca-Cola introduced SURGE in 1996 but took it off the market in 2003. The brand amassed a cult-like following among its young male-dominated fan base, who loved its bright green color, bold citrus taste and quirky sense of humor. Coca-Cola responded to the passionate and persistent efforts of The SURGE Movement – a Facebook community, led by three twenty-something men, that lobbied the company to bring back their favorite drink – by re-launching SURGE through a unique e-commerce partnership with Amazon.com. Thirsty fans quickly scooped up 12-packs of 16 oz. cans online. In fact, Coca-Cola had trouble keeping SURGE in stock given the overwhelming demand.



THE BODY SHOP

The Body Shop was founded in 1976 by Dame Anita Roddick in Brighton, England. The Body Shop story started with the belief that business could be a force for good, and has always done things differently and created innovative, naturally-inspired products. Today its Enrich Not Exploit™ Commitment is stronger than ever. The Body Shop has never tested any of its ingredients or products on animals and never will. The Body Shop is an iconic British retail brand with an extensive and growing global presence. It now employs more than 22,000 people in over 60 countries around the world. It has exported innovative products, campaigns that matter, an ethical approach to business and its unique English irreverence to countries all over the globe.



TIDE

The description of synthetic detergents as the first big change in soap making in two millennia was hardly an exaggeration. Tide, the first heavy-duty synthetic detergent, was not just a new product, but a new kind of product. It was based on synthetic compounds rather than natural products. Although initially targeted for marketing in areas of hard water, synthetic detergents—with Tide® in the lead—soon displaced traditional soaps throughout the United States. Tide, manufactured by Procter and Gamble, has been a part of American culture for more than six decades.

VASELINE

In the 1860's, Robert Chesebrough, a dispensing chemist, discovered something amazing. He discovered a 100% natural product, rich in minerals from deep within the earth yet totally pure, which had remarkable healing properties when applied to cuts, burns and abrasions of the skin. That product was branded Vaseline petroleum jelly. Vaseline has dedicated its research to skin for over 145 years. Vaseline Lip Therapy is currently the biggest lip brand in the UK. Vaseline Intensive Rescue Repair & Protect lotion is Unilever's most efficacious product to date.



VIM

Created in 1885, the Vim brand is still innovating and using the magic of natural ingredient like Lemon to create unbeatable results over a hundred years later. William Hesketh Lever was determined to revolutionize Victorian England's standards of cleanliness and hygiene: so he created Vim Soap. His revolutionary product was the first one ever created by the company that is now a part of the Unilever group. Vim is sold in four continents, and is the leading hand dishwashing brand in twenty countries, and is available to more than 2 billion people around the world. Vim began life as a soap, but is now available as a complete range of hand dishwashing – including bars, powders and liquids.

WHOLE FOODS

Whole Foods Market was founded in Austin, Texas, when four local businesspeople decided the natural foods industry was ready for a supermarket format. Its founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of Clarksville Natural Grocery. The original Whole Foods Market opened in 1980 with a staff of only 19 people. It was an immediate success. At the time, there were less than half a dozen natural food supermarkets in the United States. Whole Foods have grown by leaps and bounds since its first store opened.



VICKS

Vicks VapoRub has been a household staple for a century, but the man who made it famous is still a mystery. Vicks is an American brand of over-the-counter medications owned by the American company Procter & Gamble. For much of its history, Vicks products were manufactured by the family-owned company Richardson-Vicks, Inc., based in Greensboro, North Carolina. Richardson-Vicks, Inc., was eventually sold to Procter & Gamble in 1985. In Japan, the product is distributed by Taisho Pharmaceutical, but is manufactured by P&G in India. In Belgium, the product is imported by Procter & Gamble.





FOOD & BEVERAGE

7-UP

7UP, the refreshing clear drink with a natural lemon and lime flavor was created in 1929. It was launched in India in 1990 and its international mascot Fido Dido was used for advertising in 1992, to position the brand as a cool drink for youngsters. Fido became an instant hit with his trendy look, laid-back attitude and unconventional take on life. 7UP is one of the first to be nationally distributed besides being marketed as a healthier alternative to other soft drinks.



ACTIVIA

Activia is a probiotic yoghurt brand that is currently being marketed by Danone in the UK. Activa was introduced in France in 1987. The current market strategy for the product is that it is healthy food and part of a healthy lifestyle. Activia is present in more than 70 countries and on all 5 continents. Activia is classified as a functional food, designed to improve digestive health. These foods are enriched with probiotics and provide health benefits when consumed in adequate amounts.

AQUAFINA

Aquafina was first launched in the US in 1994. With its unique purification system and great taste, Aquafina soon became the bestselling brand in the country. Aquafina goes through a five step state-of-the-art purification process to give consumers pure water and perfect taste. Aquafina has been built through refreshing and sharp advertising. Aquafina is the face of PepsiCo's water conservation initiatives and builds awareness about PepsiCo's efforts to replenish and restore the water table through its pack labels.



BASKIN' ROBBINS



Baskin-Robbins is the world's largest chain of ice cream specialty shop restaurants. Based in Canton, Massachusetts, it was founded in 1945 by Burt Baskin and Irv Robbins in Glendale, California. When you think of ice cream, Baskin-Robbins® is the brand that immediately comes to mind. With its high-quality ice cream, specialty-frozen desserts, beverages and an incredible recipe library of 1200 flavors, it is little wonder that Baskin-Robbins are absolutely the most preferred ice cream destination in the region. Baskin-Robbins is known for its 31 flavor concept that is a different flavor for each day of the month.

BOURBON

After the cup of tea, biscuits (which are basically an edible extension of tea) are the most important commodity in Britain. But London has its fair share of biscuit history too, not least at Peek Freans factory in Bermondsey. Between 1866 and 1989 the confections, jobs, and sweet odours created by this factory earned Bermondsey the nickname 'Biscuit Town'. Bourbon - Created by Peek Freans in 1910, was an indulgent chocolate sandwich with a chocolate cream filling, which the biscuit munching masses went for in a big way. At some point in the 1930s a product manager at Peek Freans made the clever move to rebrand the biscuit as the bourbon.



BROOKE BOND

Brooke Bond is a brand-name of tea owned by Unilever, formerly an independent manufacturer in the United Kingdom, known for its PG Tips brand and its Brooke Bond tea cards. The selection of tea leaves, blending and processing are based on painstaking craftsmanship, honed over thousands of trials and years of experience. The tea leaves that are used to make Brooke Bond Taj Mahal Tea are grown only in a few estates of Upper Assam, Darjeeling and Tripura. Brooke Bond Supreme is made with the best chosen leaves from tea gardens of Kenya providing the perfect tea.

CADBURY

Cadbury, a brand well known and loved by millions around the world, had a very humble beginning. It began with the opening of a grocer's shop in Ball Street, Birmingham in the year 1824 by John Cadbury. This grew to become the most recognizable brands in the world. In most parts of the world just the word Cadbury symbolizes chocolate. The first ever Cadbury chocolate bar was launched in the year 1897 and their famous brand Cadbury's Dairy milk began in the year 1905. By the end of the 1930's Cadbury had become the 24th largest manufacturing firm in the Britain. Cadbury became part of Mondelez International family on the 2nd of February 2010. For the 3rd consecutive year, the Food & Drink Federation Apprentice of the Year award was handed to a Mondelez International apprentice from Cadbury.



COSTA COFFEE

Costa Coffee is one of the most famous coffee chains in the UK. It was founded in 1971 in Italy by two Italian brothers Sergio and Bruno Costa. Costa company which introduced the first Costa coffee shops in the UK in the early 1980s, had as a main objective to create and serve the finest authentic Italian coffee. Costa became part of Whitbread PLC in 1995 and has followed an expansion program, so to become recognized nationally. Today Costa is the largest and fastest growing coffee shop chain in the UK. Costa strives to be green as well, and their beans come from Rainforest Alliance Certified Farms. Their paper cups are recyclable, and made using sustainable ink, as opposed to oil-based ink.



DUNKIN' DONUTS

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. In 1950 Bill Rosenberg opened the first Dunkin' Donuts restaurant in Quincy, Mass., with the goal to "make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised

stores. Dunkin' Donuts is dedicated to serving high quality coffee packed with flavor. Its great range of snacks has grown too, with fresh sandwiches and pastries available alongside its delicious donuts. Today, Dunkin' Donuts is proud to serve over 5 million guests a day in 33 countries around the globe with more than 11,000 restaurants.

EVIAN

Evian water comes from France, and that is also where the company is located. Evian is classified as a mineral water, and is sourced near Lake Geneva, at Évian-les-Bains. The start of Evian can be traced to 1829, when the Société des Eaux Minérales Mineral Water Company was founded. All of the water was bottled in glass containers until 1969, when the first PVC bottle was used to package Evian water. In 1970, BSN Group (which later became the Danone Group), bought the Evian brand. Evian water was first introduced to the United States in 1978, where it was first seen in high-end restaurants and hotels.

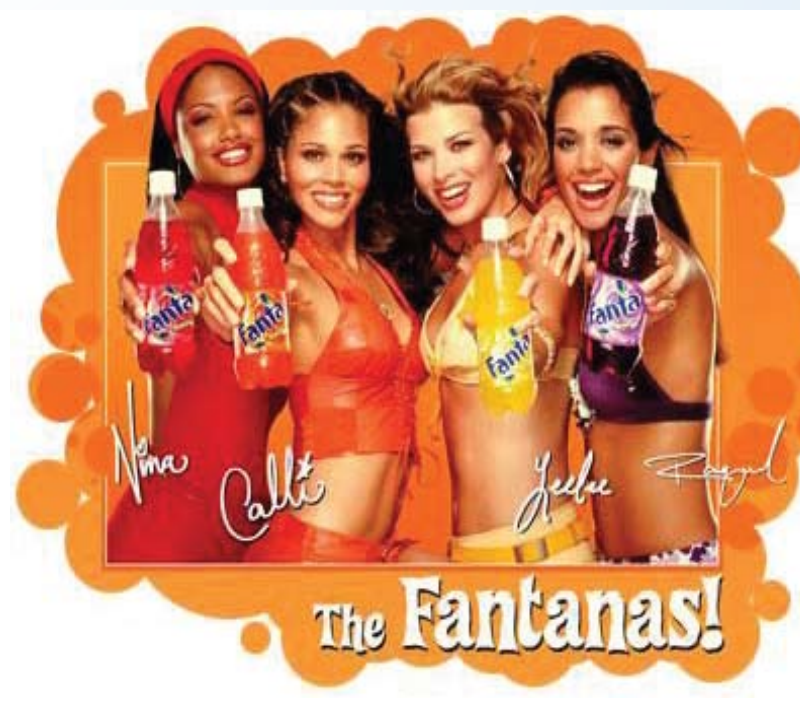


DIGESTIVE

A digestive biscuit, sometimes described as a sweet-meal biscuit, is a semi-sweet biscuit that originated in the United Kingdom and is popular worldwide. The digestive was first developed in 1839 by two Scottish doctors to aid digestion. First manufactured in 1892, McVitie's digestive is the best selling biscuit in the UK. A prominent feature in British culture, the digestive is ranked the most popular biscuit for "dunking" into tea. Original McVitie's Digestives are uniquely delicious, its sweet wheaty taste and distinctive size makes it the undisputed king of biscuits.

DOMINO'S

Founded in 1960, Dominos is the second largest pizza chain in the world. Although Domino's is a highly-recognized global brand, its focus is on serving the local neighborhoods in which it lives and does business through its large network of franchise owners and Company-owned stores. Domino's believes strongly in the strategy of 'Think global and act local'. Initiatives such as Fun Meal and Pizza Mania have been extremely popular with consumers looking for an affordable and value for money meal option. Domino's believes that when a box of pizza is opened, family and friends come together to share the pizza.



FANTA

Fanta started back in the World War II days when a trading ban was placed on Germany by the Allies which meant the Coca-Cola Company wasn't able to import the syrup needed to produce Coca-Cola in Germany. Dr Schetelig decided to create a new product for the German market instead of Coca-Cola which could be made using only ingredients available in Germany which at the time was mainly apple fibre and a by-product of cheese. It tasted of orange and was yellow colored. The name Fanta comes from 'fantasie' which is German for 'imagination'. And obviously the creator needed a good imagination to think that cheese and apple would make a good drink. The name was chosen by a salesman called Joe Knipp. Fanta was the second drink to be produced by Coca-Cola, the first being the original Coca-Cola.

FERRERO ROCHER

Over the years, the Ferrero Company has flourished by following the principles of its founder, Pietro Ferrero. Like Rocher chocolates, every Ferrero Company brand is an original concept, anticipating consumer demand for superior quality, taste, and presentation at affordable prices. Ferrero Rocher was introduced in 1982. In just a few years it had experienced phenomenal growth becoming the favorite chocolate treat for millions of people and one of the best-known premium chocolate brands all over the world. Ferrero Rocher's distinctive golden wrapper highlights a product of exceptional quality, craftsmanship and refinement, making it the perfect choice for gifting, sharing or indulging in.



GODIVA

The GODIVA story began in 1926, when the inspirational Belgian chocolatier Pierre Draps created his very first pralines. Godiva Chocolatier, Inc., is a leading manufacturer of premium-quality chocolates, cookies, ice cream, cocoa, and flavored coffees. Its products are sold at about 250 company-owned stores in North America and in major cities worldwide, as well at sales counters in several thousand upscale department and specialty stores. Godiva also sells its chocolates through direct-mail catalogs and via the Internet. Founded in Belgium, the firm has been owned since the 1960s by Campbell Soup Company and is now headquartered in the United States.



HÄAGEN-DAZS

Häagen-Dazs is an ice cream company founded in 1961 by Reuben and Rose Mattus, two Jewish-Polish immigrants, in the Bronx, New York. Starting out with only selling three flavors; vanilla, chocolate, and coffee, the two opened their first retail store in Brooklyn, New York, on November 15th, 1976. Later, with great success, the company offered franchises throughout 55 countries, including all of the permanent members of the Security Council of the United Nations. Häagen-Dazs was bought by Pillsbury in 1983, the latter later on bought by General Mills; however, in the United States, Häagen-Dazs is licensed to Nestlé subsidiary Dreyer's, which attained the rights through the General Mills-Pillsbury deal.



HARIBO

In 1920, a poor confectionery factory worker in Bonn, Germany, decided that it was high time he struck out on his own. Armed with nothing but a bag of sugar, a marble slab, a kettle, an oven and a rolling pin, Hans Riegel began whipping up hard candies in his kitchen, which his wife would then deliver from the basket of her bike. The new company was called Haribo—a smash up of Hans Riegel of Bonn. After two years of middling profits, the Riegels realized that they'd need a gimmick and fast to keep competitive. Noticing the popularity of the soft gelatin-based candies of their competitors and thinking, well, children like bears, the Riegels decided to make their

next product a soft, fruit-flavored chew in the shape of a dancing bear. The original bear was a bit taller and more svelte than the gummy bear we all know and love, but it was an instant hit with children in Bonn.

HERSHEY'S

The Hershey Company commonly called Hershey's is one of the largest chocolate manufacturers in North America. Its headquarters are in Hershey, Pennsylvania. It was founded by Milton S. Hershey in 1894 as the Hershey Chocolate Company, a subsidiary of his Lancaster Caramel Company. Hershey's products are sold in over 60 countries worldwide. In addition, Hershey is a member of the World Cocoa Foundation. As a global leader the company has built a big business manufacturing such well-known chocolate and candy brands as Hershey's, Kisses, Reese's peanut butter cups, Twizzlers licorice, and, under license, Mounds candy bar, York peppermint pattie, and Kit Kat wafer bar. Hershey also makes grocery goods, including baking chocolate, chocolate syrup, cocoa mix, cookies, snack nuts, breath mints, and bubble gum.



HEINZ KETCHUP

Heinz Tomato Ketchup is a brand of ketchup produced by the H. J. Heinz Company (now Kraft-Heinz). First introduced in 1876, Heinz Tomato Ketchup remains the best selling brand of ketchup. From 1906 it was produced without preservatives. In 1907, Heinz started producing 13 million bottles of ketchup per year, exporting ketchup all over the world, including India, Australia, South America, Japan, Indonesia, New Zealand, South Africa and the United Kingdom. In addition to the standard ketchup variety, Heinz offers two varieties known as "Organic" and "Simply Heinz". Both of these varieties contain sugar instead of high fructose corn syrup

JIFFY'S MUFFIN MIX

Jiffy is a brand of baking mixes marketed by the Chelsea Milling Company in Chelsea, Michigan, that has been producing mixes since 1930. Jiffy was created as the first prepared baking mix in the United States by Mabel White Holmes. Chelsea Milling Co. Inc. manufactures and markets flour mixes. The company offers brownie, cake, corn muffin, crust, frosting, muffin, and multi-purpose baking mixes. Chelsea Milling Co. Inc. was formerly known as Chelsea Roller Mills. The company was founded in 1887 and is based in Chelsea, Michigan.



KIT KAT

"Have a break. Have a KitKat." As slogans go, the line for Nestle's chocolatey, finger-y snack is one of advertising's greatest hits. Conjured up in 1958 by JWT Orland's Donald Gilles, the brand is 80-years-old and was originally devised as a snack workers could pack in their lunchbox. In late 2013, just as Kit Kat was searching for the next brand to partner with, Google approached Kit Kat with a proposal to name version 4.4 of their Android operating system the Android Kit Kat. Google's reason for the approach was easy: Google engineers simply loved Kit Kat.



KELLOGG'S

Kellogg Company manufactures and markets ready-to-eat cereal and convenience foods in the United States and internationally. The company also offers health and wellness bars, and beverages. It offers cereal products under the Kellogg's brand name; and cookies, crackers, crisps, and other convenience foods under the Kellogg's, Keebler, Cheez-It, Pringles, Murray, Austin, and Famous Amos brands. Kellogg Company was founded in 1906 and is headquartered in Battle Creek, Michigan.



KNORR

Since 1838, the brand founded by Carl Heinrich Knorr has been on a mission to bring better and more flavorful food to its customers tables. He pioneered drying techniques, enabling soup mixes, vegetables and bouillon to be prepared, which were delicious, nutritious and easy to use. Word soon spread and so did his products, firstly across Europe and then the rest of the world. Knorr is today one of the world's largest cooking brands sold in more than 78 countries around the world.

KFC

KFC is the world's most popular chicken restaurant chain, specializing in famous original fried recipe chicken. It all started with one cook who created a finger lickin' good recipe more than 75 years ago, a list of secret herbs and spices scratched out on the back of the door to his kitchen. That cook was Colonel Harland Sanders, of course, and today KFC still follows his formula for success, with real cooks breading and freshly preparing delicious chicken by hand in more than 20,000 restaurants in more than 125 countries. With the help of incredible franchise partners around the world, KFC has become one of the fastest growing retail brands.



LAY'S

Frito-Lay began as two separate companies in the early 1930s that merged in 1961 to form Frito-Lay. It became a subsidiary of PepsiCo in 1965. Lay's is the brand name for a number of potato chip varieties as well as the name of the company that founded the chip brand in the U.S. in 1932. Lay's is the company's primary brand with the exception of limited markets where other brands are utilized. Over the years, Lay's has become known for its engaging and innovative promotions and campaigns.



LIPTON

Lipton is a brand of tea, owned by the company Unilever. Tea was originally an expensive drink, enjoyed exclusively by the wealthy. In 1880, 40-year-old, Glasgow-born entrepreneur and innovator Sir Thomas Lipton envisioned an opportunity to make a quality tea that was universally accessible, at a reasonable price. He began by purchasing tea estates in Sri Lanka, and arranged packaging and shipping at low costs to sell his teas directly from the tea garden to the teapot. In 1893, he established the Thomas J Lipton Co., a tea packing company with its headquarters and factory in Hoboken, New Jersey. Building on the experience of over a century in growing and blending tea, Lipton has kept alive Sir Thomas's love of innovation and quality. Unsurprisingly, Lipton produces the world's number one tea today.



MARS

Mars, Incorporated, together with its subsidiaries, primarily engages in the production and sale of confectionery, pet food, and other food products to customers worldwide. It offers chocolate products; confectionery items, pet food products for dogs and cats and other food products, including rice, pre-cooked wheat items, herbs and spices, ready-made meals, etc., and single-serve drinks, including coffees, teas, and hot chocolate drinks. It was formerly known as Mar-O-Bar Company and changed its name to Mars, Incorporated in 1926. The company was founded in 1891 and is based in McLean, Virginia with locations in Africa, Asia, Australia, Europe, North America, and South America.



MAGGI

The Maggi brand originates from Switzerland where in 1886 Julius Maggi created a recipe of flavours to bring added taste to meals. This marked the beginning of the Maggi brand and its convenient products. Known for his nutrition-oriented approach, the Swiss Government asked Julius Maggi to create a product that would be quick to prepare yet nutritious as more and more women were working outside the home. The results were a success — two instant pea soups and an instant bean soup. In 1947 Nestlé acquired the Maggi brand. Today the tradition continues around the world. Whether its Maggi bouillons, soups, seasonings, noodles or sauces, consumers have come to know and trust the Maggi brand for its high quality, convenience and nutrition.

M&M

M&M'S® Candies have been one of the most famous candy treats in the world since 1941. The snack-sized pieces of chocolate in a colorful candy shell are instantly recognizable all over the globe. M&M'S® Candy is available in flavors, such as Milk Chocolate, Peanut, Dark Chocolate, coconut etc. M&M's are "colorful button-shaped chocolates". The original candy had a milk chocolate filling which, upon introducing other variations, was branded as the "plain" variety. Numerous other variations have been introduced, some of which are regular widespread varieties (such as "peanut butter", "almond", "pretzel", "crispy", and "dark chocolate") while others are limited in duration or geographic availability. The company's longest-lasting slogan reflects this: "Melts in your mouth, not in your hand."



MILO

Tasty and trusted, Milo brand is the world's leading chocolate malt beverage. Launched in Australia in the early 1930s, the Milo brand takes kids' development seriously. It has long been known as an energy beverage strongly associated with sports and good health. In helping to nurture strong kids, Milo brand supports nutrition and sports programs in many countries.



MOUNTAIN DEW

Mountain Dew is a carbonated soft drink brand produced and owned by PepsiCo. The main formula of Mountain Dew was invented in Virginia. The drink was named and first marketed in Johnson City, Tennessee and Knoxville, Tennessee in 1948. It is a soft drink that exhilarates like no other because of its active, high-energy, extreme citrus taste. The brand has always celebrated the bold, adventurous and rebellious spirit of youth. This is reflected in the high-adrenaline advertising of the brand and its connection to outdoor adventure.



MINUTE MAID

Minute Maid is one of the world's largest juice and juice drink brands. The history of the Minute Maid brand goes as far back as 1945 when the Florida Food Cooperation developed orange juice powder. They branded it Minute Maid, a name connoting the convenience and the ease of preparation (in a minute). Minute Maid was promoted by Florida Foods Corporation till 1960, when the Coca-Cola Company acquired it. Coca-Cola as a company is known more for its sparkling beverages, but interestingly are market leaders in many countries when it comes to other categories in the non-alcoholic ready to drink beverages, including juices and water.

NANDO'S

Nando's specializes in grilled chicken dishes with various peri-peri marinades. The restaurant was founded in 1987 in the Johannesburg suburb Rosettenville when Portuguese-born audio engineer Fernando Duarte took his entrepreneur friend Robert Brozin to a Portuguese takeaway called Chicken land for a meal. After trying the chicken, cooked in piri piri, a chilli sauce originating in Mozambique, they bought the restaurant for about 80,000 rand. They re-named the restaurant Nando's after Fernando. Nando's specialises in flame-grilled peri peri chicken. The chicken is served in quarters, halves, wholes, and butterfly breasts. It also serves burgers, pitas, salads, wings and wraps.



NESCAFÉ

Nescafe is the largest brand for Swiss giant Nestle, which is the world's biggest food company. The instant coffee brand derives its name from "Nestle" and "cafe." The coffee originated in Brazil in the 1930s. Its popularity spread with the U.S. military during World War II. One fifth of the 30,000 cups of coffee served each second around the world are cups of Nescafé. Having developed a way to make a quality cup of coffee simply by adding boiling water, Nescafé coffee was launched in Switzerland in 1938. Over the years, Nescafé product innovation has evolved further to capture even more of the natural aroma and flavor from every coffee bean.

NESTEA

Nestea Iced Tea has a refreshing, balanced taste that has satisfied for generations. The clean tea taste and hints of fruity goodness is a simple pleasure that everyone can enjoy. NESTEA is manufactured by Nestle and distributed in South Africa by Beverage Partners Worldwide (BPW), a joint venture between Nestlé and The Coca-Cola Company. A great tasting, refreshing drink that is preservative free, NESTEA is a unique blend of tea extract and fruit. The range of flavours includes Peach, Lemon, Red Fruits and Mango Pineapple.



NUTELLA



Nutella is a brand of sweetened hazelnut cocoa spread manufactured by the Italian company Ferrero that was first introduced in 1964, although its first iteration dates to 1946. The history of Nutella is an inspiring tale of love and passion combined with the meticulous selection and processing of the finest raw materials to create a unique and incomparable product. Pietro Ferrero, a pastry maker from Piedmont in Italy, ingeniously created a sweet paste made from hazelnuts, sugar and just a little of the rare cocoa. He shaped it into a loaf that could be sliced and served on bread and he named it 'Giandujot' after a famous local carnival character at the time. On May 14th 1946 the Ferrero Company was officially founded.

NUTRILITE

Nutrilite is a brand of mineral, vitamin, and dietary supplements created in 1934 by Dr. Carl F. Rehnborg. His time in China between roughly 1917 and 1927 exposed him to experiences in which he realized the role of vitamins and nutrients and how they impacted general health. He began selling his vitamins as the California Vitamin company and re-named it in 1939 to Nutrilite. In 1945, he invented the multi-level marketing, door-to-door, selling system to distribute his vitamins. Nutrilite products are currently manufactured by Access Business Group, a subsidiary of Alticor whose products are sold via Amway worldwide.



OREO

Born in 1912 in New York, US, OREO is the world's bestselling cookie with annual revenue of USD 1.5 billion. With its black embossed-pattern chocolate cookies and white cream filling, OREO has become the overwhelmingly leading brand. The classic "Twist Lick Dunk" ritual is widely known among consumers, creating numerous heart-warming and touching "OREO moments". In 2012, OREO fans from all over the world sent their birthday wishes to celebrate the 100th anniversary of OREO. OREO has a street named after it which locates at the 9th & 10th Avenues in New York City where the first OREO cookie was made at the original Nabisco Bakery.

