****

**Classifica Banche Italiane Ordinate per Valore del Brand**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Italia 2015 | Global 2015 | Global 2014 | **Brand** | **Valore Brand** **2015 (USDm)** | **Valore Brand** **2015 (EURm)** | **Brand Rating 2015** | **% Differenza Valore Brand** | **Valore Brand** **2014 (USDm)** | **Brand Rating 2014** |
| 1 | 47 | 38 | **UniCredit** | 5405 | 4451 | AA | -18% | 6,585 | AA |
| 2 | 109 | 111 | **Intesa Sanpaolo** | 1665 | 1371 | AA | 3% | 1,623 | AA+ |
| 3 | 142 | 141 | **Banco Popolare** | 1153 | 949 | A+ | 2% | 1,133 | A+ |
| 4 | 143 | 135 | **Banca IMI** | 1145 | 943 | AA- | -5% | 1,205 | AA |
| 5 | 152 | 143 | **Bank Austria** | 1048 | 863 | AA- | -4% | 1,088 | AA |
| 6 | 155 | 148 | **UBI Banca** | 1039 | 855 | AA- | -1% | 1,045 | A+ |
| 7 | 158 | 129 | **HypoVereinsbank** | 995 | 819 | A+ | -22% | 1,274 | AA- |
| 8 | 161 | 165 | **Monte dei Paschi di Siena** | 957 | 788 | AA- | 13% | 844 | AA- |
| 9 | 219 | 220 | **Mediobanca** | 588 | 484 | A+ | 6% | 552 | A+ |
| 10 | 221 | 217 | **Banca Popolare dell'Emilia Romagna** | 579 | 477 | A | 2% | 569 | A+ |
| 11 | 225 | 211 | **CR del Veneto** | 545 | 449 | A+ | -10% | 604 | AA- |
| 12 | 242 | 235 | **Banco di Napoli** | 513 | 423 | AA- | 5% | 490 | AA |
| 13 | 246 | 224 | **Banca Popolare di Milano** | 497 | 409 | A+ | -6% | 528 | AA- |
| 14 | 251 | 221 | **Banca CR Firenze** | 493 | 406 | A+ | -10% | 550 | AA- |
| 15 | 318 | 303 | **Credito Emiliano** | 324 | 267 | A | -3% | 335 | A+ |
| 16 | 319 | 366 | **Veneto Banca** | 324 | 267 | AA- | 33% | 244 | A- |
| 17 | 360 | 373 | **Banca Popolare di Sondrio** | 267 | 220 | A | 13% | 237 | A+ |
| 18 | 379 | 369 | **Credito Valtellinese** | 243 | 200 | A | 0% | 243 | A+ |
| 19 | 380 | 458 | **Banca Popolare di Vicenza** | 242 | 199 | A- | 42% | 170 | A- |
| 20 | 403 | n/a | **Banca Mediolanum** | 223 | 183 | A |   | n/a | n/a |
| 21 | 404 | 398 | **Banca Fideuram** | 222 | 183 | AA- | 5% | 211 | AA- |
| 22 | 416 | 365 | **Pravex-Bank** | 214 | 176 | A+ | -13% | 247 | AA |
| 23 | 472 | n/a | **Banca Carige** | 167 | 137 | A | 17% | 142 | A+ |

**Risultati Globali – Banche con Brand di Maggior Valore**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Global 2015 | Global 2014 | **Brand** | Paese | Valore Brand 2015 (USDm) | Brand Rating 2015 | **% Differenza Valore Brand** | **Differenza Valore Brand** (USDm) | Valore Brand 2014 (USDm) | Brand Rating 2014 |
| 1 | 1 | **Wells Fargo** | US | 34,925 | AAA- | 15% | 4,683 | 30,242 | AAA- |
| 2 | 6 | **ICBC** | China | 27,459 | AA+ | 20% | 4,656 | 22,803 | AA+ |
| 3 | 2 | **HSBC** | UK | 27,280 | AAA | 2% | 410 | 26,870 | AAA |
| 4 | 9 | **China Construction Bank** | China | 26,417 | AAA- | 39% | 7,463 | 18,954 | AA+ |
| 5 | 4 | **Citi** | US | 26,210 | AA+ | 7% | 1,692 | 24,518 | AA+ |
| 6 | 3 | **Bank of America** | US | 25,713 | AA+ | -4% | -969 | 26,683 | AA+ |
| 7 | 5 | **Chase** | US | 24,819 | AA | 7% | 1,662 | 23,157 | AA+ |
| 8 | 10 | **Agricultural Bank Of China** | China | 22,714 | AA+ | 28% | 4,931 | 17,783 | AA+ |
| 9 | 12 | **Bank of China** | China | 20,392 | AAA- | 22% | 3,666 | 16,725 | AA+ |
| 10 | 8 | **Santander** | Spain | 18,700 | AAA- | -7% | -1,321 | 20,021 | AAA- |

****

**Banche con Maggior Incremento in % del Valore del Brand**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand** | Paese | Incremento valore Brand (USDm) | Valore Brand 2015 (USDm) | Brand Rating 2015 | **% Differenza Valore Brand** | Valore Brand 2014 (USDm) | Brand Rating 2014 |
| **China Construction Bank** | China | 7,463 | 26,417 | AAA- | 39% | 18,954 | AA+ |
| **Agricultural Bank Of China** | China | 4,931 | 22,714 | AA+ | 28% | 17,783 | AA+ |
| **Wells Fargo** | US | 4,683 | 34,925 | AAA- | 15% | 30,242 | AAA- |
| **ICBC** | China | 4,656 | 27,459 | AA+ | 20% | 22,803 | AA+ |
| **Bank of China** | China | 3,666 | 20,392 | AAA- | 22% | 16,725 | AA+ |
| **China Merchants Bank**  | China | 3,490 | 8,880 | AAA- | 65% | 5,390 | AA |
| **State Bank of India** | India | 2,500 | 6,563 | AA+ | 62% | 4,063 | AA+ |
| **Commonwealth Bank of Australia** | Australia | 2,044 | 7,520 | AAA- | 37% | 5,475 | AA+ |
| **China CITIC Bank** | China | 1,853 | 4,897 | AA | 61% | 3,044 | AA- |
| **Bradesco** | Brazil | 1,785 | 12,385 | AAA- | 17% | 10,600 | AAA- |