



News release

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PwC named strongest business to business brand

PwC has been named the strongest business to business brand by Brand Finance, and one of the world's ten most powerful brands in their annual index.

The Brand Finance index is an annual assessment of the brand value of over 500 of the world's best known businesses. PwC achieved the highest score (AAA+) for the sixth year in a row assessing the brand as 'exceptionally strong and well managed'.

The assessment measures a range of metrics including brand awareness, satisfaction and recommendations, financial performance and internal investment, market share and revenues. It also examines corporate responsibility, governance, and the views of internal and external stakeholders. Organizations are then judged relative to their competitors. PwC achieved the highest ranking and score amongst its closest sector rivals.

Ian Duncan, Managing Director, Global Brand, PwC said:

"The PwC brand is a key element in the growth of our network, both in our more well-known and established services and in new markets. The award demonstrates the strength of our brand and the progress we have made in recent years. It also shows how the investments we have made and continue to make in our people, quality and expertise are bearing fruit."

Since 2007, the Brand Finance Index has ranked PwC amongst the top 100 global brands, and as the leading 'commercial services' sector brand.

Notes

1. Access the Brand Finance report here: <http://brandfinance.com/knowledge-centre/reports/brand-finance-global-500-2016/>.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.