PANERA

The St. Louis Bread Company, also known as Panera Bread, offers fresh breads baked daily, as well as a cafe menu. From the name and logo up, Heckler Associates was integral in the development and national expansion of the company. Over the course of 12 years, Heckler crystallized and guided the Panera Bread brand identity and marketing at all levels of design, advertising and strategy, and turned the store experience into a powerful brand medium. The bread is the key to the bakery/café and to their sandwiches. And Panera has shown a passion for bread. Their specialty bread offering is varied, intriguing, tasty and FRESH. The freshness not only contributes to the taste of the sandwiches, but also creates an ambiance in the store that really changes the total experience.



PIZZA HUT

Pizza Hut, a subsidiary of Yum! Brands, Inc., delivers more pizza, pasta and wings than any other restaurant in the world. The pizza restaurant began 58 years ago in Wichita, Kansas, when two brothers borrowed \$600 from their mom to start a pizzeria. What started out small has become the biggest pizza restaurant in the world and today operates more than 16,000 restaurants in more than 100 countries serving innovative pizzas, traditional favorites like the signature Pan Pizza, and much more.



PEPSI

Pepsi Cola is, a creation of an American pharmacist. In 1893, 5 years after the introduction of Coca-Cola, Caleb Bradham began to serve his customers 'Brad's Drink' from his own soda machine. Because of the positive reactions of his samplers he decided to begin advertising in 1898 and he named the drink Pepsi-Cola. He founded the Pepsi-Cola Company in 1902. Pepsi-Cola was a big success in the United States and the Pepsi-Cola Company decided to export the drink to Mexico in 1907. Famous people like Michael Jackson, Lionel Richie, Tina Turner, Shaquille O'Neal, the Spice Girls, David Beckham, Britney Spears and Cindy Crawford appeared in Pepsi commercials in the 1980's and 1990's to emphasize that Pepsi is the drink for 'the new generation'.

PERRIER

Famous for its elegantly-shaped green bottle, Perrier is the ultimate refreshment to quench all thirsts. In 1863, the PERRIER saga began: bubbles taken from a French spring were bottled, ready to satisfy people's thirst. In 1898, Dr. Louis Perrier became the owner of the spring, which would later take his illustrious name. While the bubbles have remained intact over time, the bottle has evolved with the consumer needs. The brand is also strongly related to sports, and is recognized as Roland Garros Tournament's historical partner, since 1928.



QUAKER OATS COMPANY

Quaker Oats Company is a Chicago-based American manufacturer of oatmeal and other food and beverage products. The company changed its name to Quaker Foods and Beverages after being acquired by PepsiCo, Inc., in 2001. The Quaker Oats trademark was registered in 1877 by Henry Parsons Crowell (1855–1944), an Ohio milling company owner who in 1891 joined with two other millers, Robert Stuart and Ferdinand Schumacher, in creating the American Cereal Company.



RED BULL

Invented in the 1970s by Chaleo Yoovidhya, a Thai business seeking to offer a low-priced energy formula for working class Thai laborers. The product became a huge success in Thailand thanks to its careful sponsorship of boxing matches and sports events. While on holiday in Thailand, Austrian entrepreneur Dietrich Mateschitz found the bizarre energy formula and became fond of it as a hangover cure. He reached out to the Thai company's founders and offered them a 49 percent share in the company if they were willing to let him tweak the formula and expand it internationally. They accepted, and the Austrian company known today as Red Bull GmbH opened for business in 1987. It's now a leading name in energy beverages, with over 4 billion cans sold annually worldwide.

RITTER SPORT

Alfred Ritter GmbH & Co. KG is a company whose headquarters is located in Waldenbunch, Germany. The company produces a brand of chocolates which is known as Ritter Sport was started by Alfred Ritter and his wife Clara Ritter. The brand originated in the year 1912 with the aim of bringing the drink of royalty to the masses. For over a hundred years now Ritter Sport has been producing chocolates and popularizing authentic German flavours all over the world. The brand has almost become synonymous with Germany itself.



SNICKERS

The Snickers Candy Bar is a chewy peanut butter nougat and caramel and roasted peanut topping candy bar covered in dairy milk chocolate made and marketed by Mars, Inc, a US based private corporation that is one of the world's largest food and confectionary suppliers. The Snickers candy bar is sold throughout the world and over 15 million bars are made daily with of over \$2 billion making it one of the most popular ever produced. Frank and Ethel Mars, the founders of Mars, Inc created the Snickers bar. It took over three years to develop it and was named after the their favorite race horse Snickers.



SUBWAY



The founder of 'Subway' Fred DeLuca started off in the food industry by opening a sandwich shop at the age of 17 in 1965 order to raise funds for paying his college fees. Young Fred did not want to be a businessman but a medical doctor. He got a loan of \$1000 from a close friend who encouraged him to go ahead in setting up a restaurant. In 1965, he and his friend Peter Buck started their first venture together which they called 'Pete's Super Submarines'. The long oblong shaped bun dish was a nov-

elty and they hoped that it would click with the neighborhood crowd. After experiencing their first success, Fred decided that he wanted to pursue his career in the food industry.

SPRITE

Originating in Germany as Fanta Klare Zitrone ("Clear Lemon Fanta"), Sprite was introduced to the United States in 1961 to compete against 7-Up. Sprite, a lemon-lime soda, is referred to by consumers around the world in a variety of ways . It is called lemonade in Australia and New Zealand. In some parts of Switzerland, Sprite (or any other type of lemonade) is also known simply as citro.



SRIRACHA

The history of Sriraja Panich can be traced back to when it was created 80 years ago at Trok Laem Fan, Si Racha District, Chonburi Province, by Ms. Thanom Chakkapak. She initially made it for her family to enjoy with seafood. When it was given to her neighbors and they had a chance to try it, they instantly fell in love with its unique flavor. That's the origin of Sriraja Panich – the first producer of Sriracha chili sauce which has been so popular among locals and tourists that it became well-known products of Si Racha District. Subsequently, in 1984, THAITHEPAROS PLC. bought the company. Since then, Sriraja Panich has been sold throughout the country and exported to more than 50 countries around the world.

TANG

Launched in the U.S. in 1975, Tang was selected as one of the special drinks for NASA astronauts soon after its launch and became a well-known powdered beverage brand worldwide rapidly by its reliable quality. Today, Tang is sold in approximately 35 countries, and it's the leading brand in the powdered beverage portfolio. This fruit -flavored drink is available in a variety of flavors – based on local consumers' preferences – and is fortified with minerals and vitamins.



TWININGS

Twinnings of London, typically referred to as just Twinnings, is a tea company based in England and currently owned by Associated British Foods. Twinnings was founded by Thomas Twining, who opened the first known tea room in 1706. Twinnings also owns the tea brand Jacksons of Piccadilly, which originally started as a separate company. Twinnings is one of the founding members of the Ethical Tea Partnership, in which it is still active. Twinnings sells both loose tea and teabag tea, and focuses on black teas, although it also sells some herbal teas and a few other varieties of tea.

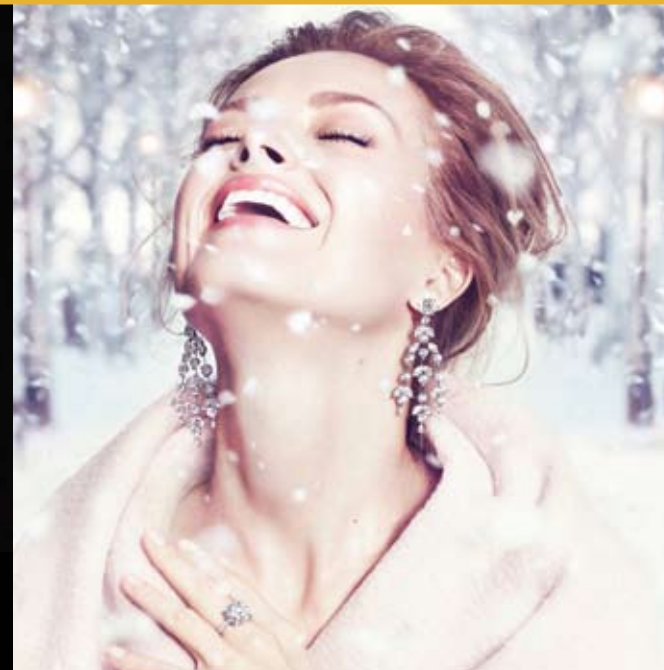




GEMS & JEWELLERY

BACCARAT

Baccarat S.A. manufactures and markets crystal items worldwide. The company's products include jewelry, necklaces, rings, earrings, and bracelets; bar and tableware products, such as Café Baccarat crystal cups, stemware drink ware, champagne flutes etc. Its products also comprise decoration products, such as decorative bowls, animal figurines, candleholders, desktop accessories and lighting products. The company was founded in 1764 and is headquartered in Baccarat, France. Baccarat S.A. is a subsidiary of SDL Investments.



CHOPARD

Founded in 1860 by Louis-Ulysse Chopard, the Chopard watch company began modestly, as a Swiss manufacturer of precise pocket watches and chronometers. Though, the company consistently produced reliable timepieces and achieved enough success to relocate to Geneva in 1937, the world capital of fine watch-making, it was not until Karl Scheufele bought the company in 1963 that it began to gain a reputation in the luxury watch market. Unlike many luxury watch companies, Chopard operates as a manufacture, using predominantly in-house movements. In addition, Chopard is one of the few luxury brands that can attribute a significant amount of success to the development of ladies watches, such as the wildly popular Happy Diamonds line, first launched in 1976. Other Chopard landmarks include teaming up with Mille Miglia to produce high end racing watches, becoming the official sponsor of the Cannes film festival in 1998, and celebrating its 150th anniversary in 2010.



BVLGARI

Bulgari S.p.A. engages in the design, production, and sale of jewellery, watches, accessories, perfumes, and skincare products. Its jewellery product line includes bracelets, chains and leather cords, cufflinks, earrings, engagement and wedding rings, necklaces, and pendants. The company also offers watches; leather goods, and various accessories, such as hand-made seven-fold ties, silk scarves, cashmere stoles, stylish cufflinks, distinctive pens, and Swarovski-encrusted sunglasses for men and women. In addition, it provides fragrances and skin care products; manages hotels and resorts; and operates retail stores. The company was founded in 1884 and is based in Rome, Italy. Bulgari SpA operates as a subsidiary of LVMH Moët Hennessy Louis Vuitton S.E.

DE BEERS

For decades, De Beers has been the preeminent name in diamonds. De Beers UK Limited designs and manufactures diamond jewelry for men and women. It offers diamond engagement rings, wedding rings and bands, bridal jewelry, necklaces, earrings, bracelets, watches, and pendants.



De Beers UK Limited was formerly known as The Diamond Trading Company Limited and changed its name to De Beers UK Limited in August 2008. The company was founded in 1934. Diamonds became a symbol of love thanks to De Beers.

CARTIER

Like many popular brands, Cartier's longevity as a brand and powerful name has much to do with the clever charisma and leadership of its founder. Cartier was started back in 1847 by Louis-Francois Cartier in Paris. Even as a jeweler Louis-Francois had an early fascination with timepieces and understood their importance alongside precious stones and art. Cartier was able to get close to important and royal families in Europe. The "mystery" part of the clock refers to the fact that the connections for the hour and minute hands are usually invisible, making it appear as though they are floating. Today Cartier is still based in Paris, but is part of the Richemont Group of luxury brands.



LINKS OF LONDON

Links of London Ltd. manufactures and sells jewelry and watches for men and women. Its jewelry includes bracelets, rings, charms, necklaces, earrings, watches, cufflinks, and accessories. In addition, it offers engraving, gift wrapping, corporate gifting, jewelry care, watch care, and in-store services, as well as recycles electrical or electronic equipment, including watches and watch batteries. The company was founded in 1990 and is based in Guildford, United Kingdom. Links of London Ltd. operates as a subsidiary of Hellenic Distributions S.A.





OMEGA SA

Omega opened its doors in La Chaux-de-Fonds, Switzerland in 1848 as a small pocket watch shop owned by the Brandt family. In a little over half a century, Omega became the largest watch company in Switzerland, manufacturing 240,000 watches annually. Since that time, Omega has made innumerable contributions to watch-making history, including the first watch on the moon, followed by five subsequent lunar landings, the first divers' watch, the world's only certified marine chronometer watch, the inventor of the James Bond watch, and more records for accuracy than any other watch company. Omega has also been the official timekeeper of the Olympic Games since 1932.

PATEK PHILIPPE

Patek Philippe is widely regarded as the most prestigious luxury watchmaker in the industry. Begun in 1839 in Geneva as a pocket watch company, the Patek Philippe Company has a long and flourishing history of watch innovation, including being the first company to add the chronograph, the minute repeater, the perpetual calendar, and the split-seconds hand into the wristwatch. Royal Patek Philippe clients include Prince Albert, Christian IX, Hussein Kamel of Egypt, Princess Louise of Denmark, Queen Victoria and Victor Emmanuel III of Italy. It has salons in Geneva, Paris, and London.



PIAGET

Piaget International SA designs, develops, and manufactures watches and jewelry for men and women. The company offers ultra-thin, skeleton, complication, jewelry, gold bracelet, tourbillon, chronograph, and dual time zone watches; and jewelry, including rings, necklaces, pendants, bracelets, and earrings. It also provides high end jewelry and a wedding collection. The company was founded in 1874 and is based in Plan-les-Ouates, Switzerland. Piaget International SA operates as a subsidiary of Compagnie Financiere Richemont SA.



SWAROVSKI

Swarovski AG designs, manufactures, and markets jewelry, watches, and fashion accessories. The company's product line includes crystals used to develop finished jewelry, corporate gifts, fashion collections, and glassware; and gemstones and it also creates stones for designers and manufacturers of fine jewelry, watches, eyewear, and consumer electronics. Further, it offers luxury fashion jewelry; beads, charms, and jewelry with sparkling crystal details; and mix-and-match

fashion jewelry collection for various occasions. Swarovski AG was founded in 1968 and is based in Liechtenstein. The company has production facilities in Austria, China, the Czech Republic, India, Liechtenstein, Thailand, Vietnam, and the United States. Swarovski AG operates as a subsidiary of Daniel Swarovski Corporation AG.



TAG HEUER

TAG Heuer can be traced back to the year 1860. It was not long before TAG Heuer watches became associated with superior timekeeping. Edouard Heuer founded his company, TAG Heuer, which set the standard for precision timepieces. The watchmakers of TAG Heuer helped to develop innovative stopwatches, chronographs, and water-resistant watch models at this time. In 1882 TAG Heuer invented many of the first chronograph watch models. TAG Heuer SA operates as a subsidiary of TAG Heuer International SA.

VAN CLEEF & ARPELS

Van Cleef & Arpels is a French jewelry, watch, and perfume company. It was founded in 1896 by Alfred Van Cleef and his uncle Salomon Arpels in Paris. Their pieces often feature flowers, animals, and fairies, and have been worn by style icons such as Farah Pahlavi, the Duchess of Windsor, Grace Kelly, and Elizabeth Taylor. The company offers gemstones, brooches, pendants, hair clips, earrings, detachable drops, bracelets, and necklaces, as well as fragrances. The company was founded in 1939 and is based in New York, New York. Van Cleef & Arpels Inc. operates as a subsidiary of Van Cleef & Arpels S.A.





HOSPITALS, HEALTH CARE & SERVICES

BUPA

Bupa is a leading international healthcare group, and runs care homes, health centers, dental centers and hospitals, offers personal and company health insurance and provides workplace health services, health assessments and chronic disease management services including health coaching. Bupa was created on 3 April 1947 with the founding purpose – ‘to prevent, relieve and cure sickness and ill-health of every kind’. Originally called the British United Provident Association, Bupa was never actually a provident association itself. Four large associations (the Central Provident Association, the British Provident Association, the Oxford and District Provident Association and the Birmingham Extended Benefit Scheme) and other smaller associations and hospital contributory schemes came together to create Bupa a private company limited by guarantee without shareholders.



MAYO CLINIC

William Worrall Mayo settled his family in Rochester in 1864 and opened a medical practice that evolved under his sons into Mayo Clinic. Mayo Clinic is widely regarded as one of the United States’ greatest hospitals and ranked No. 1 in the country on the 2016–2017 U.S. News & World Report List of “Best Hospitals” of the United States, maintaining a position near the top for more than 25 years. It has also been on the list of “100 Best Companies to Work For” published by Fortune magazine for thirteen consecutive years. Mayo Clinic is a nonprofit organization committed to clinical practice, education and research, providing expert, whole-person care to everyone who needs healing. Mayo Clinic has major campuses in Rochester, Minn.; Scottsdale and Phoenix, Ariz.; and Jacksonville, Fla. The Mayo Clinic Health System has dozens of locations in several states. It employs more than 4,500 physicians and scientists and 57,100 allied health staff.



JOHNS HOPKINS HOSPITAL

The Johns Hopkins Hospital (JHH) is the teaching hospital and biomedical research facility of the Johns Hopkins School of Medicine, located in Baltimore, Maryland, U.S. It was founded in 1889 using money from a bequest by philanthropist Johns Hopkins. Johns Hopkins Hospital and the school of medicine are the founding institutions of modern American medicine and the birthplace of numerous medical traditions including rounds, residents and house staff. Many medical specialties were formed at the hospital including neurosurgery, by Harvey Cushing; cardiac surgery by Alfred Blalock; and pediatrics and child psychiatry, by Leo Kanner. Johns Hopkins Hospital is widely regarded as one of the world’s greatest hospitals. It was ranked by U.S. News & World Report as the best overall hospital in America for 21 consecutive years (1991–2011).



UNITEDHEALTH GROUP

UnitedHealth Group is a diversified health and well-being company dedicated to helping people live healthier lives. Headquartered in Minnesota, the company offers a comprehensive array of products and services through six operating businesses. Through its family of businesses, UnitedHealth Group serves the entire spectrum of health care participants: individual consumers, employers, governments, commercial payers and intermediaries, physicians, hospitals, care professionals, and pharmaceutical and medical device manufacturers. UnitedHealth Group operates in all 50 states in the US and also internationally, providing services to more than 75 million people worldwide.

BECHTEL

Bechtel Corporation provides engineering, procurement, construction, and project management services. The company also offers master planning, startup, management and operations, and maintenance support services, sustainability solutions, such as innovative engineering and design, local capacity development, sustainable procurement and construction, facilities operation and management, renewable energy, risk management, site management, and performance standards alignment, and technology licensing and consulting services. It has a strategic alliance with BWX Technologies, Inc. Bechtel Corporation was formerly known as W.A. Bechtel Company. The company was founded in 1898 and is headquartered in San Francisco, California. It has additional offices in the Americas, the Asia-Pacific, Europe, the Middle East, and Africa. Bechtel Corporation operates as a subsidiary of Bechtel Group, Inc.



REGUS

Regus Corporation LLC is a holding company. The company, through its subsidiaries, provides workplace solutions to independent and mobile professionals, home-based businesses, small and emerging businesses, and mid to large corporations. It also offers office outsourcing services. The company was incorporated in 2004 and is based in Addison, Texas. Regus Corporation LLC operates as a subsidiary of IWG PLC.



DELOITTE

Deloitte Touche Tohmatsu is a professional services organization that offers auditing, taxation, financial advisory, and consulting services. It offers risk and financial management, outsourcing advisory, internal auditing, real estate development, and mergers and acquisition advisory services. DTT's clients include companies, national enterprises, public institutions, governments, and financial institutions. Deloitte Touche Tohmatsu is headquartered in New York, New York and has offices worldwide.



MCKINSEY & COMPANY

Mckinsey & Company, Inc. provides management consulting services to businesses, governments, non-governmental organizations, and not-for-profits in the United States and internationally. It offers analytic, client learning, digital, implementation, recovery and transformation, and other services in the functional areas of business technology, corporate finance, marketing and sales, operations, organization, risk, strategy, and sustainability and resource productivity. It serves advanced electronic; aerospace and defense; automotive and assembly; chemical; and principal investor; public; retail; semiconductor; social; telecommunication; and travel, transport, and logistic industries. McKinsey & Company, Inc. was founded in 1926 and is headquartered in New York, New York with additional office locations in Africa, Asia, Europe, the Middle East, North America, South America, and Pacific regions.

KNIGHT FRANK

Knight Frank LLP provides residential and commercial property advisory services. The company provides services in the areas of buying and renting properties; commercial, residential, and international property investment; and fund management. It also provides services in the categories of new homes, land, and valuations. The company serves individual private investors, clients and homeowners, and major developers and investors in Europe, the Asia Pacific, Africa, the Middle East, the Americas, and internationally. Knight Frank LLP was formerly known as Knight Frank & Rutley and changed its name to Knight Frank LLP in 1996. Knight Frank LLP was founded in 1896 and is based in London, United Kingdom. It has additional offices worldwide.



SAINT-GOBAIN

Saint-Gobain Corporation designs, develops, and manufactures building materials. The company was founded in 1990 and is based in Malvern, Pennsylvania with additional locations in North America. Saint-Gobain Corporation operates as a subsidiary of Compagnie de Saint-Gobain S.A. It serves customers in aerospace, automotive, construction, defense, energy and environment, industrial, life sciences, and transportation markets.





HOTELS

ACCOR

Accor SA operates a chain of hotels worldwide. The company operates through HotelServices and HotelInvest segments. It operates a portfolio of luxury, upscale, midscale, economy, and budget hotels under the Sofitel, Pullman, MGallery, Grand Mercure, The Sebel, Novotel, Mama Shelter, Suite Novotel, Mercure, Adagio, Adagio Access, ibis, ibis Styles, ibis budget, hotelF1, and Thalassa sea & spa brands. At present the company operates approximately 510,000 rooms in 4100 hotels. Accor SA was founded in 1967 and is based in Paris, France.



BEST WESTERN

Celebrating 70 years of hospitality, Best Western Hotels & Resorts is an award-winning global family of hotels located in over 100 countries and territories that offers accommodations for all types of travelers. Guests can select from seven unique brands: Best Western®, Best Western Plus®, Best Western Premier®, V b®, GI®, Executive Residency by Best Western® and BW Premier Collection®. Independently owned and operated, each brand has its own personality and style, but all share the same commitment to delivering superior customer service, exceptional value and modern amenities. Best Western International, Inc. was founded in 1946 and is based in Phoenix, Arizona.

CARLSON REZIDOR HOTEL

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies. It has an expanding portfolio of more than 1,440 hotels in operation and under development, with a global footprint covering 115 countries and territories, and a powerful set of global brands like Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. From Country Inns & Suites By Carlson to Quorvus Collection, the brands are positioned to meet the budget and expectations of a wide range of travelers. The company was founded in 2012 and is based in Minnetonka, Minnesota.



FOUR SEASONS

The story of Four Seasons Hotels and Resorts, which opened its first hotel in 1961, is a tale of continual innovation, remarkable expansion and a single-minded dedication to the highest of standards. The Canadian-based company has, for nearly 50 years, transformed the hospitality industry by combining friendliness and efficiency with the finest traditions of international hotel keeping. In the process, Four Seasons has redefined luxury for the modern traveller. Four Seasons Holdings Inc. owns and operates a chain of hotels and resorts in North America, Central and South America, Europe, Africa, the Middle East, Asia, and the Pacific. Four Seasons Holdings Inc. was founded in 1960 and is based in Toronto, Canada.

HILTON

Hilton, Inc., a hospitality company, owns, leases, manages, develops, and franchises hotels, resorts, and timeshare properties worldwide. It operates through three segments ownership, management and franchise, and timeshare. The company also licenses its brands to franchisees; provides hotel management services for third parties; and markets and sells timeshare interests owned by Hilton and third parties. In addition, it provides consumer financing, which includes interest income generated from the origination of consumer loans to finance their purchase of timeshare intervals. The company operates hotels under brand names like Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Hilton Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton and many more. As of March 22, 2017, it had 4,900 properties with approximately 800,000 rooms in 104 countries and territories. Hilton, Inc. was founded in 1919 and is headquartered in McLean, Virginia.



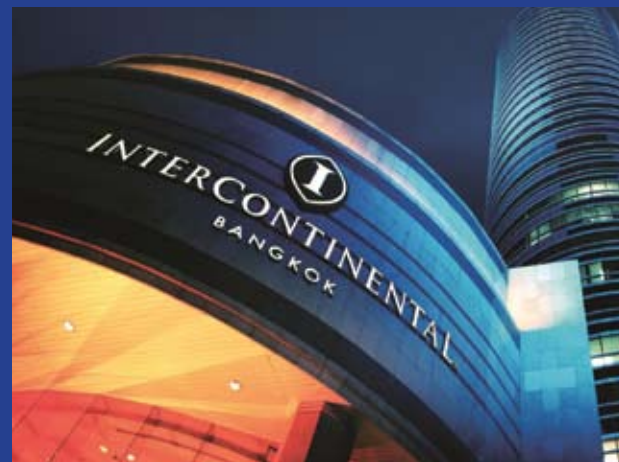


HOLIDAY INN

Holiday Corporation operates franchise of hotels and resorts. The company was formerly known as Holiday Inns, Inc. and changed its name to Holiday Corporation in 1985. Holiday Corporation was founded in 1952 and is based in Atlanta, Georgia. As of February 7, 1990, Holiday Corporation operates as a subsidiary of Intercontinental Hotels Group plc. InterContinental Hotels Group PLC owns, manages, franchises, and leases hotels. Till date it has franchised, leased, managed, and owned approximately 5,200 hotels with 770,000 guest rooms in approximately 100 countries worldwide. The company was founded in 1967 and is headquartered in Denham, the United Kingdom

MARRIOTT INTERNATIONAL, INC.

Marriott International, Inc. is a leading global lodging company with more than 6,000 properties in 122 countries and territories, reporting revenues of more than \$17 billion in fiscal year 2016. Founded by J. Willard and Alice Marriott and guided by family leadership for nearly 90 years, the company is headquartered outside of Washington, D.C. in Bethesda, Maryland. Since 1927, Marriott has been known for a culture that puts people first. The East Coast's first drive-in, the first motor hotel, and the first hotel chain designed for business travelers are just a few milestones in Marriott's storied history of innovation. Marriott has been a leader in the hospitality industry since 1927.



IHG- INTERCONTINENTAL HOTELS & RESORTS

InterContinental Hotels Group PLC owns, manages, franchises, and leases hotels. It operates hotels, resorts, and restaurants under brand names like the InterContinental, Kimpton, Hotel Indigo, EVEN, HUALUXE, Holiday Inn, and many more. From international luxury to local comforts, IHG is home to the world's most prestigious and well-known hotel brands. The company also manages IHG Rewards Club, a hotel loyalty program. As of March 02, 2017, it franchised, leased, managed, and owned approximately 5,200 hotels with 770,000 guest rooms in approximately 100 countries worldwide. The company was founded in 1967 and is headquartered in Denham, the United Kingdom.



