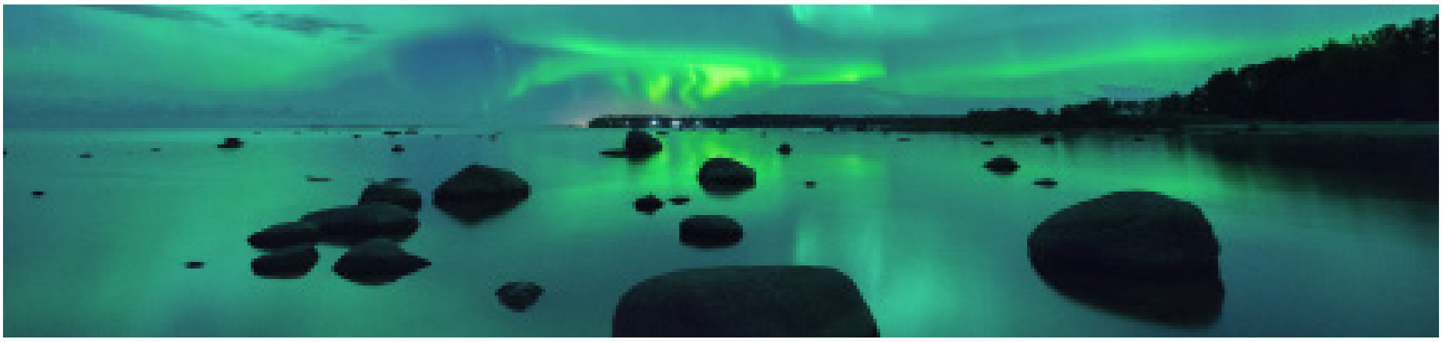
Brand Finance®



Finland 10 2018

The annual report on the most valuable Finnish brands

May 2018

Foreword.

David Haigh
CEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

About Brand Finance.

Brand Finance is the world's leading independent brand valuation and strategy consultancy.

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:
- Independence
- Technical Credibility
- Transparency
- Expertise.

Brand Finance puts thousands of the world's biggest brands to the test every year, evaluating which are the strongest and most valuable.

For more information, please visit our website:
www.brandfinance.com

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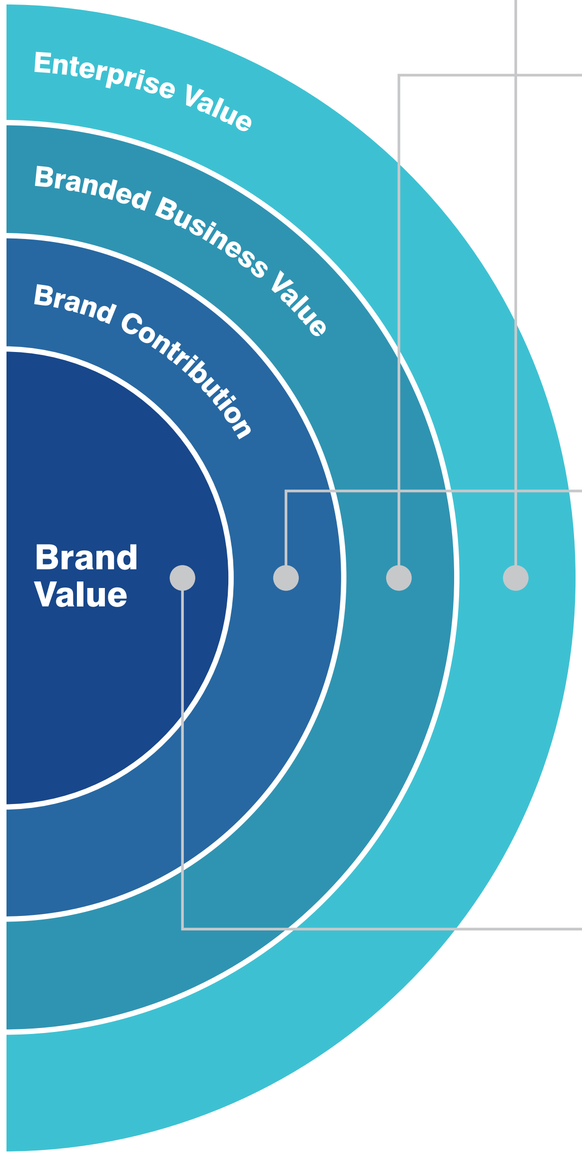
Definitions.



Brand Value

[Sampo Group]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.

