

## MTN - the highest ranked African brand

MTN has once again emerged head and shoulders above its peers on the continent, topping the list as the highest ranked African brand in the prestigious Millward-Brown Brandz Top 100 Most Valuable Global Brands 2013 survey, released today, 21 May 2013.



This year's listing shows that MTN moved up nine places to position 79th, with an overall increase in brand value of 23%. MTN debuted at position 88 in the survey last year. An emerging market mobile operator, and reportedly one of the world's largest, MTN is again the only African brand in the 2013 survey.

"The Millward-Brown BrandZ Top 100 Global Brands 2013 listing is particularly exciting and timely, as we embark on our new vision to lead the delivery of a bold, new digital world to our customers," says Jennifer Forrester, executive for Group Marketing at MTN.

Developed by leading research agency, Millward Brown Optimor, BrandZ Top 100 Most Valuable Global Brands is the only brand rankings that include consumer data as a component element in arriving at the brand value. The rankings survey over 150,000 people around the world.

Forrester adds "MTN is particularly proud of this accolade because the listing recognises that for a global brand to connect with its consumers, it needs to reflect them. Consumers want to see themselves in the brands they admire. They want to see that a brand, local or global, understands them, and knows what they want and need.

As MTN, this is further acknowledgement that we are on the right track with our on-going efforts to enhance customer experience in our various touch-points in the markets. To this end, we pledge to continue with our quest to make the lives of our customers a whole lot brighter."

With nearly 200 million subscribers across Africa, Asia and the Middle East, MTN is a market leader in 70% of the 22 countries where we operate.

"We owe this recognition to the commitment and loyalty of our customers to the MTN brand. This accolade gives us even more zest in our endeavour to fulfil our new vision," concludes Forrester.

View the [BrandZ Top 100 Most Valuable Global Brands](#).