RADISSON BLU

Radisson Blu is iconic, stylish and sophisticated. Radisson Blu creates excitingly individual hotels for individual minds. It delights its travel savvy, modern guests with a genuine, inviting ambiance. It strives to engage each and every guest through its innovative and very relevant range of holistic facilities and services, including fast Free Internet. Radisson Blu features 380 unique hotels, open or coming soon, in the world's most desirable destinations: dynamic major cities, nearby airport gateways and in the most sought after leisure hotspots.

STARWOOD HOTELS & RESORTS

Starwood Hotels & Resorts Worldwide, Inc., together with its subsidiaries, operates as a hotel and leisure company worldwide. The company owns, operates, and franchises luxury and upscale full-service hotels, resorts, residences, retreats, select-service hotels, and extended stay hotels under the St. Regis, The Luxury Collection, W, Westin, Le Méridien, Sheraton, Four Points, Aloft, Tribute Portfolio, and Element brand names. It also provides financing to customers who purchase such interests. In addition, the company develops, markets, and sells residential units at mixed use hotel projects. At present the company has 1,282 owned, managed, or franchised hotels with approximately 362,300 rooms; and approximately 15 stand-alone vacation ownership resorts and residential properties. The company was founded in 1969 and is headquartered in Stamford, Connecticut.





ANDROID

Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touch screen mobile devices. In addition to touch screen devices, Google has further developed Android TV for televisions, Android Auto for cars, and Android Wear for wrist watches, each with a specialized user interface. Variants of Android are also used on notebooks, game consoles, digital cameras, and other electronics. Initially developed by Android Inc., which Google bought in 2005, Android was unveiled in 2007, along with the founding of the Open Handset Alliance – a consortium of hardware, software, and telecommunication companies devoted to advancing open standards for mobile devices.



AOL

Originally known as America Online, it connected over 35 million people to the internet during its early days, becoming a cultural icon and business behemoth. Today, AOL is focused on delivering mobile-centric, data-enhanced and video-rich experiences across an open ecosystem and a global marketplace. AOL's continued growth and evolution is the product of nearly a decade of careful cultivation of its internal strengths, coupled with thoughtful acquisitions and rigorous integration of the very best technologies and talents on the market. AOL recognized digital as the future of media and set out to build a network to enable the company and its users and partners to capitalize on this new mobile world.

EBAY

Bay Inc. operates commerce platforms that connect various buyers and sellers worldwide. Its platforms enable sellers to organize and offer their inventory for sale; and buyers to find and purchase it virtually. The company's marketplace platforms include its online marketplace at ebay.com and the eBay mobile apps. The StubHub platforms comprise its online ticket platform at stubhub.com, and the StubHub mobile apps and Ticketbis platforms that connect fans with their favorite sporting events, shows, and artists, as well as enables them to buy and sell tickets. eBay Inc. was founded in 1995 and is headquartered in San Jose, California.



GMAIL

Gmail is a free, advertising-supported email service developed by Google. Users can access Gmail on the web and through the mobile apps for Android and iOS, as well as through third-party programs that synchronize email content through POP or IMAP protocols. Gmail started as a limited beta release on April 1, 2004. Google's mail servers automatically scan emails for multiple purposes, including to add context-sensitive advertisements next to emails, and to filter spam and malware. Gmail makes email easy. With 2000 megabytes of free storage, you never need to throw messages away. And with a powerful built-in Google search engine, you no longer need to set up folders, file your mail, or remember where you stored your messages.



ITUNES

iTunes is a media player, media library, online radio broadcaster, and mobile device management application developed by Apple Inc. SoundJam MP, developed by Bill Kincaid and released by Casady & Greene in 1998, was renamed iTunes when Apple purchased it in 2000. On January 9, 2001, iTunes 1.0 was released at Macworld San Francisco. It is used to play, download, and organize digital downloads of music and video on personal computers running the mac OS and Microsoft Windows operating systems. The iTunes Store is also available on the iPhone, iPad, and iPod Touch. Through the iTunes Store, users can purchase and download music, music videos, television shows, audiobooks, podcasts, movies, and movie rentals and ringtones. The iTunes 12.2 version added Apple Music to the application, along with the Beats 1 radio station, and iTunes 12.5 further refined the Apple Music interface.



LINKEDIN

LinkedIn is a business and employment-oriented social networking service that operates via websites and mobile apps. LinkedIn's founders are Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant. LinkedIn started out in the living room of co-founder Reid Hoffman in 2002. The site was officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network. LinkedIn is currently available in 24 languages. LinkedIn's global headquarters are in Mountain View, California, with EMEA headquarters in Dublin and APAC headquarters in Singapore. In 2016 it was acquired by Microsoft.



WIKIPEDIA

Wikipedia is a free encyclopedia, written collaboratively by the people who use it. It is a special type of website designed to make collaboration easy, called a wiki. Many people are constantly improving Wikipedia, making thousands of changes per hour. All of these changes are recorded in article histories and recent changes. Wikipedia began with its launch on 15 January 2001, two days after the domain was registered by Jimmy Wales and Larry Sanger. The earliest known proposal for an online encyclopedia was made by Rick Gates in 1993, but the concept of a free-as-in-freedom online encyclopedia was proposed by Richard Stallman in December 2000. According to Alexa Internet, Wikipedia is the world's sixth-most-popular website in terms of overall visitor traffic. Wikipedia's worldwide monthly readership is approximately 495 million.



TWITTER



Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters. Twitter Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July. The service rapidly gained worldwide popularity. At present, Twitter has more than 319 million monthly active users. Twitter has become internationally identifiable by its signature bird logo. The original logo was in use from its launch in March 2006 until September 2010. A slightly modified version succeeded the first style when the website underwent its first redesign.

UBER

Uber Technologies, Inc. provides a smartphone application that connects drivers with people who need a ride. The company's application enables users to arrange and schedule transportation and/or logistics services with third party providers. The company has a strategic partnership with Alexandria Real Estate Equities, Inc. Uber Technologies, Inc. was formerly known as UberCab Inc. and changed its name to Uber Technologies, Inc. in October 2010. The company was founded in 2009 and is based in San Francisco, California with an engineering center in Bengaluru, India. It has a regional office in Singapore.



WHATSAPP

More than 1 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. WhatsApp is free and offers simple, secure, reliable messaging and calling, available on phones all over the world. WhatsApp started as an alternative to SMS. It supports sending and receiving a variety of media: text, photos, videos, documents, and location, as well as voice calls. WhatsApp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. WhatsApp was founded by Jan Koum and Brian Acton who had previously spent 20 years combined at Yahoo. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.



IT SERVICES

ACCENTURE

Accenture plc provides consulting, technology, and outsourcing services worldwide. Its Communications, Media & Technology segment provides professional services that help clients accelerate and deliver digital transformation, and enhance business results through industry-specific solutions. Accenture plc was founded in 1989 and is based in Dublin, Ireland. Accenture solves its clients' toughest challenges by providing unmatched services in strategy, consulting, digital, technology and operations. Accenture partners with more than three-quarters of the Fortune Global 500, driving innovation to improve the way the world works and lives.



CAPGEMINI

Capgemini provides consulting, technology, and outsourcing services. It operates through Consulting Services, Technology & Engineering Services, Application Services, and Other Managed Services segments. The company offers consulting services in the areas of digital transformation, strategy and transformation, supply chain management, finance transformation, people and performance, CIO strategy and transformation, accelerated solutions environment, and big data and analytics, as well as marketing, sales, and services. It also designs, develops, and implements technology projects; and provides system integration, and IT application development and maintenance services. Cap Gemini S.A. was founded in 1967 and is based in Paris, France.



AVAYA

Avaya Inc., together with its subsidiaries, provides contact center, unified communications, and networking products and services worldwide. The company operates through three segments: Global Communications Solutions (GCS), Avaya Networking (Networking), and Avaya Global Services (AGS). The company serves financial services, manufacturing, retail, transportation, energy, media and communications, healthcare, education, and government industries directly, as well as through a network of alliance partners, distributors, dealers, value-added resellers, telecommunications service providers, and system integrators. Avaya Inc. was founded in 2000 and is headquartered in Santa Clara, California.



COGNIZANT TECHNOLOGY SOLUTIONS

Cognizant Technology Solutions Corp. provides information technology consulting and technology services in North America, Europe, and Asia. The company also offers outsourcing services, including application, crm, and erp maintenance, and IT infrastructure and business-process outsourcing. Cognizant Tech offers its services to markets such as financial services, health care, manufacturing, retail and logistics, telecommunications, information services, media, and high tech. The company was founded in 1994 and is based in Teaneck, N.J. Cognizant, a member of the NASDAQ-100, is ranked 230 on the Fortune 500 and is consistently listed among the most admired companies in the world.

ADOBE SYSTEMS INC.

Adobe Systems Incorporated operates as a diversified software company worldwide. Its Digital Media segment provides tools and solutions that enable individuals, small and medium businesses, and enterprises to create, publish, promote, and monetize their digital content. This segment's flagship product is Creative Cloud, a subscription service that allows customers to download and install the latest versions of its creative products. The company markets and licenses its products and services directly to enterprise customers through its sales force, as well as to end-users through app stores and through its Website at adobe.com. The company was founded in 1982 and is headquartered in San Jose, California.



HP

HP Inc. provides products, technologies, software, solutions, and services to individual consumers, small- and medium-sized businesses, and large enterprises, including customers in the government, health, and education sectors worldwide. It operates through Personal Systems and Printing segments. The Personal Systems segment offers commercial personal computers (PCs), consumer PCs, workstations, commercial tablets and mobility devices, retail point-of-sale systems, displays and other related accessories, software, support, and services for the commercial and consumer markets. The Printing segment provides consumer and commercial printer hardware, supplies, media, solutions, and services, as well as scanning devices and 3D printing solutions. The company was formerly known as Hewlett-Packard Company and changed its name to HP Inc. in October 2015. HP Inc. was founded in 1939 and is headquartered in Palo Alto, California.



CISCO

Cisco Systems, Inc. designs, manufactures, and sells Internet Protocol (IP) based networking and other products related to the communications and information technology industry worldwide. It provides switching products, including fixed-configuration and modular switches, and storage products that provide connectivity to end users, workstations, IP phones, wireless access points, and servers; and next-generation network routing products that interconnect public and private wireline and mobile networks for mobile, data, voice, and video applications. The company was founded in 1984 and is headquartered in San Jose, California.



NEC

On 17 July 1899, Nippon Electric Company, Limited (renamed NEC Corporation, effective April, 1983, both expressed as NEC hereafter) Japan's first joint venture with foreign capital, was established by Kunihiko Iwadare in association with the U.S. firm Western Electric Company (presently Alcatel-Lucent). The basic aim of the new company, expressed in the slogan "Better Products, Better Service," was to carry out the promise to provide its customers with world-class products and dependable follow-up service. NEC Corporation engages in the integration of information technology (IT) and network technologies worldwide. It operates in four segments: Public, Enterprise, Telecom Carrier, and System Platform.

ORACLE

Oracle Corporation develops, manufactures, markets, sells, hosts, and supports database and middleware software, application software, cloud infrastructure, hardware systems, and related services worldwide. It offers services in three primary layers of the cloud: Software as a Service, Platform as a Service, and Infrastructure as a Service. The company licenses its Oracle Database software, which enables storage, retrieval, and manipulation of various forms of data; and Oracle Fusion Middleware software to build, deploy, secure, access, and integrate business applications, as well as automate their business processes. Oracle Corporation was founded in 1977 and is headquartered in Redwood City, California.




OUTLOOK.COM

Outlook.com is a web-based suite of webmail, contacts, tasks, and calendaring services from Microsoft. Outlook.com is one of the world's first webmail services. Outlook is optimized for mobile use and connects well with your social media. Outlook is an excellent free email service that lets you integrate your social media and access your other email accounts all in one place. Outlook.com follows Microsoft's Metro design-language, closely mimicking the interface of Microsoft Outlook. It also features unlimited storage, a calendar, contacts management, Ajax, and close integration with One Drive, Office Online and Skype. Outlook.com offers unlimited storage space, social media integration and enhanced customization options.

IBM

International Business Machines Corporation provides information technology (IT) products and services worldwide. Its Cognitive Solutions segment includes Watson, a cognitive computing platform that interacts in natural language, processes big data, and learns from interactions with people and computers. The company was formerly known as Computing-Tabulating-Recording Co. and changed its name to International Business Machines Corporation in 1924. The company was founded in 1910 and is headquartered in Armonk, New York.



SAP

As the market leader in enterprise application software, SAP is at the center of today's business and technology revolution. SAP helps its customers streamline their processes, giving them the ability to use live data to predict customer trends – live and in the moment. Across their entire business when customers run live, they run simple with SAP. SAP SE operates as an enterprise application software and database company worldwide. The company has a strategic partnership with Apple Inc. to build a SAP Cloud Platform software development kit for iOS that enables businesses, designers, and developers to build their own native iOS apps for iPhones and iPads. SAP SE was founded in 1972 and is headquartered in Walldorf, Germany.

SAS

SAS Institute Inc. was founded in 1976 and is based in Cary, North Carolina. SAS Institute Inc. provides analytics, business intelligence, and data management software and services. It offers enterprise solutions, such as analytics, cloud analytics, customer intelligence, data management, decision management, fraud and security intelligence, in-memory analytics, performance management, risk management, supply chain intelligence, and more. In addition, it serves automotive, banking, capital markets, casinos, communications, consumer goods, defense and security, government, health care, health insurance, high-tech manufacturing, higher education, hotels, insurance, and other industries in Canada, Latin America, Europe, the Middle East, Africa, the Asia Pacific, the United States, and internationally.



SYMANTEC CORPORATION

Symantec Corporation, together with its subsidiaries, provides cybersecurity solutions worldwide. It operates through two segments, Consumer Security and Enterprise Security. The Consumer Security segment offers Norton-branded services that provide multi-layer security and identity protection on desktop and mobile operating systems to defend against online threats to individuals, families, and small businesses. Symantec Corporation was founded in 1982 and is headquartered in Mountain View, California.

WINDOWS

Microsoft Windows is a meta family of graphical operating systems developed, marketed, and sold by Microsoft. It consists of several families of operating systems, each of which cater to a certain sector of the computing industry with the OS typically associated with IBM PC compatible architecture. Active Windows families include Windows NT, Windows Embedded and Windows Phone; these may encompass subfamilies, e.g. Windows Embedded Compact (Windows CE) or Windows Server. Microsoft introduced the operating environment Windows on November 20, 1985, as a graphical operating system shell for MS-DOS in response to the growing interest in graphical user interfaces (GUIs).





LOGISTICS & MANUFACTURING

FEDEX

Founded in 1971, FedEx Corporation provides transportation, e-commerce, and business services in the United States and internationally. FedEx Express invented express distribution and is the industry's global leader, providing rapid, reliable, time-definite delivery to more than 220 countries and territories, connecting markets that comprise more than 90 percent of the world's gross domestic product within one to three business days. Unmatched air route authorities and transportation infrastructure, combined with leading-edge information technologies, make FedEx Express the world's largest express transportation company.



DEUTSCHE POST

Deutsche Post AG operates as a mail and logistics company in Germany, rest of Europe, the Americas, the Asia Pacific, and the Middle East and Africa. It operates through four divisions: Post-eCommerce-Parcel (PeP); Express; Supply Chain; and Global Forwarding, Freight. Deutsche Post AG is headquartered in Bonn, Germany.



MAERSK

A.P. Møller - Mærsk A/S operates as a shipping company worldwide. The company's Maersk Line segment provides container shipping services. Its APM Terminals segment engages in container terminal activities and inland transportation services. The company's Damco segment provides freight forwarding and supply chain management services. Its Svitser segment engages in towing and related marine activities. The company's Maersk Oil segment is involved in oil and gas production and exploration activities. Its Maersk Drilling segment is involved in offshore drilling activities and land-rig operations. It was founded in 1904 and is headquartered in Copenhagen, Denmark.



DHL

Deutsche Post DHL Group is the world's leading mail and Logistics Company. The Group is focused on being the first choice for customers, employees and investors in its core business activities worldwide. DHL is uniquely positioned in the world's growth markets, with a comprehensive range of international express, freight transportation, e-commerce and supply chain management services. Deutsche Post DHL Group employs approximately 510,000 employees in over 220 countries and territories worldwide.



UPS SUPPLY CHAIN SOLUTIONS

UPS Supply Chain Solutions, Inc. provides transportation and freight, contract logistics and distribution, customs brokerage, and consulting services for customers worldwide. It also operated UPS Express Critical, a solution for time-critical freight; and UPS Trade Direct, an integrated solution that allows users to bypass distribution centers by shipping directly to retail stores or customers' doors. The company was founded in 1988 and is based in Atlanta, Georgia. UPS Supply Chain Solutions, Inc. operates as a subsidiary of United Parcel Service, Inc.



TNT

TNT Express N.V. provides courier, express, and parcel services to businesses and consumers. It collects, transports, and delivers documents, parcels, and palletized freight. The company operates road and air transportation networks in Europe, the Middle East, Asia, Australia, and South America. It operates a fleet of 56 aircraft. TNT Express N.V. was founded in 1946 and is headquartered in Hoofddorp, the Netherlands. At present, TNT Express N.V. operates as a subsidiary of FedEx Corporation.



3M COMPANY

3M Company operates as a diversified technology company worldwide. 3M is fundamentally a science-based company. 3M produces thousands of imaginative products, and is a leader in scores of markets – from health care and highway safety to office products and abrasives and adhesives. 3M's success begins with its ability to apply its technologies – often in combination – to an endless array of real-world customer needs. The company was founded in 1902 and is headquartered in St. Paul, Minnesota.



ARCELOR MITTAL

Arcelor Mittal, together with its subsidiaries, operates as an integrated steel and mining company worldwide. The company operates through five segments: NAFTA; Brazil; Europe; Africa and Commonwealth of Independent States; and Mining. It produces finished and semi-finished steel products. With an industrial presence in 19 countries, Arcelor Mittal is the leader in all major global steel markets including automotive, construction, household appliances and packaging, with leading research and development and technology, sizeable captive supplies of raw materials, and outstanding distribution networks. Arcelor Mittal was founded in 1976 and is headquartered in Luxembourg, Luxembourg.



AIRBUS

Airbus Group SE, headquartered in Leiden, the Netherlands, through its subsidiaries, provides aeronautics, space, and related products and services worldwide. The company operates through three segments: Airbus Commercial Aircraft, Airbus Helicopters, and Airbus Defence and Space segments. The A300 became the world's first twin-engine wide body jet with its commercial service entry during 1974. It was followed in the early 1980s by Airbus' shorter-fuselage A310 derivative, then later that decade by the company's single-aisle A320 – which has developed into one of the most successful aircraft families in history with the A318, A319, A320 and A321.



SULZER

Sulzer is a global industry leader with reliable and sustainable solutions for performance-critical applications. Sulzer Ltd, together with its subsidiaries, provides products and services for the oil and gas, power, water, and general industry markets worldwide. The company operates through three divisions: Pumps Equipment, Rotating Equipment Services, and Chemtech. Sulzer Ltd. was founded in 1834 and is headquartered in Winterthur, Switzerland.



DULUX

Dulux is the UK's leading paint brand, with a wealth of products and services designed to help its customers find the colours that they'll love in their home, and give them the expert knowledge customers need to achieve great results. There are over 1,200 Dulux colours available to choose from and so to help customers select the right ones and there are lots of useful tools and services available online and in-store. Akzo Nobel N.V. produces and sells paints and coatings worldwide. The company offers its decorative paints under the Dulux brand and many more. Akzo Nobel N.V. was founded in 1646 and is headquartered in Amsterdam, the Netherlands.





BBC

The British Broadcasting Corporation Ltd. (BBC) is the largest public sector media company in the world. Affectionately known as “Auntie” or simply “the Beeb,” the BBC has served the British public for more than 85 years. Since 2000, the BBC has rapidly expanded its broadcasting content beyond the venerable BBC1 and BBC2 channels. In 2007, the company operated ten channels, through analog and digital broadcast and satellite networks, including BBC3, BBC4, CBBC, Cbeebies, and BBC News 24. The BBC also operates a range of local and regional television channels in England, Scotland, Wales, and Ireland. This company oversees the sales of BBC programming worldwide, as well as ancillary sales such as CDs and DVDs. BBC Worldwide also operates a range of commercial television stations, including BBC America, BBC Canada, BBC Food, BBC Kids, BBC Prime, BBC World, and Animal Planet, among others.



COMCAST

Comcast Corporation operates as a media and technology company worldwide. It operates through Cable Communications, Cable Networks, Broadcast Television, Filmed Entertainment, and Theme Parks segments. It is the second-largest pay-TV company and largest home Internet service provider in the United States, and the nation’s third-largest home telephone service provider. Comcast is a producer of feature films and television programs intended for theatrical exhibition and over-the-air and cable television broadcast. Comcast Corporation was founded in 1963 and is headquartered in Philadelphia, Pennsylvania.

AL JAZEERA

Al Jazeera Media Network owns and operates Arabic and English news channels. Al Jazeera, literally “The Island”, though referring to the Arabian Peninsula in context, also known as JSC (Jazeera Satellite Channel), is a Doha-based state-funded broadcaster owned by the Al Jazeera Media Network, which is partly funded by the House of Thani, the ruling family of Qatar. Initially launched as an Arabic news and current affairs satellite TV channel, Al Jazeera has since expanded into a network with several outlets, including the Internet and specialty TV channels in multiple languages. Al Jazeera is among the largest news organizations with 80 bureaus around the world. The company was founded in 1996.



BLOOMBERG TV

Bloomberg Television is an American-based international cable and satellite business news television channel that is owned by Bloomberg L.P. It is distributed globally, reaching over 310 million homes worldwide. Bloomberg Television first launched in the United States on January 1, 1994 under the name Bloomberg Information TV, before it was shortened to its current name in 1998. Bloomberg Television offers some off-air news updates via social media including Facebook, Google+ and Twitter. Rebroadcasts of news and other special programs are additionally aired on the station’s official YouTube channel “Bloomberg Television”. It is primarily headquartered in New York City, with European headquarters in London and Asian headquarters in Mumbai and Hong Kong.

CBS

CBS is an American commercial broadcast television network that is a flagship property of CBS Corporation. The company is headquartered at the CBS Building in New York City with major production facilities and operations in New York City (at the CBS Broadcast Center) and Los Angeles (at CBS Television City and the CBS Studio Center). CBS is sometimes referred to as the “Eye Network”, in reference to the company’s iconic logo, in use since 1951. CBS continues to operate the CBS Radio network, which now mainly provides news and features content for its portfolio of owned-and-operated radio stations in large and mid-sized markets, and affiliated radio stations in various other markets. The television network has more than 240 owned-and-operated and affiliated television stations throughout the United States.



DIRECTV

DIRECTV, LLC was acquired by AT&T, Inc. DIRECTV; LLC offers direct-to-home (DTH) services in the United States and Latin America. It acquires, promotes, sells, and distributes digital entertainment programming primarily through satellite to residential and commercial subscribers. The company offers DTH digital television and multi-channel video programming distribution (MPVD) services. The company also offers professional and collegiate sports programming, such as the NFL SUNDAY TICKET package, which allows subscribers to view NFL games. In addition, it provides digital-quality video entertainment and audio programming under the DIRECTV and SKY brands.

DISCOVERY CHANNEL

Discovery Communications, Inc. operates as a media company worldwide. The company operates through U.S. Networks, International Networks, and Education and Other segments. It owns and operates various television networks under the Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science Channel, Velocity, Discovery Family, American Heroes Channel, Destination America, Discovery Life, Oprah Winfrey Network, Eurosport, DMAX, and Discovery Kids brands, as well as other regional television networks. Discovery Communications, Inc. is headquartered in Silver Spring, Maryland.



FOX NEWS CHANNEL

Fox News, officially known as the Fox News Channel, is an American basic cable and satellite news television channel that is owned by the Fox Entertainment Group a subsidiary of 21st Century Fox. The channel broadcasts primarily from studios at 1211 Avenue of the Americas, New York City, New York. The channel was created by Australian-American media mogul Rupert Murdoch, who hired former Republican Party media consultant and CNBC executive Roger Ailes as its founding CEO. It launched on October 7, 1996, to 17 million cable subscribers.



DISH NETWORK

DISH Network L.L.C. operates satellite television programming and technology services in the United States. It offers HD/DVR technology; international channels; Internet and phone services; and DISH Anywhere, an online video site that allows users to watch TV shows, movies, and clips on computer. DISH Network L.L.C. has a strategic partnership with Haivision. DISH Network L.L.C. was formerly known as EchoStar Satellite L.L.C. and changed its name to DISH Network L.L.C. in March 2008. The company was incorporated in 1987 and is based in Englewood, Colorado.



MTV

MTV Networks Latin America, Inc. owns and operates television channels under the brand name MTV and Nickelodeon Latin America. It is based in Miami Beach, Florida. MTV (Music Television) is an American cable and satellite television channel owned by Viacom Media Networks (a division of Viacom) and headquartered in New York City. Launched on August 1, 1981, the channel originally aired music videos as guided by television personalities known as "video jockeys" (VJs). In its early years, MTV's main target demographic was young adults, but today it is primarily towards teenagers, particularly high school and college students.



ESPN

ESPN, Inc. operates as a multimedia sports entertainment company in the United States and internationally. The company operates radios and cable television networks; and interactive/Internet, broadband, and wireless platforms. It telecasts programming on various sports, such as soccer, rugby, cricket, golf, tennis, basketball, motor racing, and others. In addition, it publishes entertainment books and magazines; and organizes sports and events. ESPN, Inc. was formerly known as Entertainment & Sports Programming Network and changed its name to ESPN, Inc. in February 1985. The company was founded in 1979 and is based in Bristol, Connecticut.



NATIONAL GEOGRAPHIC CHANNEL

National Geographic is the American digital cable and satellite television channel that is owned by National Geographic Partners, majority-owned by 21st Century Fox with the remainder owned by the National Geographic Society. The channel airs non-fiction television programs produced by National Geographic and other production companies. The channel features documentaries with factual content involving nature, science, culture, and history, plus some reality and pseudo-scientific entertainment programming.