[If]

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.

[If]

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.

[If]

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Strength

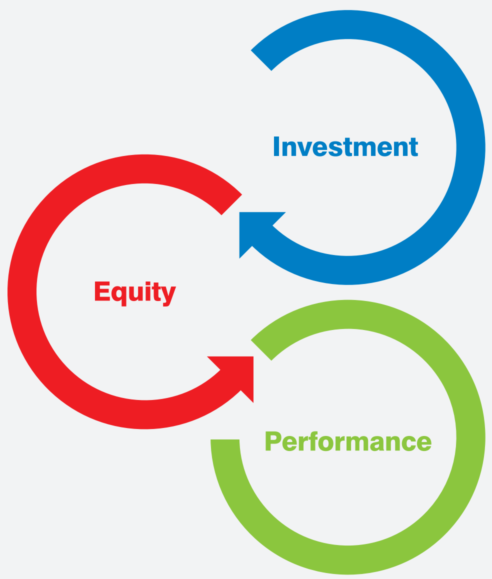
Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Brand Strength Index		
	Marketing Investment	Widely recognised factors deployed by marketers to create brand loyalty and market share.
	Stakeholder Equity	Perceptions of the brand among different stakeholder groups, with customers being the most important.
	Business Performance	Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

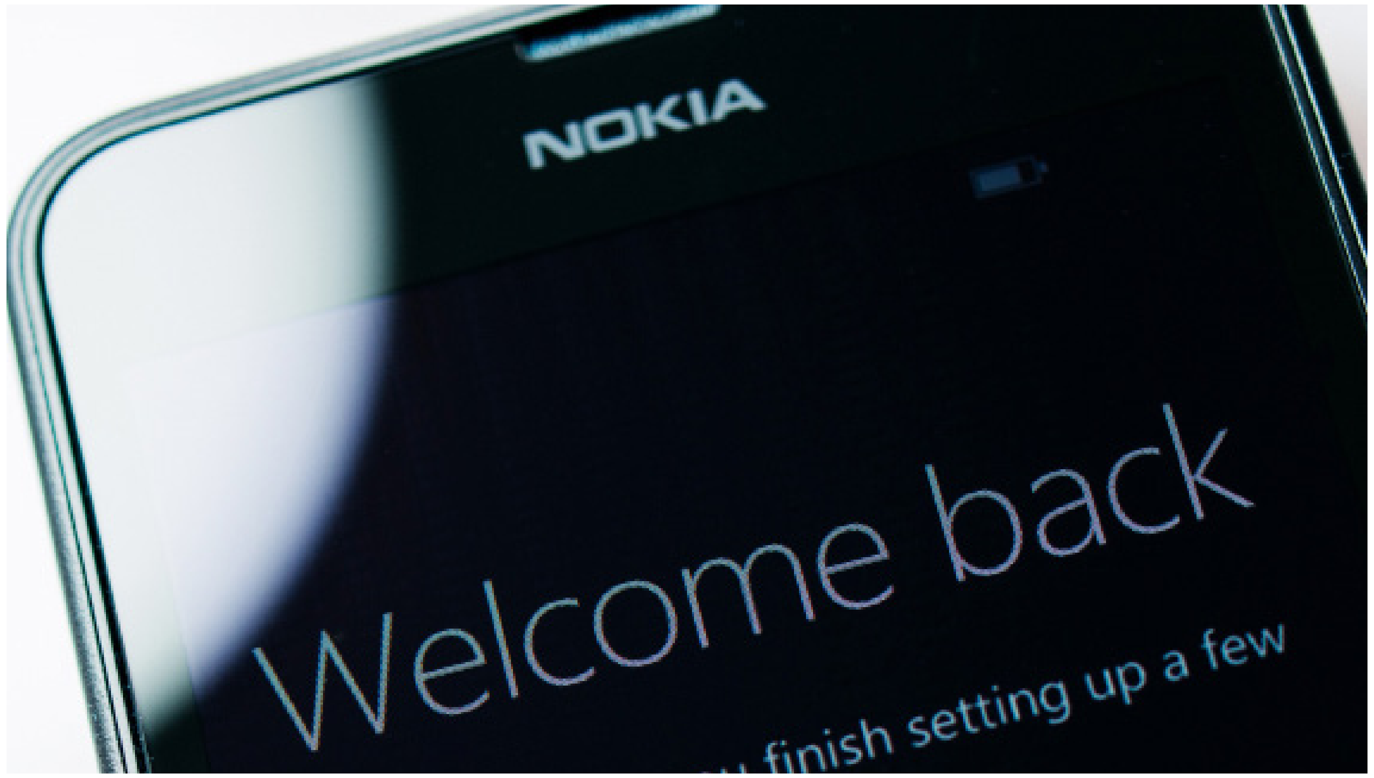
Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Executive Summary.



