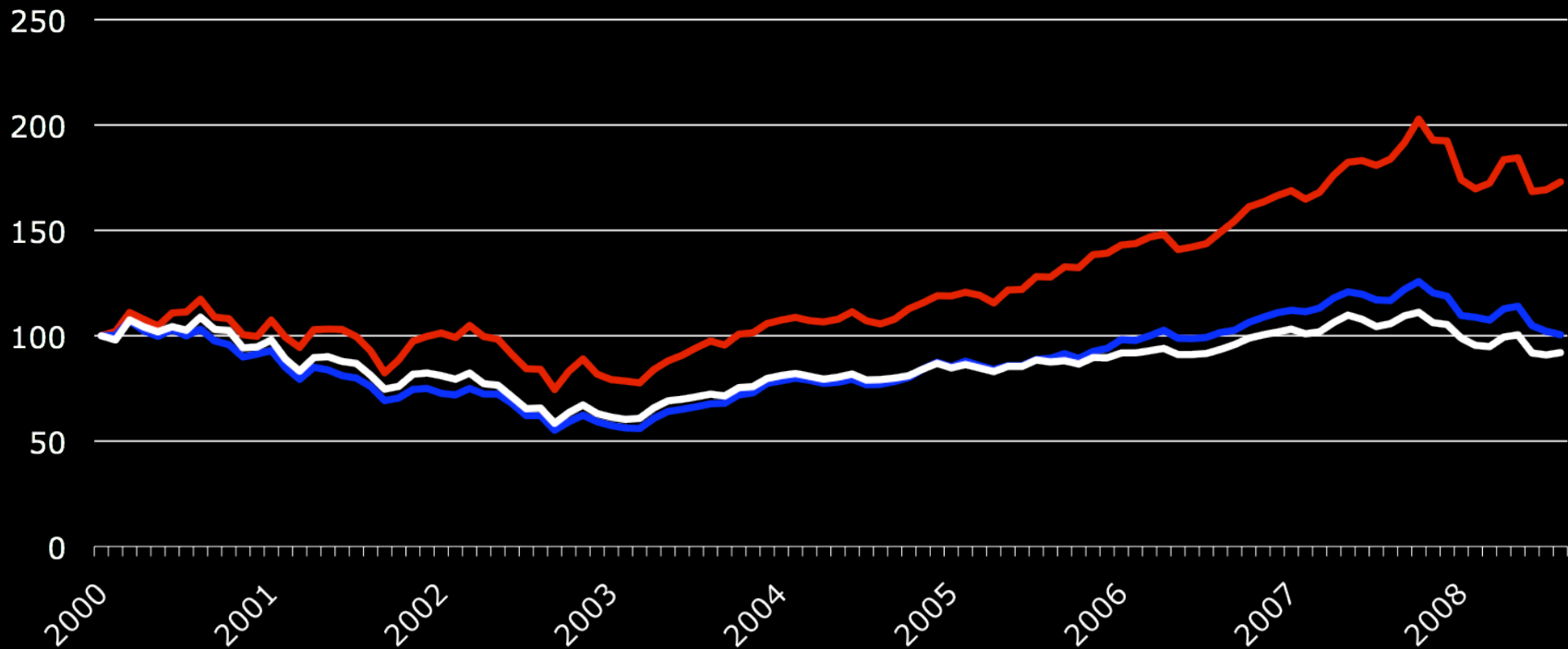


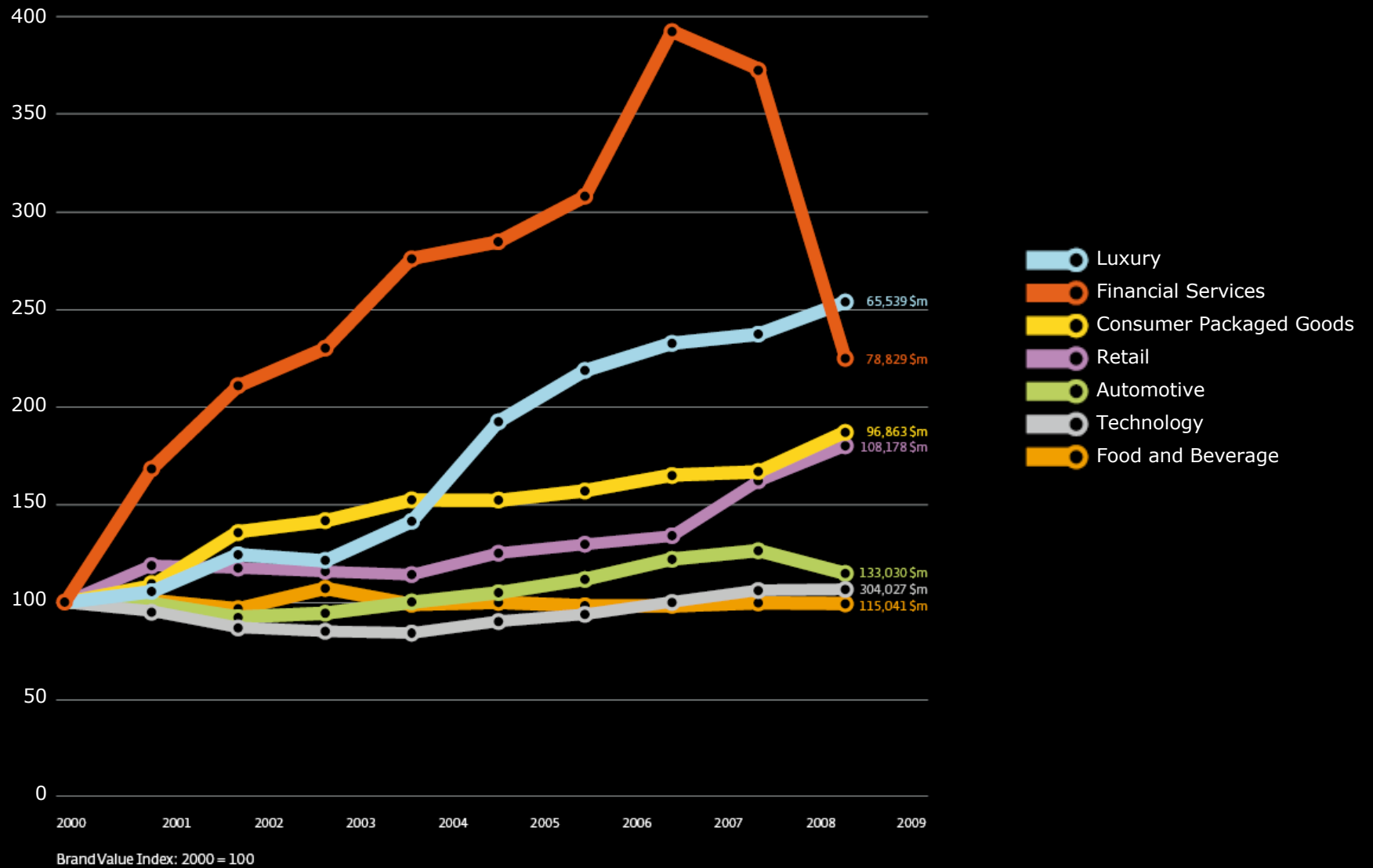
Top 100 Best Global Brands vs. MSCI World Index and S&P 500 performance: 2000-2009



	BGB Portfolio	MSCI World	S&P 500
CAGR	4.9%	(2.4%)	(3.4%)
Standard Deviation	19.5%	21.9%	19.1%
Sharpe Ratio	0.07	(0.13)	(17.4%)


- Interbrand Top 100 Portfolio
- MSCI World Index
- S&P 500 Index


Industry Insights: charting the rise and fall of key sectors



Top 10 brands

1	2008 Rank 1	
Coca-Cola		
68,734 (\$m)		
Change in Brand Value 3%		


2	2008 Rank 2	
IBM		
60,211 (\$m)		
Change in Brand Value 2%		


3	2008 Rank 3	
Microsoft		
56,647 (\$m)		
Change in Brand Value -4%		


4	2008 Rank 4	
GE		
47,777 (\$m)		
Change in Brand Value -10%		


5	2008 Rank 5	
Nokia		
34,864 (\$m)		
Change in Brand Value -3%		

6	2008 Rank 8	
McDonald's		
32,275 (\$m)		
Change in Brand Value 4%		

7	2008 Rank 10	
Google		
31,980 (\$m)		
Change in Brand Value 25%		

8	2008 Rank 6	
Toyota		
31,330 (\$m)		
Change in Brand Value -8%		

9	2008 Rank 7	
Intel		
30,636 (\$m)		
Change in Brand Value -2%		

10	2008 Rank 9	
Disney		
28,447 (\$m)		
Change in Brand Value -3%		

2009 risers



Google



Amazon.com



Zara



Nestlé



Apple

2009 decliners



Morgan Stanley



American Express



Harley-Davidson



Citi



UBS