NBC

NBCUniversal Media, LLC, a media and entertainment company, develops, produces, and distributes entertainment, news and information, sports, and other content for audiences worldwide. The Broadcast Television segment operates NBC and Telemundo broadcast television networks, including 10 NBC and 17 Telemundo owned local broadcast television stations, as well as the NBC Universo national cable network. This segment also engages in the broadcast television production activities and related digital media properties. The Filmed Entertainment segment produces, acquires, markets, and distributes filmed entertainment; and develops, produces, and licenses live stage plays. It produces films under the Universal Pictures, Illumination, and Focus Features names. The Theme Parks segment primarily operates theme parks in Orlando and Hollywood. The company also operates arena management-related businesses. NBC Universal Media, LLC is headquartered in New York.



THOMSON REUTERS



Thomson Reuters Corporation provides news and information for professional markets worldwide. It operates through three segments: Financial & Risk, Legal, and Tax & Accounting. The company sells electronic content and services to professionals primarily on a subscription basis. Thomson Reuters Corporation also operates Reuters, which provides real-time multimedia news and information services to newspapers, television and cable networks, radio stations, and Websites. The company was formerly known as The Thomson Corporation and changed its name to Thomson Reuters Corporation in April 2008. Thomson Reuters Corporation was founded in 1799 and is based in Toronto, Canada.

TNT

TNT is an American basic cable and satellite television channel that is owned by the Turner Broadcasting System division of Time Warner. The original purpose of the channel was to play spillovers from its sister channel TBS by airing classic films and TV shows; however, since June 2001, the channel's programming consists of television series and feature films, with a focus on drama, along with some professional sporting events (such as National Basketball Association basketball games and Professional Golfers Association of America golf). Prior to the launch of the channel in 1988, the name Turner Network Television had been utilized by Turner Broadcasting as a syndication service for various sporting events, including two exhibition games from 1982 organized by the NFL Players Association during the NFL strike of that year, and the first Goodwill Games, organized by Turner himself, in 1986.



NINE ENTERTAINMENT

Nine Entertainment Co. Holdings Limited operates as a media and entertainment company in Australia. The company operates through Television and Digital segments. It delivers its content through free-to-air television broadcasting, subscription video-on-demand, digital channels, and online. The company operates through The Nine Network that includes primary Channel Nine and 9HD, as well as 9Go!, 9GEM, and 9Life. In addition, it operates various digital assets under the nine.com.au, 9News, Wide World of Sports, 9TheFIX, and 9Now brands across online publishing, data strategies, consumer insights, digital design, and advertising technologies. Nine Entertainment Co. Holdings Limited was founded in 1956 and is based in Willoughby, Australia.



VIACOM



Viacom, Inc. operates as media brand worldwide. The company creates television programs, motion pictures, short-form content, applications, games, consumer products, social media experiences, and other entertainment content for audiences. It operates through two segments, Media Networks and Filmed Entertainment. The Media Networks segment provides entertainment content and related branded products for consumers through approximately 250 locally programmed and operated TV channels, including Nickelodeon, Comedy Central, MTV, VH1, SPIKE, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick, Paramount Channel, and others, as well as through online, mobile, and apps. The Filmed Entertainment segment produces, finances, acquires, and distributes motion pictures, television programming, and other entertainment content under the Paramount Pictures, Paramount Animation, Nickelodeon Movies, MTV Films, and Paramount Television brands; and distributes films released under the Paramount Vantage, Paramount Classics, and Insurge Pictures brands. Viacom, Inc. is headquartered in New York.



MEDIA-PRINT

COSMOPOLITAN

Cosmopolitan is an international fashion magazine for women. Formerly titled The Cosmopolitan, the magazine was first published in 1886 in the United States as a family magazine; it was later transformed into a literary magazine and eventually became a women's magazine. Published by Hearst Corporation, Cosmopolitan has 64 international editions, is printed in 35 languages, and is distributed in more than 110 countries. The company also operates television stations and radio stations, and cable networks; and provides information, insights, analytics, and workflow solutions to finance, healthcare, and transportation markets. The company was founded in 1887 and is based in New York, New York.



PEOPLE MAGAZINE

People is an American weekly magazine of celebrity and human-interest stories, published by Time Inc. With a readership of 46.6 million adults, People has the largest audience of any American magazine. It was named "Magazine of the Year" by Advertising Age in October 2005, for excellence in editorial, circulation and advertising. People ranked #6 on Advertising Age's annual "A-list" and #3 on Adweek's "Brand Blazers" list in October 2006. People's website, People.com, focuses on celebrity news and human interest stories. The magazine's headquarters are in New York and it maintains editorial bureaus in Los Angeles and in London.



DAILY MAIL

The Daily Mail is a British daily middle-market tabloid newspaper owned by the Daily Mail and General Trust and published in London. First published in 1896 by Alfred Harmsworth, 1st Viscount Northcliffe, and his brother Harold Harmsworth, 1st Viscount Rothermere. Its sister paper The Mail on Sunday was launched in 1982. The Daily Mail was Britain's first daily newspaper aimed at the newly literate "lower-middle class market resulting from mass education, combining a low retail price with plenty of competitions, prizes and promotional gimmicks", and was the first British paper to sell a million copies a day. Jonathan Harmsworth, 4th Viscount Rothermere, a great-grandson of the one of the co-founders, is the current chairman and controlling shareholder of the Daily Mail and General Trust.

READER'S DIGEST

Reader's Digest was founded in 1922, by DeWitt Wallace and Lila Bell Wallace. According to Mediarmark Research (2006), Reader's Digest reaches more readers with household incomes of \$100,000+ than Fortune, The Wall Street Journal, Business Week, and Inc. combined. Global editions of Reader's Digest reach an additional 40 million people in more than 70 countries, via 49 editions in 21 languages. The periodical has a global circulation of 10.5 million, making it the largest paid circulation magazine in the world. It is also published in Braille, digital, audio, and in a large type called Reader's Digest Large Print.



FINANCIAL TIMES

The Financial Times Ltd., a business news organization, publishes news, comments, data, and analysis for the global business community worldwide. It offers paid print and digital circulation modules. The company's products and services include macro policy intelligence to hedge funds, investment banks, and asset managers; financial publications and services in the areas of banking, money management, and financial advisory for professional advisers, FDI intelligence, and professional wealth management; and web applications development services. It also provides training for the financial services and related industries. The Financial Times Ltd. was formerly known as London Financial Guide and changed its name to The Financial Times Ltd. in February 1888. The company was founded in 1888 and is based in London, United Kingdom.



THE MC GRAW-HILL

Mc Graw-Hill Education (MHE) is an American learning science company and one of the “big three” educational publishers that provides customized educational content, software, and services for pre-K through postgraduate education. The company also provides reference and trade publications for the medical, business, and engineering professions. McGraw-Hill Education currently operates in 28 countries, has more than 4,800 employees globally, and offers products and services to over 135 countries in nearly 60 languages. Formerly a division of The McGraw-Hill Companies, now S&P Global, McGraw-Hill Education was divested from McGraw Hill Financial and acquired by Apollo Global Management in March 2013 for \$2.4 billion in cash. Based on the growing demand for classroom technology, McGraw-Hill Education has transitioned from a print-based business model to one based on delivering digital content and technology-enabled learning solutions.



TIME

Time is an American weekly news magazine published in New York City. It was founded in 1923 and for decades was dominated by Henry Luce, who built a highly profitable stable of magazines. TIME Magazine has been one of the most authoritative and an informative guide to what is happening in the worlds of health and science, politics, business, society and entertainment. Every week, close to 2 million affluent consumers, frequent travellers and senior business people turn to TIME EMEA for award winning coverage of the key issues affecting the region. TIME sparks debate. Progressive ideas and provocative topics and gets the nation and the world talking. TIME sets the agenda and explores ideas providing a roadmap for the future. TIME responds immediately when big news breaks. It published a special Michael Jackson commemorative issue within 36 hours of his unexpected death. Time has the world’s largest circulation for a weekly news magazine, and has a readership of more than 26 million.



THE NEW YORK TIMES

The New York Times is an American daily newspaper, founded and continuously published in New York City since September 18, 1851, by The New York Times Company. The New York Times has won 119 Pulitzer Prizes, more than any other newspaper. The New York Times is ranked 18th in the world by circulation. Nicknamed “The Gray Lady”, The New York Times has long been regarded within the industry as a national “newspaper of record”. It has been owned by the Ochs-Sulzberger family since 1896; Arthur Ochs Sulzberger, Jr., the publisher of the Times and the chairman of the New York Times Company, is the fourth generation of the family to helm the paper.

THE WALL STREET JOURNAL

Winner of 36 Pulitzer Prizes for outstanding journalism, the Journal includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports, health and more. Published by Dow Jones, The Wall Street Journal has been a trusted name since 1889 for unparalleled analysis and unique reporting informing decisions that drive the world forward. Today, WSJ.com’s integrated solutions are complete with breaking news streams, watch lists, alerts, data feeds and APIs. The Journal’s global digital offerings have grown to include 12 sites in six languages, edited locally for a regionally relevant focus.



WASHINGTON POST

The Washington Post is an American daily newspaper. It is the most widely circulated newspaper published in Washington, D.C., and was founded on December 6, 1877, making it the area’s oldest extant newspaper. Its current slogan is “Democracy Dies in Darkness”. Located in the capital city of the United States, the newspaper has a particular emphasis on national politics. The newspaper has won 47 Pulitzer Prizes. This includes six separate Pulitzers awarded in 2008, the second-highest number ever awarded to a single newspaper in one year. Post journalists have also received 18 Nieman Fellowships and 368 White House News Photographers Association awards.





PHARMA COMPANIES

BOOTS

Boots UK Limited operates as a pharmacy-led health and beauty retailer in the United Kingdom. It operates pharmacies, and health and beauty stores. The company also offers midnight pharmacy, care sector, and education services. It serves customers through stores, as well as online. Boots UK Limited was formerly known as Boots The Chemists Limited and changed the name to Boots UK Limited in October 2007. The company was incorporated in 1968 and is based in Nottingham, United Kingdom. The company was incorporated in 2007 and is based in London, United Kingdom. Alliance Boots Limited operates as a subsidiary of Walgreens Boots Alliance, Inc.



NOVARTIS

The company was founded in 1996 and is based in Basel, Switzerland. Novartis International AG operates as a subsidiary of Novartis AG. The history of Novartis traces the converging destinies of three companies: Geigy, a chemicals and dyes trading company founded in Basel, Switzerland in the middle of the 18th century; Ciba, which began producing dyes in 1859; and Sandoz, a chemical company founded in Basel in 1886. Novartis International AG offers research, development, manufacture, and marketing of pharmaceuticals. The company manufactures drugs such as clozapine (Clozaril), Jakavi (ruxolitinib), diclofenac (Voltaren), carbamazepine (Tegretol), valsartan (Diovan), imatinib mesylate and (Gleevec / Glivec).



BAYER

Bayer Aktiengesellschaft operates as a life science company worldwide. The company operates through The company has strategic partnerships with Broad Institute and German Cancer Research Center, as well as strategic research alliance with University of Oxford. Bayer Aktiengesellschaft was founded in 1863 and is headquartered in Leverkusen, Germany.

CVS

CVS Pharmacy, Inc., a retail pharmacy, operates a chain of CVS/pharmacy and Longs Drug stores in the United States. Its stores provide new/refill prescriptions; and information on drugs and health. The company offers vitamins, as well as products in the areas of baby and child beauty, diet and nutrition, health and medicine, home health care, household, personal care, sexual health, and skin care. It serves customers through its retail and online stores. The company was incorporated in 1969 and is based in Woonsocket, Rhode Island.



GLAXOSMITHKLINE

GlaxoSmithKline plc engages in the creation, discovery, development, manufacture, and marketing of vaccines, over-the-counter medicines, and health-related consumer products worldwide. It operates through four segments: Pharmaceuticals, Pharmaceuticals R&D, Vaccines, and Consumer Healthcare. GlaxoSmithKline plc was founded in 1935 and is headquartered in Brentford, the United Kingdom.

MERCK

Merck & Co., Inc. provides healthcare solutions worldwide. It operates in four segments: Pharmaceutical, Animal Health, Healthcare Services, and Alliances segments. It serves drug wholesalers and retailers, hospitals, government agencies and entities, physicians, physician distributors, veterinarians, distributors, animal producers, and managed health care providers. Merck & Co., Inc. was founded in 1891 and is headquartered in Kenilworth, New Jersey.



PFIZER

Pfizer Inc. discovers, develops, manufactures, and sells healthcare products worldwide. It operates through two segments, Pfizer Innovative Health (IH) and Pfizer Essential Health (EH). The IH segment focuses on the development and commercialization of medicines and vaccines, and consumer healthcare products in various therapeutic areas. This segment offers products primarily under the Prevnar 13, Xeljanz, Eliquis, Lyrica, Enbrel, Viagra, Ibrance, Xtandi, Advil, and Centrum brands. Pfizer Inc. was founded in 1849 and is headquartered in New York, New York.

SANOFI

Sanofi is a global life sciences company committed to improving access to healthcare and supporting the people we serve throughout the continuum of care. From prevention to treatment, Sanofi transforms scientific innovation into healthcare solutions, in human vaccines, rare diseases, multiple sclerosis, oncology, immunology, infectious diseases, diabetes and cardiovascular solutions and consumer healthcare. As a company, and as individuals, Sanofi and its talented employees have always striven to advance the cause of health by developing treatments that prevent and treat diseases, while enhancing access to healthcare for the people around the world.



WALGREENS



Walgreen Co. owns and operates drugstores in the United States. It offers prescription drugs and refills, contact lenses, color lenses, disposables, multifocal lenses, toric lenses, vial lenses, solutions and drops, cases, and eye health supplements. The company has a strategic alliance with Prime Therapeutics. Walgreen Co. was formerly known as C. R. Walgreen and Co. and changed its name to Walgreen Co. in April 1916. The company was founded in 1901 and is based in Deerfield, Illinois.



RETAIL

7- ELEVEN

7-Eleven, Inc. operates, franchises, and licenses a chain of convenience stores in the United States, Canada, Japan, Taiwan, Thailand, South Korea, China, Malaysia, Mexico, Singapore, Australia, the Philippines, Indonesia, Norway, Sweden, and Denmark. The chain was known as Tote'm Stores until renamed in 1946. 7-Eleven, Inc. was formerly known as Southland Corporation and changed its name to 7-Eleven, Inc. in April 1999. The company was founded in 1927 and is based in Dallas, Texas. 7-Eleven, Inc. operates as a subsidiary of Seven-Eleven Japan Co., Ltd.



COOP

Coop Cooperative is one of Switzerland's largest retail and wholesale companies. It is structured in the form of a cooperative society with around 2.5 million members. According to Bio Suisse, the Swiss organic producers' association, Coop accounts for half of all the organic food sold in Switzerland. Coop has three primary brands with a sustainability selling proposition: Coop Oecoplan (various daily life products), Coop Naturaline (textile products) and Coop Naturaplan (food). The company also sells products bearing the Max Havelaar Fairtrade label. Coop also has a low-cost product line, "Prix garantie". Coop owns the Swiss chocolate company Halba. Coop publishes a weekly magazine called Coopzeitung (in German), Coop ration (in French) and Cooperazione. The chain has an online presence called coop@home.



ASDA

ASDA Stores Limited owns and operates a chain of superstores in the United Kingdom. ASDA Stores Limited was formerly known as Associated Dairies and Farm Stores Limited and changed its name to ASDA Stores Limited in 1965. The company was founded in 1949 and is based in Leeds, United Kingdom. ASDA Stores Limited operates as a subsidiary of ASDA Group Limited. Even though Asda is a subsidiary of Walmart, it has more autonomy than any of the other supermarket chains within the Walmart International division, and has retained its own British management team and board since the 1999 takeover.



CARREFOUR

Carrefour SA operates as a multi-local, multi-format, multi-channel retailer primarily in France, Spain, Italy, Belgium, Poland, Romania, Brazil, Argentina, China, and Taiwan. The company operates hypermarkets, supermarkets, convenience stores, cash and carry stores, and hypercash stores; e-commerce Websites, as well as m-commerce channels; and service stations. Its stores offer fresh produce; local products; consumer goods; and non-food products, including small household goods, textiles, and home appliances. In addition, Carrefour SA is involved in banking and insurance activities; property development activities; the provision of travel agency services; the rental of shopping malls; and franchise operations. Carrefour SA was founded in 1959 and is based in Boulogne-Billancourt, France.



COSTCO

Costco is an American-based wholesale company with a broad spectrum of merchandise. The company operates as a membership-only warehouse club with its retail outlets across the globe. Costco was founded by James Sinegal and Jeffery Brotman in 1983 in Seattle. It is headquartered in Issaquah, Washington from where it manages all its chief business operations. Costco's strategy is to offer high-quality, brand-name merchandise at prices below those of traditional wholesalers, discount retailers, and supermarkets. To achieve this, Costco buys nearly all of its merchandise at volume discounts from manufacturers, rather than distributors, and stock is usually shipped directly to selling warehouses to minimize freight costs. In addition to its already existing e-commerce web site for members, Costco.com, Costco officially launched the "B2B" portion of their online shopping website in April 2001. By further branching into e-commerce, and with plans to continue the company's expansion at the rate of 40 new warehouses a year, Costco continued its rapid growth with no slowdown in sight.



HAMLEYS

Hamleys is the oldest and largest toy shop in the world and one of the world's best-known retailers of toys. Founded by William Hamley as "Noahs Ark" in High Holborn, London, in 1760, it moved to its current site on Regent Street in 1881. This flagship store is set over seven floors, with more than 50,000 toys on sale. It is considered one of the city's prominent tourist attractions, receiving around five million visitors each year. The chain has ten other outlets in the United Kingdom and also has more than 60 franchises worldwide.



LOWE'S

Lowe's Companies, Inc. operates as a home improvement company in the United States, Canada, and Mexico. It offers a line of products for maintenance, repair, remodeling, and decorating. The company sells its national brand-name merchandise and private branded products to homeowners, renters, and professional customers; and retail customers comprising individual homeowners and renters. As of March 24, 2017, it operated 2,365 home improvement and hardware stores. The company also sells its products through online sites comprising Lowes.com and Lowesforpros.com; and through mobile applications. Lowe's Companies, Inc. was founded in 1946 and is headquartered in Mooresville, North Carolina.



METRO CASH AND CARRY

With more than 750 wholesale stores in 25 countries, METRO Cash & Carry is a leading international player in wholesale trade and is the largest sales division in terms of revenues within the Metro group. The distinctive concept is oriented towards helping professional customers to successfully run their own businesses. The wholesale company, which celebrated its 50th anniversary in 2014, champions the passion, ambition, creativity and flexibility of independent business. Founded in Mülheim an der Ruhr, Germany in 1964, METRO Cash & Carry's concept was revolutionary at the time: professional customers could select their own purchases all under one roof, pay for them in cash and take the items with them. 50 years on, METRO Cash & Carry is now a leading international player in wholesale trade with over 750 stores in 27 countries across Europe and Asia, serving about 21 million professional customers with a broad range of products and customized services.



MACY'S

The company was formerly known as Federated Department Stores, Inc. and changed its name to Macy's, Inc. in June 2007. Macy's, Inc. was founded in 1830 and is based in Cincinnati, Ohio. The company operates stores that offer a range of women's, men's, and children's apparel; shoes; fashion accessories; housewares; home textiles; intimate apparel, jewelry and much more. As of January 28, 2017, it operated approximately 829 stores under the Macy's, Bloomingdale's, Bloomingdale's The Outlet, Macy's Backstage, and Bluemercury brands, as well as has websites, including macys.com and bloomingdales.com. In addition, it operates as a beauty products and spa retailer.



SELFRIDGES

Selfridges Retail Limited owns and operates department stores in London, Birmingham, and Manchester, United Kingdom. Its stores offer clothing products, shoes, bags and luggage bags, jewelry, accessories, skincare products, makeup products, bath and body care products, fragrances, home products, technology products, wines and spirits, and much more. The company also operates restaurants and bars. It now sells products online in the United Kingdom and internationally. The company was founded in 1908 and is based in London, United Kingdom. Selfridges Retail Limited operates as a subsidiary of Wittington Investments Limited.



STAPLES

Staples, Inc., together with its subsidiaries, operates office products superstores. The company offers a range of office supplies, business technology products, facility and breakroom supplies, computers and mobility products, and office furniture under the Staples, Quill, and other proprietary brands. The company sells its office products and services directly to businesses and consumers through its Staples.com, Staples.ca, and Quill.com Websites; and retail stores, as well as Staples Business Advantage contracts. As of January 28, 2017, it operated approximately 1,583 retail stores. The company was founded in 1985 and is based in Framingham, Massachusetts.



MARKS & SPENCER

M&S is one of the UK's leading retailers committed to making every moment special through the high quality, own brand food, clothing and home products it offers in its stores and internationally. M&S is one of the UK's leading retailers, with 1,382 stores worldwide and is committed to delivering sustainable value for its stakeholders. M&S operates through three different business models – owned, franchise and joint venture – to bring quality clothing & home collections and food ranges to its international customers. M&S also has a growing international online business delivered through localized owned and franchise websites and through partnerships with leading marketplaces.



THE HOME DEPOT

The Home Depot, Inc. is a home improvement supplies retailing company that sells tools, construction products, and services. It operates many big-box format stores across the United States (including all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Guam), all 10 provinces of Canada, and the country of Mexico. The company was incorporated in 1989 and is based in Atlanta, Georgia. Home Depot U.S.A., Inc. operates as a subsidiary of The Home Depot, Inc.



TOYS 'R' US

Toys "R" Us, Inc., together with its subsidiaries, operates as a retailer of toys and baby products. It operates through two segments, Domestic and International. The company offers products for newborns and children up to four years of age, including baby gear, commodities, infant care products, apparels, furniture, bedding, and room décors; boys and girls toys. Toys "R" Us, Inc. is relentlessly striving to be the best toy and baby products retail company in the world. It has solidified its position by offering a differentiated shopping experience through its family of brands. Toys R Us, Inc. was founded in 1948 and is based in Wayne, New Jersey.



TESCO

Tesco PLC, together with its subsidiaries, operates as a grocery retailer. The company also provides retail banking, financial, and insurance services. It is the third largest retailer in the world measured by profits and fifth-largest retailer in the world measured by revenues. It has stores in 12 countries across Asia and Europe and is the grocery market leader in the UK (where it has a market share of around 28.4%), Ireland, Hungary, Malaysia and Thailand. It serves its customers through approximately 6,902 stores, as well as through the Internet. The company was founded in 1919 and is based in Welwyn Garden City, the United Kingdom.



WALMART

Wal-Mart Stores, Inc. operates retail stores in various formats worldwide. It operates through three segments: Walmart U.S., Walmart International, and Sam's Club. The company operates discount stores, supermarkets, supercenters, hypermarkets, warehouse clubs, cash and carry stores, home improvement stores, specialty electronics stores, apparel stores, drug stores, convenience stores, and membership-only warehouse clubs; and retail websites, such as walmart.com and samsclub.com, as well as mobile commerce applications. It operates 11,695 stores under 59 banners in 28 countries and e-commerce websites in 11 countries. Wal-Mart Stores, Inc. was founded by Sam Walton in 1945 and is headquartered in Bentonville, Arkansas.



TRADER JOE'S

Trader Joe's is a privately held chain of neighborhood grocery stores based in Monrovia, California, in Greater Los Angeles. At present Trader Joe's had 461 stores nationwide in 41 states and in Washington, D.C. By 2015, it was a competitor in "fresh format" grocery stores in the United States. Trader Joe's was founded by Joseph "Joe" Coulombe. After 1979, it is owned by Aldi Nord's owner Theo Albrecht in Germany. The company has offices in Monrovia, California, and Boston, Massachusetts. Trader Joe's is named after its founder, Joe Coulombe. The chain began in 1958. While a typical grocery store may carry 50,000 items, Trader Joe's stocks about 4,000 items, 80% of which bear one of its own brand names. Trader Joe's describes itself as "your neighborhood grocery store".



WOOLWORTHS

Woolworths Limited is a retail store that operates through Australian Food and Petrol, New Zealand Supermarkets, Endeavour Drinks Group, BIGW, and Hotels segments. The Australian Food and Petrol segment engages in the procurement and resale of food and petroleum products to customers in Australia. The New Zealand Supermarkets segment is involved in the procurement and resale of food and liquor products to customers in New Zealand. The BIGW segment procures and resells discount general merchandise products to customers in Australia. The Hotels segment offers leisure and hospitality services, including food and alcohol, accommodation, entertainment, and gaming in Australia. The company also retails apparel and homeware products through catalogues, online, a call centre, and five EziBuy stores; and provides financial services, including credit cards, reloadable MasterCards, and gift cards. Woolworths Limited was founded in 1924 and is based in Bella Vista, Australia.





SOCCER & SPORTS

ARSENAL FC

Arsenal Football Club is a professional football club based in Highbury, London that plays in the Premier League, the top flight of English football. Arsenal was the first club from the South of England to join The Football League, in 1893. They entered the First Division in 1904, and have since accumulated the second most points. Relegated only once, in 1913, they continue the longest streak in the top division. They completed the 20th century with the highest average league position. Arsenal's fan base is the fifth largest in the world.



ASCOT

Ascot Racecourse is a British racecourse, located in Ascot, Berkshire, England, which is used for thoroughbred horse racing. It is one of the leading racecourses in the United Kingdom, hosting nine of Britain's 32 annual Group 1 horse races. The course, owned by Ascot Racecourse Ltd, enjoys close associations with the British Royal Family, being approximately six miles from Windsor Castle. Ascot today stages twenty-six days of racing over the course of the year. It also stages important jump racing throughout the winter months. Ascot Racecourse Limited owns and operates sports arenas and stadiums. The company was incorporated in 2001 and is based in Ascot, United Kingdom.



CHELSEA FC

Chelsea Football Club is an English professional football club based in Fulham, London. Founded in 1905, the club's home ground since then has been Stamford Bridge. Chelsea had their first major success in 1955, when they won the league championship. The club's greatest period of success has come during the last two decades; winning 21 trophies since 1997. Chelsea are the only London club to win the UEFA Champions League, and one of four clubs, and the only British club, to have won all three main UEFA club competitions. The club have the sixth-highest average all-time attendance in English football.



EVERTON FC

Everton F.C. is a football club in Liverpool, England, that currently competes in the Premier League, the top flight of English football. The club have competed in the top division for a record 114 seasons and won the League Championship nine times, and the FA Cup five times. Formed in 1878, Everton were founding members of The Football League in 1888 and won their first League Championship two seasons later. The mid-1980s represented their most recent period of sustained success, with two League Championships, an FA Cup, and the 1985 European Cup Winners' Cup.