Nokia is Finland's Top Brand

Nokia's brand value has grown by 63% over the last year to €7.1 billion, extending its leadership as Finland's most valuable brand. After reaching a nadir in 2014 due to several years of significant brand struggles, Nokia's brand value has sustained strong brand growth ever since.

Nokia's brand value peaked in 2008 at over €22 billion, making it the world's 9th most valuable brand at the time. The subsequent rise of smartphones at the expense of feature phones – a sector dominated by Nokia – caused the Finnish brand value leader to decline to just €1.5 billion in 2014.

After involvement in various corporate ownership changes, the Nokia brand has rebounded strongly, and now, in 2018, it has led Finland in all three categories of most valuable, fastest-growing, and strongest brand for two consecutive years. It is the only Finnish brand to attain an AA+ brand strength rating.

Nokia has focused the brand on its core networks activities as well as extending into new licensing areas over the last year. It is a perfect example of how reinvigorating a well-loved brand through licensing can be a route to success. We expect to see significant growth of Nokia's brand value in the future as the implementation of the new strategy accelerates.

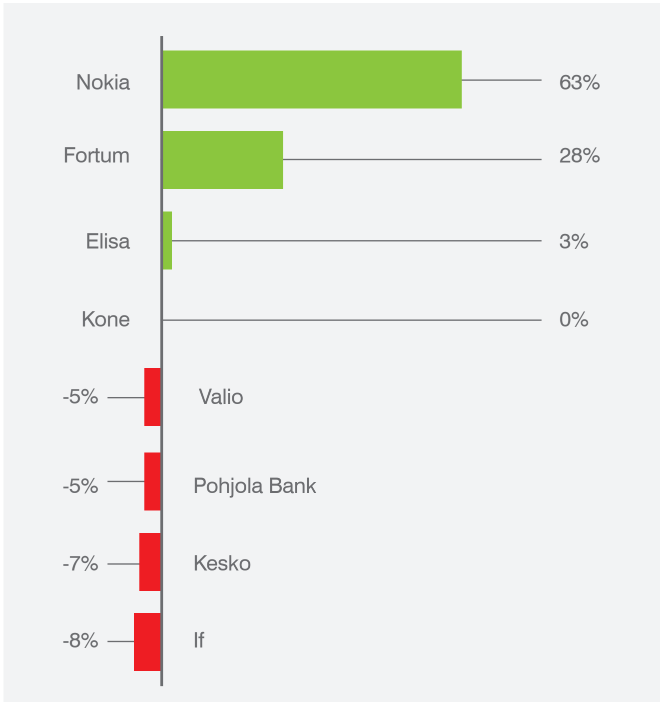
David Haigh
CEO, Brand Finance

Nokia now has a refocused corporate strategy concentrated on four key areas: high-performance end-to-end networks for communication service providers; network equipment and services for enterprises; building a standalone software business; and finally, consumer-facing business and licensing based upon its strong IP portfolio. In that context, Nokia's solid performance has put it in an excellent position to lead the global transition to 5G that is now underway.

Fortum Grows Strongly

Energy company Fortum (up 28% to €0.7 billion) was the second-fastest growing brand amongst Finland's top ten most valuable brands. During 2017, Fortum made investments in new businesses and geographical areas. In addition, improved market conditions increased revenues in Fortum's power production. Looking forward, Fortum's planned takeover of Uniper and other growth projects will be a key issue for the brand to manage.

Brand Value Change 2017-2018 (%)