FC BARCELONA

Futbol Club Barcelona commonly known as Barcelona and familiarly as Barça is a professional football club based in Barcelona, Catalonia, Spain. Founded in 1899 by a group of Swiss, English and Catalan footballers led by Joan Gamper, the club has become a symbol of Catalan culture and Catalanism, hence the motto "Més que un club" ("More than a club"). It is the second most valuable sports team in the world, worth \$3.56 billion, and the world's second richest football club in terms of revenue, with an annual turnover of €60.8 million. Barcelona was ranked first in the IFFHS Club World Ranking for 1997, 2009, 2011, 2012 and 2015 and currently occupies the third position on the UEFA club rankings. The club has a long-standing rivalry with Real Madrid; matches between the two teams are referred to as El Clásico.



FC BAYERN MUNICH

Fußball-Club Bayern München e.V., commonly known as FC Bayern München, FCB, Bayern Munich, or FC Bayern, is a German sports club based in Munich, Bavaria (Bayern), Germany. It is best known for its professional football team, which plays in the Bundesliga, the top tier of the German football league system, and is the most successful club in German football history, having won a record 26 national titles and 18 national cups. FC Bayern was founded in 1900 by 11 football players, led by Franz John. The club had its period of greatest success in the middle of the 1970s when, under the captaincy of Franz Beckenbauer, it won the European Cup three times in a row (1974–1976). Bayern Munich is the biggest sports club in Germany and the third biggest football club in the world.



FC INTER MILAN

FC Internazionale Milano, commonly referred to as Internazionale or simply Inter, and colloquially known as Inter Milan outside of Italy, is a professional Italian football club based in Milan, Lombardy. The club has played continuously in the top tier of the Italian football league system since its debut in 1909. From 2006 to 2010, the club has won five successive league titles, equalling the all-time record. They have won the Champions League three times: two back-to-back in 1964 and 1965 and then another in 2010. Their latest win completed an unprecedented Italian seasonal treble, with Inter winning the Coppa Italia and the Scudetto the same year. The club has also won three UEFA Cups, two Intercontinental Cups and one FIFA Club World Cup. The club is one of the most valuable in Italian and world football.



JUVENTUS FC

Juventus Football Club, colloquially known as Juve is a professional Italian association football club based in Turin, Piedmont. Founded in 1897 as Sport-Club Juventus by a group of young Torinese students and among them, was their first president, Eugenio Canfari. The club is the second oldest of its kind still active in the country after Genoa's football section and has spent its entire history, with the exception of the 2006–07 season, in the top flight First Division (known as Serie A) since 1929. The club's fan base is larger than any other Italian football club and is one of the largest worldwide. Support for Juventus is widespread throughout the country and abroad, mainly in countries with a significant presence of Italian immigrants. Juventus is the most successful club in Italian football and one of the most awarded globally.



LIVERPOOL FC

Liverpool Football Club is a professional association football club based in Liverpool, Merseyside, England. They compete in the Premier League, the top tier of English football. The club has won 5 European Cups, 3 UEFA Cups, 3 UEFA Super Cups, 18 League titles, 7 FA Cups, a record 8 League Cups, and 15 FA Community Shields. The club was founded in 1892 and joined the Football League the following year. Liverpool established itself as a major force in both English and European football during the 1970s and 1980s when Bill Shankly and Bob Paisley led the club to 11 League titles and seven European trophies. Under the management of Rafa Benítez and captained by Steven Gerrard Liverpool became European champion for the fifth time, winning the 2005 UEFA Champions League Final against Milan. The club's anthem is "You'll Never Walk Alone".



MANCHESTER UNITED

Manchester United is one of the most popular and successful sports team in the world, playing one of the most popular spectator sports on earth. Through its 138 years heritage it has won 64 trophies, including a record

20 English league titles, enabling the team to believe that it is one of the world's leading sports brands and a global community of 659 million followers. Manchester United was founded in 1878 as Newton Heath L&YR Football Club; this club has operated for over 138 years. The team first entered the English First Division, then the highest league in English football, for the start of the 1892-93 season. The club name changed to Manchester United Football Club in 1902, and it won the first of its 20 English League titles in 1908. In 1910, the club moved to Old Trafford, its current stadium.

MANCHESTER CITY

Manchester City Football Club is a football club in Manchester, England. Founded in 1880 as St. Mark's (West Gorton), they became Ardwick Association Football Club in 1887 and Manchester City in 1894. The club moved to the City of Manchester Stadium in 2003, having played at Maine Road since 1923. The club's most successful period was in the late 1960s and early 1970s when they won the League Championship, FA Cup, League Cup and European Cup Winners' Cup under the management team of Joe Mercer and Malcolm Allison. The club was purchased in 2008 by Abu Dhabi United Group and has become one of the wealthiest in the world. In 2016, Forbes magazine estimated they were the world's sixth most valuable football club, worth \$1.92 billion.



PARIS SAINT GERMAIN FC

Paris Saint-Germain Football Club is a French professional football club based in Paris, whose first team played in the highest tier of French football, the Ligue 1. The club was formed in 1970 by the merger of Paris FC and Stade Saint-Germain. The Parisians are also one of only two French clubs to win a European title – the other being arch-rivals Olympique de Marseille. In international club football, Paris have won one UEFA Cup Winners' Cup and one UEFA Intertoto Cup. Currently, PSG have the sixth-highest revenue in the football world with an annual revenue of \$520.9 million, and are the world's thirteenth most valuable football club, worth \$814 million.



REAL MADRID

Real Madrid Club de Fútbol commonly known as Real Madrid, or simply as Real outside Spain frontiers, is a professional football club based in Madrid, Spain was founded in 1902 as Madrid Football Club. The word Real is Spanish for Royal and was bestowed to the club by King Alfonso XIII in 1920 together with the royal crown in the emblem. Unlike most European sporting entities, Real Madrid's members have owned and operated the club throughout its history. Real Madrid was recognised as the FIFA Club of the 20th Century on 23 December 2000, and named Best European Club of the 20th Century by the IFFHS on 11 May 2010. The club received the FIFA Centennial Order of Merit in 2004. The club is ranked first in the latest IFFHS Club World Ranking, setting a new ranking-point record. The club also leads the current UEFA club rankings.





APPLE

Apple Inc. founded in 1977 and headquartered in Cupertino, California designs, manufactures, and markets mobile communication and media devices, personal computers, and portable digital music players to consumers, small and mid-sized businesses, and education, enterprise, and government customers worldwide. It offers iPhone, a line of smartphones; iPad, a line of multi-purpose tablets; and Mac, a line of desktop and portable personal computers. Further, the company sells Apple-branded and third-party Mac-compatible, and iOS-compatible accessories, such as headphones, displays, storage devices, Beats products, and other connectivity and computing products and supplies. The company sells and delivers digital content and applications through the iTunes Store, App Store, Mac App Store, TV App Store, iBooks Store, and Apple Music.



BELL

Bell Canada, Inc. provides communications solutions to consumers and businesses. It offers residential services, including local and long distance telephone, Internet access, and digital television services. The company also provides wireless voice and data communications products and services to residential and business customers across Canada. The company also operates as a virtual chief information officer for small and medium businesses. The company was formerly known as The Bell Telephone Company of Canada. The company was incorporated in 1880 and is based in Montreal, Canada. Bell Canada, Inc. operates as a subsidiary of BCE Inc.



ALCATEL-LUCENT

Alcatel-Lucent Enterprise S.A. provides enterprise communications solutions and services for businesses in France and internationally. It offers communications, networking, and cloud solutions; applications and unified communications, campus access switches, campus LAN core switches, data center switches, enterprise communication platforms, management products, phones and software clients, routers, security and BYOD network services, wireless products, and products for small and medium businesses. The company was founded in 1960 and is based in Colombes, France. As of October 1, 2014, Alcatel-Lucent Enterprise S.A. operates as a subsidiary of China Huaxin Post and Telecommunications Economy Development Centre.

AT&T

AT&T Inc. provides telecommunications and digital entertainment services. The company operates through four segments: Business Solutions, Entertainment Group, Consumer Mobility, and International. AT&T is the second largest provider of mobile telephone services and the largest provider of fixed telephone services in the United States, and also provides broadband subscription television services through DirecTV. The company was formerly known as SBC Communications Inc. and changed its name to AT&T Inc. in November 2005. AT&T Inc. was founded in 1983 and is based in Dallas, Texas.



BT

BT Group plc provides communications services worldwide. The company's BT Global Services segment offers managed networked IT services to corporate and public sector customers, such as Internet protocol, Ethernet, and Internet virtual private network services; firewalls, web security, intrusion prevention, and threat monitoring services; collaboration services; contact center services; telehousing and colocation services; and advising, integration, and managed services. BT Group plc. retails technology equipment; and provides systems integration, fleet management, payment, audio, video, and Web collaboration services. The company was formerly known as Newgate Telecommunications Limited and changed its name to BT Group plc in September 2001. BT Group plc was incorporated in 2001 and is headquartered in London, the United Kingdom.



DEUTSCHE TELEKOM

Deutsche Telekom AG, together with its subsidiaries, provides integrated telecommunication services worldwide. It offers fixed-network services, including voice and data communication services based on fixed-network and broadband technology; and sells terminal equipment and other hardware products, as well as services to resellers. The company has approximately 165 million mobile customers, and 29 million fixed-network and 19 million broadband lines. Deutsche Telekom AG has a strategic partnership with Inmarsat plc. to develop the European Aviation Network. The company was founded in 1995 and is headquartered in Bonn, Germany.



ERICSSON

Telefonaktiebolaget LM Ericsson was founded in 1876 and headquartered in Stockholm, Sweden, provides information and communications technology solutions for networks, IT and cloud, and media markets worldwide. It operates through three segments: Networks, Global Services, and Support Solutions. The company offers services, software and infrastructure in information and communications technology (ICT) for telecommunications operators, traditional telecommunications and Internet Protocol (IP) networking equipment, mobile and fixed broadband, operations and business support services, cable television, IPTV, video systems, and an extensive services operation.



MOTOROLA

Motorola created the mobile communications industry. Motorola invented most of the protocols and technologies that make mobile communications possible, including the first mobile phone, the first base station and pretty much everything else in between. Motorola is the first company to bring smartphone production back to the USA and allow people to customize their own phone design. For the past 80 years, the engineers have thrived on invention and on finding new ways to solve problems. Today Motorola continues to look for new opportunities to change people's lives for the better through the magic of mobility.

MAXIS

Maxis Broadband Sdn Bhd provides internet and internet application services which includes owning, maintaining, building and operating radio facilities, and associated switches. Maxis Broadband Sdn Bhd was formerly known as Bina Sat-Com Network Sdn Bhd. and changed its name to Maxis Broadband Sdn Bhd in July 1999. The company was founded in 1992 and is based in Kuala Lumpur, Malaysia. Maxis Broadband Sdn Bhd operates as a subsidiary of Maxis Berhad.



KDDI

KDDI Corporation provides telecommunications services in Japan and internationally. The company operates through four segments: Personal Services, Value Services, Business Services, and Global Services. KDDI Corporation serves approximately 64 million mobile subscribers and 8.8 million fixed-line broadband subscribers. The company also engages in operation and maintenance, call center, and research and development businesses. KDDI Corporation was founded in 1953 and is headquartered in Tokyo, Japan.



LUMIA

Microsoft Lumia (previously the Nokia Lumia Series) is a range of mobile devices designed and marketed by Microsoft Mobile and previously by Nokia. Introduced in November 2011, the line was the result of a long-term partnership between Nokia and Microsoft. The Lumia name is derived from the plural form of the Finnish word lumi, meaning "snow". On 3 September 2013, Microsoft announced its purchase of Nokia's mobile device business, with the deal closing on 25 April 2014. As a result, the Lumia line is now maintained by Microsoft Mobile. As part of the transition, Microsoft continued to use the Nokia brand on Lumia devices until October 2014, when it began to officially phase out the Nokia name in its promotion and production of smartphones in favor of Microsoft branding.



MTN

MTN South Africa is a mobile network operator in South Africa. It provides news, sports, and event-related information to its consumers. The company also offers customer services in the telecommunications industry. In addition, it provides Steppa tablet that offers Internet to students, learners, and entrepreneurs. Further, the company provides Music+, a platform that offers its users with the ability to simultaneously stream and download music and videos offline. The company was founded in 1994 and is based in South Africa. MTN South Africa operates as a subsidiary of MTN Group Limited.

NOKIA

Nokia Corporation, together with its subsidiaries, provides network infrastructure and related services worldwide. The company operates through three segments: Ultra Broadband Networks, IP Networks and Applications, and Nokia Technologies. It offers mobile networking solutions, such as hardware, software, and services for telecommunications operators, enterprises, and related markets/verticals; radio access network solutions; Internet protocol multimedia subsystem/voice over LTE, subscriber data management and other virtualized software infrastructure solutions; backhaul solutions; and network planning, implementation, operations, and maintenance solutions.



O2



Telefónica UK Limited, doing business as O2, is a digital communications company. The company offers phones, tablets, upgrades, SIMs, and accessories, as well as mobile broadband services through its retail stores and sponsors, as well as online. It also provides car insurance and telematics product for young drivers. With over 25 million customers, O2 runs 2G, 3G and 4G networks across the UK, as well as operating O2 Wifi and owns half of Tesco Mobile. O2 has over 450 retail stores and sponsors The O2, O2 Academy venues and England Rugby. The company was incorporated in 1983 and is based in Slough, United Kingdom.

NTT



Nippon Telegraph and Telephone Corporation (NTT) is the largest telecommunications firm in the world. In 1999, NTT was reorganized as part of Japan's telecommunications reform and became a holding company for regional phone companies, NTT East and NTT West, and long-distance carrier NTT Communications. Along with traditional telephone services, NTT offers Internet access, broadband services, and mobile communication services. The company owns 64 percent of Japan's leading cellular provider, NTT DoCoMo Inc. Japan's telecommunications sector continues to face increased competition from foreign entrants, leaving NTT heavily focused on international investments—including the \$5.1 billion purchase of U.S.-based Verio Inc.—and restructuring business operations.

QUALCOMM

Qualcomm Incorporated develops, designs, manufactures, and markets digital communications products and services in China, South Korea, Taiwan, the United States, and internationally. The company operates through three segments: Qualcomm CDMA Technologies (QCT); Qualcomm Technology Licensing (QTL); and Qualcomm Strategic Initiatives (QSI). The company also develops and offers products for implementation of small cells; mobile health products and services; software products, and content and push-to-talk enablement services to wireless operators; and development, and other services and related products to the United States government agencies and their contractors. In addition, it licenses chipset technology and products for data centers. Qualcomm Incorporated was founded in 1985 and is headquartered in San Diego, California.



FRANCE TELECOM(ORANGE)

Orange SA provides fixed, mobile, and ADSL services in Luxembourg. It offers prepaid cards, fixed telephony, and fixed and mobile Internet solutions, as well as BlackBerry enterprise solutions. The company also allows customers to recharge prepaid cards and data cards online, as well as to buy new prepaid SIM cards online. It offers its products and services through its shops. Orange SA was formerly known as VOXmobile S.A. and changed its name to Orange SA in October 2009. The company was founded in 2003 and is based in Luxembourg. At present, Orange SA operates as a subsidiary of Orange Belgium S.A.




SONY XPERIA Z3

The Xperia Z3 is Sony's thinnest Android flagship to date, with a profile that measures in at just 7.3 millimeters. Despite the slender build, however, the Z3 still packs some amazing hardware, including a quad-core Snapdragon 801 processor, 3GB of RAM, and a great, 20.7-megapixel camera. The Z3 isn't far off its predecessor, the Xperia Z2 - it keeps the same 5.2in Full HD display, has the same waterproofing design that protects it to a depth of 1.5m. However, in terms of design, it feels like a completely different handset with its rounded nylon corners, making it easier to hold.

SOFTBANK

SoftBank Corp. provides mobile communications services in Japan. The company offers its mobile data communication services through 3G and 4G networks. It also provides content for mobile Internet and sells mobile phone handsets. It has strategic alliances with Qustodio Technologies S.L., Alibaba Group Holding Limited, and Sumitomo Life Insurance Company. The company was formerly known as SoftBank Mobile Corp. and changed its name to SoftBank Corp. in May 2015. The company was founded in 1994 and is based in Tokyo, Japan.



SKY

Sky plc, together with its subsidiaries, engages in entertainment and communications businesses. The company offers pay television broadcasting and home communications services, including broadband and telephone services; over-the-top subscriptions; and HD, multiscreen, line rental, second smartcard, premium HD, and mobile TV, as well as on demand services, such as Catch Up TV and box sets. It also invests, acquires, and produces content in entertainment, arts, and sports. Sky plc serves approximately 22 million residential and commercial customers in the United Kingdom, Ireland, Italy, Germany, and Austria. The company was formerly known as British Sky Broadcasting Group plc and changed its name to Sky plc in November 2014. Sky plc was incorporated in 1988 and is headquartered in Isleworth, the United Kingdom.



SINGTEL

Singapore Telecommunications Limited provides integrated infocomms technology (ICT) solutions to enterprise customers primarily in Singapore, Australia, the United States, and Europe. It operates through three business segments: Group Consumer, Group Enterprise, and Group Digital Life. The Group Consumer segment is involved in carriage business, including mobile, pay TV, fixed broadband, and voice, as well as equipment sales. The Group Enterprise segment offers mobile, fixed voice and data, managed services, cloud computing, cyber security, and IT and professional consulting services. The Group Digital Life segment engages in digital marketing, regional video, and advanced analytics and intelligence businesses. The company also operates a venture capital fund that focuses its investments on technologies and solutions. Singapore Telecommunications Limited is headquartered in Singapore.



SWISSCOM

Swisscom AG provides telecommunication services primarily in Switzerland and Italy. It offers broadband, fixed-network, and mobile phone subscription services, as well as national and international telephone, and data traffic services for residential customers, and small and medium-sized enterprises; and value-added and TV services, as well as sells terminal equipment and operates on-line and telephone directories. Additionally, it offers collection services for radio and TV license fees; mobility services; constructs and maintains wired and wireless networks in Switzerland. Swisscom AG was founded in 1998 and is based in Worblaufen, Switzerland.

T MOBILE

T-Mobile International AG & Co. KG was acquired by Deutsche Telekom AG. T-Mobile International AG & Co. KG operates as a mobile communications company. The company focuses on consumer and business solutions. It offers mobile phone services, which include mobile transmission of news of information, sports, news, finance, games, and music categories; short message services; multimedia messaging services; and corporate mobile data services. The company also provides the Web 'n' walk Card compact ,W-LAN data cards that enable Internet and intranet access with a laptop through HSDPA, UMTS, GPRS, and EDGE in Germany, Austria, the Great Britain, the Netherlands, Hungary, the Czech Republic, and Croatia. The company owns network operators in Germany, the United States, the Great Britain, Austria, the Netherlands, the Czech Republic, and Poland. The company was founded in 1999 and is headquartered in Bonn, Germany.



VERTU

Vertu Corporation Limited designs and manufactures mobile phones and accessories in England. The company also provides personalization services; personalized assistance; and access to cultural and sporting events, private members' clubs, and 'closed-door' shopping experiences from various fashion houses. It sells its products through its boutiques, as well as through other stores in the United Kingdom and internationally. Vertu Corporation Limited was founded in 1998 and is headquartered in Church Crookham, United Kingdom.

VODAFONE

Vodafone Group Plc operates as a telecommunications company worldwide. The company offers voice, messaging, and data services across mobile and fixed networks; broadband and TV services; cloud and hosting, as well as Internet protocol-virtual private network services; roaming services; and unified communications services. It also provides M-Pesa, a mobile money transfer and payment service; and Vodafone One, an ultra-high-speed fixed broadband service with Ono Fibre, home landline, 4G mobile telephony, and Vodafone TV. The company serves 462 million mobile, 13 million fixed broadband, and 9.5 million TV customers. Vodafone Group Plc was founded in 1984 and is based in Newbury, the United Kingdom.



TELSTRA

Telstra Corporation Limited provides telecommunications and information services to businesses, governments, communities, and individuals in Australia and internationally. The company operates through Telstra Retail, Global Enterprise and Services, Telstra Operations, and Telstra Wholesale segments. It offers a range of telecommunication products, services, and solutions across mobiles, fixed and mobile broadband, telephony, and pay television. It distributes its services through 358 Telstra stores, 83 business centers, and 16,500 retail points. The company was formerly known as Australian and Overseas Telecommunications Corporation Limited and changed its name to Telstra Corporation Limited in April 1993. Telstra Corporation Limited was founded in 1901 and is based in Melbourne, Australia.



VERIZON WIRELESS

Verizon Communications Inc. is an integrated telecommunications company that provides wire line voice and data services, wireless services, internet services, and published directory information. The Company also provides network services for the federal government including business phone lines, data services, telecommunications equipment, and payphones. The company is headquartered in Basking Ridge, New Jersey. It was founded in 2000 as a joint venture of American telecommunications firm Bell Atlantic, which would soon become Verizon Communications, and British multinational telecommunications company Vodafone. Verizon Communications became sole owner in 2014 by buying Vodafone's 45-percent stake in the company.



TOBACCO & LIQUOR



BENSON & HEDGES

Rothmans, Benson & Hedges (RBH) is the Canadian arm of smoking giant Philip Morris International (PMI). RBH makes and markets cigarettes and tobacco for roll-your-own use. The company's main brands include Accord, Belmont, Benson and Hedges, Canadian Classics, Craven "A," Mark Ten, Number 7, and Rothmans. RBH purchases most of its tobacco from Canadian growers and controls almost a quarter of the Canadian tobacco-product market. RBH, Canada's second-largest tobacco company, became a wholly-owned subsidiary of PMI in 2008 when PMI purchased its former parent, Rothmans Inc., for about \$1.9 billion. This was the brand of cigarettes preferred by King George VI, who was famed for his heavy cigarette smoking. Benson & Hedges was founded in London in 1873 by Richard Benson and William Hedges as Benson and Hedges Ltd.



BRITISH AMERICAN TOBACCO

British American Tobacco plc. engages in the production and sale of tobacco products. It provides cigarettes and cigars; snus, a low-toxicant smokeless tobacco product; and e-cigarettes and other products, such as vapor and tobacco heating products, as well as nicotine inhalers. The company offers its products under the Dunhill, Kent, Lucky Strike, Pall Mall, Rothmans, Vogue, Viceroy, Kool, Peter Stuyvesant, Craven A, Benson & Hedges, John Player Gold Leaf, State Express 555, and Shuang Xi brands. It also operates a retail store under Vype brand name in Milan. The company sells its products in the Americas, Eastern and Western Europe, the Middle East, Africa, and the Asia-Pacific. British American Tobacco p.l.c. was founded in 1902 and is headquartered in London, the United Kingdom.

BUCHANAN'S

Buchanan's is the largest premium Scotch brand in Latin America and has experienced ten-year double-digit growth in the U.S. while doubling its share over the past three years. Founded in 1879 by James Buchanan, the whisky's new visual identity maintains a nod to its heritage and rich history, as it propels into the future with a more contemporary look that includes cleaner labels, distinctive bottle redesigns that unify the portfolio, and bolder presentation boxes. The Buchanan's brand touts more than 130 years of authentic heritage, and every bottle is a reminder of James Buchanan's commitment to creating the finest blend. The Buchanan's Portfolio includes four award-winning variants: Buchanan's DeLuxe™, Buchanan's Master™, Buchanan's Special Reserve™ and Buchanan's Red Seal™, all of which have been recognized in numerous international spirits competitions, making Buchanan's one of the most awarded scotch whiskies today.



CAMPARI

Campari is an alcoholic liqueur, considered an apéritif obtained from the infusion of herbs and fruit in alcohol and water. It is characterized by its dark red color. It is produced by the Alfredo Campari Group, a multinational company based in Italy. Campari was invented in 1860 by Gaspare Campari in Novara, Italy. It was originally coloured with carmine dye, derived from crushed cochineal insects, which gave the drink its distinctive red colour. In 2006, Gruppo Campari ceased using carmine in its production. In 1904, Campari's first production plant was opened in Sesto San Giovanni, near Milan, Italy. The company required bars that bought Campari to display the Campari Bitters sign. Under the direction of Davide Campari, Gaspare's son, the company began to export the beverage, first to Nice in the heart of the French Riviera, then overseas. The Campari brand is now distributed in over 190 countries.

CARLSBERG

Carlsberg is an internationally distributed beer and one of the world's largest brewery groups. There may be quite a few people who know of Carlsberg beer and yet don't even know it's Danish. Carlsberg was established in 1847 by J.C. Jacobsen. The name Carlsberg came from a combination of his son's name, Carl, and the Danish word for mountain, as the brewery was situated on the hill of Valby. Twenty years later Carlsberg was an internationally recognized brewery. Carlsberg beer has been produced since 1847. It was first sold in its current pilsner form in 1904. In 1868 Carlsberg began exporting to Scotland. In 1869 samples were sent to Rangoon, Singapore, Calcutta and Hong Kong.



CHIVAS REGAL

Chivas Regal Scotch Whisky is the most prestigious premium blended Scotch whisky in the world, setting a standard of excellence for all distilled spirits. With its 'rich and smooth' house style, Chivas Regal has become a favorite of connoisseurs, selling more than 4.6 million cases worldwide annually, in more than 200 countries. Chivas Brothers opened a grocers in 1801 in Aberdeen. The name was taken from the 17th century House of Schivas, a large house in the town of the Schivas in Aberdeenshire. Chivas 12 is still distilled and blended at the oldest operating Highland distillery in Speyside, Scotland. The Chivas brothers only began to blend whiskey after their affluent clientele demanded it from their grocery store in the 1850s. Chivas Brothers delivered their wares to Queen Victoria and in 1843 they were granted a Royal Warrant. Today, the wonderfully malty blend Chivas Regal 12 Year Old lies at the heart of the range.



CIROC

Established in 2003 in the South of France, Cîroc Ultra-Premium Vodka is one of the only vodkas in the world made from fine French grapes, instead of using the typical grain. Its distillation process is inspired by over a century of wine-making expertise and craftsmanship which sets Cîroc apart from other vodkas and makes it a luscious, elegantly smooth and sophisticated luxury vodka. The brand's tall slender bottles are embossed with a cockerel perched on a cluster of grapes to symbolise the Gaillac region, and its grape growing heritage. Cîroc helped to modernise the world of vodka by taking it out of its eastern European heartland, relocating it to France. The brand has released a number of flavoured variants in recent years, too. Cîroc has won double gold at the 2010 San Francisco World Spirits Competition

FOSTERS

Foster's is a uniquely Australian beer, brewed with only the finest malted barley and specialized Australian hops whilst being filtered at sub-zero temperatures in order to offer consumers a feeling of refreshment like no other beer. Foster's was first brewed in Australia in 1888 by two brothers who dreamed of making a new kind of beer for the colonies. The taste of Foster's lager the brothers created more than 100 years ago is still preferred among today's "above premium drinkers". It is a testimony to Foster's success that the brand is today omnipresent across geographies and is catering to the needs of consumers with both Foster's Lager "Mild beer" and Foster's Gold "Strong Beer" variants in all prominent pack formats.



DOM PERIGNON

Dom Pérignon is a brand of vintage Champagne produced by the Champagne house Moët & Chandon, and serves as that house's prestige champagne. It is named after Dom Pérignon, a Benedictine monk who was an important quality pioneer for Champagne wine but who (contrary to popular myths) did not discover the champagne method for making sparkling wines. In its youth, Dom Pérignon shows incredibly smooth, creamy fruit with perfect balance and weight. As it ages it takes on wonderful toasty aromas and a finesse equaled by very few of the other Grandes Marques. Since 2014 Dom Pérignon has no longer been using the term oenothèque for its late-release Champagnes, but the word Plénitude. This style represents Dom Pérignon champagne that is left in contact with its lees and does not evolve in a linear fashion, but ages in a series of stages, producing windows of opportunity, or plénitudes when the Champagne can be disgorged and released to bring consumers a different expression of the same vintage. There are three plénitudes in the life of a given vintage: the first plénitude spans between seven to eight years after the vintage, which is when Dom Pérignon Vintage is released, while the second one arrives between 12 and 15 years which was previously the first oenothèque release, but from now will be branded as P2. The third window comes after around 30 years, when the Champagne has spent more than 20 years on its lees, which will now be termed as P3.



GLENFIDDICH

Glenfiddich is one of three William Grant-owned whisky distilleries which sit in relatively close proximity to each other to the north of Dufftown, the spiritual heart of Speyside. Founded in 1886, by William Grant of Mortlach and Balvenie fame, the Glenfiddich distillery is currently one of but three distilleries to bottle on site and houses stills with a total yearly capacity of ten million litres. Furthermore, Glenfiddich matures its single-malt whisky in their onsite warehouses. A colossus, Glenfiddich was established by William Grant in 1876, with the first spirit running off the stills in 1887. Today the company is still run by his descendants and as the first whisky to truly market itself as a single malt, Glenfiddich now accounts for about 30% of all single malt sales worldwide.



GLENMORANGIE

The Glenmorangie distillery was established in 1843, on the Durnoch Firth by brothers William and John Matheson. Glenmorangie has existed as a distillery since 1843 when William Matheson bought a licence to make whisky on the site of a brewery located near the Tarlogie Springs in Ross-shire in the highlands of Scotland. Delectable examples include the Sauternes-finished Nectar D'Or and the Côte De Beaune-finished twelve year-old. 2008 saw a rather unusual release; Glenmorangie's Signet. Signet is a single malt whisky distilled from chocolate malt and has a delightful flavor. The range is large and features a number of finished whiskies as well as the more traditional core expressions, like the cherished Glenmorangie 10. The 'original' sets a high standard for Highland whisky, and has gone from strength to strength since its slightly controversial packaging redesign a few years ago. Medium-bodied and gently warming, with pleasant spicy notes.



DUNHILL

Dunhill cigarettes are a luxury brand of cigarettes made by the British American Tobacco company. They are usually priced above the average for cigarettes in the region where they are sold. They are exported mostly throughout Europe, the Middle East, South Asia, South Africa, Cuba, South Korea, Argentina, Brazil, Malaysia, Indonesia, New Zealand and Australia but can also be found on the Internet and in duty-free and smoke shops in the United States and Canada. Dunhill International cigarettes come in a red packet and are one of the most expensive luxury cigarette brands available.



GREY GOOSE



Grey Goose is a brand of vodka produced in France. It was created by Sidney Frank, who sold it in 2004 to Bacardi. The Maître de Chai for Grey Goose is François Thibault, who developed the original recipe for the vodka in Cognac, France. From Cognac in France, this breakthrough wheat-based small-batch ultra-premium vodka has achieved global success and won a Platinum medal at the World Spirits Championship. Grey Goose was awarded the title of 'World's Best Tasting Vodka' in its first year by the Chicago Beverage Testing Institute. The brand is supposedly named after the famous geese that drink from the fountain in front of the Hôtel de Ville in Cognac, France.

JOHNNIE WALKER



Johnnie Walker is a brand of Scotch whisky owned by Diageo that originated in Kilmarnock, Ayrshire, Scotland. Johnnie Walker was created in 1860 when John Walker & Sons began to export the family's whisky. More than 150 years later, it is world's biggest-selling Scotch whisky brand, available in almost every country worldwide. Johnnie Walker Black Label's iconic square bottle makes it one of the world's most recognizable Scotch whiskies - and it's also one of whisky critic Jim Murray's favorite blends. Over a hundred years ago, Johnnie Walker introduced Red and Black label.

HEINEKEN

Heineken is one of the global leading brewers. The company is headquartered in Amsterdam, the Netherlands, and spreads its business all over the world. The brand named after the founder's name - Heineken - can be found all around the world. Heineken has become one of the most valuable international premium beer brands since the last century and it is still growing stronger. Heineken is also one of the experts of beer brewing and has built quite a number of specialty beers around the globe. In addition to the Heineken brand, there are more than 170 specialty beers which meet a variety of consumers' needs from every corner of the world. Heineken has wide international presence through a global network of distributors and breweries. Heineken owns and manages one of the world's leading portfolios of beer brands and is one of the world's leading brewers in terms of sales volume and profitability. Heineken was the major sponsor of UEFA Champions League and Rugby World Cup.



KRUG

Krug is one of the world-renowned LVMH wines and spirits brands that have become synonymous with the most prestigious origins and terroirs. Located in Champagne, Bordeaux, and other illustrious wine-growing regions, many of these are centuries-old Houses with a unique character, which share a strong culture of excellence. Krug Champagne is a champagne house founded by Joseph Krug in 1843. It is based principally in Reims, the main city in France's Champagne region and is one of the famous Champagne houses that formed part of the Grande Marques. Krug Grande Cuvée is honed over hundreds of tastings of the newly harvested wines from Krug's 250 vineyards, as well as almost 150 reserve wines, some of which may be over 15 years old. This unique repertoire of reserve wines is the secret behind Krug blends, and goes into the creation of the most complex and generous expression of Krug Champagne.



JÄGERMEISTER

Jägermeister, a Kräutorlikör herbal liquor composed of fifty-six different ingredients, including star anise, poppy seeds, licorice, ginger, ginseng, and juniper. While the entire recipe is a closely-kept secret, these are a few of the ingredients that the company has acknowledged using in the recipe, which has remained unchanged since 1934. Jägermeister's dark green glass bottle is just as distinct and steeped in history as the liqueur itself. Cult German herb liqueur, blessed with a highly unusual love-it-or-hate-it flavour. Jägermeister is the flagship product of Mast-Jägermeister SE, headquartered in Wolfenbüttel, south of Braunschweig, Lower Saxony, Germany.



MERCIER

Mercier is a Champagne producer based in the Épernay region of Champagne. The house, founded in 1858, produces both vintage and non-vintage cuvée. Mercier owned the original rights to the name Dom Pérignon but gave the brand to Moët et Chandon in 1927. Today the house is under the umbrella of the LVMH group and is the number one selling brand of Champagne in the domestic French market. An assemblage of Pinot Noir, Meunier and Chardonnay with a pale yellow color, MERCIER BRUT has a bouquet marked by white stone fruits and notes of fresh bread. Aromas of ripe apple and pear develop fully on the palate for a delightfully fresh finish.



MOËT & CHANDON 1921

Chandon's story begins in the 1950s, with the intuition of Robert Jean de Vogüé, Director from 1930 until 1972 of the prestigious Moët & Chandon Champagne house, that winegrowing regions outside France's Champagne region had extraordinary potential for creating high quality sparkling wines. Today, Chandon estates, from Argentina to China, combine the French heritage and savoir-faire with the local character of new world innovations to reach the highest quality sparkling wines. Dom Pérignon is a brand of vintage Champagne produced by the Champagne house Moët & Chandon, and serves as that house's prestige Champagne. It is named after Dom Pérignon, a Benedictine monk who was an important quality pioneer for Champagne wine but who (contrary to popular myths) did not discover the champagne method for making sparkling wines.



SCREAMING EAGLE-CULT WINE

This small operation is located just below the Dalla Valle vineyard near the Oakville Cross. Screaming Eagle's Cabernet Sauvignons always create quite a stir among lovers of that varietal - if they are able to latch onto a bottle or two. The estate is owned by Tony Bowden and Jean Phillips, one of Napa Valley's leading real estate agents. With the help of Heidi Barrett and Gustav Dalla Valle, this operation's debut vintage is the extraordinary 1992 Cabernet Sauvignon, one of the greatest young Cabernets anyone has ever tasted. The wine is bottled unfined and unfiltered, and aged in 60% new oak. The original proprietor, Jean Phillips, has moved on, and the new sheriffs in town are Stan Kroenke and Charles Banks who also own the up and coming superstar, Santa Ynez winery, Jonata. Beginning with the proprietor, Screaming Eagle has an amazing winemaking team in place, including day to day winemaker Andy Erickson, who is backed up by the globe-trotting Bordelais consultant, Michel Rolland.



PERRIER JOUËT

Perrier-Jouët is a Champagne producer based in the Épernay region of Champagne. Perrier-Jouët owns 266 acres of vineyards in the Champagne region. Today the house is under the Pernod Ricard umbrella of brands. Perrier-Jouët owns over 160 acres of vineyards, with more than half in the Grand Crus of Cramant and Avize. Perrier-Jouët was established in 1811 by Pierre-Nicolas-Marie Perrier, adding the maiden name of his wife, Adèle Jouët, to name the house. Just seven cellar masters have held the post at Perrier-Jouët in two centuries, and it is Hervé Deschamps who is the current guardian of this heritage, being cellar master since 1993. He approaches each cuvée as if it were a unique work of art, resembling an artist who paints in wine rather than oils or water colours.



SAB MILLER

SABMiller plc was a multinational brewing and beverage company headquartered in Woking, England on the outskirts of London until 10 October 2016 when it was acquired by Anheuser-Busch InBev. Prior to that date, it was the world's second-largest brewer measured by revenues and was also a major bottler of Coca-Cola. Its brands included Fosters, Miller, and Pilsner Urquell. It operated in 80 countries worldwide and in 2009 sold around 21 billion litres of beverages. Since 10 October 2016, SABMiller has been a business division of Anheuser-Busch InBev SA/NV, a Belgian corporation with headquarters in Leuven. SABMiller's origins date back to the foundation of South African Breweries in 1895 to serve a growing market of miners and prospectors in and around Johannesburg. Two years later, it became the first industrial company to list on the Johannesburg Stock Exchange. From the early 1990s onwards, the company increasingly expanded internationally, making several acquisitions in both emerging and developed markets. In 1999, it formed a new UK-based holding company, SAB plc, and moved its primary listing to London. In May 2002, SAB plc acquired Miller Brewing, forming SABMiller plc.



SMIRNOFF

Smirnoff Vodka is the best selling Vodka in the world and the best selling high priced spirit worldwide. P. A. Smirnoff, the founder of Smirnoff Vodka started his vodka distillery in Moscow, and since then has gained popularity worldwide as a reputed maker of Vodka Products. His method of producing Vodka became popular as the St. Petersburg Model. The Smirnoff brand has become one of the most reputed brands producing Vodka in the world. The British Giant Diageo has taken over the Smirnoff Brand and is marketing the product extensively. The Smirnoff Vodka and other malt beverages are now distributed in more than 130 Countries. Today the Smirnoff Vodka is not only the best selling Vodka in the world but also probably the best selling high priced spirit worldwide.



STELLA ARTOIS

Stella Artois is Belgium's largest beer brand. Stella's attractive packaging not only serves as a good attention grabber, but also exudes a sophistication that is highly desirable among its niche audience. When consumers choose Stella, they select it for its quality. A little concern is given to the price of Stella; however, the quality surpasses the price, thus, leaving the consumer with a feeling of satisfaction. Stella Artois is available on draught and in several packaged sizes, including a 275 ml bottle, 284 ml bottle, a 330 ml bottle, a 440 ml can, a 50cl can, a pint size can known as "La Grande Biere" (568 ml), 66 cl bottle, 70 cl bottle and a 1-liter bottle. The frame that surrounds the name Stella Artois on the label refers to the traditional style of window frame found in Flemish architecture.





TRAVEL & TOURISM

Club Med Ψ

CLUB MED

Club Méditerranée SA provides vacation packages worldwide. It sells vacations and related services; operates villages and cruises; and provides tours and discovery programs. The company operated 66 villages. The company is also involved in real estate development business, which builds and sells villas and chalet-apartments. The company markets and sells its vacations through its direct network, group-owned agencies, and call centers, as well as through an indirect network of travel agencies. Club Méditerranée SA was founded in 1950 and is headquartered in Paris, France.



EUROPCAR

Europcar Groupe S.A., together with its subsidiaries, provides car rental services for business and leisure customers in Europe and internationally. The company offers vehicles for short and medium term business and leisure rentals under the Europcar and InterRent brand name. It operates a network of approximately 3,600 stations with a fleet of 205,353 vehicles. The company was founded in 1949 and is headquartered in Saint-Quentin-en-Yvelines, France. Europcar Groupe S.A. is a subsidiary of Eurazeo S.A.



KUONI

The Kuoni Group operates as a leisure and destination management travel organization globally. It serves consumers primarily through direct relationships, including offline and online. In 2013, the Kuoni Group was named "World's Leading Luxury Tour Operator" at the annual World Travel Awards. The company specialises in luxury and tailor-made travel to both the business and consumer markets, as well as related services such as visa processing, to destinations around the world across nine different geographic regions. The company was founded in 1906 and is based in Zurich, Switzerland with branch operations in Europe, Asia, Africa, Australia, and North America. The Kuoni Group operates as a subsidiary of Cotravel AG.

KUONI



THOMAS COOK

Thomas Cook Group plc provides leisure travel services in the United Kingdom, Continental Europe, Northern Europe, and Germany. It also owns, leases, manages, or franchises approximately 190 own-brand hotels in 16 countries under the Casa Cook, Sunwing, Sunprime, Sunconnect, Sentido, and Smartline brands, as well as various partner hotels. In addition, the company operates an airline fleet of 94 aircrafts; and Academy of Excellence, which offers quality management training and consulting services to its partner hotels. Further, it provides financing, tour operation, travel agency, and other travel services. Thomas Cook Group plc was founded in 1841 and is based in London, United Kingdom.

TUI

TUI AG, together with its subsidiaries, provides tourism services worldwide. It operates through Northern Region, Central Region, Western Region, Hotels and Resorts, Cruises, and Other Tourism segments. The company offers flight booking, hotel accommodation, and other tourism services; and incoming services for tour operators and other services to cruise industry. It also owns and operates hotels and resorts, as well as provides its services through online portals. The company operates approximately a fleet of 1,600 travel agencies, 150 aircrafts, 300 hotels with 214,000 beds, and 14 cruise liners. TUI AG is based in Hanover, Germany. The TUI Group's share is listed on the London Stock Exchange in the FTSE index and in the Quotation Board of the Open Market on the Frankfurt Stock Exchange.





MISCELLANEOUS

FABER-CASTELL

Faber-Castell was founded by cabinet maker Kasper Faber. He worked for local traders but in his spare time produced pencils which soon became very popular and he soon set up his own business. His son Anton took over the business after his death and expanded it. Anton's grandson Lothar Faber went on to modernize operations and was the first to stamp the products as "A.W. Faber" and so the first brand-name writing instruments came into being. Today Faber Castell manufactures numerous instruments like playing and learning products for kids that include pencils, connector paint boxes, crayons, color pencils, fiber tip pens, and fine pens, technical drawing products, which include drawing boards, technical drawing pens, and much more. The company was founded in 1761 and is based in Stein, Germany.



LONELY PLANET

Lonely Planet is the largest travel guide book publisher in the world. It was founded by married couple Maureen and Tony Wheeler. Lonely Planet is a highly respected international brand and a global leader in the provision of travel information. The company is owned by American billionaire Brad Kelley's NC2 Media, which bought it in 2013 from BBC Worldwide for US\$77 million after it was valued at US\$250 million in 2008. Originally called "Lonely Planet Publications", the company changed its name to "Lonely Planet" in July 2009 to reflect its broad travel industry coverage and an emphasis on digital products. After the Let's Go travel guide series that was founded in 1960, and the BIT Guides from 1970, the Lonely Planet books were the third series of travel books aimed at backpackers and other low-cost travellers.



Lonely Planet also has its own television production company, which has produced numerous series, such as The Sport Traveller, Going Bush, Vintage New Zealand, and Bluelist Australia.

FISHER – PRICE



Fisher-Price, Inc. manufactures and markets toys for babies, toddlers, preschoolers, and kids. The company was founded in 1930 and is based in East Aurora, New York. Its products include baby gears, baby toys, building toys, dolls/dollhouses/accessories, learning and educational toys, outdoor toys and sports, playsets and action figures, puzzles/books/games, ride-on toys, stuffed animals and characters, and online games, and play and learn activities. It serves customers online. As of November 1993, Fisher-Price, Inc. operates as a subsidiary of Mattel, Inc.



HALLMARK CARDS

Hallmark was founded more than a century ago by a teenage entrepreneur with a couple of shoeboxes of postcards under his arm and the American dream in his heart. Today, Hallmark's consolidated revenue of its businesses is approximately \$4 billion with greeting cards and other products sold in more than 80,000 rooftops worldwide – including top mass retailers and the network of Hallmark Gold Crown stores. The company was founded in 1910 and is based in Kansas City, Missouri with subsidiaries worldwide. It has production and distribution facilities in Center, Texas; Lawrence and Leavenworth, Kansas; Liberty, Missouri; Metamora, Illinois; and Enfield, Connecticut.



SOULCYCLE

SoulCycle is a New York City-based fitness company with studios in nine U.S. states. Founded in 2006, it offers indoor cycling (also known as "spinning") workout classes. Elizabeth Cutler, Julie Rice and Ruth Zukerman founded SoulCycle in 2006. Rice, a talent agent prior to the beginning of SoulCycle, obtained her fitness passion from her father who was a physical education teacher. Rice developed SoulCycle to change New York's attitude towards exercise being more of a requirement, and less of a social experience like it is in L.A. Rice's husband is the Chief Marketing Officer and Cutler's husband came up with the name. Villency Design Group engineered the SoulCycle bike seat as a "split seat" to relieve pressure and discomfort found in conventional bike seats. In 2011, the company was acquired by the Equinox Fitness subsidiary of The Related Companies and now operates as one of their brands. SoulCycle offers classes to all age groups with approximately 20,000 people riding at SoulCycle every week and about 440,000 active riders.



TIVOLI GARDENS

Tivoli Gardens is a famous amusement park and pleasure garden in Copenhagen, Denmark. The park opened on 15 August 1843 and is the second-oldest operating amusement park in the world. It has plenty of rides and food joints. Many concerts are organized here. The Tivoli Gardens is a must for all visitors in Copenhagen, be it children or adults. Tivoli is more than just a fairground. It's a historical gem and a cultural wonderland right at the heart of Copenhagen. At night, Tivoli takes on a whole different aura. With its lights and lamps dotted in trees and on pavements and its cafés, restaurants and fairground attractions open for those taking a stroll after dark, Tivoli is a really romantic setting. Tivoli even offers occasional days where you can get married in one of the world's most unusual settings.



CENTER FOR INTERNATIONAL COMPETITIVENESS & RESEARCH'S (CICR)
WORLD'S MOST RECOGNISABLE BRANDS-2017

AMERICAS

84 Lumber
A&F
Aaron's Inc.
ABBEY INTERNATIONAL
Abbott
ABC Supply
Abcdin y Din
ACS
Acuity Brands
ADP
Advance Publications
AEKOM TECHNOLOGY CORPORATION
Aéropostale
AES Eletropaulo
Aflac
AGCO
AGL
Aguila
Air Jordan
Air Products and Chemicals
AIRTRAN AIRWAYS
Aiup
AkalokoBoardsho
Alaska Airlines
Albertsons
Aleris
ALL OUT
ALLAIRE IRON WORKS
Altenburg
American Eagle
American Electric Power Co, Inc
American Tire Distributors Holdings
Ameron International Corporation
Amil
Amsted Industries
Andrex
Angus-(JBS Brand)
Annie Wright Schools
Arca Universal
Arctic Slope Regional Corporation
Ardent Health Services
Arezzo
Arris Group
Arrow Electronics
Arrow Financial Corporation
Artis
Asbury Automotive Group
Ashley Furniture Industries
Atacadão
Athletic Body Shop
Autodesk
Autoliv Inc.
Avon
Axalta
B2W
Bain & Co.
Ball Corporation
Banamex
Banana Republic
Banco Azteca

Banco de Bagota
Banco de Chile
Bancolombia
Bank of Montreal
Banorte
Barnes Group Inc.
Bass Pro Shops
BAYSIDE ENGINEERING INC
BCG
BCI
Behr
BelAZ
Belk
Bemol Online
Ben E Keith
Benjamin Moore
Bennet Alliance
Berkshire Hathaway Inc.
Bimbo
BIRDS EYE
Black & Veatch
Black + Decker
BlackRock
BM&F Bovespa
Bodega Aurrera
BoliviaMall.com
Bompreco
BR petrobras
Bradesco
Brahma (beer)
Branksome Hall
Brantano
Brasfield&Gorrie
Braskem
Brookfield
Brookshire Grocery
BTGPactual
Burger king
C&S
C.H. Robinson Worldwide
California Institute of Technology
Calpine Corp
Calvin Klein
Camicado
Canadian Tire
Capital Group Cos
Carlson Wagonlit Travel
Carmen Steffens
Carter's
CASAS Bahia
Catral
CBTL
CD Market
CementoMoctezuma
Cemex
CemigDistribuição (CEMIG)
Cencosud Retail
Cenovus
Centauro.com.br
Central National-Gottesman
Cerveza Poker
CH2M Hill Cos
Charmer Sunbelt Group
Cheetos
Cheshire Academy
Chevron Phillips

Chips Ahoy!
CHIQUITA
Christ School
CIBC
Banorte
Cimaco
Cineplex
Circle K
Clark Enterprises
Claro
Clean & Clear
Cleveland Clinic
Clovis.com.br
CNRL
Coach
Colonial Group
Columbia BUSINESS SCHOOL
CompanhiaEnergetica de Minas Gerais SA
ComportomosBanco
Conair
ConocoPhillips
Consolidated Edison, Inc
Consolidated Elec Distributors
CoorsTek
Copec
Copersucar
Cornell University
Corning
Corona Extra
CORVETTE ZR1 - CHEVROLET
Cox Automotive
Cox Communications
Cox Enterprises
Cox Media Group, Inc.
Crest
Crisco
CROMAX PRO - DUPONT
CROSS
Crown Equipment
CRUZE - CHEVROLET
CSC
CTS Corporation
CTS V - CADILLAC
Cummins
CVC
D&H Distributing
DAF (PACCAR)
Dairylea
Dasani
Daslu
David Yurman
Davivienda
Day & Zimmermann
Dean Foods
Del Monte
Delaware North
Demoulas Super Markets
Desjardins
Diamond Vogel
Discount Tire
DKNY
DLR GROUP
DNB Financial Corp.
Dole Food
Dollarama
DOMO

Dot Foods
DOVE
Dow Chemical
Downy
DPR Construction
Dreyer's
DrogariaOnofre
Drummond
DULCOLAX
Dutch Boy Paint
E&J Gallo Winery
Eastman
Ebsco Industries
Eby-Brown
Ecolab
EcoPetrol
Ed Hardy
Edward Jones
eFácil
ELIZABETH ARDEN
EMC2
EMCOR
Emerson Electric Co. (NYSE:EMR)
EmpresasCopec SA
Enbridge
Encana Corp
Energy Future Holdings
Energy Transfer Equity, LP
Energy Corp
Enterprise Holdings
Enterprise Products Partners LP
EOG Resources, Inc
EOTica.com.br
Equifax Inc.
Ergon
ESCALADE - CADILLAC
Escape - Ford
Espirit
Estacio
Estante Virtual
Exelon Corp
Expedia Inc
Expeditors
Falabella
Famsa.com
Farm Rio
Farox
Fast Shop
FENDT
Fertitta Entertainment
Fiesta - Ford
Fiji Water
First Data Corporation
Five Guys
FKI
Flex-N-Gate
FloreriasFloramour
Flowers Foods
FMC TECHNOLOGIES
FNAC Brasil
Focus - Ford
Food Lion
Footlocker
Forever 21
Fortune Brands

Fortune Magazine
FOSSIL
Foster Farms
Frávega
Friboi
Fry's Electronics
F-Series - FORD
FUBU
FUCHS
Fud
Fusion - Ford
Futuralmbativel
Gabriel
Gain
Galaxy
Galeria de Gravura
Gallerist
Gannett Co., Inc.
Gates Corporation
GATORADE
Gazelle
Geelbe
GENERAL DYNAMICS
General Electric
General Mills
Genuine Parts Company
Georgia-Pacific
Giant Eagle
Gilbane Rhode
Gildan
Girafa
Glazer's
Glidden
Global Business Travel
Global Payments Inc.
Golden Living
Golub/ Price Chopper
Goodnites
Gordon Food Service
Gore
GPA
Gradiente
Graphic Packaging
Graybar
Great Atlantic & Pacific Tea
Great Lakes Cheese
Great-West Lifeco
Greyhound Lines
Grupo Elektra
GSF
GST
GT Advanced Technologies
GT
Guardian Glass
Guitar Center
Gulf
Gutterth
GVT
HAGER
Hamilton
Harris Corporation
Harry Winston
Harvard Bioscience Inc.
Harvard BUSINESS SCHOOL
Havaianas
Havan
HCR ManorCare
HD Supply
HE Butt Grocery
Heico
Heiskell& Co.
Hensel Phelps Construction
Hess Corp
Hilmar Cheese