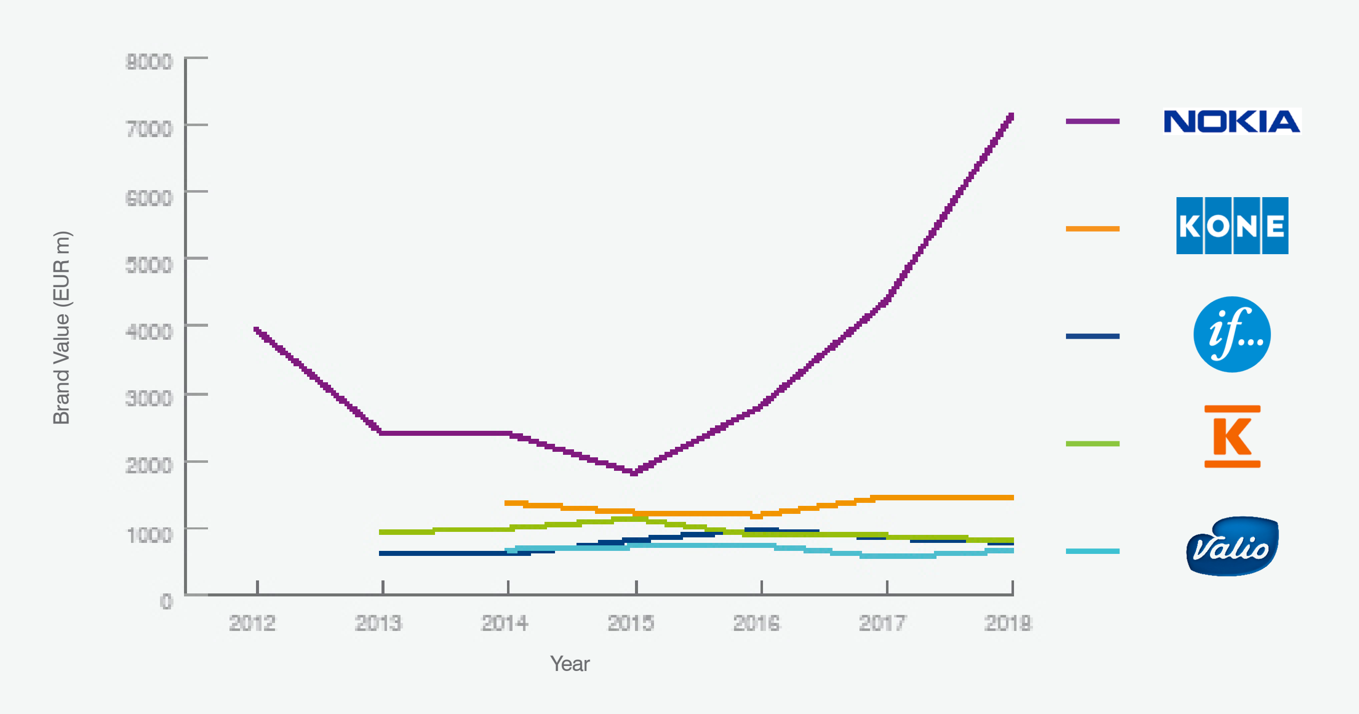


Top 10 Most Valuable Brands

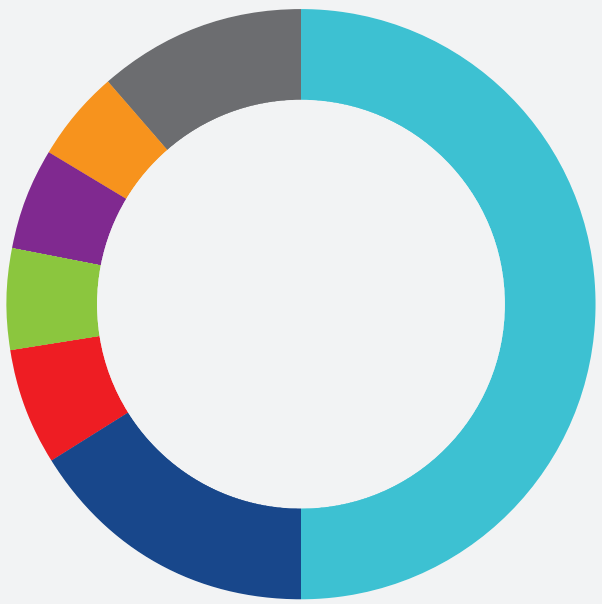
Brand	Rank 2018	Rank 2017	BV 2018	BV 2017	Change	Brand Rating
NOKIA	1	1	€7,138m	€4,374m	+63%	AA+
KONE	2	2	€1,463m	€1,465m	0%	AA-
elisa	3	4	€879m	€857m	+3%	AA
K	4	3	€819m	€880m	-7%	A
storaenso	5	NEW	€802m			AA-
if...	6	5	€789m	€853m	-8%	A+
fortum	7	7	€683m	€533m	+28%	AA
Valio	8	6	€661m	€693m	-5%	A
neste	9	NEW	€502m			A
	10	8	€408m	€431m	-5%	A+

Executive Summary.