Hobby Lobby Stores
Holis
Hollister
Houchens
HP Hood
HT Hackney
HUMMER H2 - GM
Hunt Consolidated/Hunt Oil
Huntsman
Husky Energy
Hy-Vee
Iasis Healthcare
iBacana
Ibyte
ICC Industries
Iguatemi
iHeart Media Inc.
Imperial Oil
Imperial Sugar Co.
Inbursa
Ingram Industries
Ingram Micro Inc.
Intact
Interbank
Intercement
Intercontinental Exchange, Inc.
International Paper Company
InterTech Group
Investor's Group
Invista
Ipiranga
Irish Spring
ItaipuBinacional
Itau
Ivanhoe Cambridge
J Crew
J.B. Hunt Transport Services
Jack Daniel's
Jacobs
Jane
JE Dunn Construction Group
Jell-O
JETBLUE AIRLINES
Jim Beam
JM Family Enterprises
JMC Steel
Jo-Ann Stores
John Deere
Johnson Controls, Inc.
Jose Cuervo
JR Simplot
KAHALA BRANDS
Kanui
KELLY'S
Kiewit Corporation
Kimberly-Clark
Kinder Morgan, Inc
King's
Kingston
Kinley
Kirkland & Ellis
KitchenAid
kleenex
Kleenguard
KMD
Koch
Koch Foods
Kohler
Kotex
Kraft Foods
Kroger
Kum& Go
K-VA-T Food Stores

La Polar
La Senza
LAN Airlines
Lansing Trade Group
Latham & Watkins
Lay's
Leprino Foods
Level 3 Communications
Lexar Media, Inc.
Lider
Life Care Centers of America
Linclon MKX - Ford
Linio Colombia
Liverpool
LivrariaCultura
LMT
Loblaws
Login Informática
LojasAmericanas
Lojas Colombo
Lojas KD
Lojas Renner
LojastaQi
LojasMM.com
Love's
Lowe's
LyondellBasell
M A Mortenson
MadeiraMadeira
Magazine Luiza
Magazine25.com
Maines Paper & Food Service
Maker's Mark
ManiaVirtual.com
Mansfield Oil
Manulife Financial
Máquina de Venda
Marathon Oil Corp
Marcyn
Marin
Marinela
Marisa Lojas
MASECA@
Massachusetts General Hospital
MASSEY FERGUSON
MAYTAG
McCain Foods
McCarthy Holdings
MDI
MedalhãPersa
Medline Industries
Mega Mamute
Megastore.com.co
Meijer
Melrose
Menards
MetLife, Inc.
Mexichem
Milka
Milky Way
Mobly
Modelo
Mohawk Industries
Molex
Molson
Momentum
Mosaic
Motociclo
Mountaire Farms
Mr. Clean
Mr. Muscle
Mueller Industries Inc.
Multiplus

Murphy Oil Corporation
Musimundo
Nagem.com.br
National Bank
Natura
Nature's Harvest
Nautica
NBTY
NCR
Neiman Marcus
Netfarma
Netshoes
Nettbee Group
New Balance
New Hampton School
New York & Company
New York Life Insurance Company
New York-Presbyterian University
Hospital of Columbia and Cornell
Newegg.com
Newell Rubbermaid
Newport
NextEra Energy, Inc
NII Holdings, Inc.
Noble Energy, Inc
NORTHROP GRUMMAN
Nutrena
Boticário
Ocwen Financial
OdontoPrev
Old Navy
Oldcastle
O'Neal Steel
OpenText
Oppa Design
OSI Group
Oxbow
Oxxo
PALMER'S
Pandora
PaodeAcucar
Patron
Payless Shoesource
PC Express
PC Factor
PC Mexico
Perdiago
Perdue
Petco Animal Supplies
Petsmart
PG & E Corp
Philadelphia cream cheese
Phillips 66
Phillips Academy Andover
Phoenix
Phoenix Cement
Pilgrim's-JBS
Pillsbury
Pilot Flying J
Pioneer Natural Resources Co
Pittsburgh
Pittsburgh Paint
Plains All American Pipeline, LP
Plastipak
Platinum Equity
PlazaVIP.com
Plumrose
PNC Financial
Polishop.com
POM Wonderful

PONTIAC - GTO - GM	Shopfato	UNIVERSAL studios holly-wood	ALAYA CORP	Bank Of Queensland	Celrun	China Telecom	Dick Smith
POP TV	ShopKo Stores	University of Pennsylvania	ALAYA LAND	Bankwest	CGN Power	China Unicom	Diocesan School
PortCasa	Shopper's Drug Mart	University of SAO PAULO	Albany Hospitals	Baoji Jucheng Titanium Industry Co. Ltd	CGU	China Vanke	Discover
Porto Seguro	Signode Industrial Group	University of Totaonto	Alfresa Holdings Corpora-tion	Baosteel	CGV theatres	China Yangtze Power	Dish TV India Ltd
Posthaus	SILVERADO - CHEVROLET	Univision Communications	Alibaba	BatuKawanBhd	CHairEyes	China Zhengtong Auto Services	DLF Ltd
PotashCorp	Sinclair Oil	US Foods	Alipay	BBMG	Chamisul	Chiyoda Corp.	DMG ENTERTAINMENT
PPL Corp	Skadden, Arps	Usiminas	Allen Solly	Beach Energy	Changan Auto	Chongqing Rural Bank	DMM.com
Praxair	SKB Banka	USPA	Alto - MARUTI	Beams	CHANGCHUN FILM GROUP	Chow Tai Fook	Dongfang Electric
Priceline Group	SKYY	V 8 Fusion	Alto Lapin	Beijing Enlight Pictures	Changhong	Chubu Electric Power	Dongfeng Motor
Printi.com.br	Sobey's	Vale	Aluminum Corp of China	BEIJING GALLOPING HORSE PICTURES	Changjiang Securities	Chyawanprash	Dongwon
Prudential Financial, Inc.	Solo Deportes	Valeant	Amcor	Beijing Xinwei Telecom Technology Group	ChangYu	CIMB	Doosan Corporation
Public Service Enterprise Group Inc	SOTTILETTE	Valero Energy	Amity University	Beksul	Charm	CIMC	Doosan Infracore
Publix Super Markets	Southeastern Grocers	Valspar	AMP Bank Ltd	Belif	Chery	Cinhol	Dr. Batra's
PulteGroup	Southern Co	Valtra	Amul Cheese range	Belle	CHIBA KEIAI HIGH SCHOOL, Chiba prefecture	Circle K	Dr. Lewinn's
Purina	Southern Comfort	Via Varejo	ANA- All Nippon Airways	Bendigo& Adelaide Bank	CHIBA NIHON UNIVERSITY	Citizen Eco-Drive Nighthawk	Dragon Equipment and Materials Technology Limi
PVH Corp	Southern Company	VIZIO	AnandabazarPatrika	Berger Paints India Ltd	DAIICHI JUNIOR & SENIOR HIGH SCHOOL, Funabashi, Chiba	Citizen Signature Collection	E. Land Retail
Quebecor	Southwire	VOLT - CHEVROLET	Anchor	Beyond Closet	Chikuba Shin-yo-tei	CITS	East Japan Railway Com-pany
QuikTrip	Spectra Energy Corp	Votorantim	Anerle	BGF	Chilsung Cider	CJ	Eclairs
RaceTrac Petroleum	Sports Authority	W.R. Berkley	Anfang Steel	Bharat Heavy Electricals Ltd	China Cinda Asset Manage-ment	CJ E&M	Economic Times
RaiaDrogasil	SPRINT Nextel	Walgreens	Anhui Conch	Bharat Petroleum Corpora-tion Ltd	Clarks Group of Hotels	CJ HelloVision	EIKO GAKUEN, Kamakura, Kanagawa
Raizen	Squaw Valley Academy	Walsh Group	Anhui Conch	Bharat Sanchar Nigam Ltd	Claude Maus	Clarks Group of Hotels	Emart
Raley's	St. Timothy's School	Wawa	Anmol Biscuits	Bharatmatrimony.com	Clinica	Claude Maus	Enlight Pictures
Real Canadian Superstore	Starbucks	Wegmans	ANN News	Bharti Retail	China Coal Energy	Club Mahindra	Eros International Media Ltd
Red Apple	Stater Bros	WENDY'S	Ansal Properties	BHP Billiton	China CNR	CNBM	Escorts Ltd
Reese's	Steve Madden	Western Digital Corporation	Anshan Iron & Steel Group	Bibigo	China Coal Energy Services	Coles Supermarkets	Essar Group
Renco Group	Structure Tone	Westjet	Anta Shoes	Big Bazaar	China Communications Services	Colonial First State	Essar Steel
Renner Coatings	Stuller	Whiskas	APA Hotels & Resorts-	Big W	China Construction Bank	COMME des GARÇONS	ET Now
Reyes Holdings	Suffolk Construction	Whiting-Turner Contracting	Apollo Hospitals	Biocon Ltd	China Cosco Holdings	Conrad Tokyo	Evergrande Real Estate
RGM	Sun Life Financial	Wilbur-Ellis	Apollo Tyres	Biore	China Development Bank	Contact Energy	Exide Industries Ltd
Ri Happy	Suncor Energy	Aqua	Aquagard	Birla Sun Life Insurance	China Eastern Airlines	Container Corporation of India	ExxonMobil Asia Pacific Pte. Ltd.
Ribeiro	SunGard Data Systems	Asahi India Glass Ltd	Asahi Kasei	Bisleri International Pvt Ltd	China Everbright Bank	Coon Cheese Corporation Bank	F&N
Rich Products	SunTrust Banks	Asahi Kasei	Asahi Shimbun	Blackmores	China FAW Group	Cosmo Oil	Fabindia
Riverstone International School	Taco Bell	Asahi Super Dry Beer	Asahi Super Dry Beer	BOE Technology Group	CHINA FILM GROUP	Cosmos Pharmaceutical Corp	Fairfax Media
RNDC	Tacori	Asano Junior and Senior School, Yokohama City	Asano Junior and Senior School, Yokohama City	Boegger Industrial Limited	China Galaxy Securities	Country Garden	Family Mart
Roadster - TESLA	Taeq	Asana Airlines	ASB Bank	Bohai Iron & Steel Group	China Gezhouba	Coway	Fevicol
Rock Ventures	TAM Airlines	Asics	Asciano	BONA FILM GROUP	China Hongqiao Group	CP All	Financial Street Holdings
Rocketz	Tang	Astellas	Ashok Leyland Ltd	Boral	China Life Insurance	CPC Corporation, Taiwan	Fisher &Paykel
RockStore	Target	Attack Detergent	Asia Cement	Boroline	China Life Insurance	CPC Insurance	Fit
RockTenn	Tauber Oil	Auburn Hospital	Asiana Airlines	Bosideng Menswear	China Longyuan Power	CRCC	FJ Cruiser
Rogers	Tecate	Aurizon	Asians Airlines	BP Singapore Pte. Limited	China Merchant	Crown Lager	Fletcher Building Limited
Rosen's	Tech Data	AurobindoPharma Ltd	Asias Airlines	Brambles	China Merchants Bank	CSL	Flextronics International Ltd.
Royal Bank of Canada	Telcel	Australia Post	Asias Airlines	Brand "Make In India"	China Merchants Property	CSR	Flight Centre
Royal Canin	Telcel	Australian Red Cross	Asias Airlines	Breville	China Merchants Securities	Ctrip	Flipkart
RPC	Teleflora	Avago Technologies	Asias Airlines	Bridgestone	China Minmetals	Curel Intensive Moisture Cream	Formosa Petrochemical Corporation
RPM	Televisa	Avenger bike range	Asias Airlines	Brilliance China Automotive Holdings	China Minsheng Bank	CWT	Fortescue
RR Maquinas	Telhanorte	Aviation Industry Corp. of China	Asias Airlines	Britannia Good Day	China Mobile	CX-3	Fortis Healthcare Ltd
Ryder	Telmex	Axis Bank	Asias Airlines	Britannia Tiger Biscuits	China Mobile Communica-tions	D.P.S.	Fortune
Ryder Supply Chain Solutions	Telus	AyurBrahmiAmla Hair Oil	Asias Airlines	BT Financial	China National Building	Da Milano	Fortune Refined Oil series
Sabesp	Tenaska	BAIC Motor	Asias Airlines	Bufferin	China National Chemical	DaburAmla Hair Oil	FORZA -HONDA
SACI Falabella	Tesoro Corp	Baidu	Asias Airlines	Bunnings warehouse	China National Materials	DaburLalDantManjan	Fosun
Sadia	The AES Corp	Baiyunshan	Asias Airlines	BYD Auto	China National Offshore Oil	Daelim	Founder Securities
SafariShop	The Axiall Corporation	Bajaj Electricals Ltd	Asias Airlines	Calbee	China North Industries	Daihatsu	Four'N Twenty
Safeguard	The Coca-Cola Company	Balaji Telefilms Ltd	Asias Airlines	CalsonicKansei Corp.	China Oilfield Services	Dai-ichi Life	Frontier
SAIC	The Culver Academies	BANGKOK BANK	Asias Airlines	Camry	China Pacific Insurance	Daiichi Sankyo	Frooti
Sammons Enterprises	The Gunnery	Bangkok Dusit Medical Services	Asias Airlines	Canadian Academy	China Post Group	DainikJagran	Fuji News Network
Sanborna	The Kraft Group	BANJ NEGARA INDONESIA	Asias Airlines	Canara Bank	China Power International Development	Daiso	Fujitsu
Save Mart Supermarkets	The Yates Companies	Bank of Baroda	Asias Airlines	Canon Camera	China Railway Construction	Daiwa House Industry Co., Ltd.	G.J. GARDENER HOMES
Schneider National	Timberland	Bank of Beijing	Asias Airlines	Caritas Gakuen, Kawasaki, Kanagawa	China Railway Engineering	Daqin Railway	GAIL
Schnuck Markets	TiendAngelasa	Bank of China	Asias Airlines	Carlton Draught	China Railway Group	Datang International Power	Galaxy Macau
Schreiber Foods	Timberland	Bank of China	Asias Airlines	Casio Edifice	China Res Land	David Jones	Galaxy Note 5
Schwann Food	TIMEX	Bank of Communications	Asias Airlines	Casio G Shock	China Resources	D'damas	Galaxy S6 Edge
Scott	TMS International	Bank of Nanjing	Asias Airlines	Catcher Technology	China Resources Cement	Delhi Metro Rail Corpora-tion Ltd	Gansu Jiu Steel Group
Scoular	Tops Markets	Bank of Ningbo	Asias Airlines	CCCC	China Shenhua	demio	Hongxing Iron & Steel
Seara	Totvs		Asias Airlines		China Shenhua Energy	Denso	GD Power Development
Sempra Energy	Trammo		Asias Airlines		China Shipbuilding Industry	Devondale	Geelong Grammar School
Services Group of America	TransCanada		Asias Airlines		China Southern Airlines		Geely
Shamrock Foods	Transit- Ford		Asias Airlines		China Southern Power Grid		GENTING
Shaw	TROPICANA		Asias Airlines		China State Construction		
Sheaffer	TRYP		Asias Airlines		China Steel Corporation		
Sheetz	TSYS		Asias Airlines		China Taiping		
Sherwin-Williams	TuParada.com		Asias Airlines				
SHI International	Turner Industries		Asias Airlines				
	U.S. Cellular		Asias Airlines				

Gitanjali Gems Ltd	tional	Jb Hi-Fi	Lao Feng Xiang	MMTC Ltd	Odomos	Rediff.com/Rediffmail	Shui On Land
Glencore Singapore Pte. Ltd.	Huawei	JD.com	Larsen & Toubro Ltd	MOS BURGER	Officeworks	RelaxoFootwears Ltd	SIAM CEMENT
GMR Ltd	Huawei Mate 8	Jet Airways	Laurier	Mother Dairy	Offshore Oil Engineering	Reliance ADA Group	Sichuan Changhong Electric
Gold Flake	Huayi Brothers	Jetstar	Lawson	Moutai	Oji Fibre Solutions (NZ) Ltd	Reliance Communications	Sichuan Esheng Cement
Good Knight	HUBBARDS	Jetstar Japan	Lendlease	Mrs Mac's	Oji Paper	Reliance Group	Sina
GrainCorp	Humax	JFE Engineering Corporation	Lenovo	MS&AD Insurance Group	Olleh (KT)	Reliance Infrastructure Ltd.	SINGAPORE AIRLINES
GREAT EASTERN	Hunan Valin Steel	JFE Steel Corporation	Letv	Holdings	OLM, Inc	Reliance Power	Sinopharm
Great Ocean Roads	Hutchison Whampoa	JGC CORP.	Lexus	Mt Isa Hospitals	OLX	RESENE	Sinorock Engineering Mate-
Great Wall Motors	Limited	Jiangsu Shagang Group	LG Chemical	MTR	Omaxe	Resona Holdings	rial Co. Ltd
Gree Electric Appliances	Hynix Semiconductor	Jiangxi Copper	LG Corporation	Muji	OnePlus	Robam	Sintex Tanks
Greentown China	Hyundai Avante	Jilin Yatai Group	LG G2	Murata Manufacturing Co.	ONGC	RoohAfza	SK Energy Co., Ltd.
GS Caltex Corporation	Hyundai Card	JinroSoju	LG G4	Ltd	Oppo	Royal Enfield	SK Energy International Pte.
GS Shop	Hyundai Cement	Jjawang	LG U+	Myer	Optus Yes	RYMAN HEALTHCARE	Ltd.
GS2	Hyundai Department Store	JK Paper Ltd	Life Insurance Corporation	N.I.I.T.	Orient Securities	S Oil	SK Engineering & Construc-
GT Capital Holdings	Hyundai Engineering &	JMC	LijjatPapad	Nab	Orion Draft Beer	Saffola	tion
GT-R	Construction	John Holland	Lindemans	Nagoya City West Medical	Osaka University	SagarRatna	SK Innovation
Guangming	Hyundai Grandeur	Joba	Lining Shoes	Centre	Osaka University Hospital	SAIC Motor	SK Telecom
Guangzhou Automobile	Hyundai Heavy Industries	Jollibee	LIUHE Meat	Nalli Silk Sarees	Otsuka	SAIL	SKY
Group Co. Ltd.	Hyundai Hmall	Josie Chen Range	Liv-52	Namiki	OTSUKA Corporation	Sailor	SKY PerfecTV
GUDANG GARAM	Hyundai Hysco	JPopsuki Radio	Longfor	National Bank of New	Pacific National	Samsung	Skybags
Gujing Gong Jiu	Hyundai Mobis	JTEKT Corp	Lotte Choco Pie	Zealand	PAK N SAVE	Samsung C&T	Skymark Airlines
Guosen Securities	Hyundai Porter	Justdial	Lotte Co., Ltd.	National Cancer Center,	Pampas	Samsung Card	SM Entertainment
Haier	Hyundai Sonata	Jutendo University Hospital	Lotte Liquor	Tokyo	PAMS	Samsung Engineering	SM INVESTMENTS
Hainan Airlines	Hyundaicapital	J-Wave	Lotte Mart	National Health Insurance	Pan Parag Pan Masala	Samsung Fire & Marine	SM PRIME HOLDINGS
Haitian and Yihu	I.I.M.	JX Holdings	Lotte Hotel Jeju	Corporation	Pantaloons	Insurance	Smithfield
Hajmola	I.I.T.	Kabushiki Kaisha Shūeisha	Lucky Chouette	Naver	Pantech Breeze III	Samsung Life Insurance	Snapdeal
Haldiram's	ICI Agrochemicals (M)	Kadokawa Pictures	Luoyang Wanhao New Ma-	NC SOFT	Parachute	Samsung Medical Center	Snow Beer
Hana Bank	SndBhd	Kaisa Group Holdings	terial Co. Ltd	NDTV	Park Avenue	Samsung Securities	Snow Brand
Hanaro Mart	ICICI Bank	Kajima	LuzhouLaojiao	Neoguri	Parle-G	Sanquan	Sofina
Hang Seng Bank	ICICI Prudential Life Insur-	Kakaku.com	Maanshan Iron & Steel	Netease	PatanjaliAyurved Ltd	Santos	SOHO China
Hankook Tire	ance Company Ltd	Kakao	Macquarie Bank	New Oriental	PC Jewellers Ltd	Sapporo	Sohu
Hanssem	Icic 8.0	KamaSutra Condoms	Mahindra Scorpio	New World Development	Peach	Sapporo Group's beverage	Sony Music Entertainment
Hanwha Galleria	Idea Cellular LTd	Kansai Electric Power Com-	Makemytrip	New Zealand Defence Force	Pearl River	products	Sony Pictures Motion Pic-
Hanwhalife	Idemitsu Kosan Co.,Ltd.	pany, Incorporated	Makita	NEW ZEALAND POLICE	Pegatron Corporation	Satya Paul	ture Group
Harbin Bank	IGA	KansaiNerolac Paints Ltd	Mamonde	Nexus 5X	People's Daily	SCSK Corpotation	Splendor
Harbin Beer	IHH Healthcare	Karizma	MamyPoko	Nicole Zhang	PERUSAHAAN GAS NEGARA	Seasons	Spotless Facility Services
HARCOURTS	iINET	KASIKORNBANK	Mandarin Oriental, tokyo	NIIT Ltd	Peters	SEEK Learning	(NZ) Limited
Harvey Norman	Imperial Hotel Tokyo	KAWASAKI Heavy Industries	Margo	nikkei	PETROCHINA	Seiko Orange Monster	ST JOHN
Havells	Incitec Pivot	KAWASAKI NINJA 1000	Marubeni Corporation	Nilkamal Plastics	PETRONAS	Seiko Sportura	St. Luke's International
HCL Technologies Ltd	Incredible India	KB Kookmin Bank	Master Kong	Ningbo Hongxu Heating	PETRONAS gas	SEMBCORP INDUSTRIES	Hospital
HDFC Bank	India TV	Keio Plaza Hotel Tokyo	Mawana Sugars Ltd	Co. Ltd	Petronas Trading Corpora-	Semir	St. Stephen's College
Hebei Iron & Steel	Indian Oil Corporation	Keio University Hospital	Max Healthcare	Ningbo Port	tion	Senex Energy Limited	St. Xavier's College
Heilan Home	Indiatimes	KendriyaVidyalaya	Maxus	Nippon Animation	SendirianBerhad	Septwolves	State Bank of India
Helga's	IndiGo	KEPPEL	Meadow Lea	Nippon Express	PICC	Seven Bank	Steve J. & Yoni P.
Hello Kitty	Indraprastha Gas Ltd	Kia Bongo	Medibank	Nippon Jordan Fertilizer	Pilot	Shahnaz Husain	Stockland
Hera	Industrial Bank	Kia Carnival	Medipal Holdings Corpora-	Company	Ping An Insurance	Shakti Bhog Atta	Studio Ghibli
Herald Sun	Infosys Technologies Ltd	Kia Morning	tion	Nippon Meat Packers	Planet M	Shandong Iron & Steel	SU:M37
Hibiki 30 Year	Inner Mongolia Baotou Steel	Kia Sorento	Meiji	NIPPON Paint	Platinum	Group	Subaru WRX
Hi-Mart	Innisfree	Kikkoman	Meiji Yasuda Life Insurance	Nippon Steel	PLDT	Shangfeng Cement Group	Sugar Free
Hindustan Times	International Catholic	Kimchi	Company	Nippon Unipac	Pleasures	Shanghai Electric Group	SumberAlfariaTrijaya
Hindware	Hospital	Kirin Holding	Meizu	Nirma	Poly Real Estate	SHANGHAI FILM GROUP	Sumitomo Chemical
Hiroshima University	International Food Traders	Kirin Ichiban Beer	Mengniu	Nisshin Oillio	POSCO	Shanghai Industrial Hold-	Sumitomo Mitsui Financial
Hisense	Co., Ltd.	Kirloskar Brothers Ltd.	Merries	Nissin	Praise	ings	Group
Hit insect repellents	IOOF	Kmart Australia	Metallurgical Corp of China	Nissin Cup Noodles	Presidency College	Shanghai Pudong Develop-	Sumitomo Osaka Cement
Hitachi Automotive Systems	IRCTC	Kmart New Zealand	Meters/bonwe	NITI Aayog	Priya Gold	ment Bank	Sumitomo tire
Hite	Iseki	Kobe Steel	MetLife Insurance K.K	NKSJ Holdings	Progressive Enterprises Ltd	Shangri- La Hotel, tokyo	Sun Network Ltd
Hite Jinro	Isuzu	Kohinoor Basmati	METRO GLASSTECH	Noble Group Limited	Promise Toothpaste	Shimano	Sun Pharma Industries Ltd/
HKEx	ITC Group	Komatsu	METROPOLITAN-HONDA	NOEL LEEMING	PTT Plc	Shimizu	Sun
Holden	ITC Hotels Ltd	Korea Electric Power Corpo-	Mevius cigarettes	Nomura	Pudin Hara	Shin Ramyun Black	Pharma Advanced Research
Home Inn	ITC Ltd	ration	Micromax	Nomura Research Institute,	PULP	Shinhan Bank	Company Ltd
Homeplus	Itochu Corporation	Korea Gas Corporation	Midea	Ltd	Punjab National Bank	Shinhan Card	Suncorp
Homeplus Express	J G SUMMIT HOLDINGS	Korean Air	Mikimoto	Non-no	PVR Ltd	Shinkin Central Bank	Sunfeast
Hon Hai Precision Industry	J.N.U.	KRUNG THAI BANK	Milkis	Norinchukin Bank	QBE	Shinsegae	Sunflame
Co., Ltd.	J:COM	Ksubi	Ming Jewelry	note	Quantum	Shinsegae Co.	Sungold Milk
HONDA CBR1000RR SP	JAL- Japan Airlines	KT	Minmetals Development	NRMA	Quanta Computer Inc.	Shinsegae Department	Suning
HONDA VALKYRIE	Japan Post Bank	KT&G	Mirae Asset	NSG Group	R&F Properties	Store	Suning Appliance
Hongqi	Japan Post Holding	Kubota	Mister Donut	NTPC	Radio Mirchi	SHISEIDO BENEFIANCE	Sunrise
Hotel New Otani Tokyo the	Japan Racing Association	Kunlun Energy	Mitsu sunglasses	NTT Data	Rajnigandha Pan Masala	Wrinkle Resist 24	Suntory Whisky
Main	Japan-A-Radio	Kweichow Moutai	Mitsubishi Chemical	Nutralite	RakutenIchiba	Shiseido Ibuki	Supor
Hotel Shilla	Jardine Matheson Holdings	Kyobo Life Insurance	Mitsubishi Fuso	NYK Logistics	Ranbaxy Laboratories Ltd.	Shochiku Pictures	Swift - MARUTI
HTC	Limited	Kyocera Corp	Mitsubishi Heavy Industries	Hui	Rasna	Shogakukan Inc.	SWIFT DEZIRE - MARUTI
Hua Xia Bank	Jardines	Kyoto University	Mitsui Chemical	Obayashi Corp.	RAY WHITE	Shoppers Stop	Sydney Airport
Huadian Power International	JATCO	Lalit	Mizuho Financial Group	Oberoi Hotels and Resorts	Raymond Ltd.	Showa Shell Sekiyu K.K.	Taiheiyo Cement
Huaneng Power Interna-	Jazz	Laneige	MLC	Oceanwide Holdings	Real Activ fruit juices	Shui On Cement	Taiwan Cement

Takeda	Wagon R - MARUTI	Action	BARCAFFE	Brussels Airlines	CNP Assurances	EBEL	Garmin
Taketsuru Whisky Pure Malt	Wanda Group	Adecco	Barilla	BT GLOBAL SERVICES	Colacem	Ebookers	Garnier
Tangshan Jidong Cement Co., Ltd.	Want Want Cake	admiral	barratt	BT Group	COLNAGO FREEDOM	Ecco	Gas Natural
Tanishq	WeChat	AEG	Barry Callebaut	Bundle Maclaren	COLRUYT	EcoleNormaleSuperieure	GasTerra
Target Australia Pty Ltd	Weekly Shonen Jump	Aeroflot	BASF	Bunzl	Comfort	EcolePolytechniqueFederale de Lausanne	Gazelle
Tata Chemicals Ltd	Weet-Bix	Ageas	BBC Films- broadcasters	Burgers' Zoo	Commerzbank	EDEKA	Gazprom
Tata Consultancy Services Ltd	Weichai Power	Ahold	BBIS Berlin Brandenburg	Burrswood Hospital	Compagnie des Alpes	EDF	GDF Suez
Tata Indigo	Wesfarmers	Aiglon College	BCEE	Butterfinger	Compass Group	EDP	Geberit
Tata Salt	Westpac	Air Berlin	Beck's	Buxton	Continental	EDP-Energias de Portugal, SA	Generali
Tata Sky	White Wings	Air Liquide	BedFord Trust Hospital	Buzzi	Continental AG	Edward Green	Geox
Tata Steel	WHITTAKERS	AIRTOURS	Beefeater Gin	C&A	Coolblue	Efteling	Gerry Weber
TATTS	WHITTCOULLS	AKER SOLUTIONS	Behr GmbH	Caddy- VW	CORUM	Eiffage	GestampAutomocion SA
TCL	Wills Lifestyle	AkzoNobel	Belfius	Café Rouge	costain	El Corte Inglés,	Gianfranco Ferre
Telecom NZ	WILMAR	Albi	BELGACOM	Caffè Nero	Cotedor	ElCortelngles	Gil Bret
Tencent	Wipro Group	Alior Bank	bellway	Caldicott School	Covera.ro	Electricite de France SA	Gilera
Thai Beverage	Wipro Ltd	Alliance Boots	BELVAS	Calvé	Covidien	elementis	GKN
The Chita Suntory Whiskey	Woodside	Allianz	Belvedere	Campina	Credit Agricole	Elisa	Glanbia
The History of Whoo	Worleyparsons	Allied Irish Banks	Benenden School	CAN FABES	CRH	EMMI	GLENCORE XSTRATA
The Royal Melbourne Hospital	WOWOW	Aloisiuskolleg	Benteler	Canford School	Crisp'n Dry	EMX 525	Gleneagles
The Sydney Morning Herald	Wuhan Iron & Steel Group	Amadeus	Berkhamsted Collegiate School	Caparol	Crockett & Jones	EnBW	Globe-Trotter
The Times of India	Wuliangye	American International School	Berlingo -Citraen	capita	CRODA International	Endemol	Golf -VW
THE WAREHOUSE	Xiangxue	Amstel	Berluti	CARAMEL BABY & CHILD -u.k	Cyberport	Enemol	Gordon's Gin
Thiess Queensland	Xiaomi	Andrélon	Bershka	Cardiff Sixth Form College	D & D London	Eneco	Gourmet Burger Kitchen
Tianrui Group	Yakult	Anglo American	Bertelsmann Group	carillion	Daks	EnelSpA	Graff
Times Now	YAMAHA FJR1300ES	Anheuser-Busch InBev	Bertelsmann SE & Co. KGaA	Carol Joy London	Dallmayr	ENGIE SA	Granini
TimTams	YAMAHA FZ-09	AnnoushkaDucas	Bet365	Carphone Warehouse	Danish Crown	ENI	Grants's
Tingyi Noodles	Yamamoto	ANWB	Betty Barclay	Carrefour	dansksupermarked	Erdirger	Great Ormond Street Hospital
TIP TOP	Yamazaki 18 Year	Apollinaris	bg group	Carrera y Carrera	Danske Bank	ERGO	Great Portland Estates
Titan Industries Ltd	Yamazaki Baking	Aprila Sport City 250	BHP Billiton	Carrier	DassaultSystemes	Erste Bank	greencore group
Tmall	Yanjing Beer	AQUA	BICO	Carter Bequest primary Care Hospital	DAVITAMON	ESADE Business School	Groupe BPCE
Toei Pictures	Yanmar	Aral	Big Talk Pictures/ Big Talk Productions,	Case-IH	DE LIBRIJE	Escada	Groupe Casino
TOHO Pictures	Yashili	ARD	Bilfinger Berger	Caterham School	De'Longhi	ESCO- SALT	Grupo ACS
Tohoku University	Yazaki Corp	Argos	Birklehof	Cdiscount	Debenhams	Essilor International	Gruppo Riva
Tokio Marine	Yes Bank	Arkema	Bishop's Stortford College	CEDOK	Decathlon	ETH Zurich	Guerlain
Tokyo Cement	YG Entertainment	Arla	Bitburger	Celsa Steel	Deer Park	Etienne Aigner	GUY SAVOY
Tokyo Electric Power Company, Incorporated	Yihaodian	ARM Holdings	Blaupunkt	Cementir Holding	Dekra	Etos	halfords
Tokyo Institute of Technology	Yili Milk	ARZAK	Blend-A-Med	centrica	Delft University Of Technology	Ettinger	HALIFAX
Tokyo Medical University Hospital	Yoichi 12 Year	AS Monaco Football Club	Blokker	CeramTec	Delhaize Group	Eurocement	HAMILTON
Toll	yokohama	AsadorEtxebarri	Blumarine	CESKA TELEVIZE	Delphi Automotive	Euronics	hamleys
Tonengeneral Sekiyu K.K.	Yokohama City University	asthead group	BMI Healthcare Center	CEVA Logistics	Derwent London	Europa Park	HAMMERSON
Tong Ren Tang	Medical Centre	Ashville College	BMW R1200GS: 18013	CEZ, a.s.	Deutsche Telekom Group	Evonik Industries	Hamptons
Top	yomiurishimbun	Asos	BMW R1200RT: 6625	Charterhouse	Deutz-Fahr	Evraz	Hansaplast
Toto	Yonghe King	Aspinal Of London	bodycote	Chaumet	DHL Aviation	Exact	HapagLloyd
Toyota Boshoku Corp	Yonghui Superstores	Asprey	Bol.com	Chavagnes International College	DHL Logistics	Experian	hargreaveslansdown
Toyota Tsusho Corporation	Youngor	associated british foods	Bolletje	Cheltenham College Senior School	Die Post	Fa	Hasseröder
TPG Telecom	Yunnan Baiyao	AstraZeneca	Bombay Sapphire	Cheval Blanc	DierenparkEmmen	FABIA	Heartbrand
Transurban	Yunnan Baiyao Group	Atlas Copco	BONAFONT	CHICCO	Digitec.ch	Fanta	HEC Paris
T-Series	Zodiac	ATOS ORIGINS	Bonita	Chicken Cottage	Digitec.ch,	Faurecia	Heidelberg Cement
Tsingtao Beer	Zoomlion Heavy Industry	Auchan	Bonprix	Chloe	Discovery Yachts	FAZER	Heidelberg University
TTK Prestige	Zopo	AUDI A8	Boodles	Chocomel	DISNEYLAND PARIS	FC Schalke	Heineken Holding
TV Tokyo Network	ZTE	AUDI R8 SPYDER	Booker Group	Christ' s Hospital	dixonscarphone	Ferrovial	HELLA
UD Trucks	Zuma 50FX YAMAHA	AUDI R8 V10	Bootham School	Christie's	DM	fidessa	HELLMANN'S
UGL	EUROPE	AUDI TT COUPE	Borealis	Church's	DnB	Fielmann	Helvetia
Ujala	208 -Peugeot	AUDI TT ROADSTER	Borges	Churchill	DOLIPRANE	FilippoBerio	Hema
Ultratech Cement Ltd	3 Suisses	Aurubis	Borussia Dortmund	Cimpor	Domestos	FilmFour - broadcasters	Hertog
University of Tokyo	888 holdings	Austrian	Boucheon	Chavagnes International College	DORMEO	Finlandia	Hikma
UOB	A C S	AutoGrill	Bouygues	Cheltenham College Senior School	Douglas	FINNAIR	HiPP
UWCSEA	A.P. Moller	Aveva	Bradfield College	Cheval Blanc	DOUWE	Flora	hMv
Van Heusen	Aardman Animations -Productions	Axel Springer SE	Bradford & Bingley	CHICCO	DouweEgberts	Fnac	Hobnob
Vatika Hair Oil/Shampoo range	AB Inbev	Babcock international	BREGUET	Chicken Cottage	Dr. Oetker	Fortnum & Mason	Hochtief- Germany
ViccoVajradanti SF Tooth Paste	Abbey College Cambridge	Backes and Strauss	Bremont	Chloe	DREYER'S	FORTUM	Hoffmann-La Roche
Videocon Industries Ltd.	ABENGOA	BAE SYSTEMS	Brighton College	Chocomel	DSM	France Televisions S.A.	Holcim
Vimal	Abertis	Baker & Gray	Brioni	Christ' s Hospital	DSV	Franz Haniel	Holsten
Virgin Australia	Absolut Vodka	Balenciaga	BRITANNIA AIRWAYS	Christie's	Dubarry Of Ireland	Fred	Home Retail Group
Voxy	AAC Milan	BALFOUR BEATTY	British Gas	Church's	Ducato- Fiat	Fresenius	Homebase
Vtech	Accenture	Ballantines	british land	Churchill	dunelm	Friesland Campina	HouseOfFraser
	accessorlze	Baloise	Bromsgrove School	Cimpor	Duvel	FRISKIES	Humboldt University of Berlin
	ACCONIA / Acciona	BancaTransilvania	Brose Fahrzeugteile GmbH	CITIGO	Dyson	Fuchs	
	AcquaPanna	Banco Bilbao VizcayaArgentaria	Brown's Hotel	CITROEN C1	DZ Bank	FURNAS DO GUINCHO	HUMEX
	Actimel	Banco Santander Totta	Brumani	CITROEN C4 PICASSO	Ealing Studios	Galaxy	Huntsman
		Bank of Ireland	Bruna	CITROEN C5TOURER	Eaton	Galpenergia	IAC Group
			BrunelloCucinelli	CITROEN DS3		Gamma	Iberdrola
				CITROENC3		GARELLI MOTORCYCLES	Iberia
				City of London Freeman's School			
				Claas Tractor			
				Claridge's			
				Clarks			
				Clifton College			
				Clive Christian			
				Club Atletico de Madrid			
				CMA CGM S.A.			

Ibis	Lafarge	McLAREN F1 SPORTS CAR	Oil Transporting JSC	Real	SFR	The Walton Centre	Warsteiner
iDeal	Lagardere Media	Mechel	Transneft	Really Wild	Shire	Thomas Sabo	Wavin
IE Business School	LAING O'ROURKE	Media Markt	Oliver Sweeney	Recaro	Shop Direct Group	THOMSON HOLIDAYS	wehkamp.nl
IESE Business School	LAMBORGHINI TRATTORI	MediaMarkt	OMO	relx group	SHV Holdings	ThyssenKrupp	WEIR
If	Lancel	Mediaset	OMV	Remy Martin	SIKA AG	Ticketcorner	Werther's Originals
Iglo	Lancetti	Medion	Only	RENAULT CLIO	Silver Cross	TIM	West Ham United
imi	Land Securities Group	Melia International	OP bank	RENAULT CAPTUR	Sistema	Titan	Whitbread Hotels & Restau-
Imperial College	LandRover	Mentos	Opel/Vauxhall	RENAULT MEAGNE RS	SIXT	TNK-BP International	rants
Imperial Tobacco Group	Lanxess	Mercadona	Optegra	Renault Trucks	Skanska	Tom Tailor	Wildberries.ru
IN DE WOLF / In De Wulf	LARPEGE	Mercedes- Benz	ORIS	RENOMME	Smart	TOMTOM	William Hill Bookmakers
Ineos	Lavazza	Mercure	Osram	Renommé	smith&nephew	tonl&guY	William Lawsons
Infineon	Le Bon Marche	Merlin Entertainments	OTP Bank	Repsol	smiths	topMan	Wimpy
Innocent	LE CALANDRE	Group	OTTO	REWE	Smythson	Tottenham Hotspur	WINIARY
Innocent Smoothies	Leffe	METRO	OuwehandsDierenpark	RHI AG	SnamS.p.A.	Trafic – Renault	Winser London
Intelsat	legal & general	micro focUnited States	P&O Cruises	Ribena	SNCF Geodis	Transporter- VW	WMF
International	Leonidas	Miele	Packard Bell	Rich Tea	Solvay	TREVISIO	Wolseley
International Airlines Group	LEORY MERLIN	Migros	Panalpina	Richemont	SONERA	Trident	Wolters Kluwer nv
IntesaSanpaolo	LESHOP.CH	Mil Anunacios	Pantheon-Sorbonne Uni-	RICOLA	Southampton FC	Trinity College Dublin	Working Title Films
Italcementi	Lets Bonus	MilliMillu	versity	RIEKER	SPAR	Triumph Tiger 1200 Explorer	WORKSPACE group
itv	Liberty	Millicom	paperchase	Riesen	Speculoos	Trussardi	WORTEN
ITV plc	Libreria IBS	MIMOSA	ParquesReunidos	rightmove	Spencer House	TSB	WPP
Iveco	Lidl	MINI Cooper	Partner- Peugeot	riotinto	spiraxsoroco engineering	Tuborg	XC - 60
J & B	Liebherr	MINI RODINI	Pathe- Distributers	river Island	Spotify	TUI Hotels & Restaurants	XC - 90
Jack & Jones	Linde	Miss Sixty	Paul Smith	Sprinter- Mercedes	Robert Bosch GmbH	Tunnock's – Tea Cakes	Yara International
Jaffa Cake	Lindemans	Missoni	Paulaner	SSE plc	Robinsons Squash	Turkish Airlines	Yves Delorme
Jagermeister	LINDT N SPRUNGLI	Mobistar	Pearson Plc	St Thomas Hospital	Roche	Tyco	Yves Rocher
JAGUAR	Linn	MOL Group	Persil	Rockwool	Romeo Gigli	UC Rusal	ZALA
Jameson	Lipton	Moldindconbank	pets	Rosneft Oil Co	ROSHEN	ULYSSE	Zalando
JCB	Liz Earle	Moller-Maersk Group	Peugeot Kisbee 50: 12.561	ROSSMAN	Rosneft Oil Co	Umicore	Zamano
Jo Malone	LMU Munich	Morgan Advanced Materials	Philips	Royal Mail	Stelton	Unicredit	Zanussi
John Coupland Hospital	Loake	Morphy Richards	Phoenix Pharmahandel	Royal Marsden Hospital	Stihl	United Confectioners	ZEB
John Lewis	LOGICA	Morrison's	Phonak	RTL	Sto	Univ. of Amsterdam	Zeeman
John Lewis Partnership	LOGITECH	Movistar	PiaciottiCesare	RTL Nieuws	Südzucker	Universal	ZEPPELIN STIFTUNG
Johnson Matthey	London Road Community	MR MUSCLE	Piaggio Zip 50 2T: 7161	Ruinart	Sula	University Of Copenhagen	Ziggo
Johnstons of Elgin	Hospital	Mulberry	Pick Up!	RWE AG	Sunrise	University of Edinburgh	Zurich Insurance Group
Jotun	LoroPiana	Multistrada	Pickett	S. Oliver	SUPERB	University of Geneva	Zwitsal
Julius Baer	Louis Roederer	Munich Re	PIERRE GAGNAIRE	Sachs	superdrY	University Of Helsinki	
Jumbo	Louth County Hospital	Musto	Pilgrims Choice	Sacyr	Surgutneftegas	University of Zurich	ME & Africa
JUPILER	Löwenbräu	NAPOLACT	Pinko	Safran	Suvinil	Unox	Aabar Investments
JUVAMINE	LSE & Political Science	national express	Piper Heidsieck	sage	Swiss Life	URALKALI	Aamal
K + S	Lucozade	national grid	Piraeus Bank	Sainsbury's	Swiss Re	USGPeople	Absa Bank
K+S GROUP	Lucozade Energy	NATIONAL HELICOPTER	PKC	Sainsburys	Syngenta	Utkonos.ru	Abu Dhabi Aviation
Kangoo -Renault	Ludwig-Maximilians-Uni-	SERVICES LTD	PKN Orlen	Saipem- Italian Oil n Gas	T SYSTEMS	V&D	Abu Dhabi Media
KantonalBank	versitätMünchen	Natterman	Plastic Omnium Co.	Industry Contractor	TAP	Valeo SA	Abu Dhabi National Hotels
Kärcher	Lufthansa Cargo	NECKERMANN	Play.com	Salzgitter AG	TATE LYLE	VALSER	Abu Dhabi Ports Company
Karolinska Hospital	Lukoil	Nespresso	Playmobil	SANDOZ	Tatra Trucks	Varta	Access Bank
Karolinska Institute	LUMENE	Netto	playtech	Sandvik	TDC	VDL	Acibadem Hospitals Group
Kassa	Lund University	NEUHAUS	Pohjola Bank	Sanitec	T-Deutsche Telekom	Vedanta Resources	ADCB
KatoenNatie	LyondellBasell	New Holland	Pol Roger	Sanofi	TE Connectivity	VEL PITAR	Adese
KAUFLAND	Macarons	Next	Polo- VW	Sarotti	Techint	VELOCE 10	ADIB
KBC	MACARONS -GERMANY	NH hotels	PolskaGrupaEnergetyczna	SBB	Technip	Venz	AfriCell
keller	MACIF	NHS Tayside	PolskieGornictwoNaftowe I	Sberbank	TEFAL	Veolia Environnement	Aggad Investment Company
Kelling Hospital	MACLEANS	Niedregger	Gazownictwo SA	SCA	TELEFONICA	Verkade	Air Algeria
KERASTASE	Magnitogorsk Iron and Steel	NLMK	Port Of Antwerp	Scandinavian Airlines	Telekom Austria	Vero Moda	Air Arabia
kerry foods	Works	Nokian	Portugal Telecom	Scania	Telenet	Vespa GTS 300 Super	AkBank
Kesko	Magnum	Nordea BANK	Post Finance	Schaeffler AG	Telepizza	Vestas	Aksigorta
Ketel One	Mahle GmbH	Nordsee	Postbank	Schindler	Teliasonera	Vesuvius plc	Al Faisaliah
KfW	Mammoet	Norilsk Nickel	PostNL	Schott	Temperley	VeuveClicquot	Al Gurg
kier	MAN	Norma	Powertraveller	Schroders	TENA	Vicat	Al Khodari
KINDER JOY	Manchester Children Hos-	Norsk Hydro	Praktiker	Schwarzkopf	Teremok	Victrex	Al Meera
KONE	pital	NOS	Praxis	SCA	THALES	Vim	Al Rajhi Bank
Koopmans	Manchester United	NOS Journaal	Pret a manger	Scandinavian Airlines	The Balmoral Hotel	Vinci	Al Rayan
KPN	Mapfre	Notebooksbilliger.de	Priceminister	Scania	The Capital	Vivendi	Al Tayer Group
Krizia	Marcus Watches	Novo Nordisk	Primark	Schaeffler AG	The Dorchester	Vivienne Westwood	AlabduLatif
Krombacher	Marktplaats.nl	Novolipetsk Steel	Privrednabanka Zagreb	Sandvik	The Famous Grouse	VolkerWessels	Albaik
KRUIDVAT	Marquard&Bahls	Novomatic	PRO TV	Sanitec	The Glenlivet	VOLVIC	ALDAR
KTM 125 Duke	marshalls	NOYNOY	PROXIMUS	Sarotti	The Goring	Vontobel	Alinma Bank
KU Leuven	Martell	NPO	Purdey	SBB	The Lanesborough	VUB banka	Almarai
Kuehne + Nagel	Mary	NS	PureLife	SCA	THE LEDBURY	Waitrose	Alupco
Kuemmerling	Master -Renault	NU.nl	Quick	Scandinavian Airlines	The Linde Group	WALKER EUROSALT LTD	Amer Group
Kühne	Materis	Nyetimber	Radeberger	Scania	The Priory	WALKERS	AMLAK
La Redoute	Max Burgers	OAO Tatneft	Raiffeisen Bank	SEAT	The Savoy	Walkers Shortbread	AnadoluSigorta
La Samaritaine	Maybourne Hotel	OCTAVIA	Randstad	SECIL	The Times	WARBURTONS	ANB
Lactalis	McCormick Tractors	Oettinger	RAPID	SEUR			

Arabian Cement	Elsowedy Electric	Mr Price	Sipchem
Aramex	Emaar	Mukwano	Sisecam
Arcelik	Emirates NBD	MultiChoice	Sonatrach
Arig	Enkalnsaat	Mumias Sugar	Souq.com
Arik air	Etisalat UAE	Nabeel Perfumes	South African Airways
Arm Cement	Extra	Nadec	Spar
Armada Group	Ezdan Holding	Nakheel	Standard Bank
Aselsan	FawazAlHokair	Nakilat	Star Beer
Asmak	FGB	NamPak	STC
Astel Electronics	Finance House	National Bank Of Abu Dhabi	Sunshine Investment Group
Astra Industries	FinansBank	National Bank Of Fujairah	Tabreed
ATCO	Firat	National Cement Company	TAQA
Atlantique Telecom	First National bank	Ned Bank	Tasnee
Attijariwafa Bank	FlyDubai	Netcare	Tat
Aygaz	Garanti	Noor Takaful	TAV
Azam	GASCO	Old Mutual	Tawuniya
Bamburi Cement	GLO	OmsanLojistik	TechniplastIndustrie
Bank Albilad	Golden Grass	One Tech Business Solutions	Telecom Egypt
Bank Aljazira	Golden Penny Foods		Telkom
Bank Of Sharjah	Grindrod	Ooredoo	The National Shipping Company
Bank Saudi Fransi	GroupeMiladi	Orascom	
Banvit	Gulder Beer	Oriental Weavers	Thuraya
Barwa Real Estate	Gulf International Services	Orijin	TMG Holding
BEKO	GWC	Otokar	Tofas
Beypilic	HalkBank	Oyak Cement	TruWorths
Bidvest	Hormuud Telecom	Ozdilek	Turk Cell
Bilimilac	Hurriyet	Peak Milk	Turk Telekom
BIM	IKK Group	Petro Rabigh	Turk Traktor
BMC	Indesit	Pick'NPay	Turkish Airlines
BMCE Bank	Index	Pinar Sut	Turkish Economy Bank
BorusanLojistik	Industries Qatar	Qatar Airways	Tusker
Boyner	Information Systems Associates	Qatar Insurance Group	Ulker
Brisa	Investec	Qatar National Cement Company	ULKER BISKUVI SANAYI AS
Cairo Poultry Company	lpragaz	Qatar Petroleum	Union National Bank
Canar	Is Bank	QIIB	Union Properties
Capitec	Istikbal	QNB	United Arab Bank
Carling Black Label	Jarir Bookstore	RAINBOW Chicken	United Development Company
Castle Lager	Julphar	RAKBANK	VakifBank
CelebiHavaServisi	Jumeirah	Reysas	Vakko
Cevital	Kakuzi	Riyad Bank	Vestel
CFC Stanbic Bank	Kayan	RMB	VestelElektronik
Channels TV	Kenya Airways	Rolaco	Vodacom
Checkers	Kenya Power	Sabic	Waha Capital
Chi Limited	Keskinoglu	Safaricom/M-pesa	Wesbank
Çimsa	Kingdom Holding Company	Safco	Williamson Tea
Clicks	Kisua	SAIB	Woolworths
CMS	Koc Holding	Salam International	Woqod
Commercial Bank Of Dubai	Konga	Samba	Yamama Cement
Commercial bank of Qatar	Koroza	Sameer Africa	Yansab
Cosumar	Koton	SamsTech	YapiKredi
Dana Gas	La Casera	Sanlam	Yswara
Dangote	LCWaikiki	Santam	Zain
Dar Al Arkan	Liberty	Sappi	Zamil Industrial
DemirDokum	Life Healthcare	Sarar	Zenith Bank
Dimes	Limak Group	Sasol	Zuku
Discovery	Maaden	Saudi Aramco	
Djezzy	MahmoodSaeed Collective Co	Saudi Cable Company	
DogusOtomotiv	Makro	Saudi catering and Contracting	
Doha Bank	Maltina	Saudi Cement	
DP World	Mannai Corporation	Saudi Ceramics	
Drake & Scull International	Medgulf	Saudi Electricity Company	
DU	Media 24	Saudi Hollandi Bank	
Dubai Holding	Mediclinic International	Saudi Pharmaceutical Industries	
Dubai Investments	Merinos Hali		
Dubai Islamic Bank	Messebo Cement	Saudia	
Dubai Mall	Midroc	Savola	
Dubai Media Incorporated	Migros	SharafDG	
Dubai Refreshments	Miladys	Sharjah Cement	
Dubizzle	Milaha Maritime	Shoprite	
Eco Bank	Mobily	Shuaa Capital	
Econet Wireless	Momentum	Sidpec	
Ekol Logistics	Movit	SIIG	
El Seif Engineering Contracting Co.			



Global Power Brands was launched at the glittering **Power Brands LIFE** (London International Forum for Equality) in the presence of some of the world's greatest brand leaders and individual brands. Seen at the launch on the top panel are, **Chief Guest & Nobel Laureate, Leymah Roberta Gbowee** (also along with Arundhati Banerji at the bottom), **Alec Stewart - former captain of the English Cricket Team** (also along with Arindam Chaudhuri at the bottom) and **Kumar Sangakkara - former captain of the Sri Lankan Cricket Team** (also along with Rajita Chaudhuri at the bottom).