Brand Value Over Time



Brand Value by Sector



Colour	Sector	Brand Value (EUR bn)	% of total
	Tech	7.1	50%
	Engineering & Construction	2.3	16%
	Telecoms	0.9	6%
	Retail	0.8	6%
	Insurance	0.8	6%
	Utilities	0.7	5%
	Others	1.6	11%
	Total	**14.1**	**100%**

Kone Steady on Second Floor

Kone maintained its brand value at just under €1.5 billion last year, securing second place on the Finnish ranking again. The lift and escalator brand is a global leader in the sector, with sales of €8.9 billion during last year, a small increase from €8.8 billion the previous year. As the global population continues to urbanise, Kone's strategic direction is to achieve significant brand differentiation by improving customer focus. This will lead to a particular service-minded emphasis on construction of new equipment, as well as maintenance and modernisation of existing buildings.

Elisa and Kesko Swap Rankings

Telecommunications company Elisa (up 3% to €0.9 billion) moved from fourth place to third in the Brand Finance Finland 10 league table this year, swapping positions with retailer Kesko (down 7% to €0.8 billion). Despite EU roaming changes coming into force and leading to data roaming price reductions by almost 90%, Elisa's revenue increased from €1.6 billion in 2016 to €1.8 billion in 2017. This was achieved through close cooperation with Vodafone and Telenor, and a small increase in customer subscriptions.

Meanwhile, Kesko's brand subsided despite net sales growing in comparable terms by 1.8% as they continue their transformation project to introduce a new brand alignment across their large chain of retail stores. Kesko's brands have benefited from a strong year for the grocery trade, and business sales are well-positioned to pick up from any long-term customer behaviour changes towards food service in restaurants and away from home-consumption of food and drink. In addition, now that the last remaining Siwa and Valintatalo stores have been converted into K-Markets, Kesko will be better positioned to focus growing its main brand in the future.

Top 5 Strongest Brands

NOKIA	BSI Score **76.2**
elisa	BSI Score **73.1**
fortum	BSI Score **71.3**
KONE	BSI Score **67.8**
storaenso	BSI Score **65.9**

Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.

2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.

3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.

4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.

5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.

6 Apply the royalty rate to the forecast revenues to derive brand revenues.

7 Brand revenues are discounted post-tax to a net present value which equals the brand value.

Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.

Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.

Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.

Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

Understand Your Brand's Value.

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

What is a Brand Value Report?

Brand Valuation Summary

+ Internal understanding of brand
+ Brand value tracking
+ Competitor benchmarking
+ Historical brand value

Brand Strength Index

+ Brand strength tracking
+ Brand strength analysis
+ Management KPIs
+ Competitor benchmarking

Royalty Rates

+ Transfer pricing
+ Licensing/franchising negotiation
+ International licensing
+ Competitor benchmarking

Cost of Capital

+ Independent view of cost of capital for internal valuations and project appraisal exercises

Customer Research

+ Utilities
+ Insurance
+ Banks
+ Telecoms

For more information regarding our Brand Value Reports, please contact:

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What are the benefits of a Brand Value Report?

Insight

Provide insight as to how the brand is performing vs. key competitors on underlying measures and drivers of brand value and brand strength.

Strategy

Understand where brand value is being generated by region and channel in order to identify areas of opportunity that warrant further investigation.

Benchmarking

Track year-on-year changes to brand value and set long-term objectives against which high-level brand performance can be benchmarked.

Education

Provide a platform of understanding which the company can use to educate employees on the importance of the brand.

Communication

Communicate your brand's success to shareholders, customers, and other strategically selected audiences.

Understanding

Understand and appreciate the value of your brand as an asset of the business.

Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

+ Branded Business Valuation
+ Trademark Valuation
+ Intangible Asset Valuation
+ Brand Contribution

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

+ Market Research Analytics
+ Return on Marketing Investment
+ Brand Audits
+ Brand Scorecard Tracking

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

+ M&A Due Diligence
+ Franchising & Licensing
+ Tax & Transfer Pricing
+ Expert Witness

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

+ Brand Governance
+ Brand Architecture & Portfolio Management
+ Brand Transition
+ Brand Positioning & Extension

MARKETING

We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

FINANCE

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

TAX

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

LEGAL

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Communications Services.

We offer a variety of services to help communicate your brand's success.

Example digital endorsement stamp for use on your website as well as in investor relations and advertising, to recognise your brand's performance.

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